

An aerial photograph of a winding asphalt road that curves through a dense, lush green forest. The road is light-colored and contrasts with the dark green foliage. The perspective is from above, looking down at the road as it snakes through the trees.

RECYCLOTH

Challenging the Fast Fashion Industry: A Zero Fabric Waste Campus

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Agenda

01

RESEARCH PROBLEM

02

PRELIMINARY RESULTS

03

METHODOLOGY

04

RESEARCH GOALS AND DO GOOD

05

CONCLUSION

What is Fast Fashion?

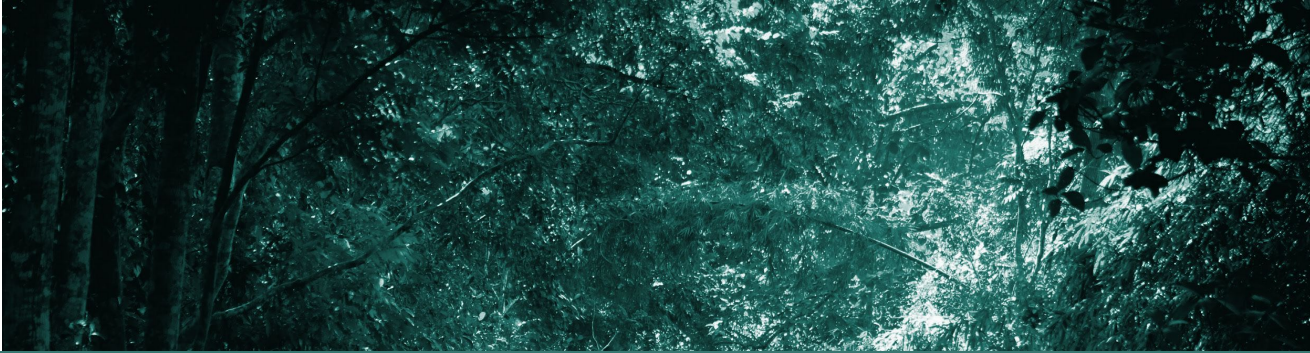
- “Quick response production, frequent assortment changes, and fashionable designs at affordable prices”^[1]
- Lifecycle problems
 - Production and consumption waste
 - Environmental and humanitarian crises
 - Planned obsolescence, throw away culture





What is Sustainability?

