Exploring Drivers for Participation in Community-based Share, Reuse, Repair Initiatives

Sophia Li, Joyce Guo, Ryan Chiu, Dillon Hamilton, Kyla Salter

Department of Geography, University of British Columbia

GEOG 371: Research Methods in Geography (Bonnie Kaserman)

Prepared for: The University Neighbourhoods Association

April 17, 2025

Abstract

This paper explores what drives participation in community-based Share, Reuse, Repair (SRR) initiatives within neighbourhoods in UBC. This research was guided by a project charter from the Social Ecological Economic Development Studies Sustainability Program (SEEDS), as well as the University Neighbourhoods Association's directed interest in fostering a stronger community that drives social justice through the implementation of SRR in initiatives. This study takes a broad lens to identify potential drivers and barriers when fostering participation in SRR initiatives. While also acknowledging that the UBC neighbourhoods represent a unique geographical demographic as well as governance structure. This presents an opportunity to gain new insights from studying grassroots circular economy efforts. Identifying the motivations and barriers for such initiatives will contribute to the broader global conversation towards the global shift towards sustainability and the circular global economy.

Our research group conducted a literature review encompassing relevant peer-reviewed academic studies regarding circular economy (CE), Grassroots Share, Reuse, Repair (SRR) initiatives and driving factors of participation for sustainability initiatives. Our review found that community participation is a requirement for grassroots initiatives to be successful, but within communities, driving individual participation within a collective is complex and multidimensional. This review also identified several barriers, such as skill gaps, knowledge gaps, time limitations, differences in values regarding sustainability and systematic inequalities.

The methodology used to conduct this study was a mixed methods approach. The research team collected quantitative and qualitative data from 68 UBC residents using a Likert scale and open-ended survey, as well as conducted targeted semi-structured short-form interviews with professionals involved in Share, Reuse, Repair (SRR) initiatives. The survey participants were sourced through a variety of methods, such as putting up posters on campus, social media, and digital newsletters. The industry professionals (i.e. those who specialize in local circular economy or SRR adjacent programs) that were interviewed were identified through a juridical scan and the snowballing method. The data was then analyzed using inductive coding to categorize and effectively display the study's findings. The research group identified various limitations of the research, which included the digital-only format of the surveys, potential bias due to the environmentally focused demographics of UBC, and limited support from formal organizations.

Analysis of our research group's interviews highlighted several key takeaways about how SRR initiatives are perceived and how they can be more effectively implemented in community settings. While the survey responses suggested a widespread prioritization of

sustainability, interviews revealed that convenience often outweighs environmental values in day-to-day decision making. Participants noted that factors such as lengthy travel times, time constraints, unclear instructions, and high costs discourage participation in SRR programs. Our analysis identified that people are far more likely to engage when an initiative feels easy, accessible, and familiar. Other themes that emerged include a general distrust of government-run programs, local grassroots initiatives with a community focus are more likely to attract interest and a lack of repair knowledge, initiative visibility and peer influence discourage participation. Finally, our analysis also identified a gendered pattern, which is reflected in broader social trends that women tend to direct sustainability efforts but are underrepresented in decision-making structures in society.

Contents

Introduction

Given the exacerbating impacts of climate change in B.C., the University of British Columbia (UBC) has committed to mitigating and adapting to these effects through circular economies at the institutional and community level. UBC's Neighbourhood Climate Action Plan (NCAP) (2024) has set two targets for waste management: to reduce per capita waste emissions by at least 30% compared to 2022 levels and to achieve net-zero emissions from solid waste in UBC residential neighbourhoods by 2025. To achieve this, one of the NCAP goals is to use Share, Reuse, Repair (SRR) strategies as an opportunity to transition towards a zero-waste community, supported by the University Neighbourhood Association's (UNA). The UNA oversees the UBC's residential neighbourhoods' operations, including the Green Depot–a community recycling centre that also redistributes household items and electronics to support the development of a community sharing culture (*Free Specialty Recycling Services for UNA Residents*, n.d.). In turn, the UNA wishes to explore options to support increased programming for community-driven zero waste initiatives and identify opportunities for expanding their SRR programs.

The SEEDS Charter that guides this research paper aims to identify demand in the UBC Neighbourhoods for community-based circular economy programs, specifically Share, Reuse, Repair (SRR) initiatives run by the UNA. Specifically, it states to evaluate and understand what SRR initiatives have been successful in the neighbouring regions to UBC and identify the UBC community's desire to engage with grassroots SRR initiatives, and ultimately inform the UNA's future waste-reduction strategies (Todorova & SEEDS Sustainability Program, 2025). Thus, our paper aims to address the research question: What are the drivers of participation in community-based Share, Reuse, Repair initiatives in the UNA neighbourhoods?

While the broader global conversation surrounding the adoption of the circular economy has several different interpretations, for this paper, it is generally understood to be an economic system that rejects linear consumption models. Likewise, when alluding to initiatives that are primarily "Community-based," it refers to initiatives by grassroots organizations or a local community. The following report will first address the current academic literature regarding community-based circular economy and SRR initiatives, followed by a description of the research methodology. Next, there will be an overview of the results and analysis and finally, end with concluding thoughts and future directions.

Problem statement

With the growing institutional, government and industry interest in the exploration of circular economies (CE), there currently remains a lack of empirical understanding about what drives communities and their members to participate in Share, Reuse, Repair (SRR) initiatives. This is particularly true in unique geographies like the University of British Columbia's (UBC) residential neighbourhoods. Although the existing literature does identify possible drivers, for example, concern about the environment or reduced expenses, it remains

unclear which factors are most prominent within the unique urban geography of the University Neighbourhoods Association (UNA). Additionally, there is limited research on potential barriers to participation. This study will aim to identify that gap through analysis of the drivers and barriers that affect resident participation in community-based SRR initiatives within the UNA.

Since the UNA has an interest in adopting SRR programming to stimulate further community cohesion and foster social justice, this further emphasizes the need to identify which specific values drive participation, as well as the identification of other possible drivers given the diversity of the UNA communities. Finally, it's important to consider the broader need to shift global economic systems away from extractive-based linear economic models, which are exploitative on an environmental and individual dimension as well as in the long term unsustainable. To support a long-term, liveable future, it's crucial to shift current economic models to better align with sustainability goals. Grassroots SRR initiatives have a role to play in doing so, but for them to be effective, we must endeavour to foster as much participation as possible from the public. This research paper aims to play a part in that, so SRR initiatives can be deployed as effectively as possible.

Literature Review

Understanding the concept of a circular economy (CE) is crucial for identifying the community-led (SRR) initiatives and opportunities that can manifest in the UBC neighbourhoods. The concept of circular economy is defined in various ways depending on its application to industries, businesses, and/or consumers. However, it can be generally understood as an economic system that rejects linear consumption models by encouraging the reduction, reuse, recycling, and recovery of materials from consumption to contribute towards sustainable development (Kirchherr et. al., 2017). In short, it is a regenerative economy that retains all its products and resources (Nazir & Capocchi, 2024). This means circular economies can exist on various scales and systems– including products, companies, and consumers to municipalities, regions, and nations (Kirchherr et. al., 2017). Thus, the proper scope must be identified for the proceeding research and analysis. The mechanism behind a CE, the supply chain, can be evaluated through five main categories: the Sustainable Supply Chain, the Reverse Supply Chain, the Closed Loop Supply Chain, the Open Loop Supply Chain, and the Circular Supply Chain, as illustrated in *Figure 1* (Braz et al., 2024).
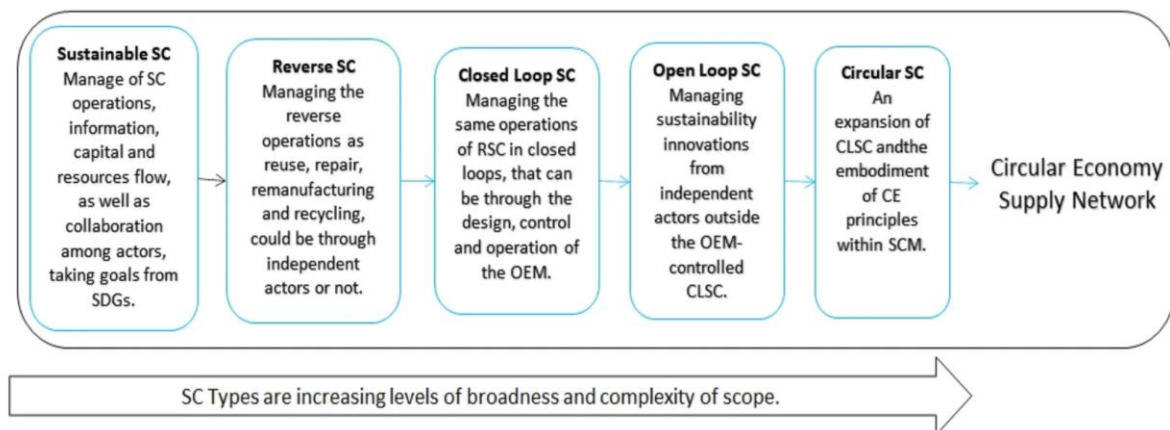
Figure 1. Types of Supply Chain Frameworks (Braz et al., 2024).

