

# An inspirational guideline: Volunteers at REUSE

The guideline presents experiences, knowledge and learning from the voluntary efforts at the recycling station REUSE - including REUSE Repair.

The guideline is produced by Kredslob as part of the Interreg EU project 2LIFES:  
[2LIFES | Interreg Europe](#)

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# Summary

The volunteer effort has focused on and created:

- Recruitment – 25 volunteers
- A good voluntary environment
- Structure on the volunteer effort
- Easy registration for the tasks
- Volunteer guideline
- External cooperations (community houses, housing associations, libraries, Festivals, etc ...)
- Own activities – REUSE Festivals



# The basis for the voluntary effort

## Motivation

- Clarify the difference the volunteer makes
- Match the volunteer with the right task
- Don't waste the volunteer's time
- Appreciate each volunteer
- Create room for maneuver and offer development
- Cultivate relationships

## Engagement and retaining

- The organization has a good reputation and is referred to positively
- The leadership radiate engagement and positivity
- The volunteers are respected and recognized
- A welcoming reception
- Clarity on time consuming and the content of tasks
- Good relations among the volunteers
- Identity through language, concepts, clothing and design/layout/logo

# Results

## Volunteers

- More recruitment platforms (homepage, FaceBook, cafes educational institutions)
- Recruitment material (posters-postcards, banners...)
- Reception – coffee at REUSE
- Dedicated volunteers
- Clarification of the needs and competencies of the volunteers
- Common file sharing
- Easy registration and overview of tasks
- 25 volunteers

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## Cooperations

- Community houses in Aarhus
- Aarhus Festival Week
- The Ocean Race
- *Det Finurlige Flyselskab*
- North Side Festival
- Aarhus Bike Repair

## Volunteer environment

- Cultivate relations
- Recognize the efforts
- Clarify relations
- Involvement
- Clear and engaged leadership
- Identity – T-shirts and jackets
- Weekly activity
- Fulfill the passions of the volunteers (repair, upcycling, workshop, ...)
- Emphasize the importance of the volunteers

# Learning points

## Management and prioritizing time and allocating finances

- especially requires being able to motivate the volunteer's free will
- set goals for management and prioritize time for them
- set aside finances

## Clarity about the voluntary task

- aware of which tasks the volunteer is passionate about

## Expectations from and for the volunteer – an ongoing process

- clarified in collaboration with the volunteers

## Structure and tools in volunteering

- involvement in decisions about actions and initiatives
- tools for data, registration, recruitment, shared knowledge...
- cultivate and nurture the relationships

## Volunteering in a company - voluntary logic versus corporate logic

- volunteers' impulsive and pleasure-oriented approach can clash with the company's fixed structured systems

## Patience and openness

- Embracing of the differences among volunteers
- things take time

## Easy to join and easy to stop

- simple and concrete interest and registration procedure



# Relationships and actions

## Structure, systems and processes

Remember continuously  
to adjust expectations

### Recruitment - Retaining

- More channels
- Mail notification
- Follow-up on new potential volunteers
- Good environment
- Volunteers feel valued
- To respect a no
- Clear tasks

### Target Group

- Clarity on target group
- Mixture of young and old
- Competences in the target group

### Reception

- Quick respond
- Personal meeting
- Clarification of expectations
- Welcome mail mail
- Invitation to the following activity
- Adjustment of expectations

### Tasks

- What is the task about?
- Time consumption?
- Where is the task?
- Easy registration
- Overview of the tasks in a common file

### Grundlag Opfølg og pleje

- The Organization has a good reputation
- Management shows and radiates commitment
- The volunteers are respected and recognized
- Good relations among the volunteers



# Future transactions

## Volunteers

- Continued focus on:
  - recruitment
  - retention and care
- Evaluate the effort in cooperation with the volunteers
- Associate another 10–15 volunteers
- Utilize knowledge and experience in voluntary cooperation with external partners
- Education
- Develop relationships

## Cooperations

- Continued focus on:
- Community Houses
  - Housing associations
  - Libraries
  - Ongoing REUSE cooperations
  - New cooperation promoting green transition

## Volunteer environment

- Continue management commitment and allocation of finances to be able to continue the activities
- Take advantage of the fact that volunteers are interested in something different
- Develop the activities together with the volunteers



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Good luck!

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