

ENGAGING UNIVERSITIES IN A COMMUNITY CLOTHING CAMPAIGN



CASE STUDY

PARTNERS:

Bangor University, Age Cymru, Antur Waunfawr, British Heart Foundation and Love Your Clothes

APPLICABLE TO:

Students' Unions, Sustainability Managers or Eco-Champions in Universities, HEIs and colleges

OVERVIEW

Love Your Clothes and Bangor University worked together to deliver a number of events aimed at staff, students, and the wider community to raise awareness of the negative environmental impact of clothing, and to help change behaviour when purchasing, using and disposing of clothes. The campaign took place from 7-16 March 2016 and supported three SCAP signatories and supporters; Age Cymru, British Heart Foundation and Antur Waunfawr.

THE ISSUE

Every 2 minutes UK consumers throw away more than one tonne of clothes. Around one third of these clothes go to

landfill, despite the fact that all textiles should be recycled or donated to charity.

WHAT WE DID

The campaign challenged university students, staff and Bangor's wider community to have a spring clear-out of their wardrobes and dig out unloved items to help collect one tonne of clothes for the three charities.

The clothes collected were displayed in a pop-up shop in the main shopping centre in Bangor city centre, to illustrate the volume of clothing going to landfill. Timelapse photography captured the mountain of clothing building up. Everyone who donated clothes received tokens to "spend" at the Swishing event at the end of the week.

The pop-up shop was also a buzzing creative hub for a range of free daily activities for people to work with exciting designers and experts to learn how to make new things out of pre-loved textiles, have their favourite clothes repaired or altered in the repair café, sewing and upcycling workshops to revamp tired clothes, care and repair demonstrations and masterclasses, advice on creating a capsule wardrobe, and information on how used clothes can help others.

"We all found the campaign thought-provoking and interesting - it definitely opened people's eyes to the endless re-use possibilities, and made them think twice about putting old clothes in the bin."

Huw Davies,
Deputy Chief Executive,
Antur Waunfawr

IMPACT

- Two tonnes of clothing donated by the local public.
- 544 items swapped in the swishing event
- 124 bags of high quality clothes (about a tonne) donated to Antur Waunfawr, British Heart Foundation and Age Cymru at the end of the campaign for re-sale.

SEE ACTION PLAN

www.loveyourclothes.org.uk



 YOUR CLOTHES



Llywodraeth Cymru
Welsh Government



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