

My 'Waste Less' 'Share More' Journey



Presented to RECYCLING WEBINAR

Jacquie Ottman

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Jacquie Ottman

Dumpster diver, age 4

Green Marketing Expert
since 1989

Now 'NYC Zero Waste
Influencer'

Author of 5 books,
working on a 6th...





Questions, Questions, Questions

What does a resource-efficient lifestyle that people want to live look like?

WeHateToWaste.com

...a global community living 'resource-fully' today





Community Fridge in Frome UK Reduces Food Waste, Feeds the Needy

 [Esther Deeks](#)  12  [Respect Food, Share Rather Than Own](#)

Esther Deeks shares resources for starting a Community Fridge to cut food waste, feed needy like the one she founded in Frome, UK





How Toronto's Tool Library Lets You Share Rather than Own

 [Lawrence Alvarez](#)  8  [Share Rather Than Own](#)

Want to share more and own less? Read on! Co-founder Lawrence Alvarez describes the amazing success of the Toronto Tool Library and Sharing Depot — and shares tips for how you can start a tool library in your own community.





How Farnham UK's Repair Café Takes a Bite Out of Waste

 [Martin Charter](#)  11  [Repair and Repurpose](#)

Want to see more fixing and less tossing in your community? Farnham UK's repair café provides a model within an international movement. Read on to learn how and get helpful resources and links.

RENTTHERUNWAY

love. wear. return.



Why I Will Only Rent, Not Buy, Dresses From Now On

[Adrian Moyer](#) 8 [Rent, Share Rather Than Own](#)

A few weeks ago I was lucky enough to escape the snow in NYC to attend a good friend's wedding in Miami. However, when it came to finding a dress for this black tie affair, I found myself in the same bind, real or imagined, that many women find themselves in with a wedding fast approaching: I had absolutely nothing to wear! I knew I could





How I Started the OLIO Food Waste App

 [Tessa Cook](#)  20  *Respect Food, Share Rather Than Own*

Tessa Cook and Sasha Celestial-One were both alarmed by how much food goes to waste. They decided to tackle this problem by leveraging technology. A food waste app was born. It lets you share extra food with your neighbors and other community members.





Leftovers Pooling: The Most Fun Way Yet to Cut Down on Food Waste

 [Jacquie Ottman](#)  21  [Influence Others, Leftovers Pooling Party, Respect Food](#)

Learn from WeHateToWaste founder Jacquie Ottman how to throw a Leftovers Pooling Party. And discover the most fun way yet to cut down on food waste.





Got Regifts? Throw a Regift Swap Party

 [Alison Sullivan](#)  12  [Regift, Reuse, Share Rather Than Own, Swap](#)

Got regifts? Throw a party. The perfect time is after the holidays to chase away the dark days of January. That's what we did at WeHateToWaste. Read on to hear how it all went and get some ideas for your own Regift Party.










