

EPA Green Enterprise

Project: Reuse quality mark

Organisation: CRNI - Community Resources Network Ireland

Reference: 2016-ET-CP-85

Project Objective: Develop a reuse quality mark to address consumer concerns about purchasing second-hand goods.

Amount Of Grant Aid Awarded: €59,877



Background:

77% of the Irish population has expressed a willingness to buy reused goods, but the actual number that follow through is lower.

Surveys indicate two major concerns:

- Quality
- Safety



Reuse of items would save money and potentially provide employment in social enterprises and charities involved in the trading of these items.

The ReMark quality mark was developed to address these concerns by establishing performance criteria and an accreditation process for the reuse sector for its activities dealing with customers.

The aim of the Remark quality mark is to strengthen consumer confidence in reused goods.

Project activities:

The criteria for the ReMark quality designation have been developed and a matching accreditation process instituted. Consumer research was undertaken on attitudes and behaviour in relation to purchasing reused goods.

Use of the quality standard was piloted with eleven social enterprises.

The pilot enterprises received pre-assessment surveys, retail merchandising training, and a comprehensive ReMark pack.

Training was developed and provided. Three of the participating organisations successfully achieved ReMark accreditation.



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Project Outcomes:

A positive impact on consumer attitude was measured for the participating stores. It's now possible to provide relevant support and to promote this quality mark to a greater number of enterprises.

Feedback from the three accredited enterprises was positive, with the process noted as helping to raise standards and improve efficiency of collections, screening of donations, traceability, store appearance and customer service. Benefits to team morale and pride in the participating enterprises was also noted.



Next steps needed:

This approach needs to be widely promoted. CRNI is undertaking a follow-on project to achieve this, with support from the Department of the Environment, Climate and Communications through funding under the Circular Economy Innovation Grant Scheme.

For more on the EPA's Green Enterprise programme visit [here](#)

For more on the project see [here](#) or contact: info@crni.ie



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