

Reusables Categorized and Mapped

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Background: More than 100 Reuse Shops Discovered

Glasgow, Glaschu in Gaelic meaning “dear green place” is the largest city in Scotland. Despite the many parks and green spaces the city is far from being green in a truly sustainable sense. With a motorway extension underway and massive program of regeneration focused on developing Glasgow as the retail capital of Scotland, environmental sustainability is

consistently overlooked.

Given the city’s size, the first Glasgow-wide Green Map is a thematic map focusing on Reuse. Marketed under the brand Dear Green Place, it features over 100 charity shops, community enterprises and grassroots environmental organisations who provide reuse opportuni-

ties. The map aims to raise public awareness of this under-appreciated sector and the social, economic and environmental benefits they bring to the city.

20,000 copies of the Green Map are being distributed through a network of charity shops, libraries and community events.



Glasgow's Dear Green Place Map, front and back



Charity shop after charity shop, the mapmakers spent up!

Impacts: Design Transformation

Icons representing 14 categories of household items have been created for the project. Arranged in a standard grid, they help people identify where to donate and buy reusable goods more effectively. In addition, graphics encouraging people to use public transport, cycle and walk were incorporated into the map.

The map has been developed in collaboration with the Glas-

gow Community Recycling Forum, Glasgow School of Art and Generous Scotland – a national program promoting waste awareness in charity shops. The project was coordinated by a small team of volunteer Mapmakers and supported by the creative organisation Radius Glasgow. To inform the design process, university students worked in charity shops and tested out design

concepts with customers. This is the first time that comprehensive information about reuse opportunities has been provided in such an accessible format. The project has increased liaison between the featured organisations and generated publicity for them, many of whom operate with very limited marketing budgets.

The data and design of the printed map formed the basis of a web-based version to follow.