

## ReuseConex 2014 Keynote

### Cat Fletcher

#### Co-Founder of Freegle UK & Brighton Waste House

**Cat Fletcher** is a fan of reducing waste, facilitating reuse and inspiring resourcefulness; and we're a fan of Cat. We are thrilled to welcome Cat Fletcher as our ReuseConex 2014 Keynote! Cat is "really looking forward to joining so many other reuse experts and enthusiasts in Texas this October. ReuseConex offers a fantastic opportunity to strengthen and unite the global reuse sector and I'm delighted to be part of it."



#### More About Cat Fletcher:

Cat Fletcher is a waste activist and known locally as "The Resource Goddess". She is a founding member and Head of Media for [Freegle](#) ("Free Giving Locally Easily" UK's biggest online reuse network with 400 local groups and 1.85million members) and also runs the [Brighton Freegle group](#) which enables 20,000+ locals to redistribute on average 10 tonnes unwanted goods every month amongst themselves. Whether writing policy, influencing strategies, de-cluttering offices, dumpster-diving, match-making unwanted goods or running rubbish movie nights Cat is always finding ways to inspire and increase community and organizational resilience to material and economic challenges. In 2012 Cat developed the concept and then sourced the materials as part of Design Team for the recently completed [Brighton Waste House](#) with the University of Brighton – which is 90% constructed with reused (second or third life) materials – a triumph of design innovative and waste prevention. Cat who originally hails from Sydney, Australia has spent 2 decades in the UK being disruptive to and delivering solutions for everyday waste issues. She is a huge believer that we will all flourish by using less but doing more through cross sector collaboration, technology and people power. Cat is also the newly appointed Reuse Manager for Brighton and Hove City Council (the first such role in the UK), has plans afoot for a permanent reuse depot and continues to work vertically with a plethora of organizations to accelerate resourcefulness to reduce waste.

#### More About Freegle:

Freegle is a UK-wide umbrella organization, formed in 2009 by experienced volunteers and members of the free reuse community. Freegle keeps usable items out of landfill, promotes and supports local community groups working in the area of reuse,

empowers volunteers working for local Freegle groups, educates the public about environmental matters related to the reuse and recycling of unwanted usable goods and fosters sustainable materials management. A volunteer-run reuse movement which values and respects its members and volunteers, in the process continuing to keep usable items in use and out of landfill. It's a win-win situation for us all. Each Freegle local group is run independently and is affiliated with Freegle UK. Freegle UK provides central services to these volunteers and their groups. Many Freegle groups were previously affiliated to Freecycle. Unfortunately, the grassroots ethos was gradually eroding and this created an untenable situation for hundreds of volunteers in the UK. After lengthy and patient negotiations with the founder failed, Freegle was formed. We continue to be pleased to welcome new groups into the Freegle family. Details: [ilovefreegle.org](http://ilovefreegle.org)

### **More About Brighton Waste House | University of Brighton:**

The Brighton Waste House, an initiative of the University of Brighton (UK), investigates strategies for constructing a contemporary, low energy, permanent building using over 85% 'waste' material drawn from household and construction sites. Now fully completed, the building is Europe's first permanent public building made almost entirely from material thrown away or not wanted. It is also an EPC 'A' rated low energy building. Waste House aims to prove that under valued so-called waste material has potential to become a valuable resource and therefore prove "that there is no such thing as waste, just stuff in the wrong place!". It also aims to prove that a contemporary, innovative, low energy building can be constructed almost entirely by young people studying construction trades, architecture & design. To this end over 300 students worked on the project which was initially fabricated in the workshops of City College Brighton and Hove, and then assembled and completed by students and apprentices between May 2013 and April 2014. Details: [arts.brighton.ac.uk/ease/wastehouse](http://arts.brighton.ac.uk/ease/wastehouse)