



*Changing the world one gift at a time*



## What is The Freecycle Network™?

- [www.freecycle.org](http://www.freecycle.org)
- It's like Craigslist but it offers free membership and all gifts must be free
- Globally Local Community!
- The Freecycle Network™ is made up of 5,035 groups with 9 million + members around the world.



Freecycle.org or The Freecycle Network is an online community where people give items away rather than throw them away, like a Craig's List for only free stuff, but with a mega dose of local community building in our nearly 5k local gifting groups.

## Mission

Our mission is to build a worldwide gifting movement that reduces waste, saves precious resources and eases the burden on our landfills while enabling our members to benefit from the strength of a larger community.

## How we're doing:

- Gifting over 25,000 items a day, > 800 tons a day,
- 12 x Everest in past year alone
- In over 100 countries
- 10k volunteers (2 staff members)
- 9m+ members
- Third most searched environmental term after global warming and recycling but ahead of "earth".

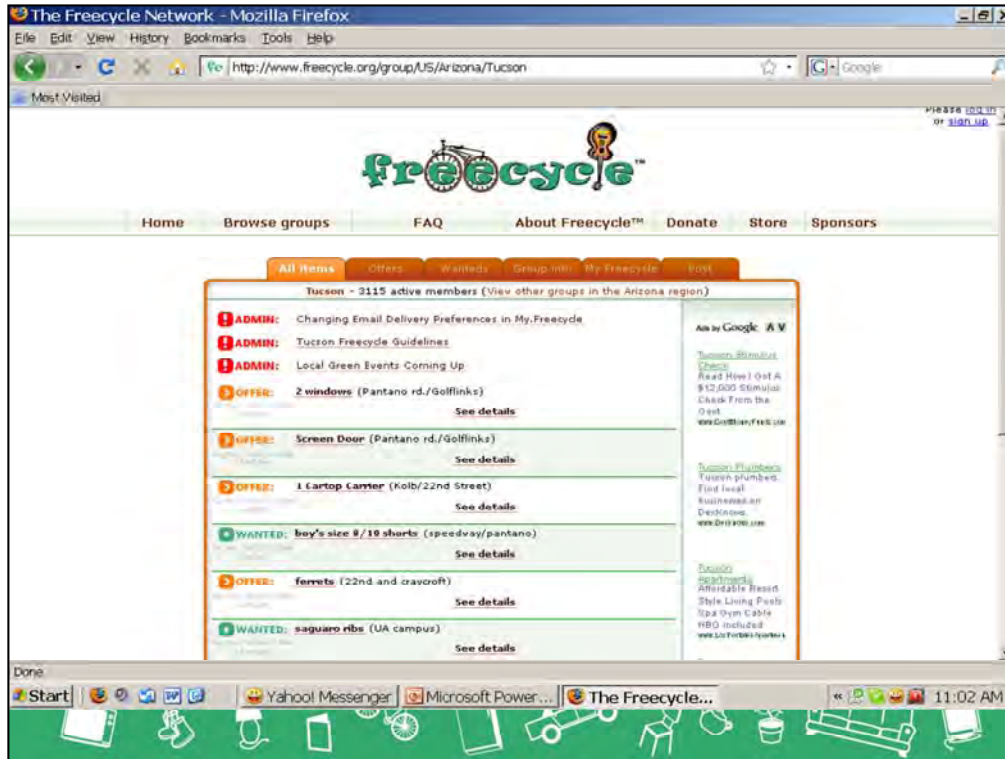


[Slide] +

So, really what we have here is a mass grassroots movement. Freecycle reaches out beyond a limited group of environmentalists, which is what we need to do in order to bring about societal evolution.

Really grassroots, two quick stores: Katrina & Irwin

Now, we can also take our inspiration from leaders in the business community, for example, like George Soros...



For the more visual learners, here's what a local group looks like.



**COLLABORATIVE CONSUMPTION**  
**TRADITIONAL SHARING,**  
**BARTERING, LENDING, TRADING,**  
**RENTING, GIFTING, AND SWAPPING**  
**REDEFINED THROUGH TECHNOLOGY**  
**AND PEER COMMUNITIES.**

-New book: Collaborative Consumption: Rachel Botsman

-part of a bigger trend: 20<sup>th</sup> c Hyperconsumption, 21<sup>st</sup> c. collaborative consumption

-We are all primates at heart, we need community and we need sharing. Whether it's been barn raisings, quilting bees, Native American potlaches, sharing is a part of our history that is getting reinvigorated with the advent of the virtually free medium of the internet. Technology makes sharing frictionless and fun.



-  Pressing unresolved environmental concerns
-  A global recession that has fundamentally shocked consumer behaviours
-  A renewed belief in the importance of community
-  A torrent of peer-to-peer social networks and real-time technologies

[Slide] +

**ENVIRONMENT:** Global warming, An Inconvenient Truth, IPCC, Climate Conference, US uses 25% of world's resources with 5% population.

