



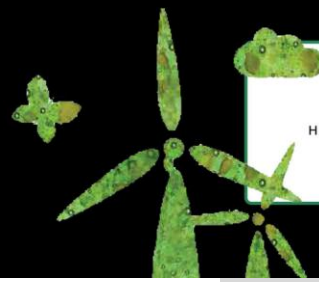
Green Gown
Awards 2012

**Highly commended
case study**

Dissemination
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University of Salford Promoting Positive Behaviour New Life for Old Pants

Section 1 About the project

Summary

New Life for Old Pants is a successful textile waste reduction and recycling programme at the University of Salford. Run with support from University of Salford Students Union, Salford City Council, TRAIID and Recycle for Greater Manchester, the programme, which uses style, fashion and flair to promote and facilitate reduction, reuse and recycling of textile waste, has had a positive impact on behaviour and attitudes of students and staff to old clothes. So far it has resulted in nearly 2.5 tonnes of textile waste being directly diverted from landfill, saving the equivalent of over 33 tonnes of carbon. This is in addition to the clothing being reused as a result of the Sew Good workshops and Swishing parties.

The programme is an excellent example of partnership working between professional services and academic departments within the University as well as key external organisations. Both students and staff were involved as well as links to the wider community.

Project partners

- University of Salford
- University of Salford Students Union
- Salford City Council (SCC)
- TRAIID
- Recycle for Greater Manchester (TfGM)

The problem

Over 1.1m tonnes of waste were generated in Greater Manchester during 2010 with textile waste increasing from 7% to 30% in the last 5 years. Existing infrastructure for textile recycling on campus was insufficient; there were only two banks with a quarterly collection, only if required. The end of year student clearout in 2011 highlighted textile waste as an issue. It is also a key project of SCC and RfGM in the local area and a recent report by WRAP 'Valuing Our Clothes' found that a third of all clothes bought in the UK end up in landfill but if they were donated for reuse or recycling they could generate £140m in revenue.

The approach

The New Life for Old Pants project aims to reduce textile waste sent to landfill from the University by engaging with students and staff to encourage more positive behaviour with old clothing. The project was also an opportunity to establish partnerships between the Environment and Sustainability team in Estates and relevant academic departments, Students Union and external organisations such as Salford City

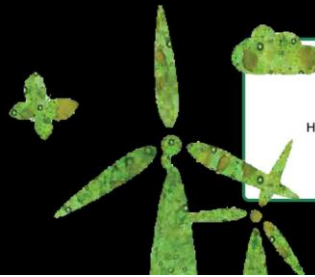
University of
Salford
MANCHESTER

Profile

- HEI
- 21,575 students (includes full and part time students)
- 2800 staff
- Urban

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Council (SCC) and Recycle for Greater Manchester (RfGM).

The project combined improvements in recycling infrastructure with novel, interactive and engaging promotional activities. These included Sew Good workshops, Swishing (clothes swap) parties, local Fashion Fair, a regional ethical Fashion Fair on campus, TRAIID experts participating in BA(Hons) Fashion students lectures, opportunities for Fashion students to apply for internships with TRAIID nationally as well as communications to promote textile recycling across the year.

The programme was very low cost for the University to implement (just over £2,000 and mainly staff time). TRAIID agreed to provide 2 support days initially to run the Sew Good workshops and RfGM funded the regional Fashion Fair. For every tonne of textiles recycled, TRAIID will provide a further education day so for 2012/13 the programme will be continued with further workshops, parties and promotions planned.

Our goals

- Increase textile recycling infrastructure and opportunity on campus
• Increase awareness of textile recycling
• Develop partnerships and collaboration between academic and professional service departments within the University
• Develop partnerships with the local authority and regional waste authority

Obstacles and solutions

Table with 2 columns: Obstacle and Solution. Rows include: Providing infrastructure with minimal budget, Engaging students and staff, Developing an engagement programme on minimal budget, Profile of the Environment and Sustainability Team.

Performance and results

- Reducing textile waste to landfill and carbon footprint of the University (approx 2.5 tonnes of textile waste diverted from landfill, a saving of 34 tonnes of carbon)
• Helping to address a wider 'throwaway fashion' culture and extend the life of clothes
o Sew Good workshops offered tips on simple mending, re-fitting and re-styling of wardrobes. Over 30 students attended a workshop
o Three swishing parties were held and, although numbers of attendees were not monitored, reports suggest that a large number of items were exchanged.



- Provides a platform for wider sustainability-related messages and raising the profile of the Environment and Sustainability Team (EST)
- Established partnerships with academic divisions and sustainability team
- Established partnerships with local authority and recycling division
- Improvement in data collection to be able to monitor progress

Section 3 The future

Lessons learned

- The value of generating links between the Environment and Sustainability Team based in Estates and academic departments.
- Opportunities to generate student projects/volunteering in sustainability for a course not necessarily linked to this through curriculum. In this case it has also initiated discussions around introducing these sustainability principles into the course material.
- The value of targeting both students and staff with an initiative to maximise the use of resources and impact of the initiative.
- The use of a topic which appeals to a wide audience and introduces sustainability concepts to those perhaps not previously exposed as well as offering an opportunity to introduce wider messages around recycling and sustainability such as Fairtrade, recycling other materials and reducing food waste.
- The value of partnership working with external organisations locally and nationally.

Sharing your project

Communication channels used:

- Student internet channel
- Staff intranet channel
- Student e-newsletter
- Twitter
- Facebook
- Environment and Sustainability blog
- Student Union website and social networking feeds
- Posters (in key locations)
- Lecture shout outs
- Direct email to relevant courses – environmental management, fashion students
- Visible events – sew good workshops in open location, swishing party next to the student bar
- Journalism student articles
- Wider community media

Increased awareness amongst staff and students was demonstrated by the general increase in deposits in the textile recycling banks across the year and feedback from the regional Fashion Fair where 96% of those attending said they were inspired to take action and reduce waste

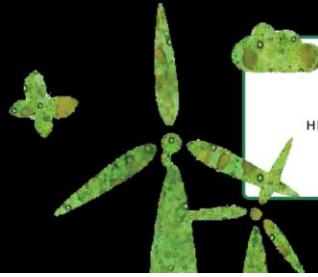


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What has it meant to your institution to be highly commended at the Green Gown Awards?

Being Highly Commended in the 2012 Green Gown Awards is excellent recognition for our project and has enabled significant promotion within and external to the University which will support future work. The success of the project was mainly due to the effort of the individuals involved so the award helps go some way to recognising their efforts.

Further information

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