

every
one

deserves a decent
place to live.

Habitat ReStore

The low-cost DIY store that builds sustainable community



Habitat's Vision is:
“A world where
everyone has a
decent place to
live.”

3 GOOD HEALTH
AND WELL-BEING



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



10 REDUCED
INEQUALITIES



ReStore Mission:

- Builds sustainable community by
- Helping local people access low-cost materials to improve their homes
- Provide skills and employability training for people of all ages and backgrounds
- Divert tons of reusable material from landfill

ReStore's development:

Building on the success of over 900 Habitat ReStores across the US and Canada, Habitat Ireland opened the first ReStore in Europe in 2012, in Lisburn.

Since then, Habitat have opened three further ReStores in Northern Ireland, in Ballymena, Newry and Newtownards and secured building in Belfast..

In April 2022, ReStore Drogheda launched and the charity plans to scale across Ireland, opening in multiple locations

ReStore directly tackles poverty in Ireland, the model is sustainable and delivers real impact for people and the environment.



Why ReStore?

Cost is a barrier to vital home improvements:

Ireland's poorest people have been left behind by successive budgets. The 637k people living in poverty are least likely to afford to improve their homes. 17.8% of Irish households can't afford to replace worn out furniture making it the most common deprivation.*CSO 2019 Income and Living Conditions Survey

Limited access to learning skills for employment:

The challenges of unemployment and underemployment look set to grow post-pandemic. For the most vulnerable getting the confidence and skills for employment is a continued problem. Recent data suggests that the unemployment rate may climb to between 10 and 12 per cent of the labour force and notes the existence, and expected future growth, of a severe youth unemployment problem.

Reusable materials still enter the waste stream:

Ireland's Waste Action Plan for a Circular Economy highlights the need for scale in tackling 'bulky household waste' which is often fly-tipped in our countryside. There is a real need to provide opportunities for the construction sector to reuse materials in a effective and sustainable way.



Volunteer engagement:

Since opening the first ReStore in Europe in 2012, more than 850 local people have volunteered in Habitat ReStores, 3,500 hours every month.

From students and retirees to supported placements, ReStore attracts a wide range of individuals of all ages, backgrounds and abilities; improving well-being and building cohesion and sustainable community

Partnerships with support agencies including Probation Board, Action Mental Health and others highlight the value for their clients



A woman with blonde hair and glasses, wearing a purple long-sleeved shirt and a blue apron, is smiling and holding a can of Dulux paint. She is standing in a warehouse or storage area with shelves filled with various paint cans in the background. The can she is holding is labeled 'Dulux Rich Matt' and 'For Walls & Ceilings'. A blue circular graphic is overlaid on the left side of the image, containing a quote.

“ReStore made me
feel like I can do
anything”

—Emma Patterson

Corporate Partnerships

Habitat ReStore provides a platform for companies and organisations, to be more socially and environmentally responsible and can help achieve recycling targets.

Materials donated are not further processed, but reused, which helps build a more sustainable future.

Partnering with Habitat allow businesses to connect with a unique local and global charity brand which provides hands-on impact.



Selfbuild
love your
home

ReStore Impacts

Every year...

More than

150

kitchens are rescued
from landfill

3,000

volunteering hours
every month

25

volunteers supported
into employment

More than

200

supported placements
for vulnerable people

45,000

local people access
low-cost materials

1,000

tons of reusable material
diverted from landfill

What materials?

- Building materials
- Bathrooms & plumbing
- Hardware & tools
- Appliances
- Kitchens
- Paint & wallpaper
- Flooring



Marketing ReStore

- Marketing Strategy is driven by cost effective public reach and targeted Corporate and partner engagement
- Habitat for Humanity Ireland has an extensive social media presence. The charity has more than 65,000 followers with a reach of 10 million in FY22.
- Branded vehicles support awareness and promote engagement with ReStore
- Low-cost local radio advertising supports launch encouraging community to shop, donate or volunteer in-store
- Regular PR in local media and industry magazines underpins community and Corporate engagement
- Printed fliers promote Habitat ReStore in-store, leaflet drops in local communities and through partners



Who benefits?

- Low income families
- Companies
- Small tradesmen
- Environmental champions
- Bargain hunting- everybody!



Thank you!