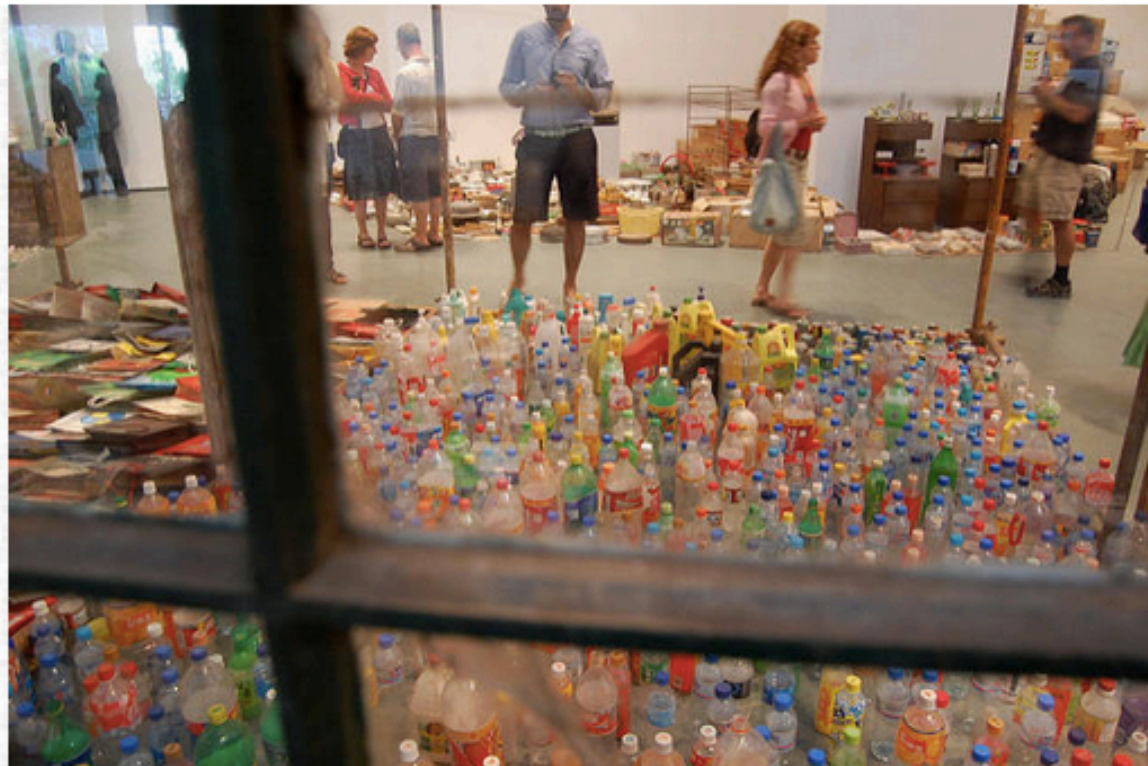


What I'm Doing to Promote Sharing

How Sharing Can Help Change Consumption Culture

 Share on Facebook

 Share on Twitter



By **Jacquelyn Ottman**

Tucked into the corner of the laundry room in my apartment building in New York City, New York, is a little free library created from a bookcase that was salvaged from a neighbor's trash. Nearby sits a repurposed plastic hamper marked "Free Stuff." For fifteen years the library has been providing residents with free reading material while the Free Stuff box has been serving as a convenient way to pass along gently-worn household goods for others to use.






Representing just two good examples of what can be viewed as a hyper-local form of the sharing economy, these free, low-tech amenities also help our building's residents prevent a lot of stuff from winding up in the trash,

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.com

Sharing more, living better

BY JACQUELYN OTTMAN

PUBLISHED FEB 8, 2017 AT 5:09 PM (UPDATED FEB 8, 2017)

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Tucked into the corner of the laundry room in my co-op apartment building on the Upper East Side is a little free library created from a bookcase that was salvaged from a neighbor's trash. Nearby sits a repurposed plastic hamper marked "Free Stuff." For fifteen years the library has been providing residents with free reading material while the Free Stuff box has been serving as a convenient way to pass along gently-worn household goods for others to use.

Representing just two good examples of what can be viewed as a hyperlocal form of

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share SWAP borrow DONATE gift OUR WAY TO A BETTER NYC



SHARE

Share Books


Set up a [little free library](#) in your building's laundry, office break room or other public space.

Share Umbrellas

Hotels keep a stash of umbrellas with the doorman. Keep a few at your own front door or lobby.

Share Skills

Get stuff fixed at neighborhood repair events hosted by [Flavor Collective](#) or [PopUp Repair](#).



SWAP

Swap Locally


Pick up some books, housewares and other articles at GreenNYC's free community [Swap 'n' Swap](#) events. Northerington, Mass. has an entire ["NoCenter" Swap Shop](#).

Re-Gift

Openly gift items from the re-gift bag. Better yet, throw a re-gift party [like this one](#). Celebrate [National Re-gifting Day](#) with office mates.

