



FREEGLE

FREE Giving, Locally, Easily.

<http://www.ilovefreegle.org/>

WHAT IS IT?

Freegle is an umbrella organisation for 300+ online groups facilitating the giving and receiving of free unwanted goods in local communities across the UK. Charities, councils, non-profit groups, businesses, schools and indeed all sectors are welcome to join the **1.2 million people already freegling**.

We aim to keep anything usable out of the waste stream by providing friendly online local groups to connect unwanted things with people who can reuse them. Simple.

Putting locals in touch with each other along the way also builds community spirit and the reduction in waste contributes to neighbourhood sustainability.

Freegle is 100% powered by local volunteers. Free to join and free to use.

Our motto: Don't throw it away! Give it away!

Why Freegle?

Reduces residual waste by diverting flow of usable goods back into the community

- Trips to the tip are often with things that people *do not want* - the things are not actually rubbish.
- *Freegle* makes it easy for unwanted goods to flow to people and not to the bin, skip or tip.

Redistributes wealth and goods across a community

- Many people have usable items that they don't use or want.
- Many more people struggle to be able to buy all the goods they need or would like.
- *Freegle* makes it easy for goods to move between people who may not otherwise connect.
- Waste not, Want not. And all that jazz.

Encourages 'make and mend', repair and upcycling

- Most goods can be used in a variety of ways-not just for their intended first use.
- Goods can get into the hands of someone with the skills or time to make them work again.
- A good free source for artists and for community projects to be 'creative' with stuff.

Reduces pointless consumerism

- People can try something (by getting it for free first) before deciding to buy it.
- Keeps usable goods in circulation.
- No need to buy something for a one-off need.
(Electric drills are on average used for only 28 minutes in their life span for example)

Facilitates community engagement

- You meet people in your local area when you *freegle*.
- Can help develop online and communication skills and increase local awareness in general.
- Connects people and organisations with common interests, revealed through *freegling* of specific goods (school uniforms, sports equipment, books, IT equipment, DIY materials etc.)

Spring into Reuse: National Campaign

WHEN?

- Spring 2012 - March, April and May

WHY?

- Raise awareness about why and how to REUSE.
- Provide inspiration and tools for everyone to easily REUSE.
- To nudge a cultural change in behaviour and attitude across institutions, organisations and households (promote the 3Rs - Reduce, Reuse, Recycle)
- To create and collate REUSE data, experience and resources.

WHAT?

Campaign plans

- We are currently working on ideas with Government departments and other organisations, media contacts and potential stakeholders from all sectors to build the campaign concept.
- There will be: national mainstream media advertising and features; a national social media campaign (Twitter and Facebook primarily); possibility of a TV special; regional radio promotion.
- Logo, tools, resources and full details will be available by February 2012.
- Where possible events and resources should be free for the end-user.

Campaign ideas

- Competitions to find, profile and feature *local REUSE champions*.
- Links and promotion on every Council website where there is a *Freegle* group.
- Give and take free community events.
- Make and mend workshops.
- SWISH events (fashion swapping).
- Maintenance workshops and information (electrical goods, bicycles, clothes, IT, furniture etc.).
- Amnesty collections at local tips or elsewhere (for bikes, electrical goods, TVs, whatever item you choose to target) and then redistribute goods via *Freegle*.
- **Schools:** embed REUSE into eco-schools programme; organise competitions and events (best Art made from reused goods, fashion upcycling, electronic free give and take events etc); *Freegle* presentations at schools to encourage young people to start reusing.
- **Arts and Cultural:** short film competition (how to reuse a broken washing machine? How I reused 178 old mobile phone chargers, my best *freegling* moment etc.); Art exhibition (Art made from reusing stuff); Public space mosaic and murals made from unwanted ceramics and paint.
- **Universities:** make sure students know about *Freegle*, inform letting agents and Uni. housing officers about REUSE, increase student uptake via social media and student-led events.
- Ensure **Local Authorities** are supportive and promote the campaign, internally and externally.
 - Embed REUSE into council policy and communications (educate Officers from planning, housing, environment, community engagement, waste, education departments about *Freegle* and REUSE potential, for example).
 - Ensure *Freegle* and REUSE is included in local Climate Change Action Plans and that council customer services and publications highlight REUSE effectively.
 - Identify local public need that could be fulfilled via REUSE (street and park furniture, better bus shelters, promoting sporting activity, resourcing small community groups & events and so on)
- Collaborate and include already existing relevant local initiatives, groups, charities, businesses and

events into the campaign.

- Liaise with local **Chambers of Commerce**-encourage businesses to give away stuff locally and build goodwill in the process. Sponsor events? Hold work place events. Encourage companies to join *Freegle* as a staff benefit and as part of their Corporate Social Responsibility.
- Suggest to **commercial websites** that they promote reuse -so provide a link to *Freegle* groups-encouraging old goods to be reused locally when new goods are bought.

Regional and Local Contacts:

Name

Phone

Email

<http://ilovefreegle.org/groups/ADD> YOUR GROUP HERE

or put shortlink for your group here

National Contact and “Spring into Reuse” Campaign Coordinator:

Cat Fletcher

Freegle Elected National Representative and Head of Media

07962 449 573

media@iLoveFreegle.org

<http://ilovefreegle.org/groups/brighton>

Useful Links:

<http://www.ilovefreegle.org/>

<http://freegle.in/Facebook>

<https://twitter.com/#!/thisisfreegle>

<http://wiki.ilovefreegle.org/Logos>

Background

Freegle was launched in September 2009.

Current membership is **1,222,166** spread across 319 groups (06Nov 2011).

Freegle groups are all hosted for free on Yahoo Groups.

30% of groups now use a Facebook interface-encouraging younger people to participate-meaning you do not always have to join Yahoo Groups to *freegle*.

Freegle is an Unincorporated Association awaiting registration with HMRC for charitable status.

Freegle is entirely run by volunteers and has 9 elected National Representatives (also volunteers).

We provide resources and support for our 500+ volunteers who run local *Freegle* groups.

See:

<http://wiki.ilovefreegle.org/>

Freegle's only current overheads are for I.T. (<£1,000 p.a.) and covered by donations.

Freegle is connected and collaborates nationally with UK organisations and statutory bodies. We aim to promote REUSE and community engagement with recycling in general.

We are constantly striving to embrace local and national potential to increase REUSE above and beyond providing our free online platform to give away and get things for free.

How is *Freegle* different to The Freecycle Network™ (TFN)?

Freegle groups are all run by local volunteers and are autonomous.

The *Freegle* network is democratic.

Freegle was formed to create a unique, friendly and proactive **UK network** for online groups facilitating the 'freecycling' of unwanted goods (TFN is controlled from the USA).

A lot of of *Freegle* groups started life under TFN but have become Freegle groups so they can develop with a more local flavour.