

# Activity 3

## Second Hand Clothing Drive

### Goals:

- Use the tools of mass appeal and popularization to raise awareness of sustainable practices
- Support local community groups

### Outcomes:

- A heightened sense of community and increased individual investment in local action
- Financial and other benefits for the chosen community group

**Background:** When attempting to make change, keep in mind that the social campaign can be as creative or straight-forward, simple or comprehensive as your group chooses it to be. In this activity, a particular sustainable issue is highlighted and efforts are made to raise awareness and stimulate local action. Sustainability is emphasized through integrating education and awareness with community outreach. Choose a particular sustainable activity to highlight, a period of time during which the campaign will be held, a community benefactor with a mission relevant to the chosen topic, and have some fun with it!

**Suggested Time:** As short as one day or as long as a month.

**Place:** All of campus or focus on a specific department or building.

**People:** Campaign manager  
Community liaison  
Promotional representatives

### Materials needed:

- Drop-bins
- Information on sustainability issues and clothing production. Examples include:
  - News or journal articles such as “Waste Couture: Environmental Impact of the Clothing Industry” from Environmental Health Perspectives (<http://www.ehponline.org/members/2007/115-9/focus.html>).
- Resources from local organizations such as the Just Us! Development and Education Society (<http://www.judesfairtrade.ca>)

List of thrift stores in the Halifax Regional Municipality):

- This and That Recycled Clothing - 6188 Quinpool Road
- Re-Clothing - 1312 Queen Street
- Elsie's Used Clothing - 1530 Queen Street
- Dressed in Time - 5670 Spring Garden Road
- Salvation Army Thrift Store – Locations around HRM - <http://www.thriftstore.ca/locations>
- Value Village (locations around HRM) - <http://www.valuevillage.com/aboutus/storelocator.php>
- Second-hand clothing
- Promotional materials such as Facebook, or volunteer speakers to visit lecture rooms and common areas around campus.

NOTES:

STEP 1	<ul style="list-style-type: none"> <li>● Meet with organizing committee to determine the length and scope of the campaign and the recipient organization.</li> <li>● Send out a press release via email and school forums such as Notice Digest and the Office of Sustainability's Facebook page to promote the drive.</li> </ul>	<p><i>Ensure a specific role is provided for the promotional representative: the secret of an effective campaign is in how well it's marketed!</i></p>
STEP 2	<ul style="list-style-type: none"> <li>● Raise awareness of the human rights and environmental issues associated with the production of clothing through the promotion of recycled clothing. (maybe direct them to Fair Trade site here)</li> <li>● Aim to get as many people as possible wearing one item of used clothing or more every day during the campaign period.</li> </ul>	
STEP 3	<ul style="list-style-type: none"> <li>● Confirm with your building representative areas to temporarily locate clothing drop-bins.</li> <li>● Collect donated clothing and pass on to a related charity organization such as local women's shelters and churches, Big Brothers and Big Sisters, or the Salvation Army.</li> <li>● Send information to the Office of your success including the kgs of material diverted. You can calculate a garbage bag of clothing weighs on average 5.4 kgs or 12 pounds.</li> </ul>	<p><i>If a substantial amount of clothing is collected, consider dispersing it among multiple local organizations.</i></p> <p><i>Some charities such as the Salvation Army and the Diabetes Association provide pick-up service.</i></p>

**Follow-Up:**

- Conduct a survey or Rethink Challenge on used-clothing. Sample students, faculty, and/or staff members to find out how common thrift shopping is and what type of myths or barriers exist for potential consumers. Ask them how the drive affected them.