



# Paint Reuse Network

8<sup>th</sup> of November  
2023



**BRINGING COLOUR TO COMMUNITIES**





# Paint Reuse Network

## Outline

- Why reuse paint?
- How can paint be reused?
- The Paint Reuse Network
- Examples



# Paint Reuse Network

Why reuse paint?

- A significant environmental problem
- Expensive to export and incinerate
- Reuse generates additional value from unwanted paint
- A successful and scalable social enterprise business model



# Paint Reuse Network

Why reuse paint?

- National Waste Management Plan for a Circular Economy – “keep materials in use for longer”
- Target: 10KG reuse / person / year
- Part of social and green procurement



**Paint Reuse  
Network**

**How it works**

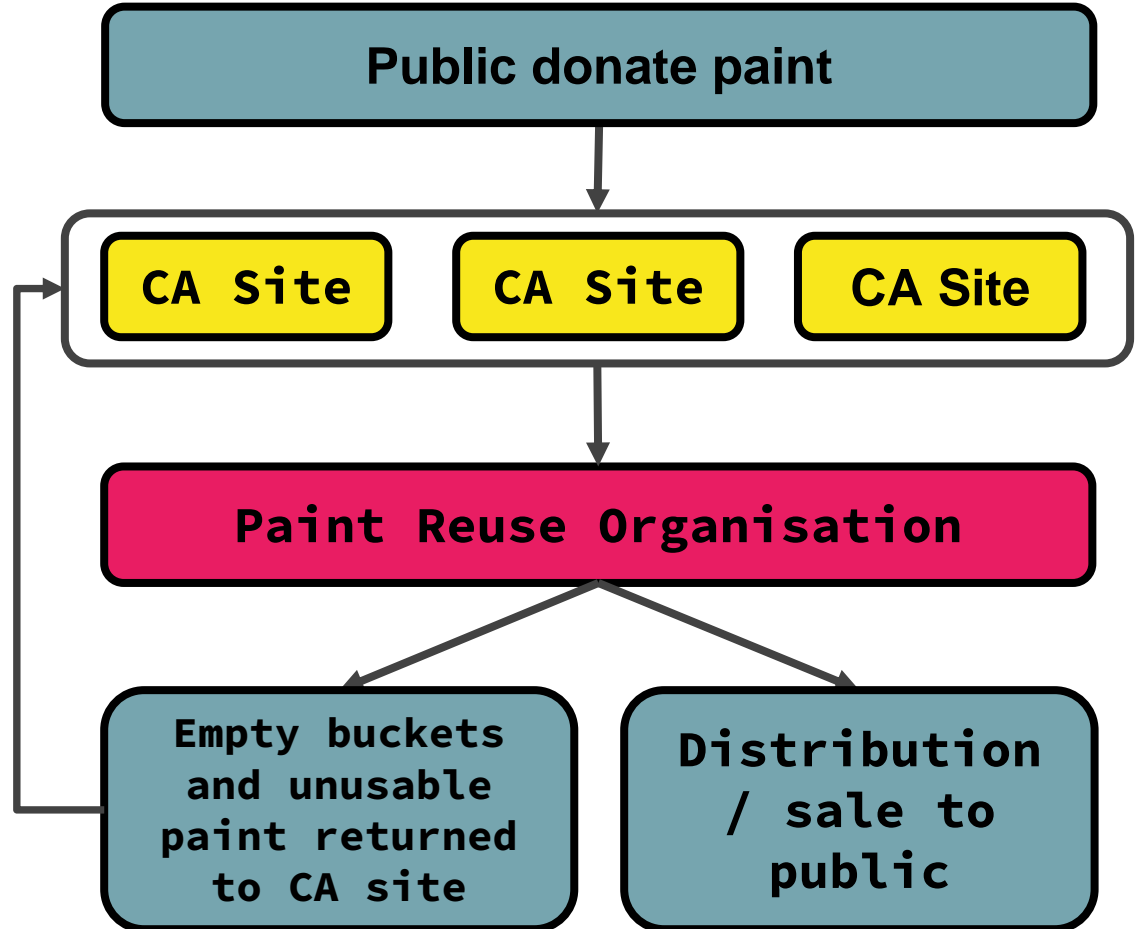




# Paint Reuse Network

How it works...

