



**Garage Sale**

**Trail**

PEOPLE  
POWERED  
RE-USE

# GARAGE SALE TRAIL

**ONE DAY WHEN  
EVERYTHING'S  
FOR SALE**



**1,000S OF SALES IN  
HOMES, SCHOOLS,  
CHARITIES & PUBLIC  
SPACES ACROSS THE  
UK**

**A NATIONAL  
CELEBRATION ON  
TV, RADIO, PRESS  
AND ON THE  
STREETS**

**SOCIAL  
CAPITAL**

**1,000s OF NEW  
NEIGHBOURLY  
CONNECTIONS &  
MONEY RAISED  
FOR GOOD  
CAUSES**



**FACILITATING  
REUSE**



**10,000s  
ITEMS  
FOR  
RESALE**

**CHANGE  
BEHAVIOUR**



**PARTICIPANTS  
MORE LIKELY TO  
SELL THAN THROW AWAY**

# AUSTRALIAN SUCCESS

**2010**

**1 COUNCIL**

**126 GARAGE SALES**



**2015**

**180 COUNCILS**

**13,000+ GARAGE SALES**

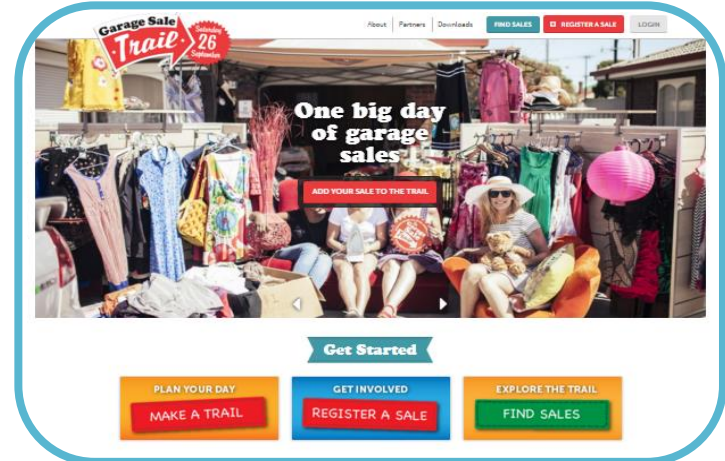




# HOW GARAGE SALE TRAIL WORKS



A HUGE COMMUNICATIONS CAMPAIGN



A DIGITAL PLATFORM



A MASSIVE PUBLIC EVENT

CUPBOARDS,  
GARAGES,  
SHEDS WILL BE  
DE-CLUTTERED,  
STUFF REUSED  
& LANDFILL SITES  
EVERYWHERE  
HEAVE A SIGH OF  
RELIEF & LOADS OF  
NEW CONNECTIONS MADE.



IMPACT

# GST ENGLAND PILOT

SATURDAY  
SEPTEMBER  
26<sup>TH</sup>  
2015

TODMORDEN

HACKNEY

BRIGHTON

wrap

BIG  
LOTTERY  
FUND

ef Esmée  
Fairbairn  
FOUNDATION

THE ASHDEN TRUST

# IMPACT OF PILOT

## SALES

200+ SALES  
IN ENGLAND



## FACILITATE REUSE



56,000+  
ITEMS  
FOR  
RESALE

## CHANGE BEHAVIOUR



86% OF PARTICIPANTS  
NOW MORE LIKELY TO  
SELL THAN THROW AWAY

## SOCIAL CAPITAL

PARTICIPANTS  
MADE 10 NEW  
NEIGHBOURLY  
CONNECTIONS



## GETTING INVOLVED



70% OF  
PARTICIPANTS  
MORE  
MOTIVATED  
TO  
VOLUNTEER

## HAVE FUN



64%  
WANT TO  
TAKE PART  
NEXT YEAR

# IMPACT OF PILOT

## LOCAL ECONOMY

**SHOPS  
REPORT  
INCREASE  
IN SALES**



## CHARITABLE GIVING



**50%+  
PARTICIPANTS  
DONATE TO  
CHARITIES**

## CAPACITY BUILDING

**COMMUNITY GROUPS REPORT  
INCREASED AWARENESS AND  
VOLUNTEER RECRUITMENT**

## POSITIVE FEEDBACK

**93% OF PARTICIPANTS  
THINK THE COUNCIL  
SHOULD  
BACK GST**



## REDUCE WASTE

**20,000KG OF WASTE  
DIVERTED FROM  
LANDFILL**

## ESTIMATED SAVINGS

**£750 PER  
PILOT AREA  
FROM  
DIVERTED  
LANDFILL**



# PLANS FOR SEPT 2017

**SCOTLAND  
WIDE  
ACTIVATION**

**PARTNERSHIP  
WITH**



**WORKING WITH  
COUNCILS**

**WORKING  
WITH  
RE-USE &  
COMMUNITY  
GROUPS**

**MEDIA  
PARTNERSHIPS**



# Thank you!

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- So do you think you'd want to be involved?
- Would 9<sup>th</sup> September 2017 work for you?
  - Any questions?



Elsewhere at Zero Waste Scotland ...

### **European Week for Waste Reduction**

19-27 November 2016

Theme; 'Use-less packaging'

<http://www.zerowastescotland.org.uk/ewwr2016>

### **Pass it on Week**

11-19 March 2017

[www.passitonweek.com](http://www.passitonweek.com)

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