

PROJECT COMPLETED WITH THE SUPPORT OF



PASS IT ON

Implementation Guide

A model for a municipal circular service for the reuse of furniture and fittings.

A concise guide for cities, operators and organisations considering the implementation of a similar model. This document is not the sole source of information about the project — the full version, supplementary materials and tools are available on the Pass It On website.

ABOUT THIS DOCUMENT

How to do it, not how we did it.

This guide shows you how to design and implement your own version of the 'Pass It On' model — a service for the reuse of furniture and fittings. It describes the key components you need to design, the implementation options available, and the risks you need to prepare for in advance.

It does not replace the project website. Rather, it complements it — and serves as a printable version to be shared with decision-makers and used in discussions about implementation, when a single, concise document is needed in place of several browser tabs.

What is it based on

The recommendations in this document are not purely theoretical. They stem from a pilot project carried out in Gdynia as part of Creative Circular Cities (Interreg Baltic Sea Region) — a controlled test of the full service cycle, from reporting an item to its handover to the next user. Where relevant, we highlight the implications of this test for your implementation.

24/02– 16/03 CALL FOR APPLICATIONS (2025)	Redłowo AREA PILOT PROJECT, GDYNIA	PPNT WAREHOUSE LOCATION	Remondis LOGISTICS PARTNER
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HOW TO GET STARTED

Seven steps, in that order.

The order matters. The most common mistake is to start with the form and communication before the logistics and warehouse are ready for what they will trigger.

01 Appoint an operator and define the pilot project area

Decide who is responsible for everyday operations and limit the launch to a single district or designated area. **Do not start with the whole city.**

02 Design the eligibility criteria

Determine what items you accept and under what conditions before you build your form. This is an operational decision, not a technical one.

03 Secure the logistics and warehouse

Agree on a partnership model with the carrier (schedule, slots, coverage) and plan your warehouse capacity — **before** you start accepting applications.

04 Build a simple application form

Photos and dimensions must be mandatory fields. Simple does not mean incomplete — the form must ensure data quality.

05 Start communication with a small group

Start with a single area and clearly communicate the eligibility criteria. During the pilot project, our own channels were sufficient — but things may be different in your city, so it's worth checking this in advance.

06 Maintain a register and track data from day one

Update availability regularly. Track the number of applications, finished projects and reasons for rejection — the data is needed in step 7.

07 Assess the results and decide on the scale

Based on the data from the pilot project, decide whether to scale up the service to full operation or stick with a smaller scale. See: Implementation options, page 5.

KEY COMPONENTS OF THE MODEL — 1/2

Three roles, one process.

The Pass It On model is not a platform with two parties to a transaction. It is a service driven by three collaborating roles — design each of them separately before you start designing the screens.

Provider

A resident, institution or company submitting an item for reuse. They describe it, add photos and dimensions.

