

Clothes Are Not Trash: Clothing Recovery on a College Campus in the Nation's Capital

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Shoppers look around a popular fast fashion retailer
Source: Google Images

THE PARTNERSHIP

- The Office of Sustainability at the George Washington University partnered with the Urban Sustainability Directors' Network and the District of Washington D.C's Department of Energy and Environment on a pilot program to test textile recovery behaviors

GOALS OF PARTNERSHIP

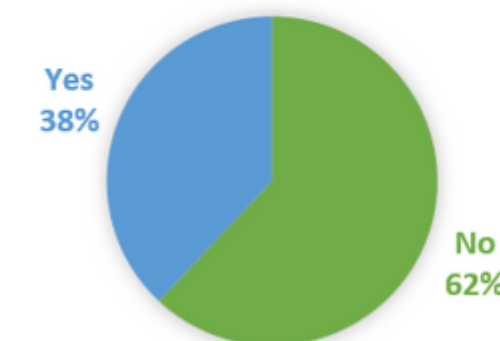
- Test potential messaging around clothing reuse and recovery
- Improve textile recovery by 15%

RESULTS

- Insights to inform a scalable campaign
- Large student body learns valuable life skills as conscious consumers
- If the infrastructure is provided for an issue students care about, they will utilize it

QUESTION ASKED TO GW STUDENTS: "ARE YOU AWARE THAT THERE ARE CLOTHING DONATION OPPORTUNITIES HERE ON CAMPUS"?

JANUARY 2019



MAY 2019



TOOLS

- Signage and Graphics
- Events (Loved Clothes Last Longer, clothing swaps, donation drives)
- Social Media Campaign



A GW student looks for clothing to pick up during the Office of Sustainability's Earth Day 2019 Event

Source: GW Office of Sustainability

FACTS

- Average consumer purchased 60% more clothing items in 2014 compared to 2000 (World Resources Institute)
- The fashion industry produces 10% of the global carbon emissions (UNFCCC)
- In D.C., textiles make up anywhere from 5.2 to 18% of the total wastestream ("5.2" from DPW 2008 Waste Competition Study; "18" from '15-'16 Waste Sort of DC Housing Authority)

TONS OF CLOTHING COLLECTED PER FISCAL YEAR FROM 6 GW RESIDENCE HALLS

