

Updated
Edition!

REUSE!

BECAUSE
YOU CAN'T
RECYCLE
THE PLANET.

The Documentary

DISCUSSION GUIDE!

ALEX EAVES

reusedocumentary.com





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Introduction

Hello and thank you for screening *REUSE! Because You Can't Recycle the Planet*. This guide is your way to keep the conversation of the reuse movement going. It will further enable you and your audience to be a part of the solution to our waste problem, and provide you endless solutions to benefit you, your wallet, and your planet. To get the most of the guide, we recommend following the steps below.

STEP 1: Know the Material & Your Audience

This guide was put together to cover the entire film and its various themes, but what you will cover depends on your audience and time that you can devote to it. It will certainly help if you watch the film before your screening and go over the guide to pick and choose what you'd like to discuss. If there are certain subjects that you want to focus on, there are plenty of links throughout the guide. And if there was a certain place in the film that you want to look into more, there's a state by state list of all of the places that we visited. Younger audiences might not have as much input on some of the themes, such as jobs and community, but there's plenty of creative and fun discussions as well.

STEP 2: Encourage Participation

Have questions ready. Since the film covers various topics, some audiences might not know where to start the conversation. It's good to have a question or two to ask right off the bat and offer your own answers. Starting with an easier question to answer and asking everyone to interject is helpful too.

STEP 3: Take Notes

There will surely be a lot of great discussion as well as potential reuse ideas shared. Keep track for further discussion and to share online with the REUSE! Community.

STEP 4: Have Fun and Keep It Going

Like the film, the goal of the discussion is not about the doom and gloom concerning our planet's waste problem. It's about how we can each do something about it and have fun at the same time. At the end of the guide is a list of follow up activities to keep going at home, in school, and online. If you have any questions or would like any further advice on how to make it a great screening, feel free to email alex@stayvocal.com.

Good luck. Have fun. Reuse.

Thanks,
Alex Eaves and the REUSE! Documentary Team



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From the Director



Hi. My name is Alex Eaves. Since I was little, I've liked finding solutions to problems. My favorite subject was math and I loved jigsaw puzzles. Later in life, this desire to find solutions carried over to my concern for the waste problem that our planet faces. And for over 10 years, I've been committed to one specific solution: reuse.

In the early 2000's, I started a skateboard and apparel brand called STAY VOCAL (<http://stayvocal.com>). I was also a touring merchandiser for rock bands. During that time, I learned first-hand what happens to shirts that can't be sold. In many cases, they're shredded or destroyed! I didn't want to be a part of that waste problem. I wanted to be a part of the solution. So, I changed STAY VOCAL into a reuse apparel brand. We rescue T-Shirts and give them a second life with a new design.

As a strong believer in that old adage of walking the walk if you talk the talk, I couldn't just run a reuse business. I needed to live and breathe the reuse life. And I figured after failed attempts in my youth of becoming a professional basketball player or skateboarder, I could become a Reuse Pro. So, I did! Reuse is part of almost everything that I do; from the way I dress to the way I shop to the way I drink my coffee. I was even certified as a "Master Reuser" in 2014. And in 2017, I built and moved into The REUSE! Box Truck Tiny House (<http://boxtruckfilm.com>) that was made using entirely reused materials.

But I knew that I had to do something beyond just incorporating reuse into my own life if I was going to make a big impact. And I couldn't do it one T-Shirt at a time. I needed to educate and offer solutions to encourage people to take their own individual steps. So, in early 2013, I decided to make a documentary about reuse and in May of that year, the documentary Kickstarter campaign (was successfully funded. (<https://tinyurl.com/reusekickstarter>)

For years, we've been hearing that our planet is in trouble, that climate change is real, and that we're doomed. And many of these problems are direct results of the waste that we create. We just can't keep making new stuff and use up our natural resources at the same rate. Recycling has always been a go to solution, but as I set out to show in my film, it's not enough. The documentary not only explains how reusing is a better solution to our waste problem than recycling, but it also showcases the many benefits of reusing for people, planet and wallet. Plus, reusing is easy, it's fun, and it's everywhere!