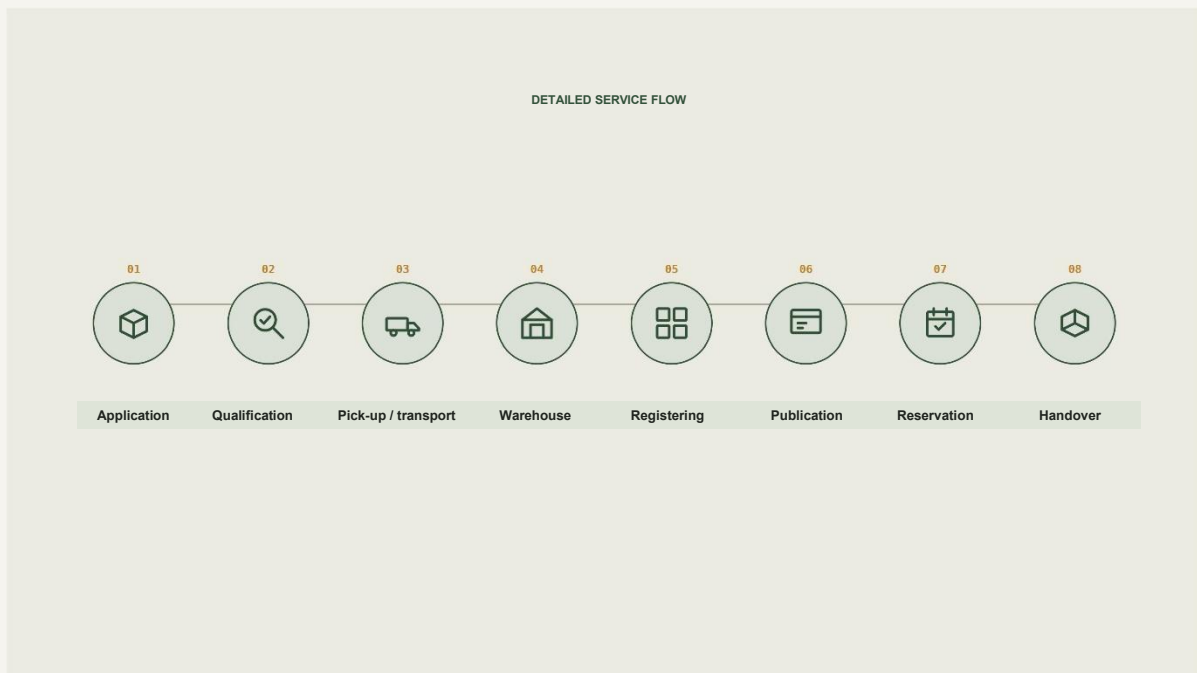
Operator

Assesses applications, coordinates pick-up and storage, and manages the expectations of both parties. The operational heart of the service.

Recipient

An organisation, institution or representative of the creative sector who reserves and collects an item from the register.

The item's journey



Simplified service flow — from application to handover. The full, technical version of the flow, including roles and statuses, is contained in the project's process documentation.

KEY COMPONENTS OF THE MODEL — 2/2

Six things to build.

They — not the platform's appearance — determine whether the service succeeds. For each one: what to do, and why it matters.

Communication and call for applications	Before you launch a broad promotion, be sure to clearly define what items are eligible for the service.
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From the pilot project: the pilot confirmed there was interest, but unclear criteria resulted in additional operational work.

Form and qualification	Make photos and dimensions mandatory fields at the application stage.
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From the pilot project: residents' descriptions did not always allow for a reliable assessment of an item's condition.

Logistics	Establish a clear model for partnership with the carrier — timetable, time slots, coverage — before you launch the call for applications.
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From the pilot project: transport was one of the most demanding components in terms of time, coordination and costs.

Warehouse	Plan your warehouse capacity and stock turnover rules before you start promoting your service.
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From the pilot project: the lack of such a plan forced a temporary suspension of admissions.

Register	Update the availability of items in the register regularly.
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From the pilot project: discrepancies between the register and actual stock levels quickly undermine the service's credibility.

Data	Measure applications, finished projects and turnover times from the first day of service operation.
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From the pilot project: data collected retrospectively tends to be incomplete.

IMPLEMENTATION OPTIONS

Two starting points.

Not every city needs to start with a full-scale operation. The table below helps to realistically assess what each option involves.

	Option 1 — Pilot project / MVP	Option 2 — Full-scale operation
TEAM	Minimal — may form part of the wider responsibilities of an existing team.	A dedicated operator with clearly defined responsibility for the service.
RESOURCES	Minimal — a simple form, temporary storage space.	Full infrastructure: permanent warehouse, established logistics, register system.
GOAL	To test the model and gauge genuine interest among residents.	Stable, repeatable operation of the service across the entire city.
SCALE	Small — one district or a designated area.	City-wide or regional, with scope for further expansion.
DATA	Key figures: applications, finished projects and reasons for rejection.	A complete data and reporting system for public stakeholders.
WORKS WHEN	There is a lack of experience and data, and the goal is to mitigate risk prior to a larger investment.	The city has the infrastructure and an operator capable of coordinating the service in the long term.

