



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Ministry for the Environment / NABU
Country/Region: Germany
Name of nominated project developer: Green City e.V.
Name of nominated action: Kleidertauschparty (Clothes Swap Party)
Place:
Town: Munich
Region: Bavaria
Country: Germany
Website: <http://www.greencity.de/english/>
Nominee **category**: Association
Dates of action: 24.11.2011

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 action

Green City in 1990 is an association that was founded in 1990 with “the vision of creating a people-friendly and green Munich”. Today they are a pool of approximately 1000 fellow campaigners, coordinated by a managing board consisting of six people and a team of twelve (<http://www.greencity.de/english/>).

During the EWWR, Green City organised a clothing swap on the 24th of November. The entrance was free. The participants brought their valuable clothes that they wouldn't wear anymore. The swap took place in the rooms of Green City. Green City tried to create a comfortable atmosphere for example by selling beverages. There was no limitation concerning the quantity of clothes someone could bring or take away. The clothes were sorted and presented on tables. Green City provided also changing rooms. There were no special rules for swapping: everybody could take what they wanted. Everyone could participate, even without bringing their own clothes. All in all up to seventy people were involved in this action. All left-over clothes were donated to the “Diakonie” (charity organisation of the church).

Green City tried to raise awareness about the massive consumption and production of clothes. The event should also give some food for thought about one's own consumption patterns. The association is planning to organize up to four clothes swaps during the year.



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

The action was open to everyone. Especially men were invited to bring their clothes and to participate in the swap. All clothes could be swapped: trousers, shirts, shoes and accessories. All in all 60 to 70 people participated. The organizers provided a good example for an easy and entertaining way to avoid waste. Since it needs not much effort to organize a small swap party with friend or colleagues, some of the participants might be motivated to organise such a party on their own.

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below

- 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

1) visibility and communicational aspects

Green City organises clothes swaps on a regular base. A clothes swap can raise awareness in different ways. The donors of clothes reflect their own consumption patterns when they search their wardrobes and likely find a lot of still valuable clothes which they don't wear anymore. Second Hand Clothes often have a bad reputation regarding their quality etc. The Participants of clothes swaps can overcome such prejudices.

2) good practice, originality and exemplarity

A clothes swap is a good possibility to give food for thoughts in a creative and not preachy way. At the same time it is a possibility to save money and that is often a strong motivation to participate in such an event.

3) quality of content and focus on waste prevention,

The majority of our clothes are produced under unsustainable conditions. To swap clothes and prolong their life span stands for waste prevention in a direct way.

4) European reproducibility

Clothes swaps are becoming more and more popular all over Europe. Even if it is only a swap party with friends and not a professional event it can change consumption habits in a positive way.

5) follow-up in long-term and lasting impact

The swap party was not a single event and will be organised on a regular base. The next event will take place in February.



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