- Alex



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Learn More About Alex

- Alex Eaves, Reuse Pro <http://alexeaves.com/>
- “STAY VOCAL” <https://stay-vocal.myshopify.com/pages/about>
- “Why I Try Hard Not To Recycle” <http://www.wehatetowaste.com/reuse-versus-recycling-eaves/>
- REUSE! Documentary Kickstarter Campaign <https://tinyurl.com/reusekickstarter>

First Reactions

- After having seen the film, do you see more of an importance for reuse than you did before? In what ways?
- The film presented three main beneficiaries of reuse: people, planet, and wallet. Do you agree? Which one of the three do you find to benefit the most?
- What was the most impactful way that you saw someone reusing across the U.S.?





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- *Is there one specific reuse that you saw in the film that you want to bring into your own life immediately, to make your own unique, positive impact?*
- *Reuse is not a new topic. It's something that generations did for years. What do you think changed to make reuse less common in our lives?*
- *What additional reuse projects do you see at your school or in your community that weren't mentioned in the film?*

Reuse vs Recycle

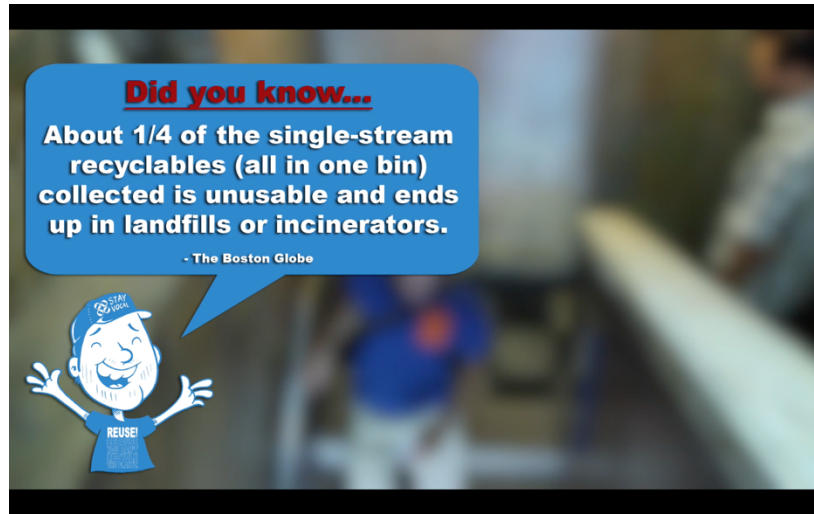


- *The film identifies the basic difference between reuse and recycle. Are you clear on the difference?*
- *The film provides numerous examples about how reusing is more beneficial than recycling (i.e. the glass bottle that takes 90% more energy to recycle.) Considering time, money, and resources, how else do you find reusing more beneficial than recycling?*
- *There are a lot of different types of reuse, many of which people don't even realize fall under that category. This is why so many businesses and organizations don't even realize that they're part of the movement. What are some types of reuse that you can think of?*
- *Would you agree that recycling is wasting reuse opportunities? What kinds?*



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- Seeing the fact about single stream recycling presented in the film, are you less inclined to recycle and more inclined to reuse? Were you annoyed or angered by it? What do you think could be done to change that?