The supply chain system most aligned with SRR initiatives and the SEEDS charter is The Reverse Supply Chain, in which reuse, repair, remanufacturing and recycling occur through independent actors in closed or open loops (Braz et al., 2024). Specifically, a closed-loop system retains value through the reuse, repair, remanufacturing, and recycling of materials by its manufacturer, and an open-loop system involves these same processes done by independent actors, such as a community-based organization. In the context of this paper, the involvement of independent actors suits the research's community-based framework, and the option for an open or closed loop system enables participation from groups such as the UNA, as well as institutional support from UBC. Through these classifications, the scope for the following literature narrows down CE initiatives and perspectives that are locally oriented and applicable to the research. Because of the research's interest in community-based initiatives run by the UNA rather than industry-led efforts, we will primarily explore open-loop supply chain initiatives.

Within local or neighbourhood-scale CE initiatives, the participation of communities, whether in the informational feedback process to inform programs or in the events themselves, can be a major factor in their success. From a more logistical perspective, an OECD (2020) report focusing on Groningen, Netherlands, found that community participation is crucial in informing and shaping CE strategies by prioritizing public procurement and facilitating collaboration among stakeholders. Notably, this engagement requires consistent and tailored communication approaches to raise awareness of local objectives and communicate avenues for citizen contributions through workshops, breakfast meetings, co-creating methodologies or feedback loops (OECD, 2020). However, while community-informing programs are one facet of increased participation, engagement in events can be a struggle. Typically, in the current economy, where a linear model and short-term ownership are preferred, consumers feel discouraged from repairing items due to the demand for particular skills, and lack of time and cost efficiency, compared to repurchasing an item (Bakker et al., 2014; Jaeger-Erben et al., 2021; Laitala et al., 2021; Luukkonen & van den Broek, 2024). Notably, repair cafes (educational spaces where community participants learn repair skills and contribute to reducing waste) are part of the select few SRR initiatives that not only directly engage local citizens but alleviate these community constraints (Bradley

& Persson, 2022; Luukkonen & van den Broek, 2024). Although repair cafes are effective and are not the only form of local SRR programs, they demonstrate a greater phenomenon where people have some motivation for engagement and hint at an interest in changing normative consumerist lifestyles if the opportunity presents itself. It moreover showcases that neighbourhood-scale programs can empower residents through their participation. In turn, local CE initiatives benefit neighbourhood waste reduction, and community-level action is the root driver behind local CE by keeping these initiatives alive through resident resources.

Further examining this concept of participation, as communities play a vital role within local CE/SRR initiatives, it is thus imperative to investigate the motivation and mechanisms behind community participation. A common trend found to instigate engagement within SRR programs and systems is building social relations in a community to oppose deeply embedded capitalist economies (Bradley & Persson, 2022). Capitalism fuels an individual responsibility which discourages the questioning of larger systems and the influence of society (Maniates, 2001). As a result, the detachment from the producers, consumers, and the social world often compromises accomplishing sustainability goals (Briceno and Stagl, 2006) because citizenship and consumption are pitted against one another (Soper, 2007). However, building social networks at the community scale has been shown to foster the adoption of more sustainable waste and consumption habits within neighbourhoods (Briceno and Stagl, 2006) and explain how some individuals can partake in sustainable living in the context of late capitalism (Kennedy, 2011). While these efforts may not be silver bullet solutions to managing waste and dismantling wider capitalist processes, green waste management initiatives solve problems initiated by governments and industries at a more concentrated scale and produce broad social and community benefits (Acheson et al., 2024). Specifically, the process of challenging mainstream consumption patterns, especially when enacted within a collective of people, influences local cultural norms and shifts what is considered normative (Kennedy, 2011)– without a cultural change, it is hard to predict if a community would abandon more consumerist habits (Smith, 2005). This network of social collaboration and SRR participation can be viewed as a positive feedback loop: The existence of informal networks (i.e. consistent interaction with others, visibly seeing environmental action by a neighbour, etc.), fuels underlying social norms within a community, and finally, these new norms push a personal incentive to act similarly to the others, which leads back to the existence of informal networks (Kennedy, 2011). In some cases, access to a social network and norms may create a competitive space to contribute within a system (Bradley, K., & Persson, O., 2022; Kennedy, 2011). The result is a neighbourhood-wide incentive for sustainable, collective action.

However, it is important to note that this phenomenon may not apply to, or be completely replicable in, all community settings. After all, creating circular economy strategies and transitions necessitates identifying local objectives and meaningful ways for the community to participate, tailored to their needs and wants (OECD, 2020). Thus, despite Kennedy's (2011) suggestion that this effect is replicable in other close-knit local environments such as schools, churches, and various private and public institutions, not all communities act, behave and think the same way– especially regarding motivations for participation. For instance, in Chongqing, Sichuan China, the factors influencing residents'

willingness to participate in circular economy initiatives go beyond community movements and reveal key variables that significantly affect participation: social pressure, willingness to sacrifice for environmental protection, perceived economic benefits, and anticipation of positive emotions (Hao et al., 2020). For a series of repair events in Utrecht, Netherlands, motivations for participation included strong environmental concerns, skill acquisition, and the desire to be part of a social movement demonstrating the importance of repair (Luukkonen & van den Broek, 2024). Meanwhile, at Cardiff University's student residence communities, the main drivers of participation were monetary savings and environmental impact reduction, rather than the creation of informal networks (Hobson and O'byrne, 2024). These findings illustrate diversity and complexity within individual and community motivations to participate in sustainable waste practices.

Although there is existing literature on local neighbourhood SSR initiatives in cities and university towns, the specific project location introduces limitations based on this literature. Our study focuses on the university neighbourhoods within the University of British Columbia, which are not easily comparable to other university campuses. UBC's unique mix of students, faculty, staff, and non-affiliated UBC residents, along with its municipality-like characteristics, complicates direct comparisons to typical city neighbourhoods. Thus, given this unique context, understanding specific mechanisms and incentives of participation within the UBC neighbourhoods could provide more insight into what successful and intriguing SRR initiatives may look like in the UNA.

However, it should be noted that not everyone can equally participate in sustainable waste management practices. The UBC Neighbourhood Climate Action Plan states that language and cultural differences within the neighbourhood are potential barriers to recycling and organics collection (30). This then corroborates with existing literature, which highlights how sustainable waste management trends have become indicators of elitism, reinforcing oppressive social hierarchies, and erasing the innovative waste-saving practices of low-income, Indigenous, and global minority groups (Acheson et al., 2024; Anantharaman, 2022; Wilde & Parry, 2022). A key focus of much of this work is the disproportionate impact of waste management policies on marginalized, lower-class communities, who often bear the brunt of both environmental degradation and the struggle for sustainable waste solutions. These communities are frequently excluded from decision-making processes and the broader discourse on sustainable consumption, which tends to prioritize the practices of middle- and upper-class consumers (Anantharaman, 2022). As a result, the daily environmental practices and lived experiences of the lower class are obscured, further disenfranchising them within urban contexts (Wilde & Parry, 2022). Existing literature recognizes how these oppressive systems interact within dominant waste management practices, underscoring the exclusionary and inequitable nature of mainstream environmental solutions. There are, likewise, significant gender disparities where women are disproportionately involved in community-based environmental work or climate justice (Anantharaman, 2022). To mitigate these issues, it has been shown that social and economic inequities can be alleviated through a holistic approach that recognizes the intersectionality of a community, resulting in results beyond the immediate goal of waste reduction but environmental and social well-being through inclusionary practices (Acheson et al., 2024). These findings contextualize the UNA's interest in SRR initiatives that extend past the immediate goals of waste management.

While the existing literature sheds light on these systemic inequalities and recognizes the potential for community-driven initiatives to generate social benefits, there is a notable gap in research concerning the practical aspects of these initiatives that foster these noted sustainable social and community benefits. Moreover, in regards to UBC, it is difficult to determine what community motivations, interests, and likelihood for participation are within the neighbourhoods given the unique campus context. Thus, to address this gap, we inquire: What are the drivers of participation in community-based Share, Reuse, Repair (SRR) initiatives in the UBC Neighbourhoods?

