

Citizen Engagement Activities

Textile Recycling Excellence project



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What are citizen engagement activities?

- Promoting responsible textile use and disposal practices
- Consumers play an important role in the shift towards a more sustainable textile industry
- Activities can be in form of educational campaigns, specific workshops focusing on either the purchasing, use, or disposal phase of textile consumption; or digital engagement
- As part of the T-REX project, we have been working together with different organisations in Finland, France, and the Netherlands to plan different types of activities that engage citizens

Overview of Activities

Activity	Timeline	Location
What makes clothes meaningful to you?	Workshop series throughout 2024	Finland, Norway, Sweden, Netherlands
Spring Cleaning Event	April/May 2024	Aalto University, Finland
Clothing Swap with workshops	May 2024	Amsterdam, Netherlands
Actionable Stories – Why do I upcycle/recycle?	June-August 2024	Heureka Science Center, Finland
Race Against Waste Textile Race	September/October 2024	Westland, Netherlands
Social Media Campaign/Workshop series - Federation of Circular Fashion France	October/November 2024	Paris, France
Object Analysis and Redesign Instructions with Emmy	June-December 2024	Aalto University, Finland

Activity 1: Spring Cleaning Event at Aalto

- Exquisite Corpse Workshop
- Maintenance Repair Workshop
- Mending Workshop
- Applique Mending Workshop for Socks and Clothes
- Upcycling Workshop
- Care for Clothes Workshop
- Mending Workshop II
- Actionable stories – Why do I upcycle/recycle? Pop-in workshop
- Material library workshop
- Quilting workshop



Exquisite Corpse Workshop



Maintenance Repair Workshop



Mending Workshop





Applique Mending Workshop for Socks and Clothes

Upcycling Workshop



Care for Clothes Workshop



Quilting Workshop



Material Library



Activity 2: Clothing Swap in Amsterdam

Two interactive workshops as part of the event:

1. Actionable Stories – Why do I upcycle / recycle?
2. What makes clothes meaningful to you?





Activity 3: Pop-in workshop at Heureka Science Center in Finland

- Pop-in activity, running from beginning of June until the end of August as part of the “Dress Code: Sustainable” exhibition at Heureka
- We wanted to engage consumers in thinking how textile products that are sorted into the “textile waste” category at sorting centers can be used in some other way through upcycling, reuse, etc.
- We worked together with the UFF sorting center and got 5 bags full of clothes that were sorted into the “waste” category, which ends up either mechanically recycled or incinerated



textile
recycling
excellence

**Working towards a scalable
solution for textile recycling**

Players from across the entire
value chain join forces to
create a circular system for
post-consumer textile waste

TREXPROJECT.EU



Textile recycling excellence is a project of the European Union
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Station 1

Survey “before the activity”

- Asking participants about their current disposal habits and their knowledge on textile recycling
- Poster wall to educate participants about textile recycling, upcycling and repair possibilities and disposal practices



Station 2

Choose

- Presentation of the different textile items from the UFF sorting center that were sorted into the “waste” category (previously washed)
- Choose two items:
 - One that can still be used or upcycled in a different way
 - One that needs to be recycled (fibre-to-fibre recycling)



Station 3+4

The Upcycle Station

For the item picked for reuse or upcycling, the questions on the back of the green tag can be answered.

The Recycle Station

For the item picked for recycling, the questions on the back of the orange tag can be answered.



