

SETTING UP A NATIONAL NETWORK OF CRAFTING COLLABORATORS



CASE STUDY

PARTNERS:

Professional sewing tutors, tailors, dressmakers, clothes upcyclers and crafting organisations

APPLICABLE TO:

Organisations wishing to coordinate a national network of sustainable crafting experts.

OVERVIEW

Love Your Clothes established a network of sustainably minded textile experts, or Love Your Clothes 'Super Crafters', across the UK to help share its messages and be advocates for the campaign. Love Your Clothes promotes their services and skills to make it easier for people to find 'Super Crafters' in their area to extend the life of their clothing and help them learn new skills.

THE ISSUE

There is a lack of skills and knowledge enabling people to repair, make, or upcycle clothes and often they don't know where to find organisations who provide these services in their local area. By joining forces with like-minded individuals and

small businesses who are already advocating sustainable behaviours, we can build a movement across the UK and reach more people with Love Your Clothes messages.

WHAT WE DID

We researched suitable organisations and contacted them to offer a place in our network and discuss what we hoped to achieve together.

Once 25 organisations were signed up we held a webinar to introduce the Super Crafters to the Love Your Clothes campaign, and outline our ambitions for the network and opportunities for collaborations. This served to introduce a greater sense of community and shared goals across the network.

A dedicated area on the Love Your Clothes website was created to promote the Super Crafters. Each has their own profile page

which introduces them, highlights what services they offer and links to their website and social media accounts. The Love Your Clothes website also promotes events being run by Super Crafters by automatically pulling the information from their Facebook pages, or via an online form. These events also appear on each of the Super Crafters' profile pages.

All Super Crafters receive framed certificates and window stickers to display in their shops and studios, and badges to wear when they're running events on our behalf. We send regular updates to the network to keep them informed about Love Your Clothes activities and campaigns.

SEE ACTION PLAN


www.loveyourclothes.org.uk



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IMPACT

- Approximately 600 Super Crafter events advertised on our website in one year
- 45 events held with the help of Super Crafters in one year
- 39 pieces of content contributed by Super Crafters in one year including guest blogs, videos, step-by-step guides and upcycling projects.

“Being a Super Crafter is something I am very proud of. I truly believe that we all need to work together to help our world and to be more sustainable to help the environment. It has made me think a little more about the type of workshops I run and I plan to work with more people to help them re work their wardrobe and reuse clothing rather than throw it out. I can see a big change happening and I am really happy to be a part of it with Love Your Clothes.”

Helen Rhiannon
LYC Super Crafter

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