Methodology

In order to investigate the drivers of participation in Share, Reuse, Repair programs in the University Neighbourhoods, provide recommendations for potential new programs, and identify possible partners for the implementation of these programs, we conducted a survey of UBC residents and a series of interviews of industry experts who specialise in programs regarding local circular economy programs (i.e. managers or local organizations, program coordinators, volunteers, etc.) across B.C.'s lower mainland. Existing literature demonstrates the need to investigate the social impact and drivers of community-specific SRR initiatives, so these methods were designed to identify overarching drivers specific to the UNA setting while investigating SRR initiatives outside of the University Neighbourhoods.

Survey

Our survey was used to gather behaviours and perspectives towards SRR initiatives from the public. We distributed a 5- to 10-minute survey hosted on Qualtrics, gathering qualitative and quantitative data through a mix of Likert-scale, ranked-choice, and open-ended questions. This included several questions using the "attitude battery" approach (e.g., Agree, Neutral, Disagree) to Likert-scale statements, which measured participants' agreement with a provided statement to "explore different aspects of the topic without over-burdening them" (Parfitt, 2005, p. 93). These questions allowed us to quickly test a variety of variables in participation. Our survey consisted of 24 questions from these question types, split into four sections: Demographics & Background, Awareness & Participation in Existing SRR Initiatives, Drivers & Barriers to Participation, and Future SRR Initiatives & Expansion. These categories were created with a goal to assess whether or not participants were currently participating in SRR initiatives, if their participation—or lack thereof—was due to awareness or the design of the initiative, and participants' suggestions for how SRR initiatives could better serve them. Our survey was open from March 14th through April 1st, receiving a total of 68 validated responses from participants who consented, lived on campus, and completed the survey. Refer to Appendix A for information regarding our survey questions.

Instead of limiting responses to UNA members, we opened the survey to all residents in UBC's academic and residential neighbourhoods, as we identified that residents on UBC's academic campus may frequent UNA programs. Responses were limited to the geographical

boundaries of UBC campus, the temporal limitation of the study dates, and a minimum age for participation—if participants selected that they do not live on UBC campus or were under 18, the survey would automatically end, and their response would be invalid. Samples were not limited beyond these geographical and temporal boundaries, instead gathering demographic data from participants such as age, neighbourhood of residence, housing type, and role in the Neighbourhoods to be able to further divide drivers by demographic. This study area ensures that our recommendations and findings are specific to the UNA's unique social setting, and that we are able to identify where SRR initiatives may need to grow to meet certain demographics' needs.

Our survey was distributed through posters with QR codes posted around UBC's academic campus and neighbourhoods, published in the University Neighbourhoods Association's weekly newsletter, shared through AMS club social media, and announced in classes. Posters (refer to Appendix B) were designed to appeal to individuals who were interested in shaping sustainability initiatives and lived on campus, and were displayed in high traffic areas such as the AMS Nest, UBC Bus Loop, and UNA Green Depot.

Interviews

We conducted 8 interviews with industry professionals in circular economy and SRR initiatives to gain further insights on the drivers of success in SRR initiatives outside of the UNA. In 30-minute semi-structured interviews, we asked up to ten prepared questions to investigate the details, successes, and challenges of a specific SRR initiative that interviewees were overseeing. Interviewees were asked to share their thoughts on motivations for participation in their initiative, how they developed their initiative, and any changes they implemented to increase its success. Our prepared interview questions are available in Appendix C. Interviews were conducted from April 1st-8th. After reaching out to 27 potential interview participants, we successfully scheduled and conducted 8 interviews.

Although these interviews stemmed from our research mandate to conduct a jurisdictional scan of SRR initiatives in neighbourhoods similar to the University Neighbourhoods, we found that the UNA is situated in a highly specific geographical and social context, and that few other neighbourhoods in North America, much less B.C.'s Lower Mainland, offered a direct comparison to the University Neighbourhoods. After discussion of this limitation with our partners, we instead decided to change the scope of our scan to include municipalities in BC to still offer a similar social, cultural, and economic context. Our jurisdictional scan, then, became vital not only to the development of our recommendations, but the sampling of our interview participants. A jurisdictional scan, as defined by Vanderhout et al. (2024), is a "method used to explore, understand, and assess how problems have been framed by others in a given field" (p. 1). We conducted a review of academic and gray literature—commercial documents such as reports and newsletters—in our scan of community-based SRR initiatives in BC municipalities, and reached out to relevant organizations for interviews.

We used these initial interviews that arose from our jurisdictional scan as a starting point for a further snowball sample. Snowball sampling is defined in Babbie and Benaquisto (2013) as "the process of accumulation as each located subject suggests other subjects" (p.

164), which we felt would be applicable because of the community-based nature of many SRR initiatives, indicating the potential for a knowledgeable and robust network of experts. For instance, one interview participant suggested, from their experience, that we should reach out to several of their suggested initiatives in rural communities.

As these interviews collected qualitative data, we used a manual thematic inductive approach to analyze interview transcripts and translate them into aggregated data. Each transcript was reviewed manually which allowed for code words, common themes and patterns to emerge. The coded words were then categorized into their associated theme. patterns were simplified and translated into an easily digestible format. The data set was then analyzed, ensuring a comprehensive understanding of the interview participants' experiences.

Limitations

The generalizability of our study and final deliverables was limited by the execution and design of our methods, which may have limited responses. Responses to our survey may have been limited by our project's initial sustainability-focused theme, as our calls for participation motivated respondents to complete the survey to help shape waste management initiatives at UBC and used the recycling logo. Therefore, while concern for environmental issues was a motivation for participating in our study, this may have resulted in an overrepresentation for those with concern for environmental issues in our sample, as we find throughout our study that SRR initiatives have an impact beyond sustainability. Moreover, because our survey was only accessible digitally and we did not engage with participants in person, technological literacy may have limited engagement in this study, and could have led to underrepresentation of people of certain demographics, such as age or income level.

Participation in our interviews may have been limited to those with a position of power, as we reached out to official emails within organizations to contact interviewees. Although we emphasized that responses were anonymous and aggregated, individuals may not have felt comfortable or qualified in speaking on behalf of their organization, even if they were allowed to do so.

Analysis

Survey Analysis

The majority of respondents (61%) were between the ages of 18-24, with 63% identifying as UBC students, as shown in *Figures 2 and 3*. Most respondents (57%) live in apartments or condos, and a majority have been living in the UBC Neighbourhoods for 1-3 years (See *Figures 4 and 5*).
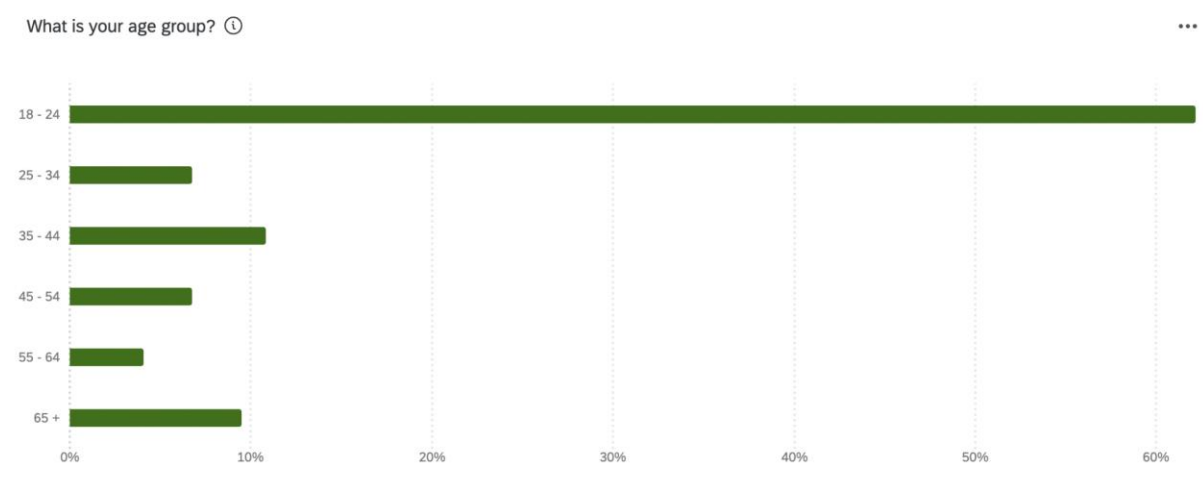
What is your age group? ⓘ