- Civic Amenity sites accept Water Based paint from the public and set aside
- Reuse organisations collect, screen, sieve, and mix paint for resale / redistribution





**Paint Reuse  
Network**

# **The Paint Reuse Network**





# Paint Reuse Network

What is the Paint Reuse Network?

- A national network launched in 2021
- 9 Reuse Organisations working with 9 Local Authorities
- Managed by the Rediscovery Centre in Partnership with Regional Waste Management Offices



## Current Paint Reuse Organisations

- |                                                      |                                                          |
|------------------------------------------------------|----------------------------------------------------------|
| <b>1</b> BRYSON RECYCLING<br>Co. Donegal             | <b>6</b> CYCLE SENSE<br>Co. Cork                         |
| <b>2</b> HABITAT FOR HUMANITY RESTORE<br>Co. Louth   | <b>7</b> IRD DUHALLOW<br>Co. Cork                        |
| <b>3</b> REDISCOVERY CENTRE<br>Co. Dublin            | <b>8</b> TAIT HOUSE COMMUNITY ENTERPRISE<br>Co. Limerick |
| <b>4</b> RENEW ENTERPRISES<br>Co. Waterford          | <b>9</b> REVAMP LONGFORD<br>Co. Longford                 |
| <b>5</b> NORTHSIDE COMMUNITY ENTERPRISES<br>Co. Cork |                                                          |





# Paint Reuse Network

## Objectives

- **Minimize paint waste in Ireland**
- **Maximise number of donation and purchase points**
- **Support community employment and training**
- **Provide an affordable product (€2.50 / litre)**



# **Paint Reuse Network**

**Supports for members  
(Paint Reuse  
Organisations)**

- **Members meetings for idea exchange and collective actions**
- **Technical training on paint collection, screening, mixing, sales**
- **Marketing support**
- **Develop new sales avenues (Local Authorities, Housing Charities)**



# Paint Reuse Network



**2022\***

	<b>kg collected</b>	<b>kg sold / donated</b>	<b>No. CA sites</b>	<b>Employees</b>	<b>Volunteers /trainees</b>
<b>CycleSense</b>	<b>2,298</b>	<b>1,616</b>	<b>2</b>	<b>0</b>	<b>2</b>
<b>NCE</b>	<b>1,977</b>	<b>2,632</b>	<b>2</b>	<b>2</b>	
<b>Rediscovery</b>	<b>14,396</b>	<b>8,387</b>	<b>7</b>	<b>1</b>	<b>2</b>
<b>Tait House</b>	<b>385</b>	<b>117</b>	<b>1</b>	<b>2</b>	<b>1</b>
<b>RENEW</b>	<b>156</b>	<b>150</b>	<b>1</b>	<b>1</b>	
<b>IRD Duhallow</b>	<b>2,480</b>	<b>1,020</b>	<b>2</b>	<b>1</b>	
<b>EDI Longford</b>	<b>1,030</b>	<b>78</b>	<b>1</b>	<b>0.5</b>	
	<b>22,720</b>	<b>13,883</b>	<b>16</b>		