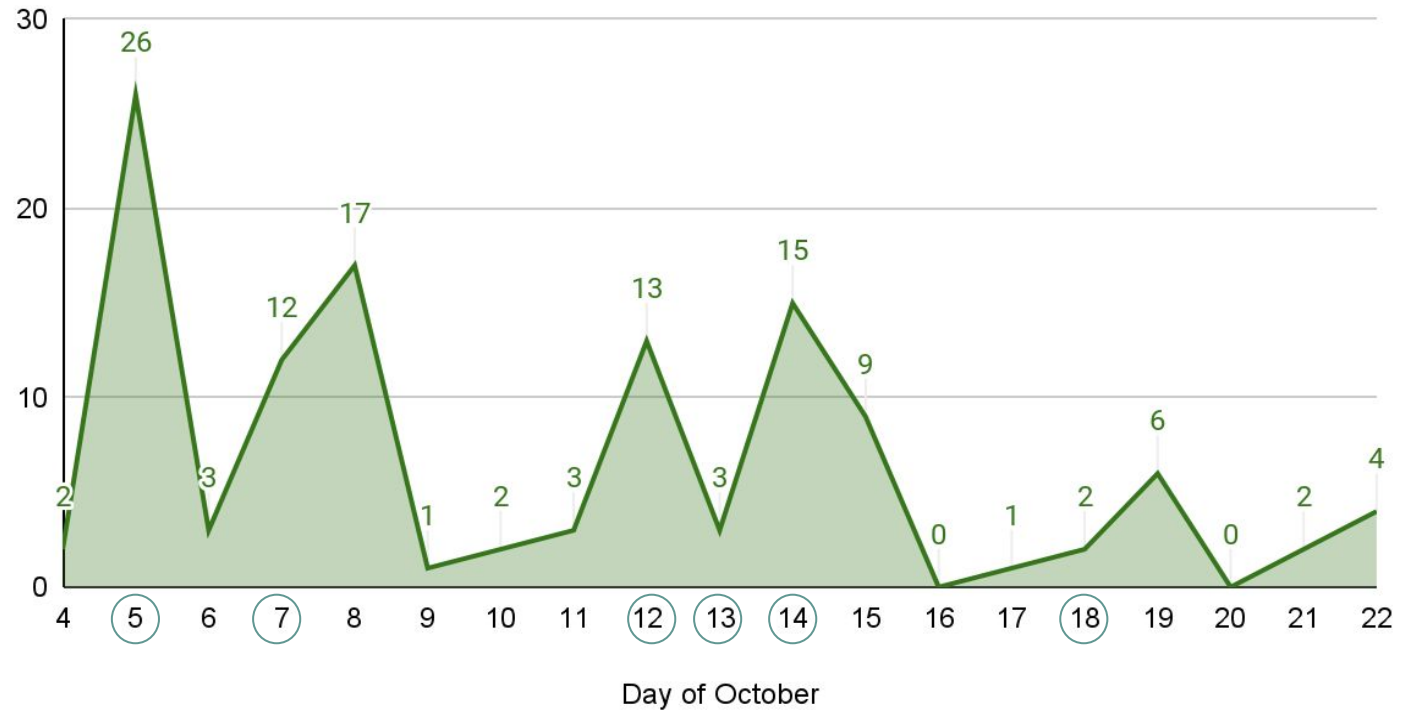
Sustainability is about **making best use of the resources available** and **practicing mindful consumption** of goods and services so that all basic needs and quality of life are met **without jeopardizing the needs of future generations.**^[11]



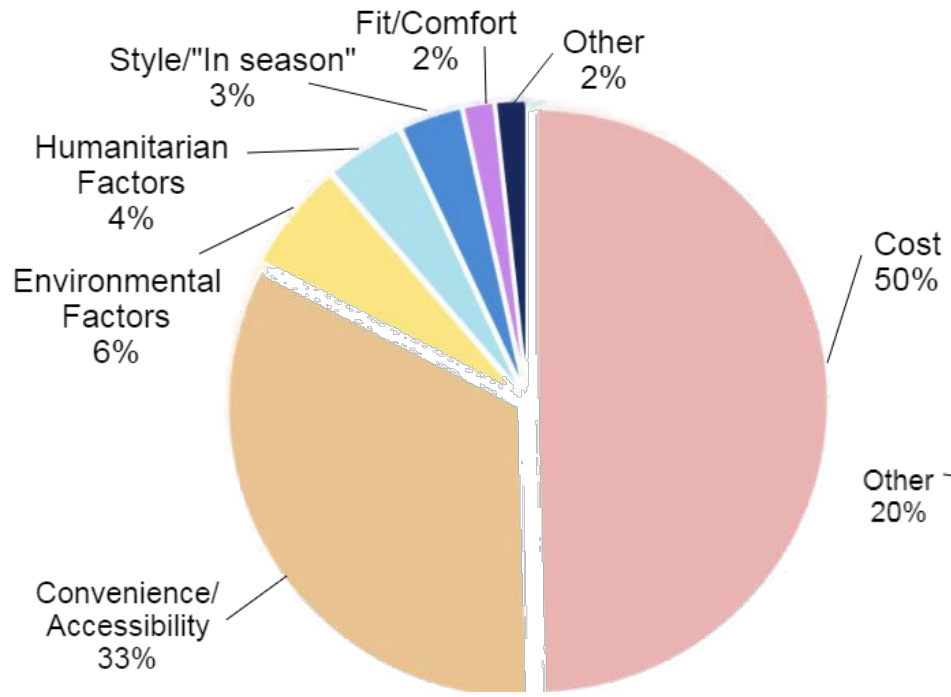
Can a system of collecting, recycling, donating, and reselling textiles be developed to create a zero fabric waste campus? Can this be replicated for application on other college campuses?