Figure 2. The Age Distribution of Respondents

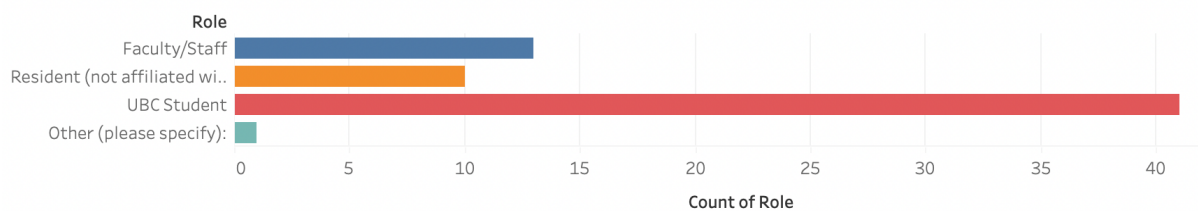Role of Respondents in UBC Neighbourhoods

Figure 3. The Role of Respondents in UBC's Neighbourhoods
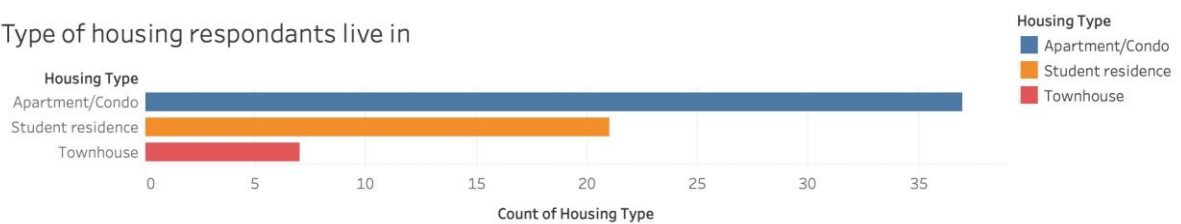

Type of housing respondants live in

Figure 4. The Type of Housing In Which Respondents Live in UBC's Neighbourhoods.

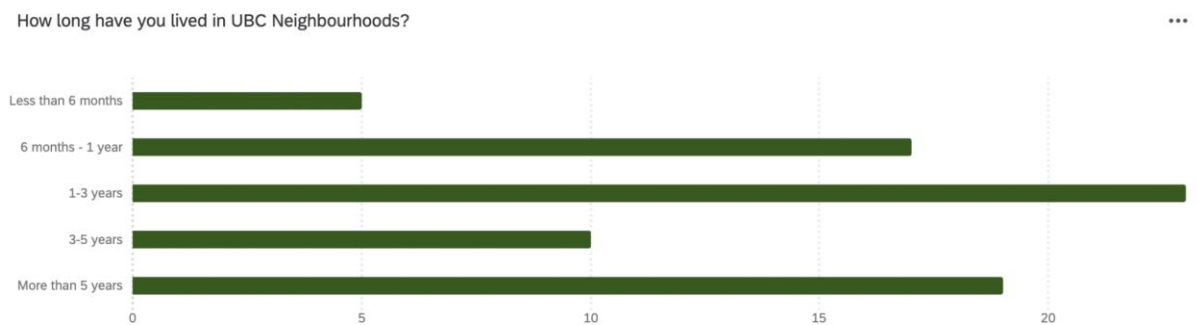How long have you lived in UBC Neighbourhoods?

Figure 5. The Length of Time Respondents Have Lived in UBC's Neighbourhoods.

The survey results revealed that approximately half of the respondents were aware of SRR initiatives in their community, such as the UNA Green Depot, tool libraries, or clothing swaps. However, 62% of all respondents had not yet participated in any SRR events.

Among those aware of SRR efforts, 70% had participated in at least one initiative. The most commonly used service as seen in *Figure 6* was The Green Depot, followed by lending libraries and clothing swaps.
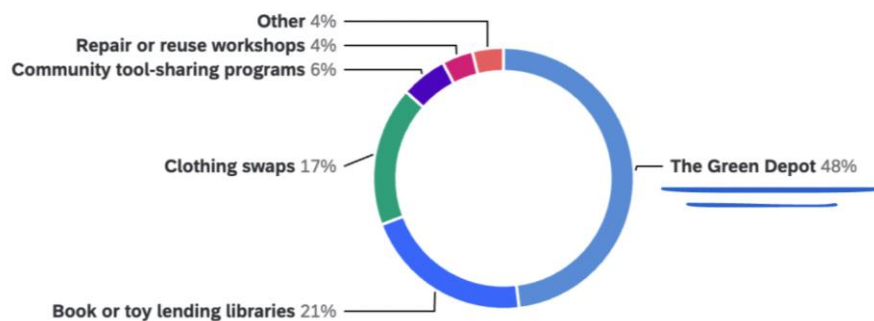

Figure 6. The Most Commonly Used SRR Initiatives by Respondents within UBC's Neighbourhoods.

Respondents were also asked about potential barriers that have prevented them from taking part in SRR initiatives. As visualized in *Figure 7*, the most commonly cited issues were lack of time and lack of awareness about specific opportunities. Many respondents mentioned not knowing when or where events were happening, or being unsure how to get involved.
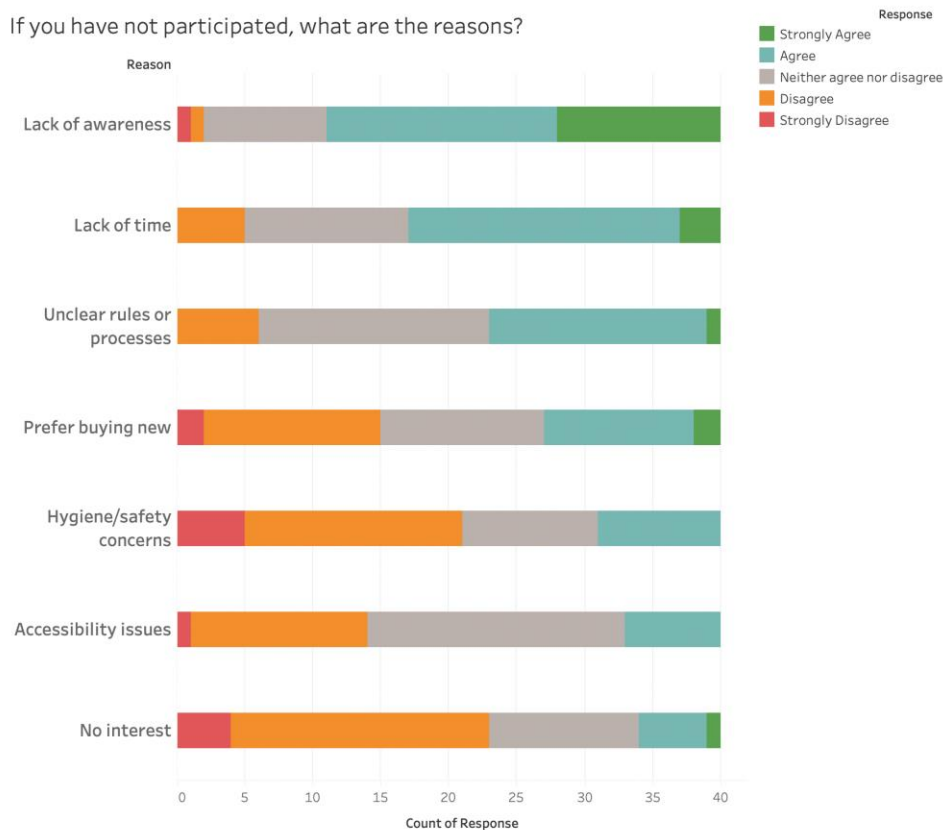
Figure 7. Top Reasons for Non-Participation in SRR initiatives for Respondents in the UBC Neighbourhoods.

Our open-ended responses echoed these concerns. Several individuals emphasized limited time due to school or work schedules, confusion about how SRR programs operate, or difficulty accessing event locations due to hours of operation. One respondent noted, "I don't often hear about these events," while another shared, "The hours are usually not the best—I usually end class around the time the Green Depot closes." Others mentioned that programs can be overly complex or lack beginner-friendly formats, particularly for neurodiverse or first-time participants. Accessibility and communication were identified as key areas for improvement.

