



Urban Repurpose

Building Waste Reutilization Event: Resource Materials for Marketing



WHAT IS IT?

Urban repurpose is a non-profit organization located in North Vancouver who is founded by Tom Riessner (Owner and Founder of Urban Repurpose). Tom will be holding an event to promote the reutilization of construction materials in 2023, with several classes at Capilano University involved as support.

What purpose does it serve?

Urban repurpose has a mission to educate the public about the importance of reducing and reusing, especially when it comes to construction materials.

WHY IS IT NEEDED?

Urban Repurpose could play a significant role in the City's 2030 target to recycle 80% of building demolition materials.

The local North Vancouver Landfill will be soon increasing prices in January 2023 to 155\$ per tonne and depending on the material, the cost can be upwards of 300\$.

During a common renovation process, the average home can produce around 3-4 tonnes of tear-off waste and as North Vancouver's population is constantly growing, houses are being torn down and built non-stop.

Urban Repurpose can lend a hand to the amount of waste that can be reduced through keeping donations of quality materials and having contractors purchase these used materials for other renovations.

HOW IT WORKS:

The business model is based on donations in which locals book appointments for drop off and then these items are quickly priced and resold to customers.

Tom Riessner is planning an outdoor event in late Spring or early Summer, in this event he is looking create a festival-like atmosphere that focuses on repurposing items, his goal is to provide public education on what is possible with found and reclaimed materials, especially lumber and construction materials that are thrown away at the site and the value in them.

OUTCOMES:

The class compiled a resource guide of materials for use for the purposes of promoting an building reutilization event in Spring 2023. The resource guide includes information compiled from various sources, including the City of North Vancouver's *Draft Climate & Environment Strategy*. This information will be used by classes in Spring 2023 to help promote the event.



NEXT STEPS:

In Spring 2023, Capilano University students will use the resource guide to engage in a promotional campaigns to raise awareness in regard to reutilizing building material waste, in support of the spring event at Urban Repurpose.

North Vancouver is known for being a "green forward" community and the event will help incentivize people to use services like Tom's to reduce the amount of waste from construction and renovations.