**ECONOMY:** Global recession...

**COMMUNITY:** Local community building grows (zip cars, bicycle sharing, local swaps, free meets)

Internet and freely sharing online

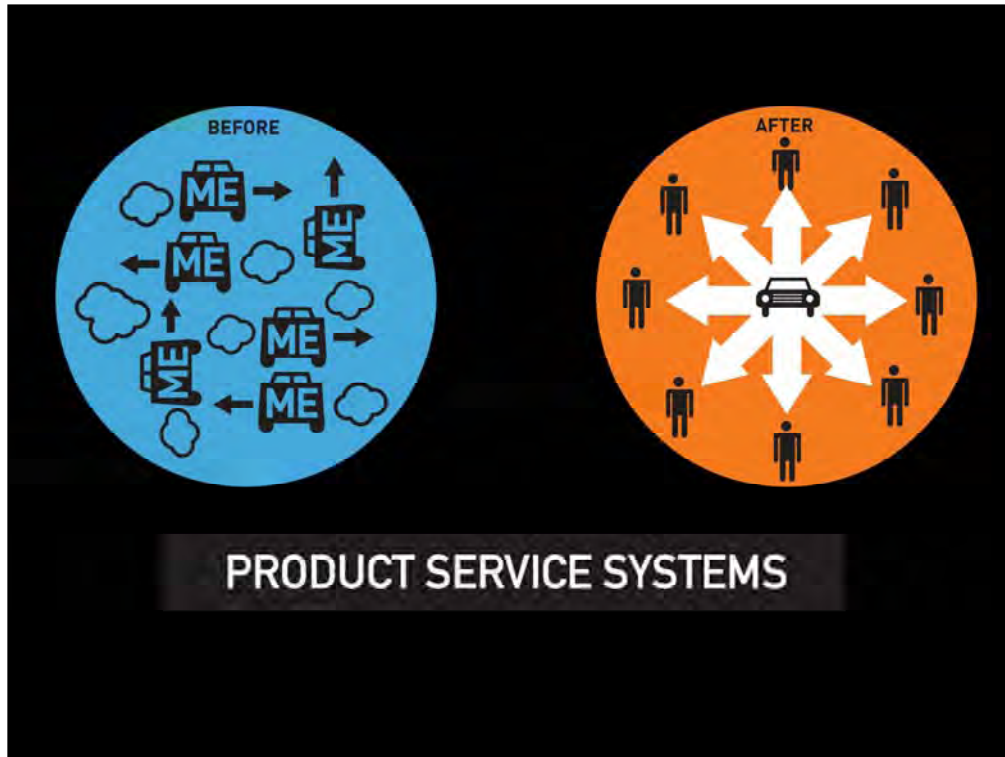
**Time for a gift economy!**

A shift away towards non-monetary values... There's a great quote from Oscar Wilde...

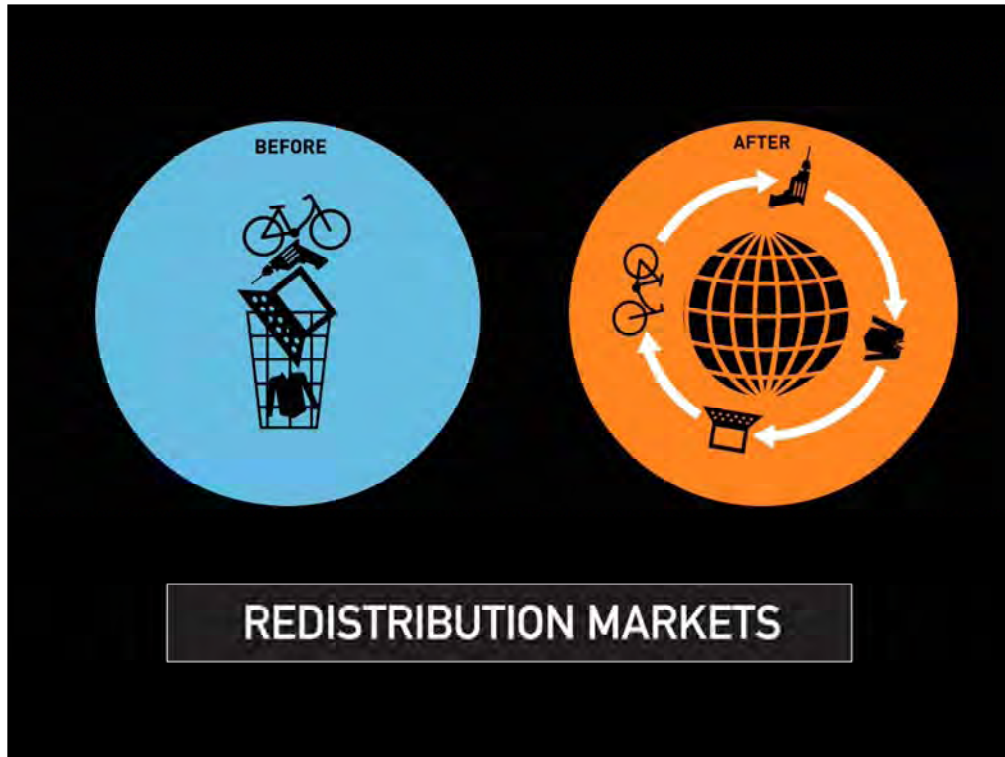


The sharing of money, skills and time. Phrases such as co-working and couchsurfing gaining ground. Gen Yers are growing up sharing files, music, videos as second nature. There is a shift in lifestyle taking place which the internet is helping to enable