The survey also explored reasons why people participate—or would consider participating—in SRR initiatives. *Figure 8* illustrates that environmental concern was the strongest motivator, followed by financial benefits, convenience, and a desire to build community.
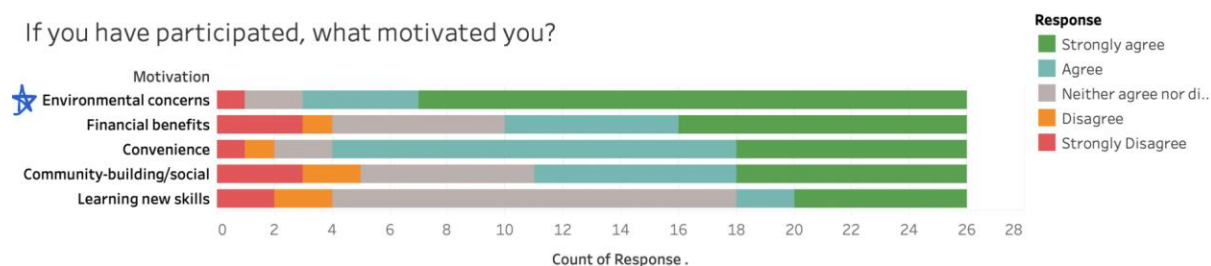
If you have participated, what motivated you?

Motivation
- Environmental concerns
- Financial benefits
- Convenience
- Community-building/social
- Learning new skills

Count of Response .

Response
- Strongly agree
- Agree
- Neither agree nor di..
- Disagree
- Strongly Disagree

Figure 8. Top Reasons for Participation in SRR Initiatives for Respondents in UBC's Neighbourhoods

These results showcase major overarching themes that tie to barriers and motivations for increased participation for respondents of this survey, as well as potential avenues for the UNA to support their SRR initiatives moving forward. First to address the demographic context of the survey, *Figures 2 - 5* showcase the transient nature of student and young adult populations in UBC neighbourhoods, underscoring the importance of designing SRR initiatives that are flexible, easily accessible, and with a low learning curve. When understanding current awareness levels and participation, *Figures 6 and 7* illustrate a trend that, while most respondents have not participated in SRR initiatives in general, they are aware of the Green Depot and their programs, signifying that there is room to strengthen community participation. This is especially pertinent as most respondents who have not participated did not know how to get involved with current SRR events. Meanwhile, to improve engagement, *Figure 8* illustrates that the UNA may consider highlighting the current successes that it has with the local residents. Specifically, the environmental and financial benefits of local waste reduction, the ways SRR is more convenient than traditional depots outside of UBC, as well as SRR being an opportunity to connect with the campus community. In a similar sense, it suggests that new and current initiatives run by the UNA should have these strategies implemented from the outset and have mechanisms within programs that foster these specific targets. Overall, the results showcase that there is a community knowledge among UBC residents about SRR initiatives, but they face an array of barriers that are unmet by current strategies– strategies that emphasize community values and desire for community interaction.

These findings are consistent with research emphasizing the intersection of ecological values and social connection in successful circular economy models (Chan et al., 2016; Arman & Mark-Herbert, 2021; Luukkonen & van den Broek, 2024). Open-ended responses added important nuance: many participants highlighted rising costs of living, the wastefulness of consumer culture, and a desire to support others—especially students or short-term residents—as core motivations. One participant remarked, "It feels good to fix things that are broken and then get to reuse them," while another noted, "It builds community... and saves people money."

15

To guide future programming, respondents were asked to rank different types of SRR initiatives based on their likelihood of participation (Please Refer to Appendix D). The top three were:

1. Reuse workshops (e.g., bike, electronics, or sewing repairs)

2. Online platforms for swapping goods

3. Sharing libraries

This reflects a preference for accessible, hands-on, and skill-building activities that also offer convenience. These findings align with the literature reviewed earlier, particularly Luukkonen and van den Broek (2024), who argue that tangible, community-embedded interventions are the most likely to succeed in engaging individuals in circular behaviours.

To further explore how preferences differ across age groups, *Figure 9* presents the proportional interest in various SRR initiatives by age. It reveals that while all age groups show some engagement with hands-on options like reuse workshops, younger participants (18–34) are more inclined toward clothing swaps and online platforms for donations. In contrast, middle-aged groups (35–54) expressed stronger interest in sharing libraries and repair cafés. Notably, interest declines among the 65+ group, suggesting a need for targeted outreach or accessibility adjustments for older residents.
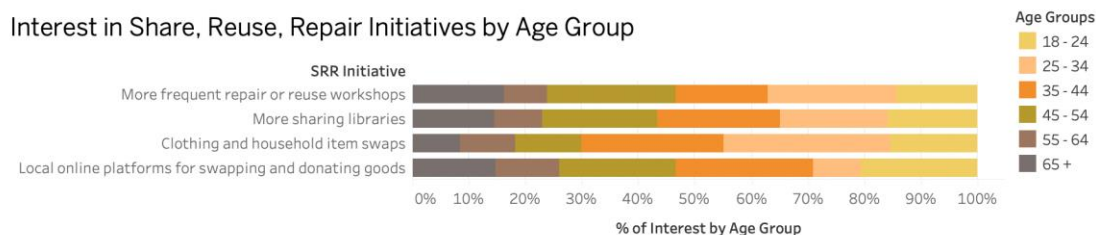

Figure 9. The Interest in SRR Initiatives by the Respondants' Age Group.

To complement our demographic breakdown, *Figure 10* illustrates the relative interest in different SRR initiatives across UBC neighbourhoods. Each bar represents 100% of responses from a given neighbourhood, with segments indicating the proportion of respondents selecting each initiative.
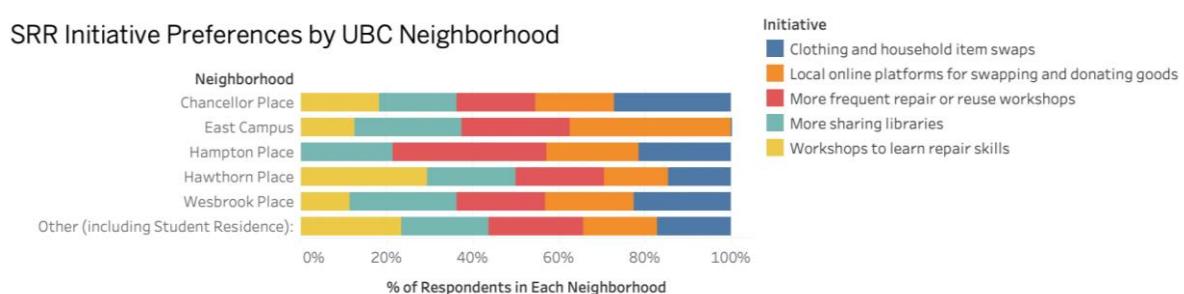
Notably, Hampton Place shows higher relative support for repair or reuse workshops while East Campus leans more toward online platforms. The consistency of interest in repair-focused options across most neighbourhoods suggests broad appeal. These findings underscore the need for the UNA to localize SRR initiatives by neighbourhood characteristics, such as population density, student vs. family mix, and existing resource access.

Interview Analysis

Our interviews highlighted several key takeaways about how SRR initiatives are perceived and how they can be more effectively implemented in community settings. The strongest theme was the importance of convenience. While survey responses suggested a widespread prioritization of sustainability, interviews revealed that convenience often outweighs environmental values in day-to-day decision-making. Interview participants noted that factors such as lengthy travel times, time constraints, unclear instructions, and high costs discourage participation in SRR programs. People are far more likely to engage when an initiative feels easy, accessible, and familiar.

Interviewees also emphasized that initiatives should be fun and engaging. SRR programs that are local, hands-on, and foster a sense of community are more likely to attract interest. Given that many people have limited time outside of work, initiatives that require active participation, like repair workshops, need to feel enjoyable and worthwhile. As one participant put it, "Is this something people would want to spend their weekend doing?".

Social influence and visibility were seen as powerful motivators for participation. Interviewees mentioned that peer influence, cultural leadership, and strong public communication can normalize SRR behaviours and drive broader community adoption.

Another major theme that emerged was trust in community-led initiatives. Participants expressed there is a general distrust of government-run programs and skepticism about how taxpayer dollars are used. Programs that are community-driven are seen as more credible and approachable.

The most common reason interviewees noted for initiatives failing, was if they did not fill a clear community gap. Participants stressed the importance of assessing what already exists, such as thrift stores or Facebook Marketplace, and avoiding duplication. Facebook groups, in particular, were highlighted as a widely used and informal platform for SRR activity. Overall, initiatives were seen as most effective when they addressed unmet needs and offered something distinct and uniquely valuable to the community.

