



EWWR GOOD PRACTICES AND CASE STUDIES

(LONDON UPCYCLING SHOW)

1. Details of Action:

EWWR Coordinator: Dimitra Rappou
Name of Action Developer: North London Waste Authority
Name of action: London Upcycling Show
Nominee **category**: Public administrations and organisations
European Special Prize: Yes No
Dates of action: 19/11/2017
Website: www.wiseuptowaste.org.uk/reuse/london-upcycling-show-2017

Location of action

Place of implementation: Walthamstow Assembly Hall, E17 4JF
City: London
Region: Greater London
Country: United Kingdom

2. Action's theme:

- X Reduce – Strict avoidance and reduction at source
- x Reuse – Reuse and preparing for reuse
- Recycle – Waste sorting and Recycling
- Clean-up activities
- x Thematic Focus 2017: Reuse & Repair – Give it a new life!

3. Description of the nominated action

North London Waste Authority (NLWA) in partnership with environmental charity Groundwork London (GWL) delivered the London Upcycling Show as part of NLWA's participation in European Week for Waste Reduction. The aim of the London Upcycling Show was to give people the opportunity to learn, celebrate and experience the best of upcycling and giving furniture a second life, to showcase and encourage upcycling, repair and reuse of unwanted household items, to help to preserve valuable resources and to divert reusable items from disposal.

The show consisted of the following elements:

- An upcycling competition for north London residents in the run up the exhibition with five categories of furniture that could be upcycled - bedside cabinet for a child, upright chair, armchair, side table and a sideboard.
- A one-day event featuring the judging of the competition, announcement of winners and award of prizes, demonstrations and workshops with active involvement of participants, exhibits from a range of reuse, repair and upcycling organisations of furniture, textiles, electrical items and home wares.

The key performance targets by which the success of the project was measured were a combination between qualitative and quantitative methods:

- A minimum of five entrants per upcycling competition category
- A minimum of 200 people attending the exhibition including for the competition judging



- A minimum of 0.5 tonnes of direct tonnage diversion via reuse, repair and upcycling
- A minimum of 20 organisations exhibiting their goods and services and running workshops and demonstrations, with at least half of the exhibits coming from organisations that upcycle furniture.
- Collect and analyse feedback by a minimum of 10% of attendees, 30% competition entrants and 30% of exhibitors.

For the competition, entrants were provided with a rescued fly-tipped item and had three weeks to transform this piece of furniture, create an upcycled item and enter their completed item into one of the five categories, namely a bedside cabinet for children, an upright chair, an armchair, a side table and a sideboard. Free workshops were also provided by Groundwork London for competition entrants about different upcycling techniques, including the free use of tools and equipment and there were entries from all seven north London boroughs.

The entries were judged by Tommy Walsh (of television programme 'Ground Force' fame) and vlogger The Home Genie (www.TheHomeGenie.tv) namely TV presenter Georgina Burnett, along with Waltham Forest locals Chris Barrett from thinkFOUND furniture and Andy Dickson who is also called 'The Chair Man'. In addition, a 'People's Choice' winner was also announced, for the most favourite upcycled piece of furniture as voted for by the event attendees.

Exhibitors included vintage, upcycling, restoration and upholstery of furniture, upcycling and repair of lighting, home décor, clothing and accessories, and community furniture, paint and textiles reuse schemes. A series of innovative and fun demonstrations and workshops took place during the event, which included demonstrations and workshops on how to upcycle Christmas jumpers; lights from something that has been salvaged; reclaimed materials with metallic foiling and stencilling; a coffee table; an abandoned toy using buttons, felt and beads; furniture and other items using natural chalk paint; small wooden items using decoupage methods.

Finally, the event included an interactive live 'Create' upcycling challenge on stage; participants were split into two teams, being tasked with converting pallet boards into functional items. As a result of this 40-minute challenge the two teams created a shelving unit with hooks and an upholstered wheeled footstall with storage.

4. Reasons why the action has been selected for the EWWR 2017 Awards:

a) **Visibility and communication:** How did this action reach people?