Learn More About Reuse vs Recycle:

- "Reuse Expanded" from "The REUSE Primer", MaryEllen Etienne, 2015. <https://www.dropbox.com/s/2yb2ufvzb850osc/The%20REUSE%20Primer.pdf?dl=0>
- "Get to Know the Hierarchy" from "The REUSE Primer", MaryEllen Etienne, 2015. <https://www.dropbox.com/s/2yb2ufvzb850osc/The%20REUSE%20Primer.pdf?dl=0>



Reuse Benefits People



- *In what ways did you see reusing benefit people in the film?*
- *What other ways could you see that reuse would benefit people?*
- *One way that reuse benefitted people in the film is by keeping stories alive. Do you have any personal stories about how reuse kept a story alive?*
- *Do you see reusing as fun?*
- *Many people associate reusing and buying used stuff only with hoarders, hippies, etc. Would you agree? Has the film changed your view at all? What different kinds of people do you think would benefit from reuse?*
- *Benefits for community was brought up a few times in the film. In what other ways do you see reuse bringing people together?*
- *In the film, there are a lot of individuals and individual organizations doing work with reuse. There were a few featured groups that were connectors, like Reuse Minnesota and Reuse Institute. Do you know of other organizations like this? What kinds of things can people do to really bring people together who are working towards the same goal?*



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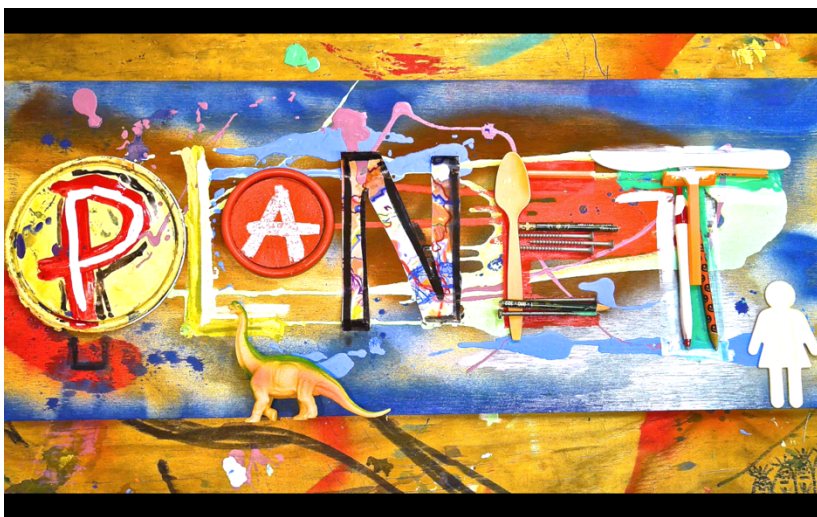


- Do you think reuse is a good teaching tool for children? In what ways?

Learn More About How Reuse Benefits People:

- IFIXIT The free repair guide for everything, written by everyone. <https://www.ifixit.com/>

Reuse Benefits Your Planet



- In what ways did you see reusing benefit the planet in the film?
- What other ways could you see that reuse would benefit the planet?



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- Water reuse was featured prominently in the film with the greywater system in New Mexico and bathrooms in Vermont. And at the end of the film, there was the shower water reuse idea. With drought a very serious concern these days, can you think of other ways that we could be reusing water?



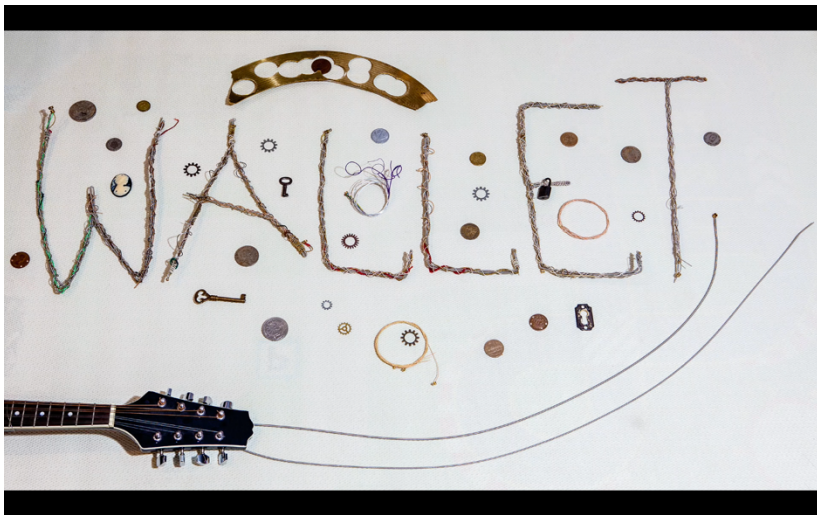
- Thorston, from Bayern Brewing in Montana, talked about businesses needing to be responsible for the waste they create and to take it back. Do you agree or do you think it's more the consumer's responsibility to deal with the waste? Do you see businesses doing this now? If not, how could it be incorporated more?