Another key insight was the decline in repair culture, driven by consumer behaviour shifts and the growing convenience of buying new over fixing old. Interviewees noted a loss

of repair knowledge, with fewer people knowing how to fix everyday items. As a response, several participants noted that SRR initiatives should serve as learning spaces where people can build waste literacy, develop practical repair skills, and better understand sustainable practices.

Interestingly, through our interviews, we observed a real-life example of the gendered division of environmental responsibility; 6 out of 8 interviewees were women. This reflects broader societal patterns in which women disproportionately carry the burden of sustainability work in communities (Lindsay et al 2024 & Turquet et al. 2023). While this theme emerged in our literature review, we initially did not anticipate its relevance to our own project and, as a result, overlooked its potential significance. For our survey, we did not include a question for participants to self-identify their gender. In hindsight, this would have been a valuable addition, offering further insight into the relationship between gender and participation in SRR initiatives.

Existing literature highlights the disproportionate burden of responsibility that women often carry in sustainability initiatives. Lindsey et al. argue that in sustainability labour, such as low-waste living, is frequently led and managed by women, often as an extension of their traditional roles related to consumption and caregiving within the household. Their national survey in Australia found that women express greater environmental concern than men, which may partly explain their heightened engagement in sustainable practices (p. 1071).

However, while women are heavily involved in day-to-day sustainability practices, they remain underrepresented in higher-level decision-making roles. A 2023 report titled *Feminist Climate Justice* (2023), prepared in collaboration with UN Women, highlights that women are often concentrated in the lower tiers of sustainability work, while positions of power and leadership in environmental policymaking remain male-dominated (p. 53). The report emphasizes that women's knowledge, lived experience, and labour are critical assets in advancing climate action. It calls for greater recognition of the expertise women contribute, particularly in community-based sustainability initiatives (p. 13), and urges increased representation of women in leadership roles where environmental policy decisions are made (p. 53).

Significance

The overall research illustrated important understandings of community limitations, motivators and desires for SRR, and how these factors create dynamics of interaction between the community and the UNA. The surveys provided a crucial understanding of the direct context, interests, and barriers to participation in SRR initiatives for UBC neighbourhood residents. Most of these concerns and perspectives illustrated that while a notable portion of the community participates in SRR initiatives and cares for the environment (Luukkonen & van den Broek, 2024), there is a strong lack of awareness about

these programs. For community members who were aware, there was confusion on how to start participating and a lack of motivation due to time constraints, which require accessible programs and employing increased visibility to enact socially-motivated engagement. To complement the surveys, the interviews give vital insight into the real-life implications of current SRR strategies and initiatives, through insights from community-led efforts in B.C.. As prefaced in the analysis, when SRR is put to practice, communities tend to face motivational barriers that hinder SRR's convenience. Communities likewise showcase a desire for strengthened community bonds (i.e. trust, fun programs, feeling heard and having their needs met), as well as showing signs to change consumption norms through increased visibility, awareness, and direct avenues to address those concerns (e.g. repair workshops). These findings show relevant connections to trends found in the literature and highlight leverage points for SRR engagement strategies in the UNA. Major corroborating themes to scholarly research that are most pertinent would be a community's prioritization of convenience due to lack of time or the monetary commitment (Hobson and O'byrne, 2024), but having the desire to seek community-led ways to acquire the skills needed to participate in SRR (Hao et al., 2020). As well as the importance of a social network and high visibility of SRR actions to increase awareness and motivation (Bradley, K., & Persson, O., 2022; Kennedy, 2011).

Thus, when aligning these themes to UBC and the UNA, the research provides a practical significance and an opportunity to create SRR initiatives that go beyond simply raising awareness, but target community participation mechanisms by building trust, improving visibility, and decreasing accessibility barriers. This may start with supporting and enhancing current initiatives like repair workshops or clothing swaps, to eventually jumpstarting unique events that focus on connection and making environmentally-conscious action fun and collaborative. The latter is especially critical as UBC neighbourhood residents and other communities across B.C.'s Lower Mainland have expressed a desire to participate but lack initiatives that prioritize connection and convenience. The importance of this research is ultimately to provide the UNA with evidence-based suggestions that can guide their SRR programming to encourage an environment and local culture that is socially and environmentally empowered, hopefully for the long term.

Future Directions

Our survey and interview findings point to clear pathways for enhancing SRR participation within the UBC Neighbourhoods. While the level of environmental concern among community members is high, actual participation in SRR initiatives remains limited. This gap signals the need for raising awareness of existing initiatives, as well as ensuring future programming focuses on accessibility, clarity, and integrating community needs.

One key area for future research is the role of a transient community in shaping sustainable behaviour. With the majority of our respondents identifying as UBC students and

having lived in the area for fewer than three years, there is a need to explore how temporary residency affects long-term investment in local sustainability initiatives. Future studies could identify communication strategies that effectively reach a transient population.

Our interviews emphasized that SRR initiatives should be designed to fill actual gaps in the community, rather than duplicating existing services. Jurisdictional scans of existing initiatives should be conducted regularly to identify what is missing or underutilized.

An additional key area for development is embedding learning and skill-building into SRR programs. Both survey and interview participants expressed interest in hands-on reuse workshops. These events should be promoted not just as sustainable actions, but also as fun, social, and skill-enriching experiences. The decline of repair culture, including the loss of local repair knowledge and services, presents both a challenge and an opportunity. Collaborations with local repair businesses, tool libraries, or even academic departments at UBC could help revitalize these skills while building community connections.

Finally, gender dynamics emerged as a significant yet unplanned theme in our interviews, with 6 out of 8 participants identifying as women. This reflects broader trends in sustainability labour and suggests a need for targeted research into the gendered burden of environmental responsibility. Future programming should take the care not to rely disproportionately on women, especially in unpaid volunteer roles. Instead, SRR efforts should aim to distribute responsibility more equitably. Future surveys should include gender identification options to better understand how sustainability labour is distributed across different genders within the UBC community.

In all, while engaging community members to participate can prove to be challenging, the report's findings showcases that there is a potential community desire to be further uncovered within the UBC neighbourhoods and there are plenty of opportunities for the UNA to leverage in order create new, beneficial, and exciting SRR programming that meet these needs.

Suggestions for the UNA: Bridging barriers from the survey and lessons learned from local community successes

1. Increase Awareness of Existing SRR Programs

There is strong environmental concern in the UBC neighbourhoods, but participation in SRR initiatives remains limited. This gap highlights the need for more effective communication and outreach.

Recommendations:

- Leverage existing social media platforms to promote the Green Depot, repair workshops, and various community successes within the realm of SRR.
- Use regular UNA newsletters to spotlight SRR resources and upcoming events.

- Identify public spaces within UNA neighbourhoods where SRR resources can be published through posters.

2. Strengthen and Expand Existing SRR Initiatives

Recommendations:

- Increase the frequency of repair and reuse workshops (e.g. for clothing, furniture, household items).
- Extend the clothing library by hosting in-person clothing swap events.
- Add more SRR libraries, such as tool or kitchen item libraries, if space allows.

3. Engage Broader Demographics Beyond Sustainability-Minded Participants

Not all community members are motivated primarily by sustainability. For many, convenience, cost savings, and fun are more important factors.

Recommendations:

- Host low-barrier, accessible events—e.g., pop-up SRR booths at popular community gatherings or summer fairs.
- Emphasize non-environmental benefits like saving money, decluttering, or connecting with neighbours.
- Implement after-hours drop-off bins to allow more flexible participation.
- Frame initiatives as fun and social experiences, especially for time-constrained or hesitant participants.

4. Rebuild and Promote Repair Culture

Participants noted the loss of repair knowledge and a need for hands-on education.

Recommendations:

- Offer more repair and reuse workshops
- Frame workshops as both skill-building and community-building events.
- Partner with local repair businesses, trades students, or tool libraries for workshop facilitation.

5. Improve Digital Tools for Sharing and Reuse

Online community connection is currently limited. Social media engagement for the Green Depot and other local sustainability initiatives is minimal, despite its potential to effectively reach student residents and younger community members.

Recommendations:

- Explore the creation of a digital SRR hub or community platform for members to connect, post items, and exchange resources- eg. A Facebook community group page.
- Promote and integrate existing SRR initiatives on social media. Like Facebook and Instagram.

6. Create a Feedback Loop for Ongoing Improvement

To ensure programs remain relevant and effective, the UNA should develop a regular communication and feedback process.

Recommendations:

- Include regular one question surveys in the UNA newsletter to gather quick feedback.
- Offer open house feedback sessions to hear directly from residents.
- Use feedback to adjust program timing, content, and delivery methods.

