Clothing Waste Reduction

2019 CAMPAIGN OVERVIEW

Larina Lopez
DIVISION MANAGER, CORPORATE COMMUNICATIONS

Textiles Sustainability Breakfast, March 14, 2019
Background

• People are buying more and more clothes and keeping them for less time (fast fashion).

• Metro Vancouver’s 2016 Solid Waste Composition Study found textiles makes up 5% of volume in the region.

• Metro Vancouversites throw out an annual average of 17 lbs of clothing per year.
  • Equivalent weight to 44 t-shirts.
Campaign Objectives

What? Raise awareness of clothing waste issue.
   Offer easy solutions for residents to reduce clothing waste.

Why? Supports waste reduction and diversion targets in the

   • 1st year of a textiles waste reduction campaign.
Research Findings

Metro Vancouver’s research has concluded that residents are:

• Largely unaware of the clothing waste issue.

• Largely unaware of what happens to their clothing once it is donated.

• Receptive to messaging around repairing or mending damaged clothing, as well as selling, swapping, repurposing, or donating unwanted clothing.
Campaign Platform

THINK THRICE
ABOUT YOUR CLOTHES
Think Thrice About Your Clothes

Reduce, repair and re-use to minimize waste.

**REDUCE**  Identifying quality items when purchasing new or second-hand.

**REPAIR**  Care of clothing, such as washing, drying and stain removal, as well as DIY clothing repair & alteration tips.

**REUSE**  What to do with unwanted clothing, including info on reselling, repurposing and donating.
Reduce, repair and re-use your clothes to help minimize landfill waste

On average, we buy three times more clothes than we did in the 80’s, and it is estimated that one garbage truck full of clothing is landfilled globally every second.

Cheaper clothing, fast fashion trends, and an overall increase in consumption is resulting in more and more clothing waste! Did you know that in Metro Vancouver we threw away 44 million pounds of clothing last year?

It’s time we Think Thrice about our clothes.

www.thinktwiceaboutyourclothes.com
Reducing clothing waste

Reducing clothing waste starts with making smart choices when buying clothes. Look for quality clothes that are made to last.
Repair your clothes

It’s amazing what a little care or a little repair will do to prolong the life of your clothes.
When it comes time to deal with your unwanted clothes, you have plenty of options. The only option that should be shelved is putting them in the trash.
Community

**Ideas**

We want to hear and see your ideas for reducing clothing waste.

**STAIN REMOVAL**

Use wax crayons to colour over and disguise scuffs in leather shoes. Go a shade darker if you haven’t a perfect match.
- *Alex Haynes*

I like to use a black sharpie to blot out any bleach stains on my clothes.
- *Jay*

**Events**

Find free events coming up in your area, from clothing swaps to sewing workshops.

**Zero Waste Reuse and Recycling Drop-off**

Saturday, March 9, 2019 10:00 AM to 1:00 PM

For Vancouver residents. Gather up all those clothes and shoes you no longer wear, and those small electronics that haven’t worked for months, and bring them to our Free Electronics and Used Clothing Reuse and Recycling Event. The clothing you donate may be reused as clothing or recycled to make wiping rags, re-spun fabric and other textile-based products.
REPLACING A BUTTON
Media Strategy

- Combine broad reach with targeted, niche placements.

- Target audience: adults in MV, skew towards fashionistas, families with kids, DIY-ers.

- Tailor the message to the audience.

- Feb 18 to Apr 14, 2019.
SEWING A BUTTON ON PANTS

Replacing a lost button will make you a smartie pants. Watch to learn how.

#TextilesWaste #ThinkThriceAboutYourClothes #Reduce #Repair #Reuse #MetroVancouver
Tim’s TV
THINK THRICE ABOUT YOUR CLOTHES

clothesarentgarbage.ca
THINK THIRICE ABOUT YOUR CLOTHES

clothesarentgarbage.ca
Cineplex Timeplay Game

Take the clothing waste quiz!

Compared to the 1980s, how much clothing do we buy now?

A) Half as much
B) About the same
C) 2x more
D) 3x more

ANSWER THE QUESTION AS FAST AS POSSIBLE

THINK THRICE ABOUT YOUR CLOTHES

clothesarentgarbage.ca
Take the clothing waste quiz!

THINK THRIICE ABOUT YOUR CLOTHES
Outreach
Earned Media

Textile waste growing fast in Metro Vancouver

Metro Vancouver has launched Think Thrice About Your Clothes, a new waste reduction campaign aimed at cutting the amount of clothing being thrown out in the region.

Rethink your clothing habits

Metro Vancouver launches a new waste reduction campaign aimed at cutting the amount of clothing being thrown out.

Metro Vancouver targets clothing waste in new campaign

Metro Vancouver's campaign encourages residents to "reduce, repair and re-use" their clothing.

Global News Morning BC

February 27, 2019 11:08am

03:10

Richmond News

Up to 50% off
Limited time offer

30 years supporting Canadian businesses
Measurement

- Marketing metrics
  - Media performance
  - Website traffic and engagement
  - Social media engagement

- Behaviour change – waste reduction
www.clothesarentgarbage.ca