How will the attitudes towards fast fashion and textile collection change as a result?

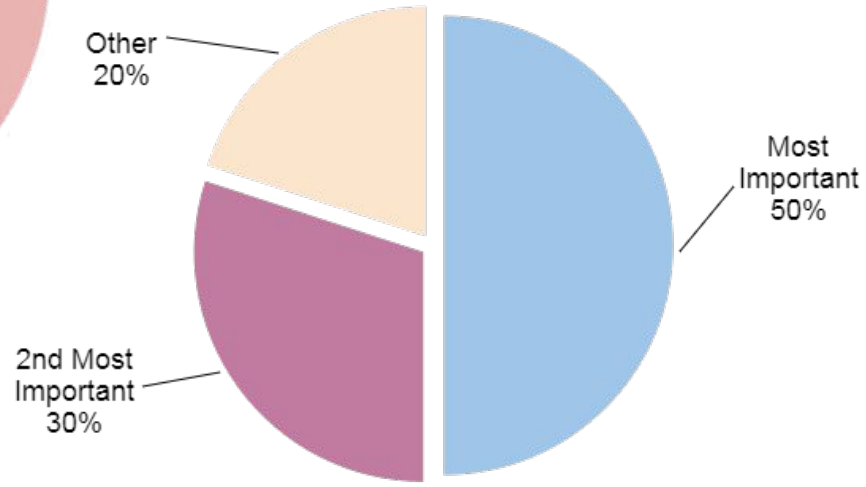
Survey Response By Date



#1 Deciding Factor in Clothing Purchase



Importance of Cost



03 Methodology: Survey

Survey of Attitudes and Behaviors



Collection Bins and Textile Sorting

Collection

- Residence halls, Courtyards, and Commons
- QR codes on collection bins

Sorting

- 3 categories: **donation**, **upcycling**, **recycling**
 - Material
 - Quality
 - Recycling requirements



03 Methodology: Collection & Sorting

Sustainability Event

Fundraising

- What
 - Pop-up shop reselling highest quality clothing
- When
 - Spring 2022
 - Maryland Day, Giving Day, First/Second Look Fairs
- Why
 - Give clothes a second life and fundraise
- Where
 - UMD campus
- How
 - Posters, email lists, social media

Upcycling Unsold Clothes

- What
 - Upcycling event with Green Terp
- When
 - Spring 2022
- Why
 - Give clothes a second life, encourage sustainable behavior, recruit for interviews, and spread awareness
- Where
 - UMD Campus
- How
 - Posters, email lists, social media
 - DIY and upcycling methods

03 Methodology: Upcycling

How Will We Do Good?

- Develop a **Zero Waste Fabric Blueprint** to share our information with outside universities
- **Raise awareness** in college students about:
 - The **humanitarian crisis** in the fast fashion industry
 - The **environmental and social impact** their clothes are having on the world around them
 - Provide a **sustainable** and **accessible** method for students to dispose their clothes
 - **Donate** clothes beyond the campus community



06 Conclusion

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THANK YOU!

Questions?