**\*based on 7 out of 9 orgs mixing and selling paint in 2022**



# Paint Reuse Network

We are still expanding

**2020**

- 6 donation points
- 1 reuse organisation

**2021**

- 11 donation points
- 6 reuse organisations

**2022**

- 20 donation points
- 8 reuse organisations

**2023**

- 25 donation points
- 9 reuse organisations



**Paint Reuse  
Network**

# **The paint: Examples**





# Paint Reuse Network





**Paint Reuse  
Network**



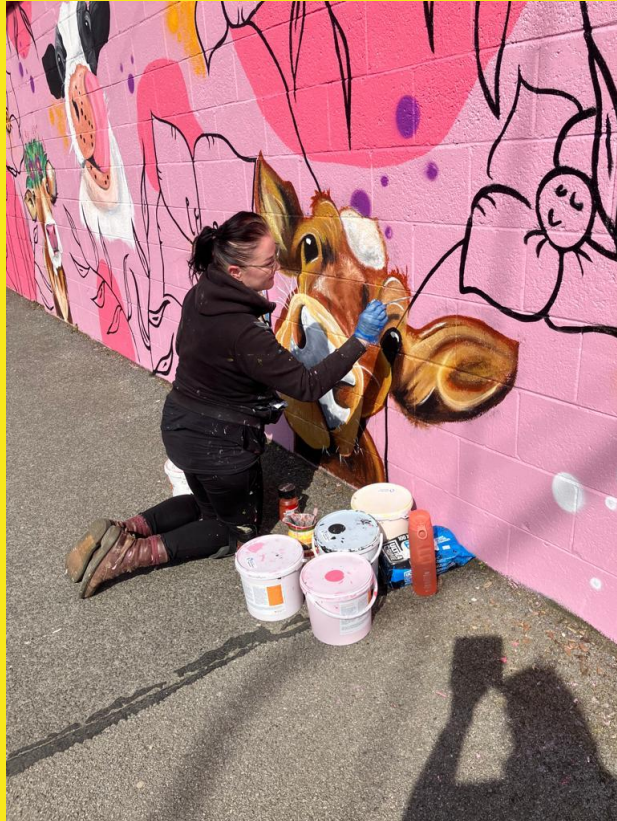


# Paint Reuse Network





# Paint Reuse Network





**Paint Reuse  
Network**

**Thank You**



**Paint Reuse  
Network**

# **Process of establishing Paint Reuse Operation**



## Paint Reuse Network

- In tandem with these steps, a customer base for reused paint should be established

**1**

LA expresses interest to Waste Regions in establishing paint reuse activities

**2**

Waste Regions link LA with PRN

**3**

LA and PRN identify potential Reuse Org

**4**

PRN facilitates MOU between LA and Reuse Org

**5**

PRN provide ongoing support and training to CA site and Paint Reuse Org



# Paint Reuse Network

## Civic Amenity Sites: requirements

- Storage area for paint
- Bunded table (ca. €600)
- Training for staff (provided by PRN)
- Signage
- MOU between LA and Paint Reuse Organisation
- MOUs: Storage, signage, collection days, rates, returns etc.





# Paint Reuse Network

Reuse Organisations:  
requirements and  
estimates

- Setup cost of €2,000 – €8,000<sup>2</sup>
- 0.5–2 FTE staff needed (ongoing)<sup>2</sup>
- 3–6 month timeline to become operational once established
- Local Authority grants have been beneficial in the past
- Other sources include CCAP strand 1, CEAP, Ireland funds, Croke Park

