



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Buckinghamshire Waste Partnership
Country/Region: Buckinghamshire
Name of nominated project developer: Rethink Rubbish at School
Name of nominated action: The Recycled Clothes Show
Place: Wycombe Swan Theatre
Town: High Wycombe
Region: Bucks
Country: UK
Nominee category: public authority
Dates of action: 25th November
Year: 2010

2. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

4. Please give a detailed and precise description of the nominated action:

The Recycled Clothes Show is a project run by the rethink rubbish at school waste education programme. The project saw primary, secondary and 6th form/college students take part in assemblies and workshops to explore the concept of ethical fashion, consumer responsibility, textile re-use, the impacts of textile disposal and wider waste issues. The students were then tasked to design and make accessories (primary) and outfits (secondary/college) to be modelled at a fashion catwalk event.

To enforce the learning students had to think about what materials they were using and why i.e. what was the benefit to the environment for re-using these materials additional merit was given for using materials that cannot be recycled, and they had to state where they got the materials from i.e. no materials were allowed to be bought or used from new in the designs. The college students were given a slightly different brief in that they had to use only reclaimed textiles and create outfits suitable for today's high street fashion in order to show the audience what can really be done with old textiles.

The workshops took place in September and the students then worked on their outfits throughout October and November culminating in the Recycled Clothes Show on Thursday 25th November. 150 students modelled their outfits and primary schools created a display of recycled accessories. Winners were judged by a panel of judges including representatives from waste management companies and retail.

5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants:



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The target audience were 11 - 18yr olds, a group that is generally hard to engage in waste management issues. The project was able to connect with this age group through a topic that they were passionate about - fashion. Over 2100 students took part in assemblies and workshops, over 160 primary pupils contributed towards the display and over 300 students were directly involved creating in the catwalk designs.

In addition another 25+ students worked on creating 'panels' for the stage decoration out of unwanted materials.

550 tickets were sold for the event, the audience were informed of the environmental and waste related choices behind the outfits through the comperes announcements as each student modelled their design.

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below (you can add your criteria if needed):

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact

This project reaches a large number of people in a hard to reach age group. It directly involves them in waste reduction, reuse and recycling messages. It is the only county wide competition aimed at secondary students and is unique in it's size, while many schools run their own recycled fashion shows this project brings children together from across the county and the standard of design was very high.

The messages behind the project are focused around textile reduction and re-use as well as wider waste issues. The messages are enforced through the judging criteria so that pupils really have to consider the waste/environmental impacts of their designs. The workshops are also supported by teacher and student information packs providing more information around these issues.

The project has a lasting impact, it has been going for a number of years and students take part time and again, the workshops help to raise issues such as wearing second hand clothing and tackling mis-conceptions that allow students to change their behaviour.

Photo's of this years event can be found at <http://www.bucksinfo.net/recycleforbucksinghamshire/recycled-clothes-show/>. The organisers have also filmed this years event and a 3 minute highlights of the show should be avialble on line soon.

7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.



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2010 Recycled Clothes Show: Countries and Culture

Key Stage 3 - Day Wear Category




recycle for Buckinghamshire
rethink rubbish at school
presents

**The Recycled
Clothes Show
2010** Countries and Culture

Thursday 25th November 2010
The Wycombe Swan 7pm



High Street Couture

Key Stage 5 - Day & Evening Wear Category

