

What is reuse?

Reuse is taking a product that someone is finished with and reusing it (without changing it), for the same purpose as it was used before.



Why reuse is important?

Reuse is really important because it keeps all the resources involved in making a product in use and prevents waste, helping with climate action.



It reduces demand for new products and counters the dominant culture of quick consumption and obsolescence.



Reuse contributes to local jobs and the national economy.



Why measure reuse?

Why measure reuse? Recent European legislation aims to strengthen reuse in all Member States and have EU countries measure reuse with the option of setting national targets in the future. Ireland has already committed to introducing a target for the use of reused and repaired products. By gathering information on the scale and size of the reuse sector in Ireland, we can benchmark and compare our reuse sector against other Member States and regions and provide the basis for a reuse target. This in turn will allow us to figure out ways to improve it for all (practitioners, users, volunteers, etc.). It will also provide a picture of the scale of reuse which can be compared to overall material flows, consumption rates, waste arisings and rates of recovery and recycling.



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What was Q2Reuse about?

Up to now, there has been no recognised way of measuring reuse. In collaboration with those involved in the sector, a new methodology to measure reuse was developed and applied.



What kind of reuse is covered?

While we reuse a lot of things informally (e.g. sharing goods with family and friends), Q2Reuse looked at more formal routes such as charity shops, online exchanges, marketplaces and other retailers.



Who is involved in reuse?

It was found that over 1,200 business, social enterprises and charities are reusing a range of different products such as clothes, furniture, media, bric a brac, bikes and more.

How much is being reused?

The project found that:

32,000
TONNES
REUSED IN
2020

Which averages at...

6.5KG PER PERSON IN IRELAND



Which is equivalent to...

2,665
DOUBLE DECKER
BUSES IN WEIGHT

How does this compare with other countries?

Unfortunately there is no direct comparison with other countries as there is no consistent methodology for measuring reuse.

What happens next?

This is an important starting point. While our ability to measure reuse should improve in the coming years, this initial estimate allows Ireland to set a target to increase the level of reuse that currently occurs.

To increase reuse and meet our targets, we will need the involvement of the public and the support of the reuse sector. Together we can work to reusing more materials which will play a vital role in our shift towards a more circular economy.

