Rheaply’s hosted webinar will be starting soon...
Rheaply

How reuse is driving sustainability at UChicago

Keller Knoll  
Customer Success Manager  
Rheaply

Valentina Rappa  
Circular Economy Strategist  
Rheaply
Introducing the presenters

Keller Knoll
Customers Success Manager
Rheaply

Manages client relationships for Rheaply’s existing customers, expanding and maximizing their use of the Rheaply Platform to grow the impact of circularity within their organizations.

Background in circularity in the food system through upcycling byproducts into usable food products in local ecosystems. Experience in managing client relationships in various capacities in the tech industry.

Valentina Rappa
Circular Economy Strategist
Rheaply

Leads Rheaply’s Sustainability Consulting services, developing reuse strategies and programs that advance our users’ experience on the Rheaply Platform.

Background in environmental engineering and industry experience with plastic waste in the environment, the circularity of plastics, and sustainability strategy and reporting.
Agenda

1. Introducing Rheaply and our work with UChicago
2. Circular economy foundations and in practice
3. Deep dive into reuse
4. Reuse activity
5. Call to action
6. Questions
Introducing Rheaply and our work with UChicago
Hi, we’re Rheaply.

We’re on a mission to build a community where every workplace resource finds its next use.

- Founded in 2016
- $18.73M in asset value
- 150+ ecosystem partners
- $30M from top-tier investors
- Trusted by resourceful companies
Rheaply for UChicago: A platform for resource exchange

How it works
Available to all UChicago students, faculty and staff at all Chicago campuses

Cleaning out your space? Replacing equipment that still works? Surplus items taking up valuable space? Post it on Rheaply!

Supply chain issues delaying an order? Need something fast? No budget? Check Rheaply to see if what you need is already available on campus for free!

✔ Save money
✔ Improve efficiency
✔ Make smarter purchases
✔ Boost collaboration
✔ Increase sustainability
✔ Expand your network
Rheaply at UChicago: Jan – May 2023

515 users
total from UChicago campuses

54 offers
made on the Rheaply Platform this year

$26,220
value identified this year

$7,030
value recaptured this year

59
new listing made this year

300
Items exchanged

2,027 lbs
weight identified this year

828 lbs
weight recaptured this year

34% of the new posts made this year had both Market Value and Weight included 🎵

That’s roughly the weight of a grand piano 🎹
The Rheaply Platform
Setting the stage with foundational terminology
Every year we out-spend the earth’s resources. In 2022, how many earths did we use to support our annual resource consumption?
Reuse

The repeated use of a product or component for its intended purpose without significant modification.

**In plain words:** Using an item **multiple times** for the **same use**. Avoiding any changes to the item in between uses, except for small adjustments and cleaning to prepare for the next use.

**How it connects to UChicago:** Students, faculty, and staff can reuse furniture, lab equipment, supplies, and more. This extends the useful life of equipment, reduces business spend, and avoids the manufacturing of a new product.
Linear economy

In plain words: The economic system that we currently live by. We take resources from the earth, make products with them, sell those products for a profit, and throw away the products after use.

How it connects to UChicago: Students, faculty, and staff across UChicago can break the current linear economy model of purchasing new furniture, lab equipment, and supplies by sharing goods across the university.
Circular economy

A systems solution framework based on three principles, driven by design: eliminate waste and pollution, circulate products and materials (at their highest value), and regenerate nature.

In plain words: An economic system aimed at eliminating waste and promoting the continual use of resources.

How it connects to UChicago: UChicago contributes to the circular economy through its reuse marketplace housed on the Rheaply Platform. Students, faculty, and staff can continuously circulate furniture and equipment across the university.
The circular economy in theory and practice
Linear economy vs. circular economy

**Linear Economy**
- Extract resources (minerals, oil, wood)
- Production
- Sale
- Consumption
- Disposal (Accumulating waste)

**Circular Economy**
- Designing out waste
- Design
- Recycling
- Production
- Sale
- Consumption
- Collection
- Reuse and Repair
The three principles of a circular economy

1. Eliminate waste and pollution
2. Circulate products and materials (at their highest value)
3. Regenerate nature
Circulate products and materials – Ecovative

Designing products for recirculation!

