



KØBENHAVNS
UNIVERSITET

CHOOSE REUSE

A collaboration between Netsocietal and MACA Students

MACA Students
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CHAPTER I

EVERY MATERIAL HAS A DIFFERENT STORY





“For me, if I get to know the person a little bit or, let’s say, about the **history of the mattress** and I get to know that it’s a good deal, then I would go for it” – P

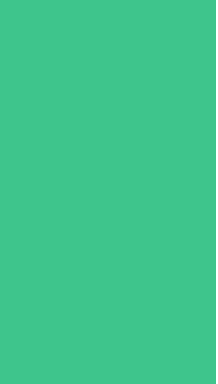
“For instance, if I go to buy from someone and I see that clearly they're not clean people, but I can see that the mattress is still in the **plastic wrap**, I think then I will probably buy it” – A



“Well, first of all, **I just never had to buy a toilet**, now that I think... It’s always been a part of where you’re living” - S

“ I think [who owned the toilet before me] it's something **I would rather not know**” - S

“If I go to the store to get the toilets or like even on the website and there's a message saying: ‘all of the toilets have gone through a **thorough hygienic process** in the shop’” - P



“If I had to choose one new one used, I would keep the used toilet [...]: a mattress is spongy, it can absorb things. It has smells, dust. Even sofas, if someone had a dog you could smell the dog in the material.

A toilet instead is a material that is easily cleaned” – M

THIS CHAPTER TELLS US...

- Every material is **different!**
 - *Every material needs a specific analysis!*
- The cleanability aspect is essential for reused materials:
 1. visual clues
 2. **wrapping**
 3. **history** → *some materials needs storytelling, while others need to get rid of their stories!*
- Toilet's material (ceramics) is its "**superpower**" (it can be cleaned without being destroyed)
 - *What other materials have this "superpower"?*
 - *Do different materials have different "superpowers"?*

CHAPTER II

INTIMATE STORIES FROM A TOILET



Dear toilet,
You mean a lot
to me. ♡

First of all, you meet
my physiological needs
(to pee), which is important
to my ability to be
focused at work.

Secondly, you provide
a space for a psychological
break. A moment of

peace, from social
life & work tasks.

A place to breathe,
think, be. Just
for a moment. ♡

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peace, from social life and work tasks.
A place to breathe, think, be.
Just for a moment ♡”
(from the University’s bathrooms).



You are somehow my safe place! ♡
I have ADHD and therefore sitting for a long time makes me very uneasy...
So you my dear toilet are always a good excuse to move my legs and get a break from sitting down.
As "I need to go to the →

bathroom" always works without anyone finding you weird

Hehehe

Thanks you for that! ♡

"You are somehow my **safe place**, I have ADHD and therefore sitting for a long time makes me very weary... so you, my dear toilet, are always a good excuse to move my legs and get a break from sitting down, as

"I need to go to the bathroom" always works without anyone finding you weird.

Thank you for that ♡

(from student dorm's communal bathroom)



A TOILET IS A PLACE IN WHICH WE TAKE CARE OF OUR BODIES, PHYSIOLOGICAL NEEDS AND MIND. IT IS AN INTIMATE SPACE THAT SIMPLY LIBERATES US AND SETS US FREE FROM OUR PHYSIOLOGICAL NEEDS, BUT ALSO AN INTIMATE SPACE WHENEVER WE CROSS OUR EYES ON THE MIRROR REFLECTING OURSELVES IN FRONT OF THE SINK, MAKING US COME TO TERMS WITH OURSELVES ABOUT THE IDEA OF SELF-ACCEPTANCE.

"A toilet is a place in which we take care of our bodies, psychological needs and mind. It is an **intimate space** that simply liberates us and sets us free from our physical needs, but also an intimate space whenever we cross our eyes on the mirror, **reflecting ourselves** in front of the sink, making us come to terms with ourselves about the idea of self-acceptance".

(from student dorm's communal bathroom)



Public toilet

You mean so much to
me bc I needed you
so badly! You're helping
me out and you're
convenient even though
you're very disgusting
Not touching a single thing
but happy to have found you

"You mean so much to me because I
needed you so badly! You're helping me
out and you're convenient even though
you're very disgusting.

I'm not touching a single thing but I'm
happy I have found you"
(from our participant's notes
in public bathroom)

WORK

you are a necessity, you are not clean and people use you without permission - I don't wanna spend time here, in fact I'd rather not use you at all! Even though you're supposed to be private →

I avoid touching anything here

"You are a necessity, you are not clean, and people use you without permission, I don't wanna spend time here, in fact I'd rather not use you at all

Even though **you're supposed to be private** I avoid touching anything here"
(from our participant's notes in public bathroom)



THIS CHAPTER TELLS US...

