Independent University **Bangladesh (IUB)**

IUB Academic Repository

Miscellaneous Brochure

2020-03-15

Introduction to Freecycle @ IUB

Faruk, Tasnuva

Independent University, Bangladesh (IUB)

https://ar.iub.edu.bd/handle/11348/470

Downloaded from IUB Academic Repository



Introduction to Freecycle@IUB

Dr. Tasnuva Faruk
Lecturer, SPH, IUB
PI, Freecycle@IUB

Contact: **tasnuva.faruk@iub.edu.bd**

Motivation

- As both population and purchasing power increasing worldwide, so do the discrepancy between our production and consumption habit. Resulting in-
  - **Overuse and constrain of natural resources**
  - **Underutilization of personal resources**
  - **Unnecessary waste production**
  - **Increased number of landfills**

As a cumulative effect they are acting as the mother of all environmental issues.

SDG-12 and Sustainable Living

- **Sustainable production and consumption** can be defined as production and use of products and services in a manner that is socially beneficial, economically viable and environmentally benign over their whole life cycle.

- **Sustainable living** is a lifestyle that attempts to reduce an individual's or society's use of the Earth's natural resources and personal resources.



Fig: Sustainable production and consumption

7 R's of Sustainable Living

There are 7R's of sustainable living, which covers the following components of sustainable consumption and production

- **Sustainable Lifestyle**
  - Rethink, Refuse, Reduce, Repurpose
- **Sustainable Resource management**
  - Redistribute, Reuse
- **Sustainable Waste Management**
  - Recycle

7 R's of Sustainable Living (cont.)

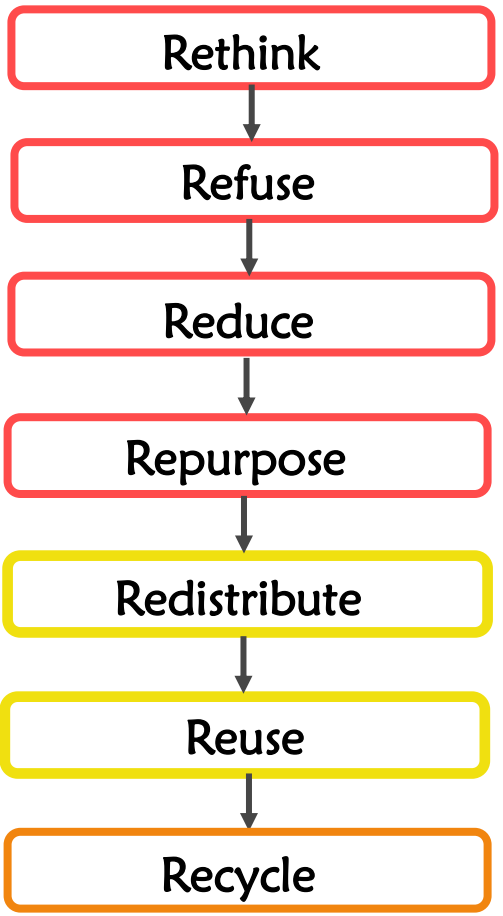


Fig: Sustainable living



Fig: Sustainable production and consumption

Freecycling

- **Freecycling** as a means of *sustainable resource management* focuses on sharing or giving away well preserved used items within the community rather than selling or discarding them.

- In Sustainable Living model, Freecycling covers **Redistribution** and **Reuse**

- In Buyerarchy of Needs it focuses on **Swap** and **Borrow.**



Fig: Buyerarchy of Needs

Existing Community Consumption Services



Books



Food



Transport

Freecycle@IUB

- **Freecycle@IUB** is a Pro-VC office approved Sponsored Research Project (Start-up Grant 2019-2020) and this project is supported by *IEEE IUB Student Branch*.

- **Country's First Ever** Freecycle Project started with the motivation of sustainable consumption of valuable resources within the IUB community.

- **Project Objectives**
  - Reducing unnecessary waste production
  - Making fewer trips to the landfill
  - Achieving SDG-12
  - Serving the community



Location of the Service Stations

- Miscellaneous Station
  - Lift #G (near MTB ATM)
- Community Library
  - Lift #02 (near Library Entrance)
- Community Fridge
  - Lift #G (near Vending Machine)
- Stationery Hub
  - Lift #G-08 Lobby (by rotation)

Currently, first two service stations are available for Real-Time exchange and forth one for Collection.

Location of the Service Stations (cont.)



Fig: Miscellaneous Station



Fig: Stationery Hub



Fig: Community Library

Do's and Don'ts

You Can Donate	You Can't Donate
	
Any **functional, well preserved, useful** item	Any **torn**, **broken**, **dirty**, **rotten**, **expired** item

The Prophet (peace and blessings of Allah be upon him) said:
"None of you will believe until **you love for your brother what you love for yourself**."
(Al-Bukhari & Muslim)

Our Responsibility as Freecyclers

- The service stations provide real-time exchange facilities. Everyone is always welcome to take what they need and donate when they can, simultaneously.

- We should keep in mind, after donation the product becomes available for everyone in the community, starting from BOTs, VC, Pro-VC, Administrators, Faculty members, Students, Staffs, Support stuffs, etc.

- We shouldn't mix-up Freecycle stations with Recycle stations.
  - **Recycle stations** are dedicated for discarding consumed/waste products.

  - **Freecycle stations** are designed for sharing well preserved, functional products before they become waste due to under consumption/ poor preservation.

Freecycle@IUB Taglines

- "We Share as We Care"
- "Don't let your treasures turn into trash.
  Share them > Freecycle them"
- #FreecycleIUB

Freecycle@IUB Banners





Freecycle@IUB Flyers





Freecycle@IUB Flyers (cont.)





Take Home Message

- Freecycling can not only ensure sustainable recourse management but also reduce unnecessary waste production.
- It strengthens social cohesion and eliminates social classes within the community.
- Rather than clattering the underutilized recourses, we should Freecycle them within the community.



Share your prized possessions with the people you care!!!

Thank You…