References

Acheson, C., Hargreaves, T., Pallet, H., & Seyfang, G. (2024). Exploring intersectional
approaches to waste through grassroots innovations in the U.K. *Local Environment*,
29(10), 1287–1306. https://doi.org/10.1080/13549839.2024.2368523

Anantharaman, M. (2022). *Is it sustainable consumption or performative
environmentalism?*https://doi.org/10.1332/LTTT8626

Babbie, E. R., & Benaquisto, L. (2013). *Fundamentals of social research* (Third
Canadian edition). Nelson Education.

Bradley, K., & Persson, O. (2022). Community repair in the circular economy – fixing
more than stuff. *Local Environment*, *27*(10–11), 1321–1337.
https://doi.org/10.1080/13549839.2022.2041580

Bakker, C., Wang, F., Huisman, J., & den Hollander, M. (2014). Products that go round:
Exploring product life extension through design. Journal of Cleaner Production, 69,
10–16. https://doi.org/10.1016/j.jclepro.2014.01.028

Braz, A. C., & de Mello, A. M. (2024). Supply chain management strategies, types and
tactics for circular economy transitions. *Management Review Quarterly*, *74*(4),
2121–2148. https://doi.org/10.1007/s11301-023-00354-4

Briceno, T., & Stagl, S. (2006). The role of social processes for sustainable consumption.
Journal of Cleaner Production, *14*(17), 1541–1551.
https://doi.org/10.1016/j.jclepro.2006.01.027

Edwards, J., Xia, H., Li, Q. J., Wells, P., Milisavljevic-Syed, J., Gallotta, A., & Salonitis,
K. (2024). Achieving net zero neighborhoods: A case study review of circular
economy initiatives for South Wales. *Journal of Cleaner Production*, *469*, 143117.
https://doi.org/10.1016/j.jclepro.2024.143117

"Feminist Climate Justice: A Framework for Action". Conceptual framework prepared for Progress of the World's Women series. New York: UN-Women.

Hao, Y., Wang, Y., Wu, Q., Sun, S., Wang, W., & Cui, M. (2020). What affects residents' participation in the circular economy for sustainable development? Evidence from China. *Sustainable Development*, *28*(5), 1251–1268. https://doi.org/10.1002/sd.2074

Hobson, K., & O'Byrne, M. (2024). Sharing and Repairing at University: On Student Practices, and the Future of the Circular Campus. *Circular Economy and Sustainability*, *4*(4), 2579–2598. https://doi.org/10.1007/s43615-024-00403-4

Jaeger-Erben, M., Frick, V., & Hipp, T. (2021). Why do users (not) repair their devices? study of the predictors of repair practices. Journal of Cleaner Production, 286, 125382. https://doi.org/10.1016/j.jclepro.2020.125382

Kennedy, E. H. (2011). Rethinking ecological citizenship: The role of neighbourhood networks in cultural change. *Environmental Politics*, *20*(6), 843–860. https://doi.org/10.1080/09644016.2011.617169

Kirchherr, J., Reike, D., & Hekkert, M. (2017). Conceptualizing the circular economy: An analysis of 114 definitions. Resources, Conservation and Recycling, 127, 221–232. https://doi.org/10.1016/j.resconrec.2017.09.005

Laitala, K., Klepp, I. G., Vilde Haugrønning, Harald Throne-Holst, & Pål Strandbakken. (2020). Increasing repair of household appliances, mobile phones and clothing: Experiences from consumers and the repair industry. Journal of Cleaner Production, 282, 125349–125349. https://doi.org/10.1016/j.jclepro.2020.125349

Laura Turquet, Constanza Tabbush, Silke Staab, Loui Williams and Brianna Howell. 2023.

Lindsay, J. (2024). Household Sustainability Labour and the Gendering of Responsibility for Low Waste Living. *Sociology*, *Vol. 58(5)*, 1061–1082. https://doi.org/10.1177/00380385241231737

Luukkonen, R., & van den Broek, K. L. (2024). Exploring the drivers behind visiting repair cafés: Insights from mental models. *Cleaner Production Letters*, *7*, 100070. https://doi.org/10.1016/j.clpl.2024.100070

Maniates, M. F. (2001). Individualization: Plant a Tree, Buy a Bike, Save the World? Global Environmental Politics, 1(3), 31–52. https://doi.org/10.1162/152638001316881395

Nazir, S., & Capocchi, A. (2024). Systematic Literature Review of Circular Economy and Sustainable Development. In S. Nazir & A. Capocchi (Eds.), *Sustainability Reporting Practices and the Circular Economy: Analysis and Integrated Strategies* (pp. 15–81). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-51845-4_2

Neighbourhood Climate Action Plan. (2024, June). UBC Campus and Community Planning.

OECD. (2020, March 30). *The Circular Economy in Groningen, the Netherlands*. OECD. https://www.oecd.org/en/publications/the-circular-economy-in-groningen-the-netherlands_e53348d4-en.html

Ordonez, I., & Hagy, S. (2019). Fixotek: Implementing and Testing Urban Reuse and Repair Centers in Sweden. *IOP Conference Series. Earth and Environmental Science*, *225*(1). https://doi.org/10.1088/1755-1315/225/1/012007

Simic, Ivan, Aleksandra Stupar, & Vladan Djokic. (2017). Building the Green Infrastructure of Belgrade: The Importance of Community Greening. *Sustainability*, *9*(7).

Smith, G. (2005). Green Citizenship and the Social Economy. Environmental Politics, 14(2), 273–289. https://doi.org/10.1080/09644010500055175

Soper, K. (2007). Re-thinking the `Good Life`. Journal of Consumer Culture, 7(2), 205–229. https://doi.org/10.1177/1469540507077681

Todorova, I., & SEEDS Sustainability Program. (2025). *SEEDS Sustainability - Research   Project Charter*.

Turquet, L., UN-Women (2023). Feminist Climate Justice: A Framework for Action. Conceptual framework prepared for Progress of the World's Women Series. New York. 1-64.

UNA. (n.d.). *Free specialty recycling services for UNA residents*. UNA. Retrieved February 10, 2025, from https://www.myuna.ca/depot/

UNA. (2024, September 20). *Heard of the Green Depot?* UNA. https://www.myuna.ca/heard-of-the-green-depot/

Vanderhout, S., Bird, M., Giannarakos, A., Panesar, B., & Whitmore, C. (2024). Evaluation Methods, Indicators, and Outcomes in Learning Health Systems: Protocol for a Jurisdictional Scan. *JMIR Research Protocols*, *13*(1), e57929. https://doi.org/10.2196/57929

Wilde, M. de, & Parry, S. (2022). Feminised concern or feminist care? Reclaiming gender normativities in zero waste living. *The Sociological Review*, *70*(3), 526–546. https://doi.org/10.1177/00380261221080110

Appendices

Appendix A

Survey Questions:
Preliminary questions (Consent Form and Location of Residence)
Consent Form
Welcome to our survey!

Our study is called Exploring Drivers for Participation in Community-based Share, Reuse, Repair Initiatives for our Geography class at UBC (GEOG 371). This is a SEEDS Student Research Project in collaboration with the SEEDS Sustainability Program, where we are interested in circular economy initiatives run by the University Neighbourhoods Association. Specifically, our student-led team aims to improve share, reuse and repair practices in neighbourhoods and to identify demand in the University of British Columbia's Neighbourhoods. We are collecting surveys until April 1st, 2025. The survey will take approximately 5-10 minutes.

By answering our survey, you are consenting to participate in this research and acknowledge that you are at least 18 years of age. Please know that your participation is entirely voluntary and that your responses are anonymous.

At the end of the survey, we ask if you'd be willing to be contacted for an optional focus group. Only if you choose to provide your email will your answers be linked to you so we can follow-up on your responses, and your identity will remain completely confidential.

The Co-principal Investigators for this project are Geraldine Pratt and Bonnie Kaserman, our instructor, who can be reached at bonnie.kaserman@ubc.ca if you have any questions about this study. If you have any concerns or complaints about your rights as a research participant and/or your experiences while participating in this study (ethics ID H16-03315), contact the Research Participant Complaint Line in the UBC Office of Research Ethics at 604-822-8598 or if long distance e-mail RSIL@ors.ubc.ca or call toll free 1-877-822-8598.

