

2014 FRINGE REUSE AND RECYCLE DAYS

The Reuse and Recycling Days took place on the 25th and 26th of August 2014 between 11am and 4pm at Fringe Central, Appleton Tower, Edinburgh. This was the fifth year of the initiative. The event was organized by The Edinburgh Festival Fringe Society, with support from Creative Carbon Scotland and Festivals Edinburgh.

This report aims to provide information to aid future organisers of the event or similar events. The key findings are outlined below:

EVENT OPERATIONS

The main concourse of Fringe Central was dedicated to the Reuse and Recycle Days, with tables and signage advising participants where to distribute their donated materials, with the aid of the Fringe Central team. A member of Creative Carbon Scotland was also present, collecting data and answering questions about the event.

Attendance varied significantly over the two days. There was a noticeable influx of people and an increased number of donations immediately on Monday morning (prior to the event opening), in the early hours of Monday afternoon, and at the end of the collection time on Tuesday. There was an inflow of people external to the Fringe, and to the arts, at the end of Tuesday.

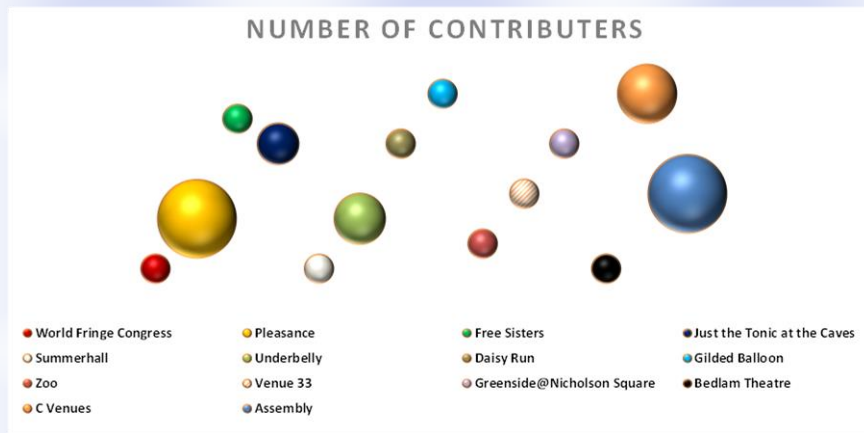
PARTICIPANTS

- There were a range of companies and individuals depositing materials throughout the Reuse and Recycle Days, from a distinct variety of international locations. Excluding paper promotional material, participants were predominantly theatre production participants; likely a result of the increased intensity of stage design amongst this group.
- There were many donations from promotional companies working at the Fringe. These teams, from various venues, deposited mainly set and promotional materials for a variety of productions at one time (sometimes for up to 10 productions). As a result, the number of productions indirectly donating to the Reuse and Recycle Days is likely higher than observed at the time.

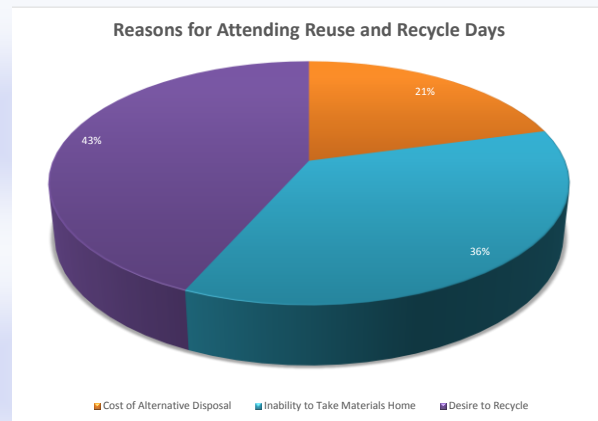
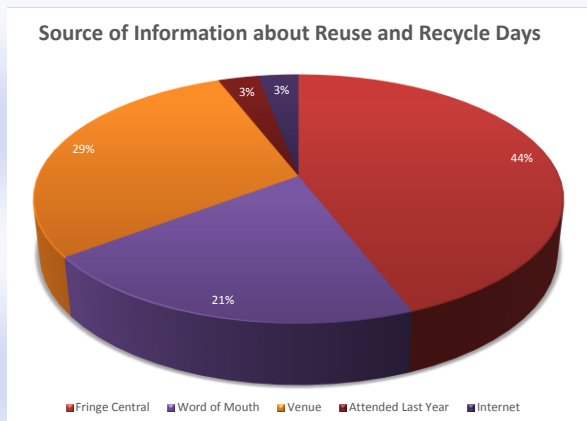


For an interactive version of this Map, go to:

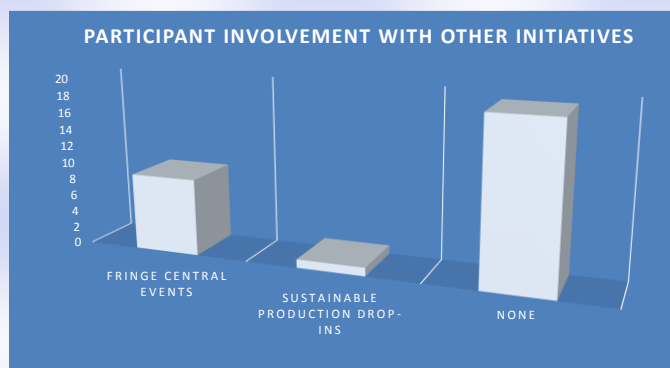
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- The graph above charts the hosting venues of donating companies, where the bubble size increases with contributions. However, in 2014 there were almost 300 venues hosting productions, of which only 14 were noted as contributing.
- Information about the event was communicated in a variety of ways, with participants being made aware of the events specifically by their venue or The Fringe Society. Often participants cited direct mailings (emails) as their main form of information about the event:
- Participants claimed various reasons for donating to the Reuse and Recycle Days, and often a combination of reasons. However, it was also specifically expressed by some respondents that they had otherwise found it difficult to recycle during their temporary residence in Edinburgh:

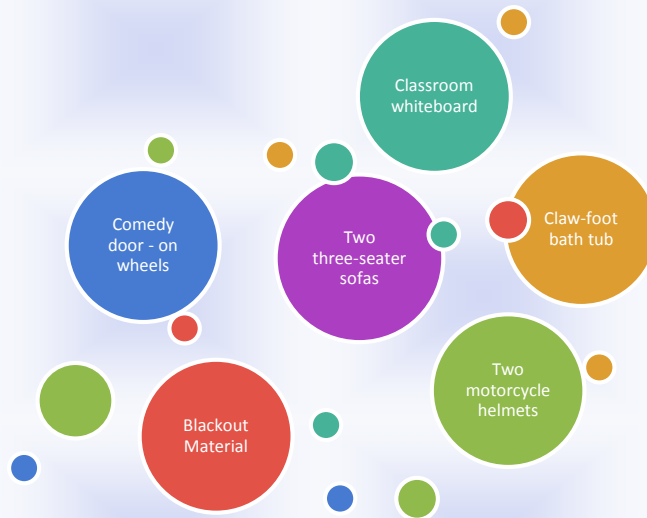


- Participants generally had not participated in other sustainability initiatives, but many had attended other Fringe Central events. Only one participant had heard of the Fringe Sustainable Practice Award, and none of the productions shortlisted for the award attended the Reuse and Recycle Days. However, this may be indicative of minimal wastage in their production design. :



MATERIALS DONATED

- Materials donated varied to a great extent. Wood, paper, plastic, material and metal were all present in various quantities, some in forms betraying their use in Fringe productions, and some less immediately obvious in their use, already stripped to their various components.
- Wood was present in greater numbers in 2014 than in previous years, with a large range of plywood and heavier material donated.
- As expected, due to the dominant form of Fringe advertising and historical presence at previous year's Reuse and Recycle Days, paper was the material of the great quantity. This typically consisted of promotional flyers, although also included some brochures and site-specific programmes or magazines.
- Prop and set materials deposited differed significantly in form, although the majority were in good condition and working order. Localised trends included decorative glass, side tables and books.
- There was a noticeable drop in quantity and quality of materials at the end of Monday afternoon.

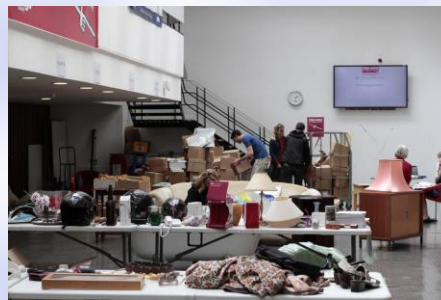


MATERIALS COLLECTED

- The most popular materials to be collected from the Reuse and Recycle Days were props and good quality furniture. Often the props took the form of decorative homeware, like ornaments, or functional gear, like helmets, notepads, and clipboards.
- Those collecting from the event varied in their purpose. Many of those depositing also left with items, likely to be used in other productions or for personal use. There were also many people in or around Fringe Central for an alternative purpose who browsed the goods as part of their visit. On Tuesday particularly, there were members of the public and local craftspeople, external to the Fringe, who attended the day intentionally. These included employees of Georgie Farm, a theatre maker from Aberfeldy, a ceramist, a sculptor and several University of Edinburgh students. In most cases, these external attendees left with furniture and wood.
- All materials not picked up by individuals were collected by ScotWaste as mixed recycling, with the functional furniture later donated to charity shops.

MEDIA AND PUBLICITY

- Throughout the two days, images and social media were used heavily to provoke interest and increased attendance at the event. The success of this was confirmed verbally by attendees, who quoted Twitter and Facebook as ways they had accessed the event.
- Prior to the event, promotional emphasis lay with directing companies to the Reuse and Recycle Days, specifically those already involved in other sustainability initiatives. This was achieved through direct mailings to the 2014 Fringe Sustainable Practice Award longlist and Green Arts Initiative members, as well as an event listing on the Creative Carbon Scotland website. The event was also listed in the Fringe Central programme.
- During the event, promotional emphasis lay with attracting people to collect the donated materials. This was mainly achieved through social media, and the use of Gumtree, Freecycle and Preloved.
- During the event, photographs were taken for documentation, and a professional photographer/videographer produced a time-lapse video of the event: <http://vimeo.com/104609898>. This will be used to highlight and advertise the event in the future.
- An Edinburgh Green Tease event was also held during the Monday afternoon of the Reuse and Recycle Days: artistic practitioners or those interested in the arts and sustainability were invited to attend, to observe the event, and to participate in a discussion led by Ecodrama (a children's theatre company specialising in sustainable practice).



IDEAS FOR THE IMPROVEMENT OF FUTURE REUSE AND RECYCLE DAYS

- To continue to collect donation and collection data would increase knowledge of the event, and allow for the presentation of any trends to be displayed.
- There is potential to promote the event more to collectors in advance, particularly to Edinburgh creative groups outside of the Fringe, or to community organisations which may benefit from the range of donated materials.
- The data for this report was collected via a voluntary questionnaire that each participating group was asked to complete. 30 participating groups were identified however, due to the physical separation of the paper deposit point and the deposit point of other materials (due to space constraints), it is possible that some participants are unaccounted for.