This is where one emphasizes the benefit rather than the product. Like bicycle or car sharing, in that it's about having the service at hand, rather than having to own the product. How many of you own a powerdrill? That drill will be used an average of 12-15 minutes in its entire lifetime. Silly, but what you need is the hole, not the drill. why not rent it or enable it to be shared somehow? I don't want the DVD, I want the movie, I don't want the CD, I want the music, etc.



Production cycle becomes more of a cycle of reuse and less of a cradle to grave concept, from raw materials extraction, thru production cycle, to the landfill without allowing for waste reduction, reuse and recycling.

## Oscar Wilde:

**"We know the price of  
everything and the value  
of nothing."**

(And we create about 5 lbs  
a day of trash)



[Slide] + Freecycle is all about the value of Wilde's nothing.

All items offered must be free: no price, but items which still have plenty of value in them: electronics, household items, construction leftovers and on and on.

We fill this beautiful niche niche between no price and no value...

It does require one to "think different" and let go of our linear brains a bit...

## Why reuse is so darned important

3 R's, now sometimes 5:

[Reduce, reuse, recycle,  
repair, redistribute...]



My spiel:

WHY IS REUSE SO GOOD? Question: if you and I and all consumers eliminated all our waste tomorrow,, how much would be left? Half?

Industrial waste.

## History:

- RISE, Inc.
- One Bed
- One Email on May 1, 2003
- One Warehouse
- The World!



## Yay, progress:

- Zero techies, at startup
- Volunteer techies, 2003 - now
- Part-time engineer on staff, 2007
- One full-timer as of 2008!
- Open source software



The logo for Freecycle @Work is centered at the top. It features the word "Freecycle" in a blue sans-serif font with a trademark symbol, and "@Work" below it in a green sans-serif font. The logo is set against a white rectangular background that is slightly reflective.

## Freecycle™ @Work

- Directly measurable, free, easy application for reuse within an organization
- Over 950 companies registered since Earth Day & growing at 5 companies per day.
- <http://quickbase.intuit.com/freecycle>

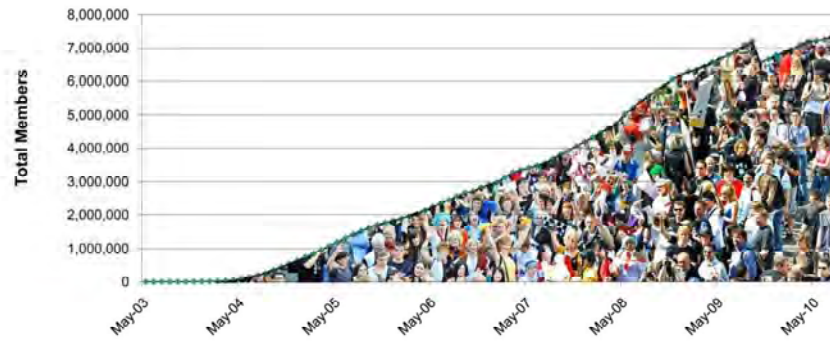


## How the #'s stack up...





## Overall Membership Growth



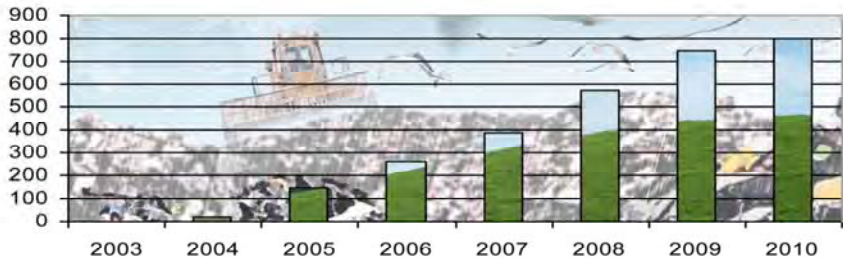
•about 20-40,000 new members a week.



[slide] + But how much stuff are they giving away, and keeping out of landfills?

# Overall Waste Diversion

## Freecycle Waste Diversion [Tons/Day]



• More than 25,000 items gifted daily currently.



[slide] 800 tons. How's about on site directly, excluding yahoo groups?

**“A man is rich in proportion to the number  
of things which he can afford to let alone.”**

-- Henry David Thoreau, *Commencement Address on the  
Commercial Spirit.*





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***Freecycle™ members use Freecycle groups at their own risk. Please take reasonable measures to protect your safety and privacy when posting to group lists or when completing a direct gifting with another member.***