The action was extensively promoted by NLWA and Groundwork via posters, banners near transport links in the area close to the venue, website, social media accounts, electronic noticeboards, Facebook adverts, press releases and promotion to existing upcycling/re-use hubs and networks. Attendees, competition entrants, stall holders and judges played an important role in increasing the visibility of the event, as they generated social media posts - particularly notable were judge Georgina Burnett's Facebook Live and participant posts on Instagram. Selfies with, or posts about judge Tommy Walsh were also common. All user-generated social media posts about the event contained positive feedback as they promoted the London Upcycling Show via their promotional channels. The London Upcycling Show was promoted through print and digital channels, including an NLWA staff email signature banner and promotion via Groundwork London's volunteer services, the London Community Resource Network, the Furniture Reuse Network and housing associations. Posters were distributed to over 40 locations across Waltham Forest for example at community hubs, shops/cafes/bookshops, galleries/workshops and libraries. Three large vinyl banners clearly displaying the details of the event including the map pointing to the event location, were displayed in various locations.

b) Originality and exemplarity: What makes the action original or innovative?

The concept and idea behind the London Upcycling Show was created and developed by NLWA officers. An upcycling competition and a free of charge exhibition is the first of this kind to take place in the UK. Following a pilot version by NLWA in November 2016, officers enhanced and scaled up the concept, put learnings into practice and in consultation with project partners, participants and attendees developed a new improved version of the London Upcycling Show for NLWA's participation in the European Week for Waste Reduction in 2017. The London Upcycling Show is a project for which the development does not depend on local conditions and is not service-related; as a result it can be scalable and easily replicable and transferable across any city or region. The achievements of the action can inspire others to develop similar projects and adopt similar approaches.

c) Lasting impact and follow-up: How will this action have a lasting impact and how will they follow-up on it?

The aim of the London Upcycling Show was to encourage people to move away from a 'throw away culture' and to try repairing, reuse and upcycling and encourage them then to continue to upcycle in the future. The message was well received and feedback collected after the event was completed showed that 93% of attendees said will reuse more in the future as a result, 90% will repair more, 91% will upcycle more and 85% will throw away less. 100% of participants, exhibitors and competition entrants said they would like to see the event being repeated next year. NLWA has already included this project in the programme of waste prevention activity for-2018-19, subject to approval, aiming for involvement of more people and organisations next year. Partnership working also assisted with ensuring that the action has a lasting impact. All partners contributed towards promoting repair, reuse and upcycling whilst encouraging behavioural change and positive action. Pooling together experience and expertise of various partners helped to achieve multiple goals. The exhibitors who were very active on social media on the day continued discussion of the London Upcycling Show on Twitter in the weeks following the event.

d) Quality of content: What makes this action the best?

By creating an inclusive event filled up with exhibitions, demonstrations/workshops, upcycling competition judging and a live upcycling challenge the London Upcycling Show attracted a range of communities and welcomed individuals, families and groups. Overall, the London Upcycling Show proved to be greatly successful. The number of attendees exceeded expectations and the calibre of both the exhibiting organisations and the competition entrants' items of furniture were impressive. The atmosphere at the event was relaxed and informal yet due to the venue being an impressive space, the event also had an air of grandness about it. The targets were met for each of the key performance indicators. The event provided a fantastic place for forging links within the upcycling community across north London. It also provided an opportunity for those interested in incorporating upcycling into their lives to learn new skills and seek inspiration from the exhibitors and competition entrants. This was particularly valuable for those who maybe lacked confidence to undertake a project themselves before.



5. Find out more:

- **Photos of competition entries- 'before' and 'after':** www.wiseuptowaste.org.uk/media/1369/London_Upcycling_Show_-_beforeafter_slideshow_all.pdf
- **Photos of winners:** www.wiseuptowaste.org.uk/media/1372/photos-of-winners.pdf
- **Video:** www.youtube.com/watch?v=MAuerQeXP-Q
- **Event programme:** www.wiseuptowaste.org.uk/reuse/london-upcycling-show-2017/event-programme/
- **Promotion via NLWA and GWL websites:** www.wiseuptowaste.org.uk/reuse/london-upcycling-show-2017/, www.groundwork.org.uk/Sites/london/pages/london-upcycling-show
- **Examples of promotion via other webpages:**
www.recycleforlondon.com/london-upcycling-show-2017
<https://londonist.com/free-and-cheap-things-to-do-in-london-this-week-13-19-november-2017>
<http://lcrn.org.uk/london-upcycling-show-2017/>
<https://yonder.e20.org/t/the-london-upcycling-show-19th-nov-walthamstow/4533>
- **Article in industry magazine:** www.recyclingwasteworld.co.uk/in-depth-article/why-upcycling-is-more-than-just-a-fad/166872/