

BACKGROUND

Repairmystuff.ie is a free online repair directory that can be used to find local businesses to repair anything from shoes to washing machines. The online directory, developed through a LAPN project funded by the EPA, includes repair businesses from all over Ireland. It's simple to use and involves choosing the county the user is in as well as the product to be repaired and the directory will search for repair businesses in that area. Repair businesses can register on the site free of charge.



Laois County Council, in an effort to communicate to the wider public the story of those offering repair services in Laois, decided to develop promotional videos that could be shared online and through social media channels.

DELIVERY

The first step in developing the video content was to identify the best and most suitable ideas for this type of project. These were then explored with the production company before finalising the scripts. Four videos were produced by The Useless Project, through their [website](#).

The four videos produced were:

1. An introduction to repairmystuff.ie
2. Top 3 tips when shopping in charity shops
3. Reuse month cobbler shop
4. Reuse month music shop



Introduction: 12K views



Cobbler Shop: 14K views

The videos provide information on how to use the service, the benefits of reuse and also introduce local businesses who provide services in the Laois area including Jack Nolan, who owns a shoe repair service in Portlaoise and Tom Byrne from Anthem MUSIC who repairs old instruments.



Three Tips: 10K views



Music Shop : 10K views

RESULTS AND FEEDBACK

Even though Covid restrictions presented some problems for the team, the videos were ready to air during October 2021, for Reuse Awareness month. This was an ideal time to tell the public about how they can save money while also helping the environment.

As Laois has many businesses that offer repair services, from clothes to electronics it is no surprise that the videos were a success on both Facebook and Instagram, encouraging people across the country to visit [repairmystuff.ie](#)



For more information please contact: cep@epa.ie

Project was grant aided by the EPA-led National Waste Prevention Programme

Date of publication: May 2022



Rialtas na hÉireann
Government of Ireland



Laois County Council
Áras an Chontae, Portlaoise Co. Laois