Learn More About How Reuse Benefits Planet:

- "Design for Environment" from "The REUSE Primer", MaryEllen Etienne, 2015. <https://www.dropbox.com/s/2yb2ufvzb850sc/The%20REUSE%20Primer.pdf?dl=0>



Reuse Benefits Your Wallet



- *In what ways did you see reusing benefit your wallet in the film?*
- *What other ways could you see that reuse would benefit your wallet?*
- *Think about your last new purchases. Could you have saved money and bought pre-owned versions? Why or why not?*
- *Think about your typical shopping habits. What kinds of things do you purchase where you throw something away almost immediately (i.e. packaging, single use cups, etc.)? Do you find that to be a waste of resources? Do you find that to be a waste of money on your part; on the producer's part?*
- *The film pointed out that when businesses save money, their customers end up saving money too. Have you experienced this?*
- *The film's Georgia feature, FODAC, is surely saving their clients a lot of money. Do you know of any other organizations like this in the US? Why do you think more cities and states aren't offering something like this?*



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- *Jobs are of course a concern for all of us. Many people think that manufacturing is a key component to creating jobs. But as shown in Minnesota, jobs in the reuse sector are certainly there. Can you see opportunities within reuse for similar, remanufacturing jobs to be created all over the country?*

Learn More About Reuse Benefits Our Wallets:

- “Reuse and economic activity” Minnesota Pollution Control Agency
<https://www.pca.state.mn.us/quick-links/reuse-and-economic-activity>
- “The Benefits of Reuse” from “The REUSE Primer”, MaryEllen Etienne, 2015. <https://www.dropbox.com/s/2yb2ufvzb850osc/The%20REUSE%20Primer.pdf?dl=0>
- “Drivers of Change” from “The REUSE Primer”, MaryEllen Etienne, 2015. <https://www.dropbox.com/s/2yb2ufvzb850osc/The%20REUSE%20Primer.pdf?dl=0>

Challenges with Reuse

- *If any, what challenges with reuse did you see in the film?*
- *If buying used materials is cheaper, why do you think more businesses aren’t doing it?*
- *Why do you think most people opt for single use items like cups, napkins, etc.?*



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- *People love the concept of new, untouched, and fresh. How can they be encouraged that reuse is a viable option for that?*
- *Is there anything that you personally would not purchase used / pre-owned? Why?*
- *Many items are purposely manufactured to not be able to be repaired (i.e. some cell phones). Do you think this is right or do you think the producer needs to be more considerate of people, planet, and wallet? Or is it up to the consumer?*
- *What other challenges could you see facing the reuse movement and how could we overcome them?*

Learn More About Challenges with Reuse:

- "Challenges and Opportunities" from "The REUSE Primer", MaryEllen Etienne, 2015. <https://www.dropbox.com/s/2yb2ufvzb850osc/The%20REUSE%20Primer.pdf?dl=0>



Follow-Up Activities

As Alex asks in the film, “What’s next?” It doesn’t stop with the film. It continues with you. Here are a bunch of activities for different audiences.