A more comprehensive set of possible organisational models — including options based on partnerships with the social sector or building a local ecosystem around specific items — is described in the project publication, available on the website.

RISKS AND RECOMMENDATIONS

Six things worth anticipating.

The risks below are not hypothetical — they all arose during the pilot project in Gdynia.

RISK	HOW TO PREVENT	WHY IS IT IMPORTANT
Quality of applications	Make photos and dimensions mandatory fields in the form.	During the pilot project, photos and descriptions did not always allow for an accurate assessment of the item's condition.
Logistics	Agree on a model for partnership with the carrier before launching the recruitment process.	Transport was one of the most demanding components in terms of time, coordination and costs.
Warehouse capacity	Plan capacity and turnover policies in advance, not in response to overload.	The lack of such a plan forced a temporary suspension of admissions during the pilot project.
Engaging recipients	Develop a clear value proposition, particularly for the creative sector.	The availability of items did not automatically generate interest.
Partner involvement	Design partners' roles thoughtfully — do not assume automatic involvement.	Participation from the creative sector was lower in the pilot project than initially expected.
Institutional context	Assume that updating strategic partnerships is a regular part of the process.	The level of commitment from the city and its partners may change during the course of the project.

TEST SCALE

Why you should trust these recommendations.

The recommendations on the previous pages are not theoretical — they are based on a call for applications running from 24 February to 16 March 2025, with the pick-up and handover of items continuing until the end of April, not on assumptions.

32	34	29 + 5	~50%
RESIDENTS' APPLICATIONS	PIECES OF FURNITURE COLLECTED	FREE / PAID	REUSE

Ten applications were not executed — mainly due to the quality of the items, lack of contact or storage constraints. This is precisely why we recommend that photos and dimensions be provided as mandatory fields on the form, and that storage capacity be planned in advance.

Before you launch your own version of the service, it is worth knowing the scale on which these applications were tested — a few weeks of applications, two months of a full pick-up cycle, one district, controlled conditions. Your figures will be different. The mechanisms that caused them, most likely, will not.

FREQUENTLY ASKED QUESTIONS

FAQ

1. Do you need to build an online platform right away?

No. In the first stage, a simple form, a register and a clearly designed operational process are sufficient. Technology should support the service, not replace decisions regarding eligibility, transport, storage and responsibility.

2. Who should operate the service?

The operator could be a municipal unit, a municipal company, a community organisation or an external partner. The most important thing is to clearly identify the entity responsible for the everyday coordination of applications, transport, storage, the register and contact with users.

3. Are storage and transport necessary?

Transport must be planned for each option, but it does not always have to be provided by the operator. Warehousing is not essential in every model: it allows the handover of an item to be separated from its pick-up, but requires planning in terms of capacity and stock turnover rules. If there is no warehouse, very efficient coordination between the provider, the operator and the recipient is required.

4. How to check if a city is ready for a pilot project?

Before launch, the following should be known: the operator, the operational area, eligibility criteria, the method of transport, available storage space and the data to be measured. It is advisable to begin communication only once operations are ready to accept the first applications.

5. When should we move from a pilot project to a full-scale operation?

When the pilot project confirms genuine interest, and the operator is able to manage the qualification, transport, storage and handover of items in a predictable manner. The decision to scale up should be based on data regarding the number of applications, circulation time, reasons for rejection, team workload and warehouse capacity.

WHAT'S NEXT

This document is a starting point.

Do not copy the Pass It On model. Copy the way of thinking — and adapt it to your local context, resources and partnerships that you already have in place.

What else is available on the website

A full description of the project and the pilot project, a detailed case study with observations and recommendations, inspirational materials for the creative sector and — if you're designing your own service from scratch — a practical workshop tool to complete with your team.

QR CODE

TO BE COMPLETED BEFORE PUBLICATION

Website address for the 'Pass It On' project — place reserved for the address and/or QR code.

Contact

Gdynia Design Centre, Pomeranian Science and Technology Park.

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Copy the way of thinking.**