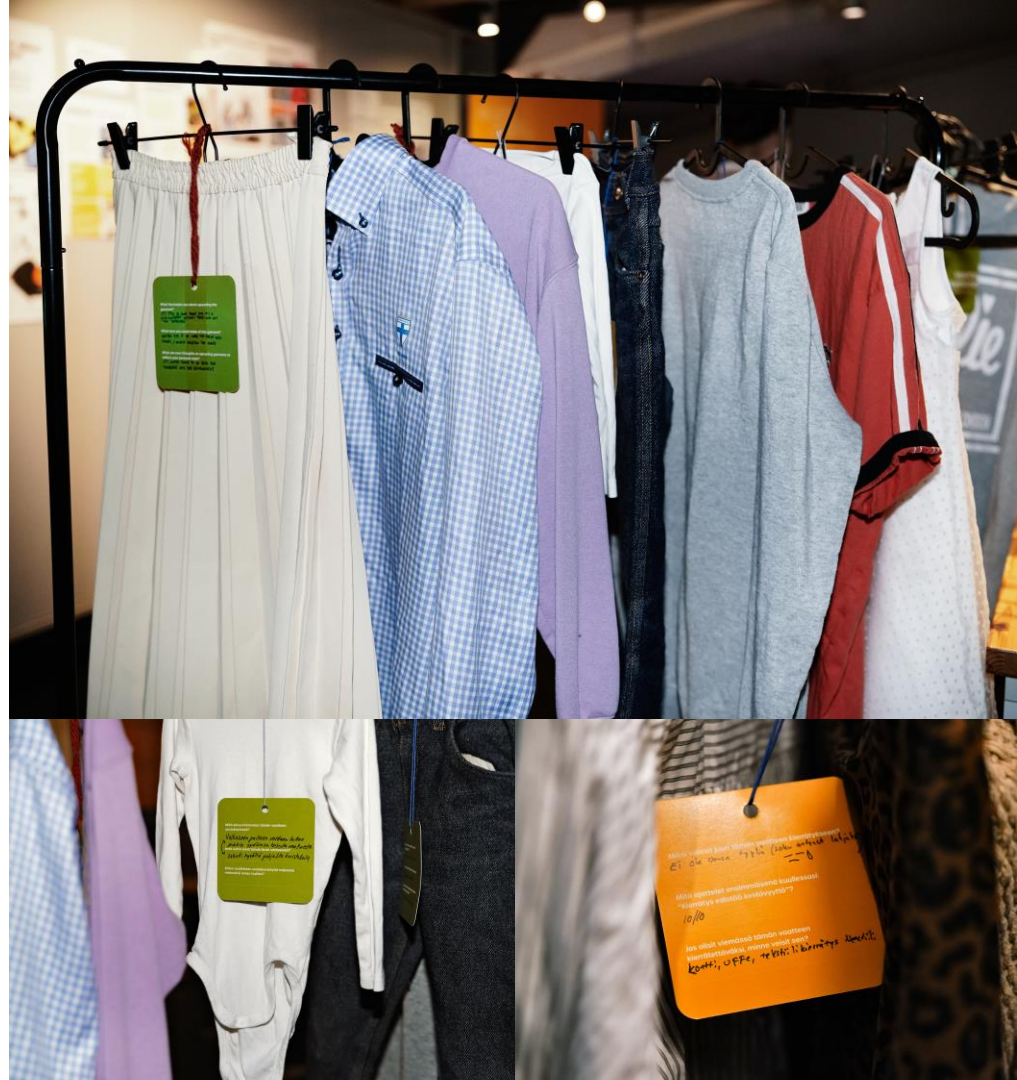
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Station 5

Display

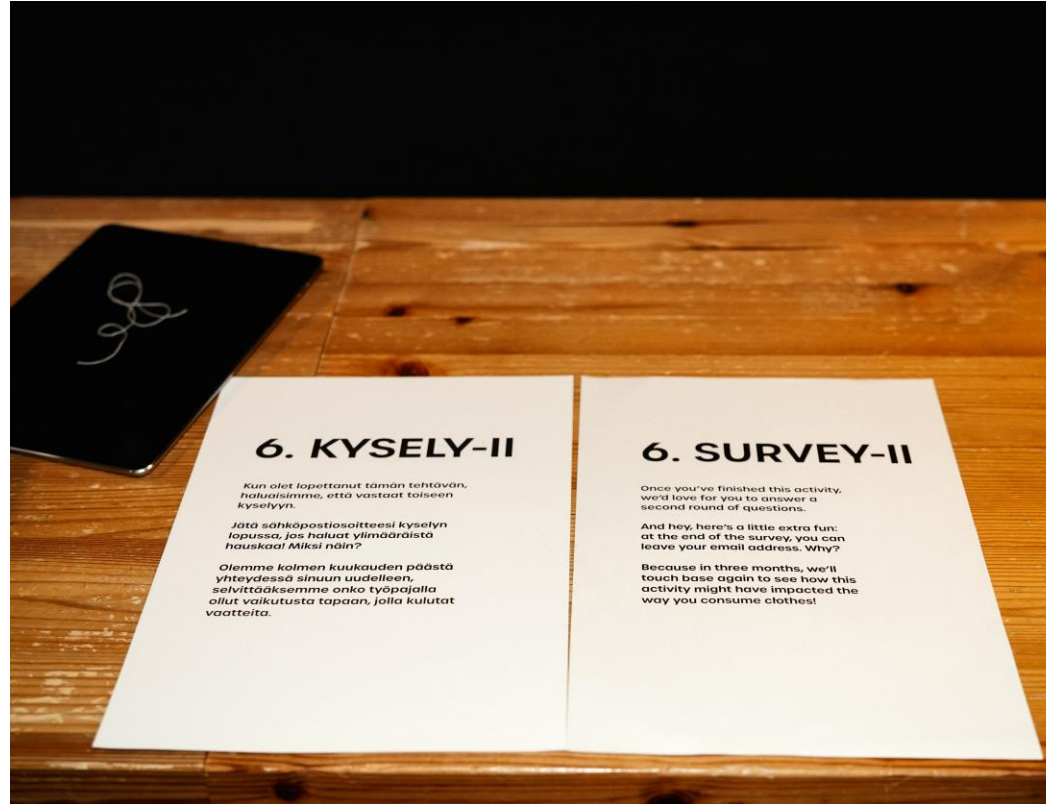
Participants could tie their storytags to their garments chosen for UPCYCLING and for RECYCLING. The garments are then displayed next to other storytags. Participants were encouraged to read others' garment stories.