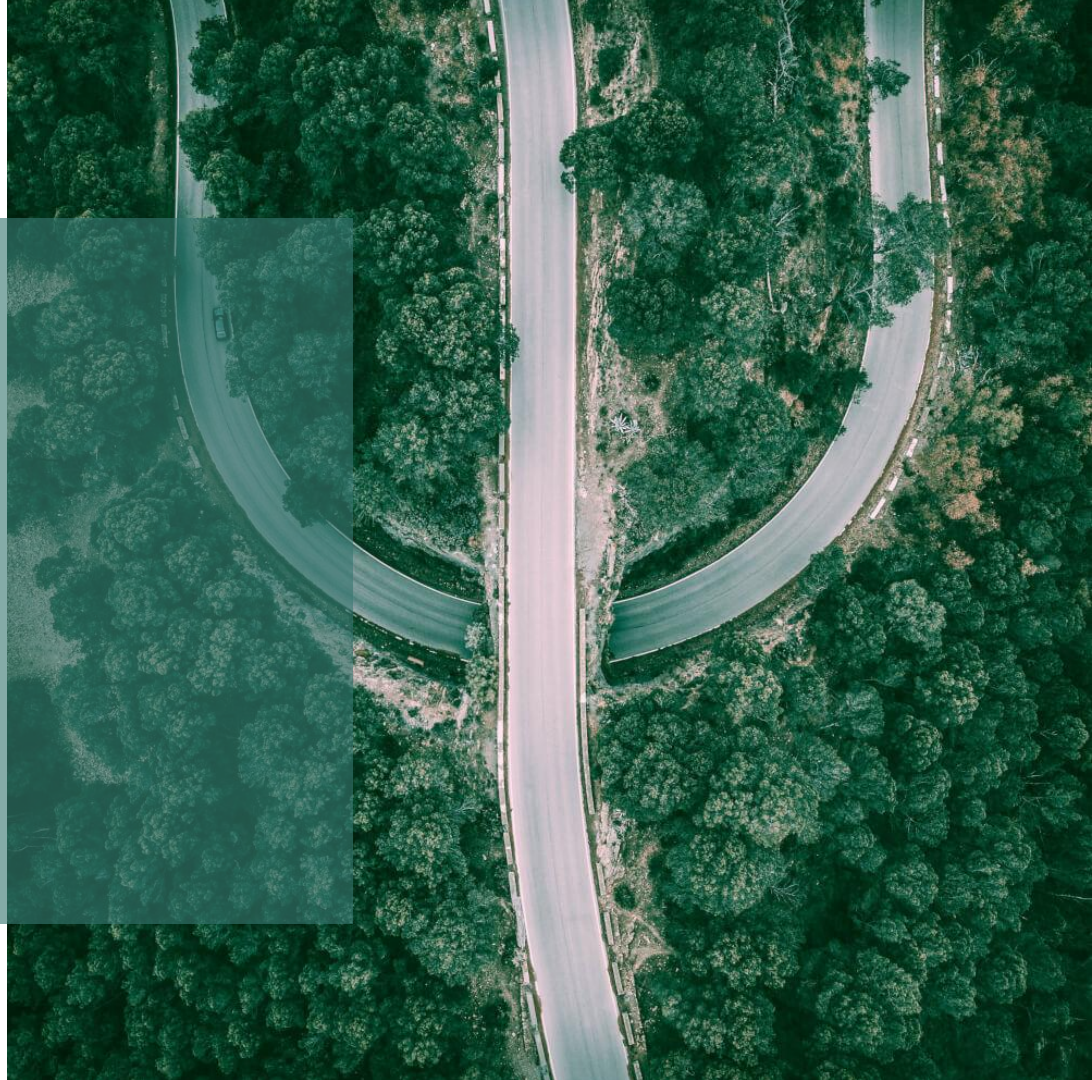
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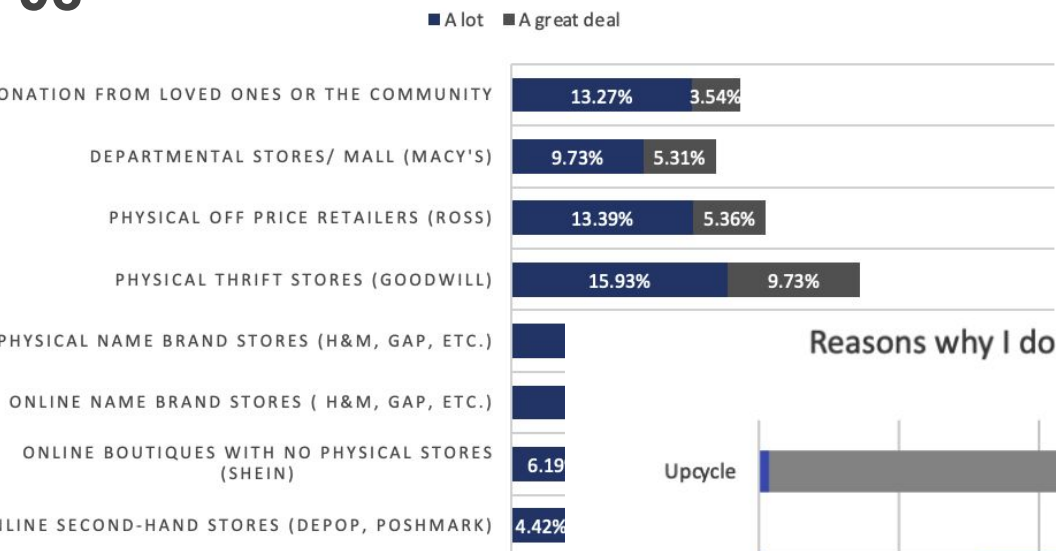




