

INTEGRE – Pitcairn Pitcairn - Activity n°3.3 Turning Glass Waste into Souvenirs for Increased Tourism Sales

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Description of Activity:

Characteristics: description of the activity, actions to be conducted, geographical area, ...

This activity implies a wide range of sectors and this document will be completed during the process.

The first foreseen actions are:

- 3.3a: Conducting an economic and technical study to see if it is feasible to get the required equipment and expertise to reuse the glass waste on Pitcairn and turn it into souvenirs for the tourism industry and to make glass items for the local market.
- 3.3b: Purchasing equipment for turning glass into souvenirs
- 3.3c: Sending in a glass blower artist/teacher to teach locals to make souvenirs from glass waste: travel – accommodation – daily salaries
- 3.3d: Assistance with marketing products outside of traditional cruise ship market

3 possible stages are considered:

Stage 1 - Glass Fusing

This would necessitate the buying of: 2 Gas Kiln/Oven, moulds, new raw materials

Stage 2 - Lamp working

This would imply the buying of Glassblowing torch including oxygen and lpg cylinders and regulators

Stage 3 - Glass Blowing

This is a more expensive stage and will not be financed at this stage by INTEGRE.

For information, material needed: Furnace, Glory hole, Kiln, Pipe warmer, Diamond saw (one can use builders saws with diamond blades to decrease costs), Diamond grinder (same thing: builders options available), accessories like saw blades , grinding pads ,small glassblowing tools etc ;

For both stages: Glass display cabinets, chairs for demonstrations and promoting sales

Note: run the kilns uses a lot of electricity or gas (depending on the type bought) Kilns can be made from clay or clay bricks and be wood burning like the stone ovens that were used decades ago on Pitcairn.

To make a profitable business we may need to do a combination of both methods. Tourists would probably love to see the stone oven method at demonstrations

INTEGRE outcome that this activity will support:

The “sustainability” idea covers both “environment”, “economics” and “social aspects”: maintaining cultural heritage, environmentally-sustainable practices, and potential selling-products can be supported.

Moreover, the exchanges with other sites/countries will stimulate the creativity and create new external links.

R2: The OCTs are included in regional exchange and cooperation networks on sustainable development

R3: There have been exchanges with sister sites in the region

R11: The environment has been developed through land improvements or the introduction of sustainable economic activities

R12: Communities are aware of sustainable environmental management and involved in it

Pilot site issues this activity responds to:

3: Preservation of the environment and promotion of Pitcairn Island,

Sustainable use & management of the environment – Using waste as a resource

In link with the activity Ner one: integrated waste management plan

One of the main potential resources for Pitcairn is tourism. With INTEGRE, the opportunity is given to ensure that this project creates jobs and growth to the private sector economy.

Pitcairn imports a lot of products packaged in glass and there is no current options to recycle the glass. This project will enable less glass to go into landfill and turn a waste product into an exportable product. This project has the benefits of:

- respecting the environment and decreasing landfill
- creates potential employment to the community
- benefits to the whole community to create specialization in souvenir products made
- impacts the whole community with the ability to learn new skills and produce exportable products

Partners:

Potential: Hot Marks Glasblazerij, The Netherlands, Potential private investment from Flatcher Enterprises / *other contacts: Christian Thornton from Enviroglass Studio Xaquixe in Oaxaca, MeXico or Zerowaste in NZ.*

Piloted by Jacqui, responsible for the development of this new industry in Pitcairn, this activity will involve any members of the community who want to learn a new skill and make different types of souvenirs.

The material purchased would remain public material, and the preliminary study will determine whether:

- the users should rent it at a cost-recovery rate (to be evaluated, including maintenance to foresee);
- the material should be available for free, users bringing their own coal (but then maintenance should be ensured by the users too).

Cost of the activity and planned funding: *Still to be determined*

Total cost and details based on INTEGRE budget categories: in euros

	33a: study	33b: equipment	33c: training	33d: marketing
1. Staff		??	10 000 €	
2. Travel			6 787 €	
3. Equipment		27 584 €		
4. Consumables			5 760 €	
5. Sub-contractors and outside service providers	5 000 €			2 500 €
Total:	5 000 €	27 584 €	22 547 €	2 500 €
Contribution requested from INTEGRE	57 631 €			
List of other donors				

Timetable: *over 2,5 years maximum (August 2014 - March 2017):*

	2015				2016				2017
	T1	T2	T3	T4	T1	T2	T3	T4	T1
<i>a : study</i>	X	X	X						
<i>b: procurement</i>				Stage 1		Stage 2			
<i>c: training</i>					Stage 1 & 2				
<i>d: marketing</i>								X	

Choice of the actions:
Local acceptability and integration:

How were the actions decided? Are there alternate solutions? What are the comparative advantages of this one?

This action has been presented in a public meeting on 14 November 2014.

Interest has been shown and questions were raised, which conducted to complete the present proposal:

- Cost on the maintenance / functioning (gas...), possibility to cover energy needs, possibility to cover the glass needed: this will be studied in the preliminary survey which will include an economic assessment and give recommendations on cost-effective structuring;
- Remark on the quantity of glass needed: provided? –the waste survey result (activity 1) will be informative for that item, but it seems already that a great amount is produced
- rules: the building and material will be owned by Council, but functioning (gas etc) and consumables will be paid by the users
- Fragility of the items and possibility to bring them on board: stages 1 and 2 will produce less fragile items which can easily be packed and brought on board.

Expected benefits for the community:

Tourism:

- Benefits the whole population
- Benefits the islands environment with reducing landfill
- Implies also the whole population, at various levels
- Brings economic complements

Sustainable tourism:

- Ensures that the quality of the environment is maintained
- Guaranties benefits for the population by reducing landfill waste
- Enhance attractiveness for respectful tourists
- Produces another line of souvenirs

Sustainability (where applicable) :

“Sustainable” tourism develops activities which are sustainable from environmental, economic and social points of view.

This activity would provide more souvenirs for sale to tourists both visiting the island and potentially exported to create more private sector employment.

The involvement of the community in this activity and the demand from tourist sales will ensure that the actions developed become sustainable.

Reminder of the criteria :

As a reminder, here are the criteria that will be used to evaluate this activity:

1. Contributes to INTEGRE's objectives and expected outcomes;
2. Responds to the issues identified for that pilot site;
3. Strong local acceptance/integration into the cultural context
4. Benefits local communities
5. Sustainable in its use of the environment
6. Proven sustainability over time
7. Good cost-effectiveness ratio
8. Is cross-sectoral in nature – NB: Specific provision: private activities can only receive project support if they fill ALL the other conditions and such support cannot consist of a direct grant
9. Is reproducible, serves as a demonstration and/or is innovative
10. has joint funding (funding that is independent from INTEGRE is planned)