

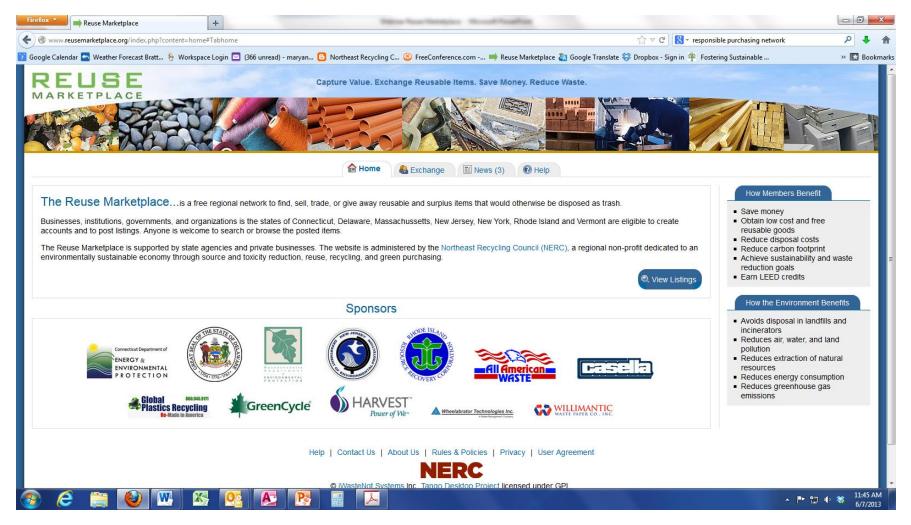
Developed & Administered by the Northeast Recycling Council, Inc.
Supported by State Agencies and Private Companies

Presented at HWAC Meeting - September 26, 2013

### Reuse Marketplace

- A multi-state *Materials Exchange* administered by the Northeast Recycling Council (NERC) and supported by state agencies & private companies.
- A *free* online network for posting reusable and surplus items where members can *Capture Value*, *Exchange Reusable Items*, *Save Money*, & *Reduce Waste*.
- The primary purpose of the site is to promote the continued use of reusable items instead of throwing them out.
- *Eligible Members*: non-profits, institutions, businesses, and government in the participant 7 states (Connecticut, Delaware, Massachusetts, New Jersey, New York, Rhode Island, & Vermont).

# Reuse Marketplace Home Page



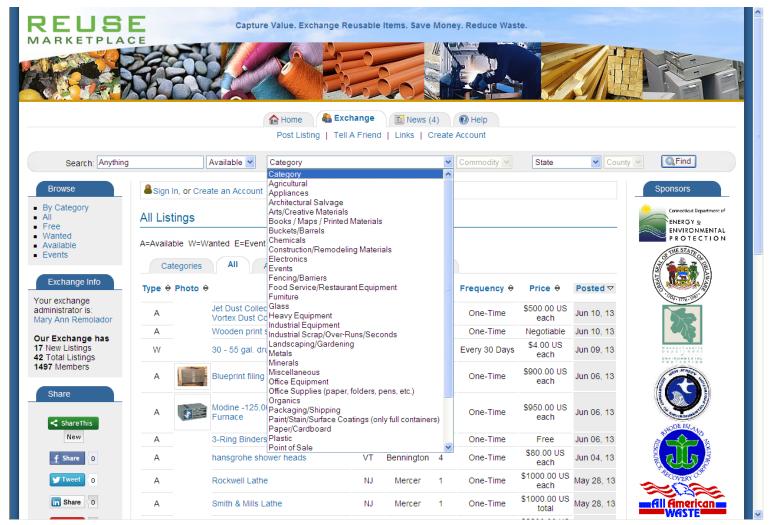
# Different from Craig's List & Ebay

- *Peer-to-Peer* listings—only businesses, government, non-profits, and institutions can post items on the site. Anyone can browse and obtain the items.
- *Administered site*—before listings are posted, they are reviewed by the site administer within 24 hours. New members are also reviewed before allowed to participate.
- *Easy to create a wish list* of items you are seeking.
- *Email alerts* tell you when new items have been posted to the site.
- *Easy to Use*—there are 35 item categories and over 60 subcategories to choose from when posting to the site.
- *Multi-state participants*—(7) CT, DE, MA, NJ, NY, RI, & VT.