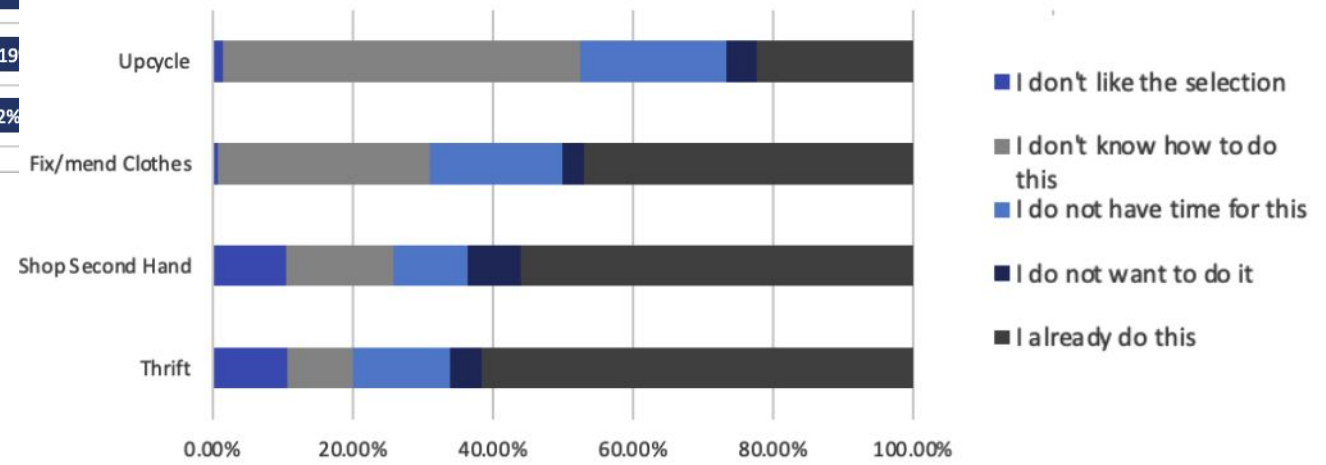
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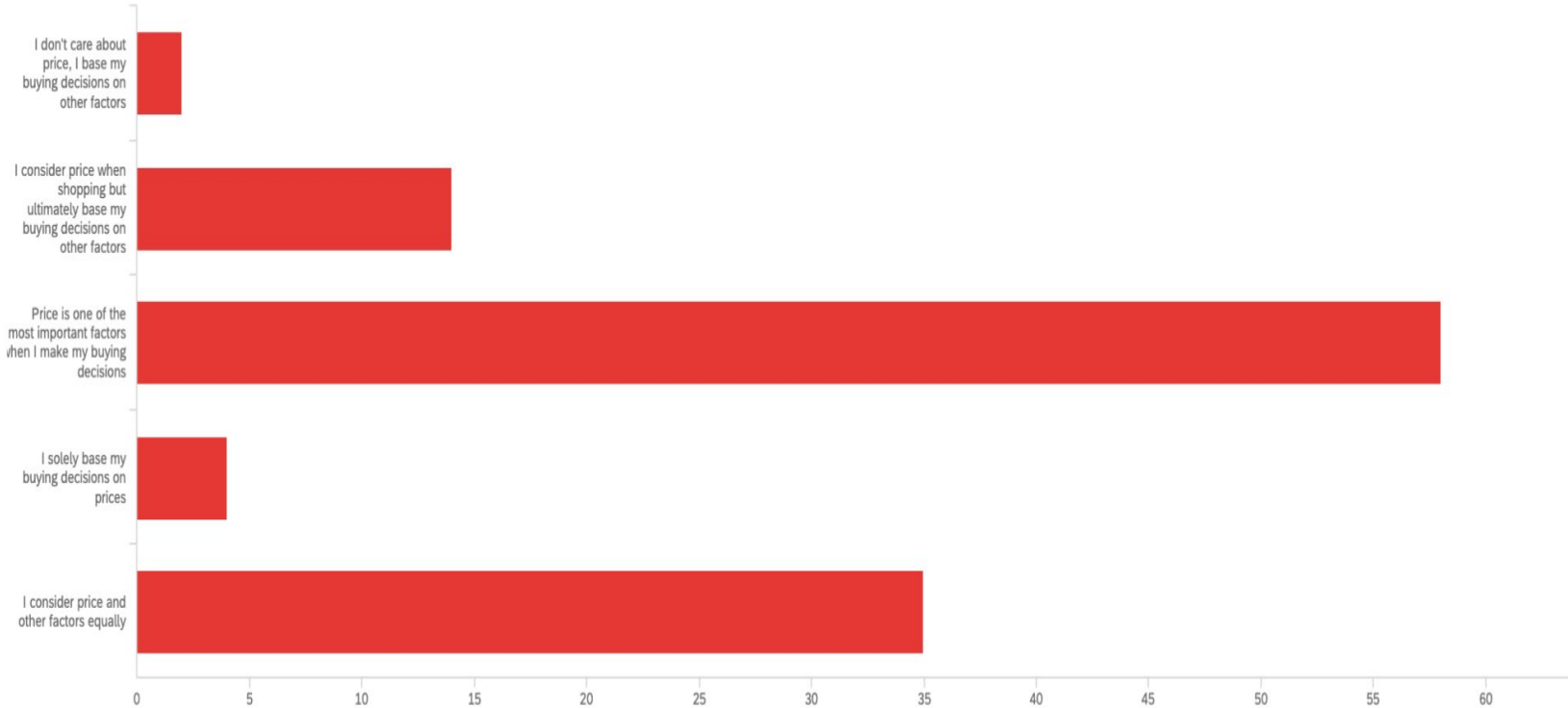
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Reasons why I do not Participate in the Following Activities



Q16 - How much does price affect your decisions when buying clothes?



Survey of Attitudes and Behaviors

- We have received 121 survey responses (as of 10/22) for the Survey of Attitudes and Behaviors.
- Here are some preliminary results:
 - 50.52% of respondents put cost as the most important factor when deciding on a clothing purchase.
 - Only 2.06% of respondents put environmental factors as the most important factor when deciding on a clothing purchase.
 - 4.12% of respondents put humanitarian factors as the most important factor when deciding on a clothing purchase.
 - 45.45% of respondents said they do not know how to upcycle clothing.
 - 16.31% of respondents described Fast Fashion as bad for the environment.