Connect with the REUSE! Community

Web Site: <http://reusedocumentary.com>

Email: alex@stayvocal.com

Facebook: <http://facebook.com/reusedocumentary>

Instagram: <http://instagram.com/reusealexavees>

Share the movement and the film

Share your experience watching the film on social media, in a blog post, or just sending us an email. Maybe it’s a photo of yourself reusing in some way and telling how it benefits people, planet, and / or wallet. The more we communicate and the more we work together, the more positive change we can create. If you use social media, here are some of our common hashtags: [#reuse](#) [#reusedocumentary](#) [#reusebecause](#) [#reusebenefits](#) [#reusovement](#)

Watch more videos from the film

Having filmed our documentary in 48 states, we got an abundance of footage. And with a 1-hour film, there were lot of great segments and stories leftover. They’ll get you better acquainted with some of the people and places in our film and showcase even more of the benefits of reuse.

https://www.youtube.com/playlist?list=PLnap3pyloL6OIQRbqIIXR8j2P_d5r_6Sc

Alex’s Top 5 Easy Daily Reuses

1. Travel Mug – When you’re going out for coffee or tea, bring your own mug.
2. Clothing – Next time you need clothes, check a thrift store or eBay.
3. Food - If you’re bringing your food somewhere, use a reusable container.
4. Shopping – Keep a reusable shopping bag in your car, backpack, etc. Canvas ones are especially great, durable, etc.
5. Shower – (From the film.) Keep a bucket in or near your bathtub. While the water is heating up, fill it up and use it for plants, washing machine, flushing toilet, etc.

Create some reuse art

Anything can become your canvas. When you’re done, share your piece with us online.

Send Us a Reuse Letter

Let us know what your class/group thought of the film. Write some quick thoughts on scrap paper and mail them in an envelope to: PO BOX 316, Norwell, MA 02061.



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Sign / Create a Reuse Themed Petition

There are many petitions out there to encourage reuse and curtail the use of single use disposables like Styrofoam, plastic bags, etc. Here are some great places to look:

- <http://change.org>
- <https://www.thepetitionsite.com/>

Classroom Project

The class chooses one reuse from the film that everyone does for a week, month, quarter, etc. Keep track of how much money or resources or energy you've saved. You can even create a competition and the winner receives a prize, like a REUSE! T-Shirt.

Start a REUSE Network in your community

In this toolkit, you'll find a step-by-step guide on how to get your Reuse Network up and running, increase awareness about your work, find financial support for your worthwhile efforts, and continually improve your local Reuse Network through communication, assessment and evaluation tools.

"The REUSE Toolkit", MaryEllen Etienne, 2015.

<https://www.dropbox.com/s/ocrsfplvs4xasiy/The%20REUSE%20Movement%20Toolkit%20Beta%2010.20.15.pdf?dl=0>

Fundraiser

Raise money for your reuse organization by selling REUSE! T-Shirts and patches. It keeps the movement and your organization going. Please email mailorder@stayvocal.com for details.

Host additional screenings at a local community center, school, theater, etc.

Learn how at <http://reusedocumentary.com/>



Film Features

- **Alabama** Phoenix Fire Museum: <http://www.historymuseumofmobile.com/phoenix-fire-museum>
- **Arizona** Dapper + Dash: <https://www.facebook.com/dapperanddash>
- **Arkansas** The Root: <http://therootcafe.com/>
- **Arkansas** The Green Corner Store: <http://www.thegreencornerstore.com/>
- **California** District Skates: <http://districtskates.com/>
- **Colorado** Taxi: <http://www.taxibyzepelin.com/>
- **Connecticut** Andrew Eaves
- **Delaware** Bellefonte Café and Trading Co.: <https://www.facebook.com/thebellefontecafe/>
- **District of Columbia** Green America: <http://greenamerica.org/>
- **District of Columbia** Kuttlefish: <http://kuttlefish.com/>
- **Florida** Christian Wagley: <https://www.healthygulf.org/our-story/staff>
- **Georgia** FODAC: <http://www.fodac.org/>
- **Idaho** RECAB: <https://tinyurl.com/reuseidaho>
- **Illinois** The Bedford: <https://tinyurl.com/reuseillinois>
- **Indiana** Computers 4 Reuse: <http://computers4reuse.org/>
- **Iowa** Chris Jensen and Beth Harms
- **Kansas** IAMTHEMANDY: <https://tinyurl.com/reusekansas>
- **Kentucky** Paramount Arts Center: <http://www.paramountartscenter.com/>
- **Louisiana** Repurposing NOLA: <https://tinyurl.com/reuselouisiana>
- **Maine** VIDEOPORT: <https://tinyurl.com/reusemaine>
- **Maryland** Community Forklift: <http://www.communityforklift.com/>
- **Massachusetts** The Attic Fanatic: <https://www.facebook.com/theatticfanaticsouthshore/>
- **Massachusetts** Knack: <https://tinyurl.com/reuseknack>
- **Massachusetts** STAY VOCAL: <http://www.stayvocal.com/>
- **Michigan** Reclaim Detroit: <https://tinyurl.com/reusemichigan>
- **Minnesota** Reuse Minnesota: <http://www.reusemn.org/>