Station 6

Survey “after the activity”

- Asking participants about learnings from the activity, as well as feedback
- Using the survey to try and measure the impact this activity had on consumption and disposal behaviour
- Chance to leave email address and participate again in another survey 3 months later



Activity 4: Textile Race in the Netherlands (Race Against Waste)

- 8 schools compete by collecting old and broken textiles
- Children learn about how clothes get made and the impact behind their manufacturing, consumption, and disposal
- Emphasizing buying less, buying consciously, repairing, reusing, and collecting properly



Activity 5: Social Media Campaign and Workshops in Paris

- Collaboration with Federation of Circular Fashion France
- 5-week consumer-facing social media campaign, educating consumers about the effects clothing consumption has on the environment and introduces them to more sustainable clothing consumption and disposal practices
- new topic each week with informative social media and promote activities, in the Paris area, fitting to the topics, like a repair workshop, a clothing swap event, or a visit to the recycling center.



Week 1: Overproduction and Overconsumption in the textile industry

Textiles UnTangled Workshop



Boydell's
operational com-
municator
13th BLACK
FRIDAY

[Handwritten note:]

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Se questionner avant chaque acquisition

Réparer
et transformer
les vêtements

Créer des
étiquettes
avec un
guide de la
fin de vie

Apprendre
la couture
la réparation

service de réparation
Cronos pour la
maison ou
indépendant

Trier
väter



Être mis
à contribution
à enseigner
à mon échelle

Troc de
velours



FIN D'USAGE



Week 2: Circular Fashion and Hierarchy of Practices

#CircularConsumptionRules



*The hierarchy of circular consumption behaviour, Maitre-Ekern & Dalhammar, 2019

#CircularConsumptionRules

AVOID

Currently, most garments are **worn only 7-10 times before being discarded**

*Ellen Macarthur Foundation

Save unnecessary purchases that will end up in landfill by taking a couple of days to consider if you REALLY need that new item.

