



Challenge 7: AWM

District-Related Solutions for Waste Prevention and Reuse Activities

Press Release

The Waste Management Company Munich (“AWM”) launches ‘fixit’, a community platform and marketplace to help citizens to repair and reuse their old items and enable them to transition to a circular lifestyle

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‘fixit’ empowers the user in transitioning to a circular lifestyle, while enabling him/her to repair and extend the life of used items through education, community involvement and upcycling. Through the ‘fixit’ project, the AWM aims to teach the magic of repairing old items through online tutorials and even provides a toolbox on-demand service, which delivers everything needed for a repair and upcycling project to the user’s door. An online marketplace additionally helps to bring the Halle 2 second-hand market to a wider user base. Through these initiatives, the AWM brings a sustainable future closer to all.

Challenges faced by the AWM

Many young people would like to re-use their personal items and lead a more sustainable lifestyle, but lack the skills or tools needed to upcycle broken or used items. Often, these digital natives are accustomed to the familiar online marketplaces of Amazon and eBay and now look for trendy alternative shopping options. At the same time, traditional second-hand stores do not offer a suitable alternative due to their outdated branding and social status, and repair cafés are often found in city centre locations. As a result, second-hand marketplaces like Halle 2 must seek to adapt to the needs of a new user base by making **re-use and repair of items more readily accessible** and the **trade of repaired or upcycled goods more socially favourable, trendy and cool.**

Solution - ‘fixit’

With the mission of empowering users to be more sustainable, ‘fixit’ provides users with all the tools needed for repairing their used items or trading upcycled products on a marketplace, in the most convenient ways possible. This is achieved through three key methods - the **toolbox-on-demand** offering, a wide range of **community-generated support** for the user’s upcycling journey and a **digital marketplace for upcycled items.**

The digital solution is accompanied by a modern branding strategy, aimed at enhancing the customer experience by providing ways to share one’s ‘fixit’ experience with others online, connecting with others in their community and making users feel proud of contributing to the society’s shift to a circular lifestyle.

1. Toolbox on-demand

The toolbox on-demand service lends out kits of key tools (e.g., screwdrivers) needed to repair the most commonly broken items (e.g., furniture) in a box sent straight to the user's home. The toolboxes are also available for collection from Halle 2 and the AWM's local waste centres around the city.

2. Community know-how

Through 'fixit', the user is able to access tutorials generated by Halle 2's network of experts and dial into Upcycling Doctor Hours where our experts provide one-on-one coaching and advice on repairing specific user's items. In addition, users can also upload their own projects and success stories, record tutorials, connect and share experiences with their communities.

3. Digital Marketplace

The digital marketplace section of the platform enables customers to trade repaired or upcycled items. With the concept of a social incentive, customers get points every time they donate their used items. This is supposed to serve as a motivation, since the person with the most points at the end of a month will receive the 'Circular Person of the Month' award in their city, publicly celebrated over social media.

What do the customers say?

"I've never had a customer experience that good," says early user Philipp, a 24-year-old business analyst based in Munich, complimenting the intuitive and sleek design of the platform. "After graduating from university, I was lost just trying to hang up my picture frame, not to mention fixing up my broken chairs after a party. Through the guidance of 'fixit', I have not only learned practical upcycling skills, but now am also part of a community of like-minded people who care about sustainability".

What do AWM representatives say?

AWM representatives felt particularly positive about the launch of 'fixit'. One of the representatives said, "The real issue with the AWM and Halle 2 was that citizens did not perceive visiting the centres as a 'cool' thing. Now, with the digital solution 'fixit' we also appeal to the younger audiences called the 'Digital Natives' and allow them a sense of pride and social status when they make a purchase via the app".

The founders of the 'fixit' App – Amanda, Anastasia, Annabel and Harish are confident that the app will make a difference in changing the perspective of the citizens towards recycling and reusing.

Download your 'fixit' app today on your Android and iOS devices and start living a Circular Life!

About the AWM

The Waste Management Company Munich (AWM) is owned by the City of Munich in Germany. It collects residual household and business waste from 1000+ recycling islands around Munich, using their 200 special-purpose trucks, and recycles or disposes of collected waste. A significant portion of AWM's initiatives is aimed at the education of the public about waste reduction and enablement of the public to re-use old items, e.g., through the Halle 2 second-hand market, a magazine and a repair café. Find out more at <https://www.awm-muenchen.de/>.

About Halle 2

Halle 2 is an existing initiative of the AWM that offers second-hand goods at low prices. It is located in Pasing. High-value products are often collected through donations from special trucks that follow a pre-defined collection route. In the future, Halle 2 aims to drive their educational initiatives further into through various offers and collaborations. These include a collaboration with apprentice programs, “activity in a box” edu-ainment offers for schools and businesses that can be shipped directly to the customer and material offers for individuals to host pop-up upcycling “parties” or workshops in their own communities - making waste reduction accessible to all.