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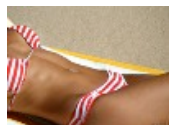
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Share Some Sugar helps neighbors help each other

BY LAURA BAVERMAN • LBAVERMAN@ENQUIRER.COM • JANUARY 18, 2010

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Keara Schwartz didn't think it necessary to buy a rake, leaf blower or ladder when she moved into her first home in Hyde Park.



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Surely every resident on her street had those items, and it would be rare to find everyone using them at the same time.

She soon realized that it wasn't as easy to get to know her neighbors. A quick search of Google found 200,000 results for a ladder in Cincinnati, yet she couldn't use the Internet to find one on her own street.

It took three years for Schwartz to do something with this insight. But last November, she launched a Web site that lets neighbors post and share the items they own, and borrow the items they don't. She calls it Share Some Sugar.

"I was trying to find an alternative to consuming," she says. "So many products get used too infrequently. This helps to extend the useful life of a product."

Schwartz, 27, is a designer for Procter & Gamble, developing products for brands like Vicks and Pur. She joined the company four years ago, leaving a New York City post with Aveda designing sustainable retail spaces and spas. Before that, she worked as a product developer and buyer for ABC Carpet & Home.

Her interest in conservation started at a young age. A lover of the outdoors, she often led adventure trips. As she got older, she became bothered that she spent so much

time exploring and appreciating the environment, and then designing non-recyclable items like staplers in her work life.

"I love the outdoors and want to preserve it, yet I'm designing things that end up in a landfill," she



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The Enquirer/Amie Dworecki

Keara Schwartz puts away a steam cleaner she borrowed using her new Web site. She didn't think it was necessary to buy a rake, leaf blower or shovel when she moved into her first home. Every resident on her street already had those items, and it was rare to find everyone using them at the same time. So she set up a web site that let neighbors post and share the items they owned, and borrow the items they didn't. The site went live in December. Her hope is to build community and good will among neighbors while helping them save money during these tough economic times, at her home in Hyde Park.

SHARE SOME SUGAR

Web site: www.sharesomesugar.com

Members: 200

Items listed: 800-plus

Cost: Free in beta test, but lenders may soon be able to add a daily rental fee

Items shared: Video games, folding

tables, espresso machines, ladders, steam cleaners, etc.

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