<sup>2</sup>depending on the scale of operation and existing infrastructure



# Paint Reuse Network

Marketing &  
Communications Support

## 1. Network Messaging Document



## 2. Asset library





# Paint Reuse Network

Marketing &  
Communications Support

### 3. Website



### 4. Facebook page





# Paint Reuse Network

## Marketing & Communications Support

### 5. Launch & promotional videos



### 6. Banners, Stickers



### 7. Marketing grant given to each member



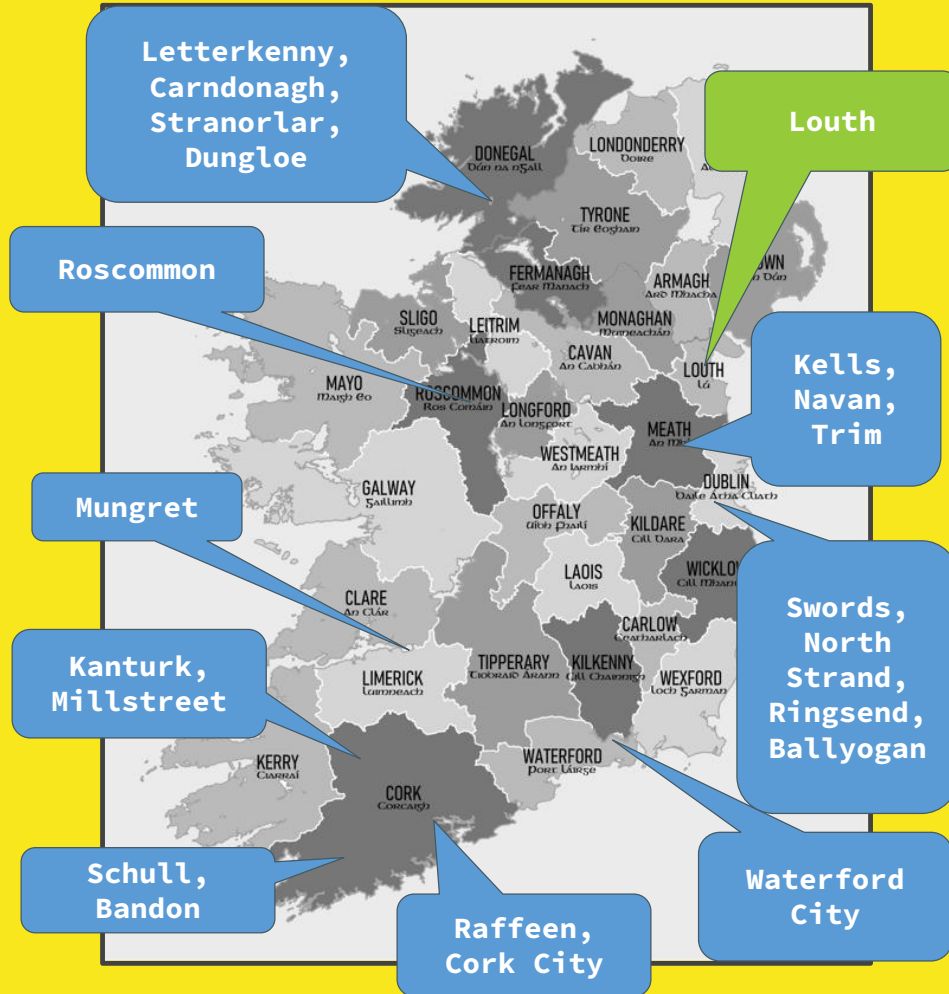
# Paint Reuse Network

Local authorities are vital in  
establishing paint reuse operations and  
growing this network

If you would like support establishing a  
Paint Reuse Operation please get in touch  
@ [research@rediscoverycentre.ie](mailto:research@rediscoverycentre.ie)

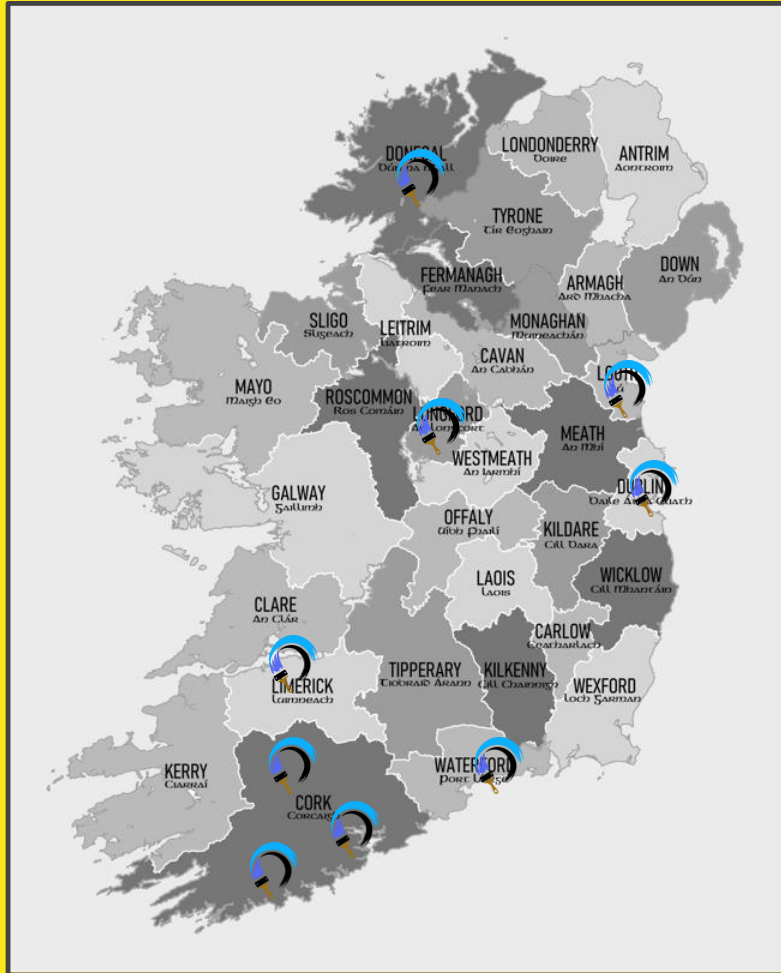
[www.Paintreuse.network](http://www.Paintreuse.network)

