



Green Gown
Awards 2016



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Finalist's case study

Bangor University

Community

#LoveYourClothesBangor

About the project

Summary

Consumer clothing campaign Love Your Clothes and Bangor University challenged the local community to raid their wardrobes and donate a tonne of unwanted clothing to the Love Your Clothes pop-up shop in Bangor's Deiniol Shopping Centre. The shop was a hub for free events designed to help people make the most of their garments while drawing attention to the environmental impact of clothing waste.

Project partners

Bangor University's Sustainability Lab worked in partnership with WRAP as part of their Love Your Clothes LYC) campaign, Age Cymru, British Heart Foundation Cymru, Antur Waunfawr and Bangor Students' Union.

The results

The problem

Every 90 seconds the UK throws away 1 tonne of clothes, with around half ending up in landfill, despite all textiles and clothing being suitable for recycling and/or reuse (charity donation) The LYC campaign therefore aims to help change the way UK consumers buy, use and dispose of clothing.

The approach

#LoveYourClothesBangor wanted to highlight the environmental impacts of clothing and help people take easy, practical steps to have fun and save money while at the same time reducing their clothing waste. It 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 to collect one tonne of clothes as part of the 'Love Your Clothes Bangor' series of events. A high street shop became a popup venue to show what one tonne of clothes looks like and how fast it could be collected from a small community. Donators received tokens for their used clothes to "spend" at the Swishing event which was taking place at the end of the week. The shop was also a buzzing creative fun hub for a range of free daily activities. There were opportunities for people to work with exciting designers and experts to learn how to make new items out of pre-loved textiles, have their favourite clothes repaired or altered in the repair café, attend sewing and upcycling workshops to revamp tired clothes, care and repair demonstrations and masterclasses, and advice on creating a capsule wardrobe, as well as discover how used clothes can help others.

Our goals

We were keen to develop an initiative that would benefit and strengthen our links with the whole community of Bangor including University staff and students, local businesses and the local residents in order to demonstrate and deliver our commitment as a WRAP SCAP signatory. In addition to collecting mountains of unwanted



PRIFYSGOL
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Profile

- Higher Education
- 11,000 students (includes full and part time students)
- 2000 staff
- Rural



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clothes we wanted to help people keep their clothes in use for longer and to encourage them to make more sustainable buying choices.

Obstacles and solutions

Collecting such a large quantity of clothes	Distribution of 1,500 purpose-made reusable branded collection bags across the University campus and to Bangor shops, cafés and public buildings. Collection hubs were organised by volunteers at various locations enabling ease of access for drop off and encouraging a wide range of groups to participate. A market stall was also set up during Bangor's Friday market as a collection and information point.
How to engage across different generations and aspects of the community	The initiative was an inclusive project aimed at getting everyone in the community involved, hence the wide variety of events organised. Events were therefore highly varied, and targeted at different audiences, to ensure that the whole community was involved.
Sustainable collection of the clothes	Trial of re-useable bags and tokens, resulting in a higher and better quality donation, and the ability to reuse for other campaigns.

Performance and results

- Over two tonnes of textiles prevented from entering landfill (approximately 220 bags of clothing donated overall) from the local community
- One tonne of previously unwanted clothing found new loving homes during the clothes swap and swishing event (nearly 550 items) and 124 bags of clothes (approximately a tonne) donated to Antur Waunfawr, British Heart Foundation and Age Cymru at the end of the campaign
- Clothes donated were of exceptionally high quality meaning greater saleability for the charity shops
- Delivering important environmental and social messages through a variety of enjoyable activities.
- Over 300 'Take Action' leaflets distributed during the campaign
- Upskilling and educating the local community

The future

Lessons learned

1. Collaborations are extremely rewarding and insightful
2. Reuse is more than just waste prevention, it's about social and economic benefit to people as well
3. Learning by doing in a social environment is much more effective than just telling people what to do
- 4.

Sharing your project

The campaign has been widely disseminated and will continue to be so through the press, newsletters, presentations, blogs, Twitter, Facebook YouTube and websites including LoveYourClothes. We had national TV and radio coverage and were trending on Twitter during the event. It also formed part of WRAP's Annual Review which is widely disseminated.

What has it meant to your institution to be a Green Gown Award finalist?

The Sustainability Lab's #LoveYourClothesBangor was a huge success and one of the best examples we've seen of an activity that truly brought students, staff and our local community together in collaboration with



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national and local partners. Being a finalist for this award gives us the confidence to further develop this approach.

Further information

Web	The Sustainability Lab	Love Your Clothes	LoveYourClothesBangor - The Results
Twitter	The Sustainability Lab	Love Your Clothes	#LoveYourClothesBangor #CaruEichDilladBangor
Facebook	The Sustainability Lab	Love Your Clothes	
Youtube	The Sustainability Lab's channel		