Compostable packaging made from:
- Parts of crops that are not edible
- Mushroom roots – acts as a glue

Mimics expanded polystyrene but can be used to produce fertilizer after use.

Source
Environmental benefits of a circular economy

**Reduce carbon emissions**

Potential to halve carbon dioxide emissions in Europe by 2030, compared to today's levels.

**Improve land productivity and soil health**

Eliminate the need for chemical fertilizers by returning biological materials back to the soil.

**Reduce material consumption**

Cut down the consumption of car and construction materials, fertilizers, fuels, and other materials by 32% by 2030.

Source
In 2018, Circle Economy reported that the global economy was 9.1% circular. How circular do you think the global economy is now?
Deep dive into reuse
The role of reuse: Extend the life of a product before breaking it down and recycling its parts.

Purchasing used and recirculating existing products:
- Reduce the production of new products
- Use your existing inventory for as long as possible
- Consider Environmentally Preferred Purchasing agreements

Reusing consumer product packaging:
- Refill reusable containers at home or in stores
- Return packaging through at-home and in-store services

Source
A business built on reuse: threadUP

Inspects quality, itemizes, runs pricing analysis, warehouses items, and lists on ThredUp website

**Sellers**
Anyone who has clothes from all brands can ship clothes to thredUP for free

**Buyers**
Shop on ThredUP website for used clothes

Source
Campus sustainability initiatives promoting reuse

Reuse programs support:

- **Zero waste goals**
  - Diverts waste from landfills, waste-to-energy, and the environment
  - Reduce carbon emissions associated with alternative disposal methods

- **Sustainable procurement goals**
  - Purchase used equipment or recirculate equipment you already own
  - Reduce carbon emissions associated with manufacturing new equipment

UChicago Sustainability Plan

- **Area #4 Waste Reduction:**
  Reduce the amount of total landfilled waste

- **Area #8 Environmentally Preferable Procurement:**
  Reduce the environmental impact of products and services throughout the University supply chain

[Source 1, Source 2]
Helpful resources

The Circular Economy in Detail (Ellen MacArthur Foundation)

Circularity Gap Report 2023 (Circle Economy)

Circular Economy Disclosure in Corporate Sustainability Reports (Journal of Sustainable Production and Consumption)

Upstream Innovation (Ellen MacArthur Foundation)

Completing the Picture: How the Circular Economy Tackles Climate Change (Ellen MacArthur Foundation)

The Circular Economy and Reuse (Ellen MacArthur Foundation)
Reuse activity
What are the most common items you need for your department?
What do you do with your department equipment at the end of each semester? If you don’t reuse items, why?

- Offer on the listserve
- Haz waste for unused chem
- Use until consumed
- Store it
- Yes, e-waste
- Recycle old exam papers
- Leave furniture out
- Give it away
Would you use the Rheaply Platform at the end of this semester to give away items you no longer need? If not, why?

- absolutely
- yes
- can Rheaply pick up
- not everyone is on it
- can you share food
- is there a size limit
Call to action
Challenge

Create an Account
- Register at app.rheaply.com
- Complete your Profile
- Review the About Page

Create a Listing
- Click Create
- Complete Create Post Form
- Click Publish!

Submit an Offer
- Interact with posted Listings
- Find a listing you like
- Click Make Offer!

Challenge! Tell 3 friends to make a Rheaply account over the next two weeks

Challenge! Create 5 listings over the next two weeks

Challenge! Review the UChicago inventory and make offers on items you need

Join our upcoming training!
Questions
circularity for every business

Thank you!
Learn more at rheaply.com