

THE SWALLOWS IB RE-USE POLICY

The pillar of The Swallows IB's governing values are sustainability and durability. The proper question that follows is: On whose terms? This can be seen in SIB's social, economic and environmental commitments. These components make up the groundwork for the bigger picture needed to make an active choice. In what kind of world do you wish to live your life? Global warming is the result of what and how should it be tackled?

SIB's environmental policy comprises among other things a hands-on application in our re-use policy. A durable re-use philosophy involves a notion of circulation which acts on global trends by the choices of every individual. An enlargement of the re-use economy wins market shares and creates greater independence of the traditional growth economy. Material standard is fulfilled while the less environmentally friendly alternative, new production, is restrained. A growing number of grass roots support such efforts.

The Swallows is one of the grass root organizations which stand ready to make use of the individual's will to contribute to such efforts. The Swallows' flea market in Sweden is an example of rising from word to action. The Swallow members act as environmental guardians at the Gastelyckan Recycling Centre in Lund. Worn out items are directed to the recycling containers while intact quality products are taken care of and sold to fund other activities.

In the long run, re-use is preferable to recycling. Re-use creates a longer circulation before used items are sent to the incinerator or buried. We are chained to a consumption economy which requires more growth with more stress on the ecosystem and depletes the planet's resources. Re-use is a step in a necessary development towards a balance between mankind and nature.

It is time to ask yourself who benefits from:

“spend(ing) money we don't have on things we don't want to make an impression that won't last on people we don't care about.” (Tim Jackson, 2010)

Future generations will grow a greater awareness of the importance of reinvesting in natural capital and, fortunately, this development has already started.