Do you consent to have your data used for this study?
☐ I consent
☐ I do not consent

Do you live on campus or within the UBC neighbourhoods (UNA)?
☐ Yes
☐ No

Section 1: Demographics & Background

1. What is your age group?

☐ 18–24

☐ 25–34

☐ 35–44

☐ 45–54

☐ 55–64

☐ 65+

2. Which UNA neighbourhood do you live in? *(Please refer to the map provided)*

☐ Chancellor Place

☐ East Campus

☐ Hawthorn Place

☐ Hampton Place

☐ Wesbrook Place

☐ Other (Including Student Residences) *(please specify):* _____

3. How long have you lived in the UBC Neighbourhoods?

☐ Less than 6 months

☐ 6 months – 1 year

☐ 1–3 years

☐ 3–5 years

☐ More than 5 years

4. Which type of housing do you live in?

☐ Student residence

☐ Apartment/Condo

☐ Townhouse

☐ Single-family home

☐ Other *(please specify):* _____

5. What best describes your role in the UBC Neighbourhoods?

☐ UBC Student

☐ UBC Faculty/Staff

☐ Resident (not affiliated with UBC)

☐ Other *(please specify):* _____

6. How much do you personally resonate with the following statement:

"I am concerned with climate change and its impacts on the environment."

☐ Strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly agree

Section 2: Awareness & Participation in SRR Initiatives

Share, Reuse, Repair (SRR) initiatives are part of a circular economy approach aimed at reducing waste by extending the lifespan of materials and products. These include activities such as community tool libraries, repair workshops, and item-sharing networks. The University Neighbourhoods Association (UNA) supports these initiatives, including the Green Depot at Wesbrook Community Centre, to build a more sustainable and connected community.

7. Before this survey, were you aware of Share, Reuse, Repair (SRR) initiatives in your community? (e.g., the Green Depot)

☐ Yes

☐ No

☐ Not sure

8. Have you ever participated in a community-based SRR initiative held by the UNA?

☐ Yes

☐ No

9. Which of the following SRR initiatives have you participated in? (Select all that apply)

☐ The Green Depot (community recycling & free exchange of used items)

☐ Community tool-sharing programs

☐ Clothing swaps

☐ Repair or reuse workshops

☐ Book or toy lending libraries

☐ Other (please specify): _____

☐ I have not participated in any

10. If you have participated, what motivated you to take part? (Each of the options below has a 5-point Likert scale from Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree*)*

☐ Environmental concerns (reducing waste, sustainability)

☐ Financial benefits (saving money)

☐ Convenience

☐ Community-building / social interaction

☐ Learning new skills (e.g., repairing items)

☐ Other (please specify): _____

11. If you have not participated, what are the reasons? (Select all that apply)

☐ Lack of awareness

☐ Lack of time

☐ Accessibility issues (location, mobility, etc.)

☐ No interest in these initiatives

☐ Concerns about hygiene/safety

☐ Unclear rules or processes

☐ Prefer buying new instead

☐ Other (please specify): _____

Section 3: Drivers & Barriers to Participation

12. What would encourage you to participate more in SRR initiatives? *(Select all that apply)*

☐ More awareness and promotion of these initiatives

☐ Improved accessibility (closer locations, better hours)

☐ More variety in available services (e.g., electronics repair, bike repair, tool lending)

☐ More social/community-based events around these initiatives

☐ Incentives (discounts, recognition programs, etc.)

☐ Clearer guidelines and procedures for participation

☐ Other *(please specify):* _____

---

13. Which factors might discourage you from participating in these initiatives? *(Select all that apply)*

☐ Concerns about cleanliness/hygiene

☐ Unclear or inconvenient processes

☐ Lack of time

☐ Lack of trust in the quality of shared/repaired items

☐ Prefer buying new items

☐ Limited availability of necessary items/services

☐ Cultural or language barriers

☐ Other *(please specify):* _____

Section 4: Future SRR Initiatives & Expansion

14. Would you support expanding SRR initiatives in your community?
☐ Yes
☐ No
☐ Not sure

---

15. What types of additional SRR programs would you like to see in your community?
(Select all that apply)
☐ More frequent repair or reuse workshops (electronics, clothing, bikes, furniture, etc.)
☐ More sharing libraries (tools, kitchen items, books, toys)
☐ Clothing and household item swaps
☐ Workshops to learn repair skills
☐ Local online platforms for swapping and donating goods
☐ Other *(please specify):* _____

---

16. Rank the above types of Share, Reuse, Repair initiatives by your likelihood to participate in them.

☐ More frequent repair or reuse workshops (electronics, clothing, bikes, furniture, etc.)
☐ More sharing libraries (tools, kitchen items, books, toys)
☐ Clothing and household item swaps
☐ Workshops to learn repair skills
☐ Local online platforms for swapping and donating goods
☐ Other *(please specify):* _____

17. If new SRR initiatives were introduced in your community, how likely would you be to participate?
☐ Extremely unlikely
☐ Somewhat Unlikely
☐ Neither Likely nor Unlikely (Neutral)
☐ Somewhat Likely
☐ Extremely likely

---

18. What would be the best way to inform you about SRR opportunities? *(Select all that apply)*
☐ UNA newsletters/emails
☐ Social media (Facebook, Instagram, etc.)

☐ Posters in community centres

☐ Word-of-mouth

☐ Other *(please specify):* _____

19. Would you be interested in participating in an in-person focus group to share more about your experience and opinions?
This would require you to share your email. As outlined in the consent form: "Only if you choose to provide your email will your answers be linked to you so we can follow up on your responses. Your identity will remain completely confidential."

☐ Yes

☐ No

Section 5: Open Feedback

The following questions are optional and provide an opportunity for you to share additional thoughts. Feel free to answer as much or as little as you wish.

20. Do you think Share, Reuse, Repair initiatives will benefit your community?
 Why or why not?

21. What challenges or concerns do you have about participating in Share, Reuse, Repair initiatives, if any?

22. Do you have any suggestions to improve existing SRR initiatives or introduce new ones?

Appendix B

Outreach Posters

Figure 12. Poster 1 used for Outreach

Figure 13. Poster 2 used for Outreach

Appendix C

Interview questions

Background + Context

1) We're first interested in hearing more about your work
   - Could you briefly share who you are in [organization/municipality]
       - Which communities do you serve?

SRR in the community

2) [ASK ONLY IF THEY HAVE MULTIPLE INITIATIVES (i.e. if they only do clothing swaps and nothing else, skip this question)]
   - What are your **most** successful program/event within this realm of Share, Reuse, Repair initiatives

3) What was your process to implement [their program] to ensure its success (for instance, but not limited to marketing, connecting with the community, etc.)

Participation/Engaging the Community

4) In your opinion, based on how people responded to [program] **what makes people participate?**
   - For example, were they aware about the program, were they familiar with the concept of SRR?

5) What are the main challenges to foster participation, is this still a challenge?
   - 5a) Could you identify barriers and, how do you/your municipality aim to alleviate such barriers?

Lessons learned

7) From that [SRR initiative],
   - 7a) Was there anything that was lacking that you wished was included?
   - 7b) what hasn't been successful?

8 a) Was there a program that you wanted to do, but weren't able to implement
   - b) Were there any programs that weren't as successful as you'd like

Concluding

9) Is there anything that wasn't mentioned in this interview that you think would be important to let us know?
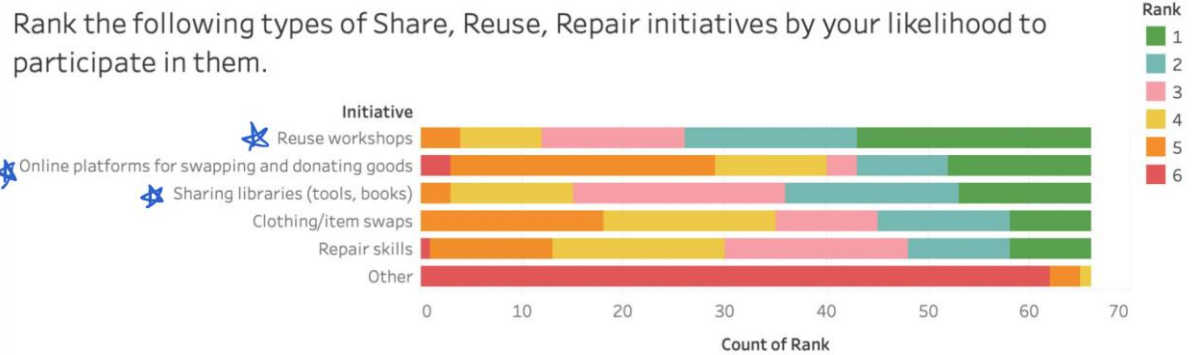
Appendix D

Figure 14. The SRR Initiatives That are Most Likely to Attract Participation for Respondents (normalized by % of respondents)