Pool Leftovers

What's left over from last night's supper can delight a neighbor tonight. [Learn more.](#)



BORROW/LEND

Create a Sharing Closet

Let fellow building residents borrow vacuum cleaners, ironing boards and [more](#).

Borrow Things from the Libe

The [South Street Seaport](#) has a free tool lending library. The [Queens Library](#) lends men's ties to job seekers. (Philly's got a [tool libe](#) and a [tie libe](#), too.)

Lend Stuff to Neighbors

Join [Neighbor.com](#), a new website that links neighbors by zip code, even block by block or by building — and let the borrowing and lending begin.





Donate Stuff to Worthy Causes

Find out how to donate to [Goodwill](#), [Salvation Army](#), [United Way](#), [Local Councils](#), and more at [DonateNYC](#).

Donate Art Supplies, Coats & Food

Donate to [New York Cares](#), [Materials for the Arts](#), and [NewYorker.org](#).

Donate Stuff Right in Your Building

Drop-off clothing and textiles in a [RefashionNYC](#) box, help out [HousingWorks](#), too.



Start a Free Stuff Box

Register a cabinet in your building's laundry, lobby or other public space — let residents take and leave.

Give Food Away

Little free pantries and community refrigerators are popping up in Europe — why not NYC?

Join a Gift Economy

Free Your Stuff NYC: Queens & Brooklyn, has over 300 members and growing.

LET US HELP YOU GET STARTED

Spreading the word about the power to share is how we at [We Hate Waste](#) fulfill our mission: change consumption culture through the power of Zero Waste. This guide focuses on our hometown of New York City — but everyone, everywhere can get inspired by these ideas. And please share with us what you're doing in your city.

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Big hearty thanks to the folks who helped create this page: [Alexandra Caselli](#), [Kimberly Clinca Sebastian](#), [Caitlin Harrington Smith](#), [Karin Johnson](#), [Lili Guo](#), [Shawn Coleman](#)

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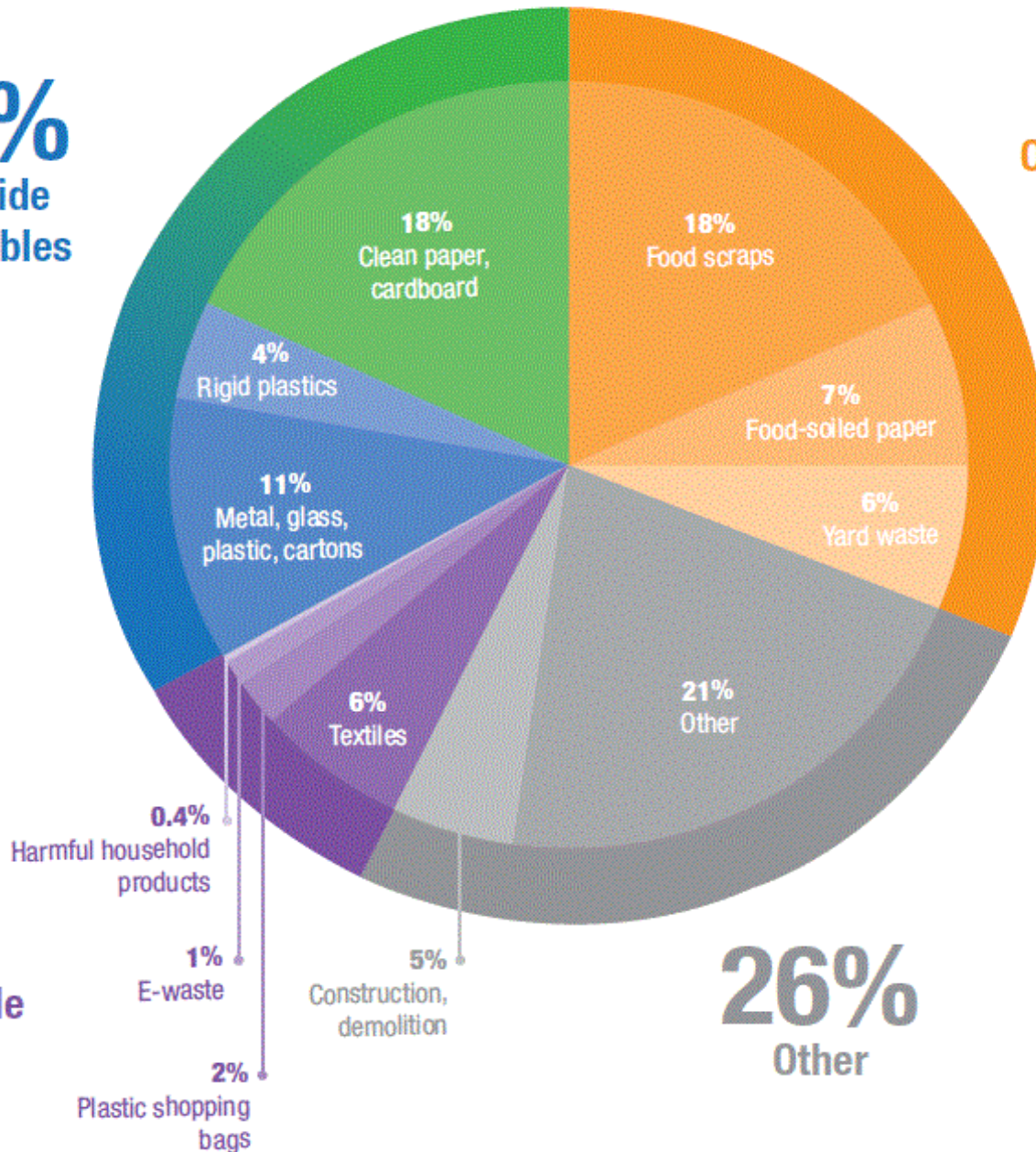