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- **Mississippi** Tornado Garden: <https://www.facebook.com/TornadoGardenHattiesburg>
- **Missouri** 816 Bicycle Collective: <http://816bike.org/about-us/>
- **Montana** Bayern Brewery: <https://www.bayernbrewery.com/sustainability-1>
- **Nebraska** North Omaha Tool Library: <https://northomaha.myturn.com/library/>
- **Nebraska** Truck Farm Omaha: <https://www.omahasprouts.org/truck-farm-omaha>
- **Nevada** The Firehouse
- **New Hampshire** Victoria Tane: <http://victoriatane.com/>
- **New Jersey** Special E: <http://thespeciale.com/>
- **New Mexico** Earthwrights Designs: <http://earthwrights.com>
- **New York** Silo City Rocks:
<https://www.indiegogo.com/projects/grain-elevator-rock-climbing-center#/story>
- **North Carolina** TMuffin: <http://tmuffin.com/>
- **North Dakota** AENDEE: <http://aendee.com/>
- **Ohio** Hannah's Treasure Chest: <http://hannahstreasure.org/>
- **Ohio** Reuse Alliance: <http://www.reusealliance.org/>
- **Ohio** Reuse Institute: <http://www.reuseinstitute.org/>
- **Oklahoma** Refunk My Junk: <http://refunkmyjunk.com/>
- **Oregon** Hummingbird Wholesale: <http://hummingbirdwholesale.com/>
- **Pennsylvania** Construction Junction: <http://www.constructionjunction.org/>
- **Pennsylvania** Mr. Smalls: <http://mrsmls.com/>
- **Pennsylvania** TrashN2Tees: <http://trashn2tees.com/>
- **Rhode Island** Green Envy: <http://www.greenenvyshop.com/>
- **South Carolina** The Arcade Mall:
<http://www.columbiacvb.com/listings/Equitable-Arcade-Building/15472/>
- **South Dakota** Restore: <http://siouxfallshabitat.org/restore/>
- **Tennessee** Shelby Farms Greenline:
<http://www.trailink.com/trail/shelby-farms-greenline.aspx>
- **Texas** Spare Parts: <https://www.sparepartssa.org/>
- **Utah** The Green Urban Lunchbox: <http://thegreenurbanlunchbox.com/>



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- **Vermont** Conant Metal & Light: <http://www.conantmetalandlight.com/>
- **Vermont** Peace & Justice Center: <http://www.pjcv.org/>
- **Vermont** Vermont Veteran's Vietnam Memorial: <http://www.vvavtsc.com/vvvm.htm>
- **Virginia** Handmade in Galax
- **Washington** Grounds for Change: <http://www.groundsforchange.com/>
- **West Virginia** Southern West Virginia Animal League: <https://www.facebook.com/swval/>
- **Wisconsin** Molly's Rude Awakening: <https://preview.tinyurl.com/reusewisconsin>
- **Wyoming** Felicia Follum: <http://www.feliciafollum.com/>