

Increase the Success of SMM by Improving Widespread Adoption of Reuse

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Reuse Institute is a nonprofit organization dedicated to increasing awareness of reuse – a central tenant of sustainability – through educational events, training services and research projects.

Reuse Institute asserts the main challenges the widespread adoption of reuse include:

- A large segment of the nation's population, both inside and outside of the reuse industry, lack a clear understanding of the definitions, drivers, benefits policies and practices related to reuse.
- The reuse industry lacks a standardized mechanism to capture and disseminate key data sets pertaining to its triple bottom line benefits [i.e. environmental impacts (e.g. landfill diversion, GHG avoidance), economic impacts (e.g. value of green jobs creation, tax revenue generation, avoided purchase, avoided disposal) and social impacts (e.g. number of families assisted / schoolchildren assisted)].

To help improve the adoption of reuse, Reuse Institute:

- Produces educational events including an international reuse conference and expo (ReuseConex).
- Provides training opportunities for reuse professionals and reuse advocates (Master Reuser) as well as customized training for businesses, municipalities and nonprofits.
- Seeks to further develop research projects including an industry-backed language and methodology for measuring the triple bottom line benefits of reuse (Reuse Sector Data Standard).
- Curates an open-source collection of reports, articles and other resources.
- Works with strategic partners to develop capacity-building services that support groups organizing reuse movement support networks in their communities.

Further details on Reuse Institute's work can be found online at <http://reuseinstitute.org>.

National SMM Plan Recommendations

- Revise the Bill Emerson Good Samaritan Act to cover all donated materials.
- Expand federal environmentally preferable purchasing guidelines for reuse-related goods and services (used/refurbished goods, materials exchange software, etc.)
- Provide economic and market development incentives for the reuse industry.
- EPA support of professional certification programs and support of SMM professionals are required to have adequate training in reuse.
- Create a fund for reuse research, that supports initiatives which:
 - Establish the "Reuse Sector Data Standard", ideally done in conjunction with the EPA so it could be used to expand the reuse data sets in the WaRM model.
 - Replicate the Minnesota Pollution Control Agency's reuse economic impact study.
- Support pro-reuse legislation (e.g. plastic bag bans, Digital Right to Repair).
- Establish a National Reuse Awareness Day every year on October 20th.