#### Benefits to Site Members

- It's *free* to post *unlimited* number of items.
- Members can save money on trash disposal and purchases.
   Instead of throwing unwanted reusable items out, they can post them on the site for others to find...and visa versa. Cost avoidance.
- Reusing items decreases the users' environmental impact and reduces their carbon footprint.
- Helps achieve sustainability and waste reduction goals.

# Browsing the Listings



#### To Create An Account

- Go to the "Exchange" tab of <a href="www.ReuseMarketplace.org">www.ReuseMarketplace.org</a>
   and click on the "Create an Account" link:
   <a href="http://www.reusemarketplace.org/?content=user.new.company.choose">http://www.reusemarketplace.org/?content=user.new.company.choose</a>
   <a href="mailto:company.choose">company.choose</a>
- Select the organization you work for from the drop-down menu and register as an employee of the organization.
- If your organization is not yet listed, create the organization's account by going to "Register my Organization..."

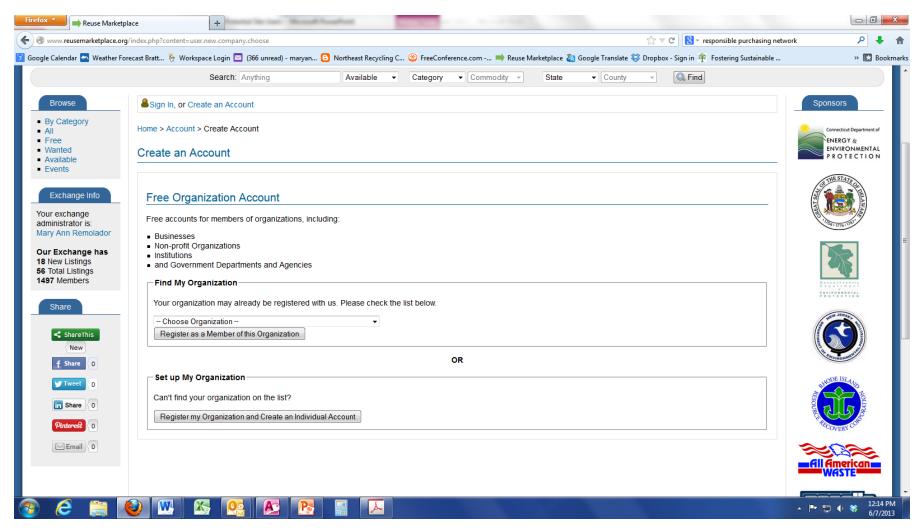
  <a href="http://www.reusemarketplace.org/?content=company">http://www.reusemarketplace.org/?content=company</a>

  <a href="mailto:new">.new</a>

  and filling out the required information; and then register as an employee of the organization.

www.ReuseMarketplace.org

### Create An Account Screen



# Eligible & Ineligible Postings

- There are 35 categories and over 60 subcategories to list eligible items under when posting to the site, including a miscellaneous category.
- Ineligible Items include:
  - live animals
  - ammunition or weapons
  - illegal goods
  - automobiles
  - hazardous waste (partially used containers of chemicals, or chemicals that are in containers other than the original)
  - services / personal ads
  - materials for recycling

### Site Listings & Exchanges Made

- A member can post free unlimited listings.
- Listings expire after 90 days. Members may opt to renew their listings.
- The exchange of an item is between the member who posted the listing and the person interested in taking the item. NERC is not involved with the individual item transactions.

### Measuring Successful Exchanges

- Metrics on the exchanges are dependent upon the members accurately recording their activity and keeping their accounts current.
- Information we collect includes:
  - Number of exchanges
  - Number of items exchanged
  - Weight of exchanged materials
  - Value of exchanged materials
  - Carbon emission savings from reuse of the item

#### Webinar

• An introductory webinar\* on the Reuse Marketplace can be found at:

http://nerc.org/documents/reuse marketplace introd uctory\_webinar.wmv

Navigate to the webinar from the "News" tab on the home page:
 www.ReuseMarketplace.org

\*Clarification — Students must be employees of colleges or universities to be allowed to post items to the Reuse Marketplace.

### Reuse Marketplace Is for YOU!

- Join now.
- Post often.
- Visit the site frequently.
- Sign up for the alerts.
- Make it work for you the more you use it, the better it gets for everyone!

#### **Contact Information**

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