#CircularConsumptionRules

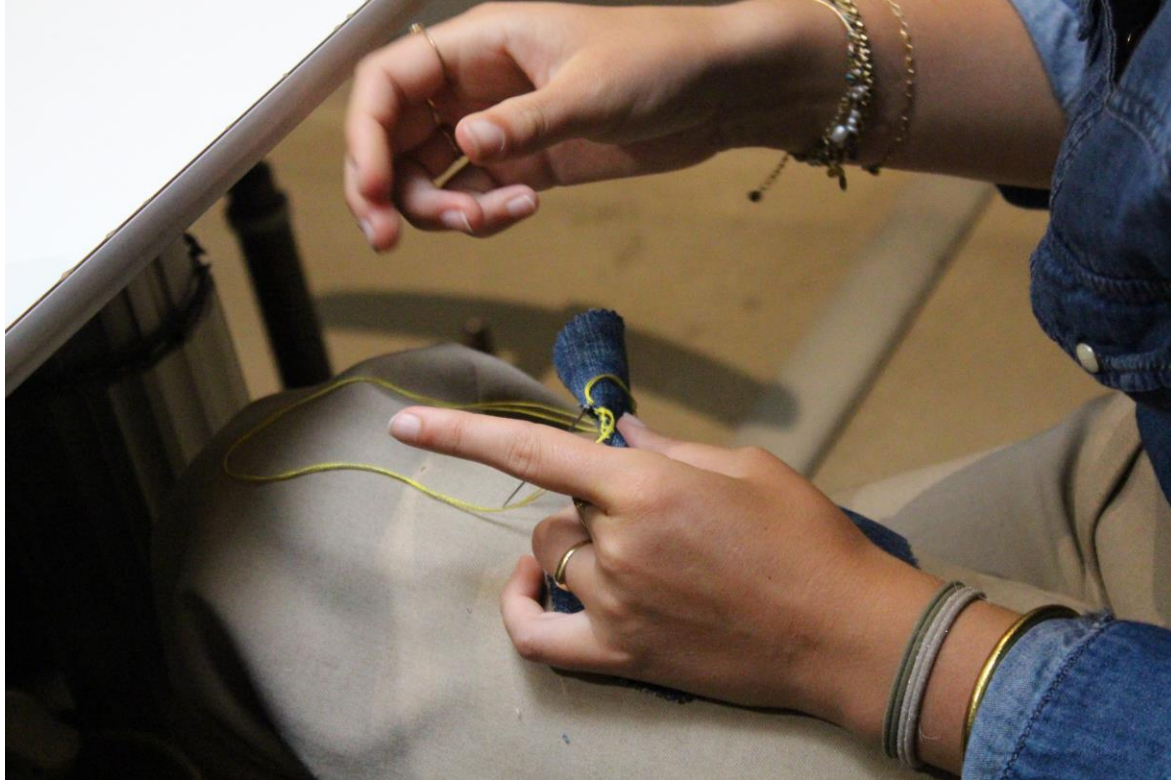
MAINTAIN AND REPAIR

By extending a garment's life by just an extra 9 months (for example, through repair) you can help **reduce its environmental impact by 20-30%**.

*WRAP report

Week 3: Repair

Repair Workshop at La Textilerie







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Week 4: Exchange, Buying, and Selling Second-hand

Clothing Swap Event by DressLike





Week 5: Collection and Recycling System

Visit to a sorting and recycling center



Insights and Learnings

The Role of Group Participation



- Social interaction played a crucial role
- Participants valued the group discussions and collective reflection
- Repair workshop participants highlighted how working in a group made the repair process more engaging
- Clothing swap: expert facilitation and guidance enhance the effectiveness of these interventions

Hand-On Experience

- Practical engagement had a stronger impact on behavioural intentions than only information provision
- Repair workshop: ability to bring their own garments and compare results with others increased confidence and motivation
- Active participation fosters skill learning and confidence
- Visit to sorting centre: information and exposure to industry realities are valuable, may need to be combined with clear action



Motivation and Barriers to Change

- Need for more concrete resources (e.g. information on sustainable brands, trustworthy labels, alternative disposal options)
- Alternative and more sustainable practices can seem time-consuming or require more practice and effort
- Financial incentives can still play a role in decision-making
- Motivation alone is not enough – access to resources, skill-building, and convenience influence whether participants follow through with their intentions



Long-Term Impact and Follow-Up

- Practical engagement and group reflection showed most promise for sustained behaviour change
- Participants expressed a need for ongoing support, accessible resources, and follow-up opportunities to reinforce new behaviours
- Elements like continued community engagement, curated resources, and expert-led guidance could enhance long-term impact

Summary of Learnings

- Effective behaviour change interventions in circular fashion should integrate social engagement, hands-on experiences, and structured guidance
- Practical skill-building and facilitated group activities are more effective in fostering long-term change than information alone
- Most impactful Behaviour Change Techniques:
 - Information on social and environmental consequences
 - Education
 - Instructions on how to perform a behaviour
 - Behavioural rehearsal/practice

Conclusion

By actively engaging consumers through well-designed citizen engagement activities, we can empower individuals to make informed decisions, shift mindsets, and adopt more sustainable consumption habits.

Including consumers in the industry's transition towards sustainability, leads to a more environmentally conscious and resilient textile ecosystem.



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