- If the toilets are **taken care of**, then it doesn't really matter if it is new or refurbished. This means that people won't care if big companies put refurbished toilets in their buildings, because the important part is that they are usable.
→ *The same logic applies to different materials!*
- The toilet is not just an object, it's a routine and a space embedded with **emotions** (positive or negative)
→ *Can you storytell about emotions in a bathroom or in a kitchen?*

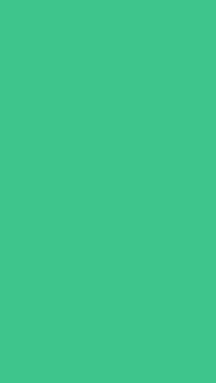




CHAPTER III

THE JOURNEY OF THE TOILET





A toilet is lost



A toilet is thrown out



Recycling center



**J.Jensen
Genbrugstation**



REFURBISHING OF A TOILET



THIS CHAPTER TELLS US...

- An object like a toilet needs to go through **different stages** and different hands in order to be refurbished. The **infrastructure** of this journey already exists.
→ *How do we connect the different actors and stakeholders?*
- Not every person needs to know every step of the journey, the most important thing is to know that the toilet comes out clean (**Ifö certification**).
→ *How can you promote and storytell the certification?*
- It's a matter of **care**: for the material, the people involved and the environment.

CHAPTER IV

THE STORY THAT MOVES



THE PANT SYSTEM



THE FIRST STEP



is to bring the cans at the supermarket



you are already making the most important step!

THE SECOND STEP

is to push one of the two buttons

Take your money  Donate to charity 



TAKING A TOILET TO THE PANT MACHINE

The Can = The Toilet



The recycling machine = J. Jensen



The recycled product



THE FIRST STEP

is to bring the toilets to J. Jensen



you are already making the most important step!

THE SECOND STEP

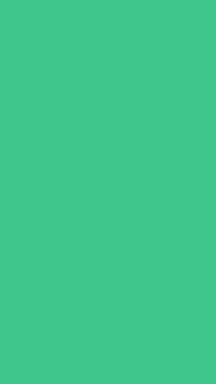
What are the incentives to bring the toilets to J.Jensen



ESG calculations

Social sustainability





“We sell most of our refurbished toilets to **bigger real estate companies** that hold a lot of property and have a constant supply of toilets. They have to do the ESG calculations [...] and **refurbished toilets have a significant CO2 reduction and look very good on their ESG calculation** as a company.”

— **Jonas Jensen, Refurbishing Manager at J. Jensen Genbrug**





GIVING THE TOILETS AND PEOPLE A SECOND CHANCE

“If you create a workspace for vulnerable people with diagnoses and [those that] have a hard time getting a job, it’s **socially sustainable.**”

We asked him if these people were working at J. Jensen and he said:

“Yeah, sure. **I’m one of them.**”

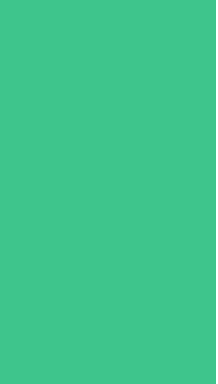


THE STORY



THAT MOVES





“So you can either choose to do it [recycling] for the climate or you can do it for the culture or the **social aspect**, [for] **the people**. Because a lot of times people will just be **forgotten** and they're gonna cost the government money because they need social security and all of this, but they don't make any money, they don't pay you any taxes and they feel **less fulfilled**. They have to feel like they're **contributing to society** to feel good.”



THIS CHAPTER TELLS US...

- Recycling is not only about environmental sustainability, but also about **social sustainability**.
→ *The story is not about the object but about the whole process of recycling.*
- Don't talk about toilets, or tiles, or bricks—talk about **the ones who take care of them!**
→ *How can we find more people like Jonas?*
- We know that **PANT works**, now you need to make Jensen and the journey work as well!
→ *How can you make the act of recycling toilets as easy as bringing a can to a PANT machine?*





CH. I

Every material is different: figure out what superpower it has!

CH. II

A toilet is no ordinary object, it's an intimate place, embedded in emotions.

CH. III

The toilet's journey gives us an overview to locate stakeholders.

CH. IV

The story that really moves is not the one of the object, but the one of people working with it.

HOW COULD YOU TAKE THIS FURTHER?



- What other materials have “superpower”?
- Do different materials have different “superpowers”?
- Can you storytell about emotions in a bathroom or in a kitchen?
- How do we connect the different actors and stakeholders?
- How can you promote and storytell the certification?
- How can we find more stories like Jonas’?
- How can you make the act of recycling toilets as easy as bringing a can to a PANT machine?



**THANK YOU FOR
YOUR ATTENTION**