## Current Paint Donation Points

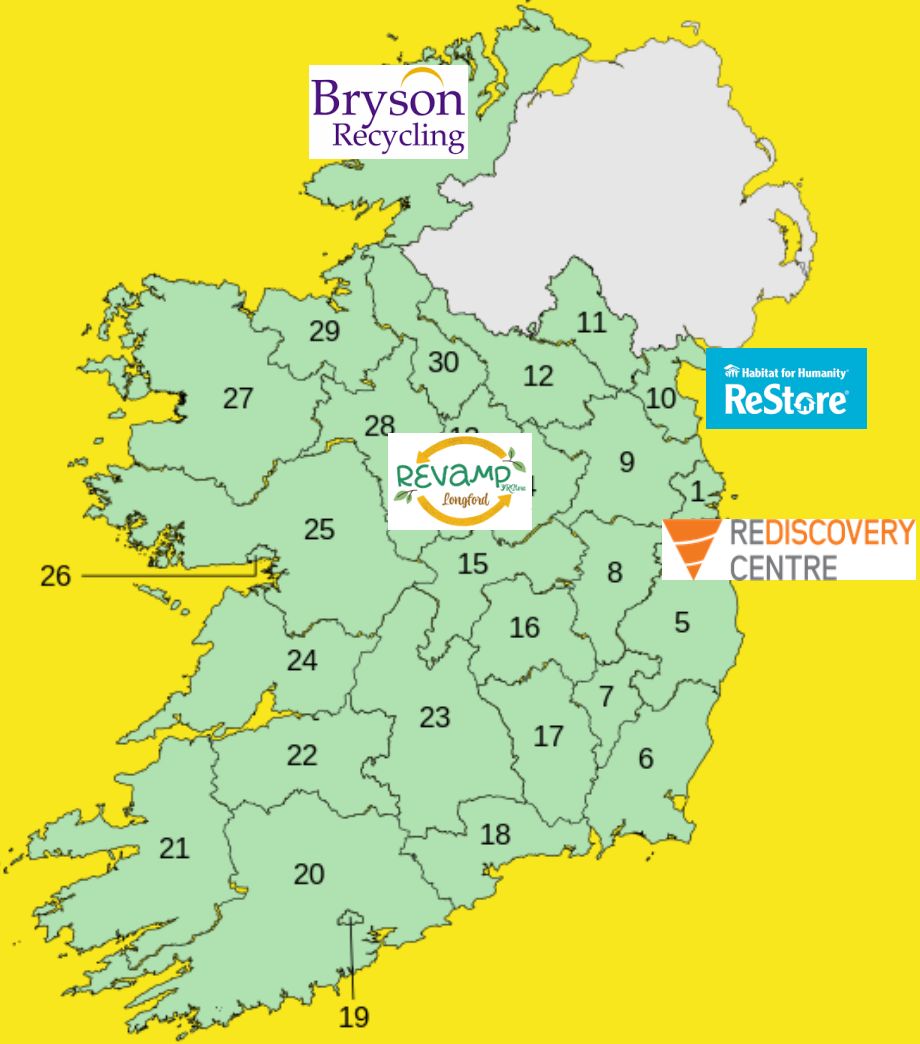


- 20 current donation points at pre-existing CA sites
- 9 Local Authority Areas

# Current Paint Reuse Organisations

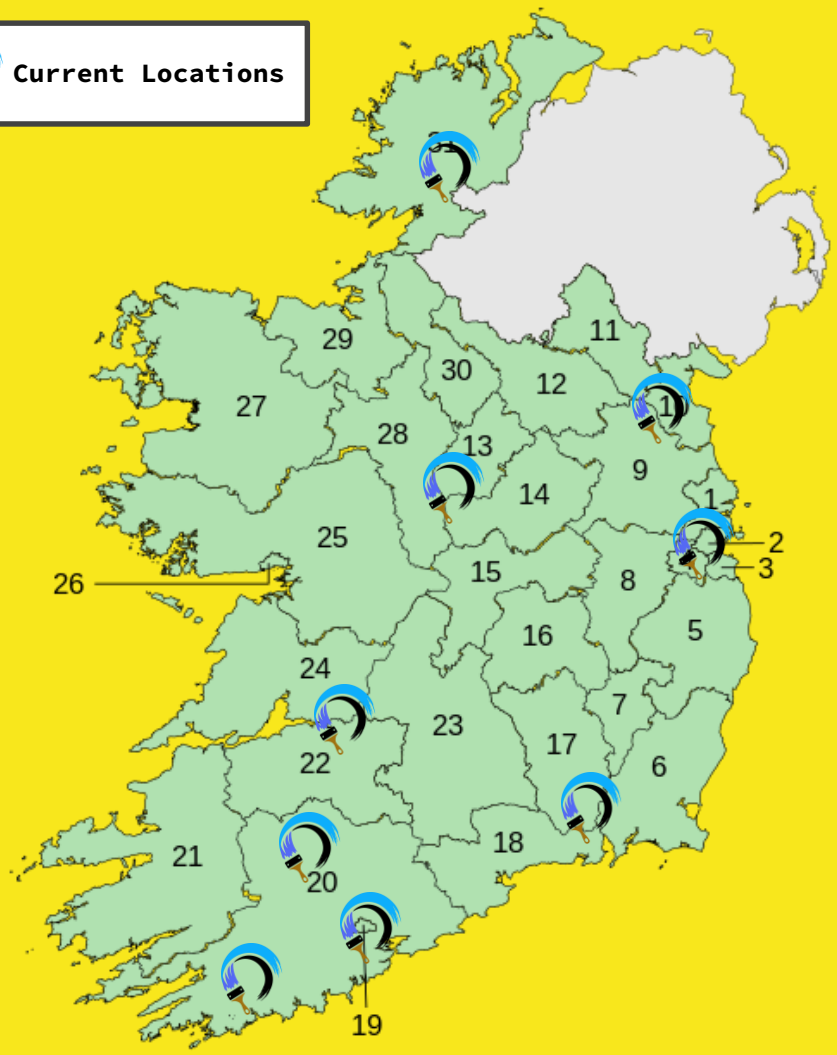


# Current Paint Reuse Organisations





 Current Locations



# Current Paint Reuse Organisations



## 2021 Data\*

	kg collected	kg sold / donated	No. CAS sites	Employees	Volunteers / trainees
CycleSense	1,680	473	2	0	3
NCE	1,069	458	1	1	
Rediscovery	8,846	5,907	7	2	
Tait House	120	0	1	2	
	11,716	6,839	11	5	3

**\*Most reuse organisations began accepting paint in mid 2021 and distributing paint in late 2021. 2022 saw increased collections and sales**

# 2022

	kg collected	kg sold / donated	No. CA sites	Employees	Volunteers /trainees
<b>Bryson Recycling</b>	<b>38,510</b>		<b>4</b>	<b>2</b>	<b>0</b>
	<b>38,510</b>		<b>4</b>		

- **Figures are for all paint donated (not just water based)**
- **Seeking a social enterprise to come on board who can carry out mixing, screening, and sales etc.**



# Paint Reuse Network

Additionally...

- Public are charged to donate paint
- LAs pay Reuse Organisations to remove paint from CA sites
- Paint Reuse organisations provide a service that



# Paint Reuse Network

## Beginnings

- Rediscover Paint began in 2004