How to Measure Success

33%
Curbside
recyclables

31%
Organics suitable
for composting

10%
Other divertable
materials



Source: 2013 Waste Characterization Study, NYC Department of Sanitation

How to Measure Success?

Recycling rate? And/Or...

Reuse Index *% consumption that represents used versus new?*

How to Measure Success?

Recycling rate? And/Or...

Product Longevity Index *How long does a typical ‘basketful’ of products last here versus other cities?*



How to Measure Success?

Recycling rate? And/Or...

Sharing Index *% of products used in a household over the course of a year are not owned but shared, borrowed, etc.?*



How to Measure Success?

Recycling rate? And/Or...

Connectedness Index *# of our neighbors each of us interacts with over the course of a month?*



Contact me

Jacquie Ottman

JA Ottman @ Green Marketing. Com

212 879 4160

We Hate To Waste.com





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Why I'm Excited About Sharing

Reduces Waste

Enhances community

Saves money/ Promotes economic resilience

Conducive to Cities (70% of global Pop'n)



Why I'm Excited About Sharing

Roots in America yet Millennial-friendly

Pot-luck suppers – Leftover Pooling

Maker Movement

Sharing Economy facilitated by digital tech

Growing interest in buying secondhand/pre-owned

Cities, co-housing

‘Less is more’ mentality



Why I'm Excited About Sharing

Businesses Looking for New Business Models

Second hand /pre-owned

Sharing Economy, Renting



Why I'm Excited About Sharing

Governments Looking for New Solutions

Stop N Swaps – cuts down on waste; enhances economic resilience

Community reduces social isolation, enhances security, promotes





Stop 'N' Swap Events Help Make NYC More Sustainable

[Jacquie Ottman](#) · 6 · [GrowNYC Stop 'N' Swap, Share Rather Than Own, Swap in NYC](#)

In addition to keeping stuff out of landfills, community reuse events like GrowNYC Swaps® can make NYC more sustainable by building community and enhancing resilience, especially in underserved areas.



How To Get Folks Excited about Sharing

Benefits can sell itself

– Who doesn't like free stuff?

Saves money

New ways to interact, social occasions

New business models

New ways to get access to stuff you might not normally be able to access/ afford



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