

Design your own Pay It Forward service.

This kit is not an implementation guide or a ready-made solution to be copied. It is a design tool — it helps cities, NGOs and circular economy operators to design their own service for reusing items, step by step.

How to use this kit

- Fill it in together with your team — by hand, on these pages.
- 01 Work through the 3 steps in order: service → workflow and risks → readiness for a pilot project.
- 02 A blank field is not a failure — it's a sign that you need to think something through.
- 03 You do not have to complete everything in one go. Come back to the kit when you have more
- 04 information.

Three steps

Design the service

Problem, owner, partners, resources. The foundation before any screen design.

Design the flow

The item's path from application to handover — and a map of the risks along the way.

Check readiness

A checklist and three key questions before launching the pilot project.

**Do not start by designing a platform.
Start by designing the service.**

Design the service. Not a platform.

Every city is different. Pass It On is not a ready-made solution to be copied — it is a way of thinking about designing circular services.

Before you start sketching out screens, answer the five questions below.

AN EXAMPLE FROM GDYNIA

Residents of the Redłowo district had nowhere to donate furniture in good condition — it ended up in the rubbish tip, even though it was suitable for reuse. This is how the Pass It On pilot project came about: a simple registration form, a warehouse and a register of available items.

01

What problem do you solve?

Name the problem, not the system function.

02

Who will own the service?

The owner is responsible; the operator runs the day-to-day operations.

03

What partners do you need?

Logistics, storage, communication — who's in charge?

04

What resources do you already have?

Space, people, data, relationships.

05

What else is missing?

This is a shopping list for the next step.

Design the flow.

Every item follows the same route. Trace it step by step and identify potential bottlenecks in your city.

LIFE CYCLE OF AN ITEM

The entire process is driven by three roles: **The provider** reports, **the operator** qualifies and coordinates, **the Recipient** reserves and collects. Design each one separately.



QUEUE MECHANISM

The register operates a queue system: when an item is booked, the next person interested can join the queue and receive a notification when it becomes available.

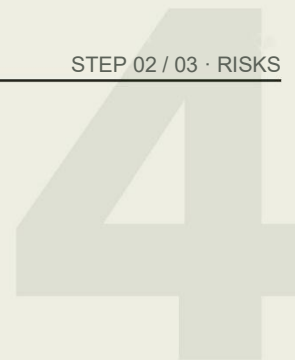
FROM THE PILOT PROJECT IN GDYNIA

During the two-month pilot project: 32 applications, 34 pieces of furniture collected, approx. 50% were reused within two months. The biggest constraint was not the number of applications, but the capacity of the warehouse.

Each item triggers the service.



Before it happens in a live pilot project.



The workflow you designed on the previous page must be confronted with reality.

It's better for this to happen now, on paper, than during the pilot project.

CONSIDER THE RISKS IN THREE AREAS

- **Operations** — warehouse, transport, queues. The prototype in Gdynia showed that logistics is an independent, critical part of the system, not merely an add-on to the digital layer.
- **Quality** — what is actually suitable for handover. The declarations made by applicants did not always match the actual condition of the items.
- **Partners** — who will actually get involved, and not just declare their participation. The creative sector's involvement in the pilot project was lower than anticipated.

Risk map

RISK	HOW TO LIMIT?
<i>e.g. warehouse overload during peak season</i>	<i>e.g. time limit for new applications</i>

Are you ready for the pilot project?

Before you launch the service, check these five areas. A blank field is not a failure —it's your next step.

READINESS CHECKLIST

☐

Strategy

The purpose of the service is clear and embedded in city policy.

☐

Partners

It is clear who collects, transports, stores and hands over items.

☐

Operations

The logistics process works outside of the spreadsheet.

☐

Communication

Recipients know the service exists — and how to use it.

☐

Data

Someone measures the effects before the mayor asks about them.

THREE CHECK QUESTIONS

1 Is it clear who is responsible for the service?

2 Is the operational model ready?

3 Can you launch a pilot project?

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**Do not copy the Pass It On model.
Copy the way of thinking.**

PASS IT ON — STARTER KIT · A DESIGN TOOL, NOT AN IMPLEMENTATION GUIDE

