



Reduction and Reuse

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Fix-It Clinics

- Free, monthly
- Move around the county
- Prioritize skill sharing and saving items from going in the trash
- Mending and household item repair
- Staff coordinator, volunteers
- Common items: Clothing, lamps, fans



How a Fix-It Clinic works

- Check in
 - Weigh materials (limit: 3)
 - Assigned a numbered card
- Assigned to a volunteer
 - Collaboration!
- Repair item/s (hopefully)
- Check out
 - Return card
 - Confirm if item/s were fixed



2023 Fix-It Clinic data

- 12 clinics
- Attendees: 522
- Volunteers: 213
- Items brought in: 728
- Items repaired: 585
- Total lbs: 4,205.16
- Lbs repaired: 3,262.69
- Avg. repair rate: 78%



Future Fix-It Ideas and Goals

- ESC as permanent location
- Expand reuse activities
 - Swaps
 - Repair workshops
 - Volunteer trainings
 - Fix-It drop-in hours

Free Product Reuse Room



Residents can take free products like paint, automotive fluids and household cleaners that were brought in for household hazardous waste disposal and still have product left.

Reuse Survey

- Surveyed 500+ residents in Ramsey and Washington counties.
- Many residents support and engage in reuse efforts.
- Motivated by waste reduction, better quality and saving money.
- Barriers stem from access and limited resources.
 - Lack repair skills.
 - Greater time commitment.
 - Concern about quality.



Reuse Survey

- Create information hub with all types of reuse options in one place.
- Market reuse options with tailored messaging.
- Expand repair offerings.

Reuse Businesses

- Challenges for reuse business owners:
 - Financial concerns.
 - Difficulty finding staff and volunteers.
 - Storage space issues.
 - Lack of awareness.
- Want more support:
 - Marketing and promotion – also suggested a reuse directory.
 - Technical assistance and training.
 - Financial support.
 - Shared internship program.



Reuse Challenges

- Offer a Stop Food Waste Challenge and a Plastic Free Challenge.
- One-month challenges to educate and motivate to take action.
- Form teams and earn points for actions completed.
- Meet people wherever they are on the sustainability continuum.



Reuse Challenges Results

- Stop Food Waste Challenge
590 participants prevented 2,330 pounds of wasted food.
- Plastic Free Challenge
1,757 participants avoided over 5,200 pounds of carbon emissions.



Marketing Campaigns

- Collaborate on food waste reduction marketing campaigns.
- Holiday waste during November and December.
- Share tips on Facebook, Instagram, Google Search and Google Display, Snap Chat, TikTok and YouTube, as well as videos on streaming TV.

Food: Too Good to Waste



Marketing Campaigns

- Ads with Minnesota Parent and Twin Cities Mom Collective – reach families with young children.
 - Banner ads.
 - Newsletter ads.
 - Social media shares.
 - Newsletter articles.
- 14,252 clicks and 1,355,872 impressions.

