

Pilot Project -HochVier- UCM

UPCYCLING CLOTHES AND MINDS



Pilot Project

a part of the UCM project

Giving old clothes
a new life
WORKSHOPS TO LEARN HOW
REUSABLE FASHION IS

HochVier



a non-profit organisation that is an independent provider of political and cultural education based in Germany

UCM



an Erasmus+ project with international partners



Link: [Upcycling Clothes and Mind – Hochvier e.V.](#)

Link: [Wir über uns – Hochvier e.V.](#)

Link: [upcycling clothes and minds website](#)

Giving old clothes a new life

workshops to learn how reusable fashion is



the ideas/topics for two workshops

fast fashion

spreading awareness about fast fashion and how bad that mass consumption is for the world

shopping behaviour

how often do we buy new things and then never wear them again? how long can fast fashion be worn?

flea markets

are flea markets a good way to shop? is it a possibility to replace fast fashion?

second hand shopping

is second hand shopping good? how does it help the environment? are there even cool clothes?



workshop 1 structure

when

23.10.2022

where

a flea market in Berlin

who

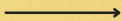
young adults that are
interested in second
hand fashion

workshop 2 structure

12.11.2022

youth center in Potsdam

young adults that want to
know more about
sustainable shopping and
are critical to fast fashion



agenda

workshop 1 structure

meeting at the Berlin train station

going to the flea market at Mauerpark together

educator presents facts about fast fashion

discussion and exchange of experiences

shopping on the flea market

talking about the impressions and evaluation of the
workshop

workshop 2 structure

meeting at the Potsdam train station

going to the youth center together

introducing the topic + discussion and exchange of
experiences

sorting the spended clothes and categorizing them

thinking about how we proceed with the clothes ->
selling them on the flea market

evaluation of the workshop



flea markets

the first workshop



exchanging

what are the existing experiences? how are they in connection with the topic?

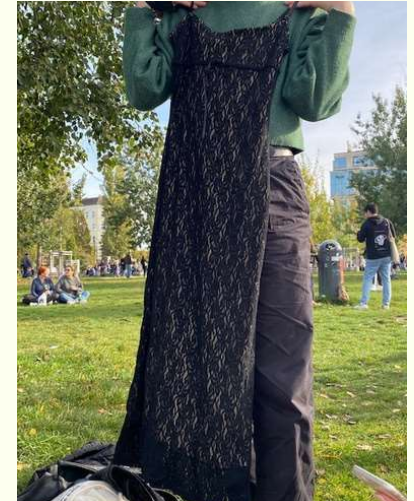
*interested in second hand;
critical about fast fashion;
like to learn more about sustainability*



fast fashion facts

why is fast fashion bad?

*example: producing one jeans will need approx.
7 000 l of water*



how is shopping at a flea market?

is it fun? are there cool clothes?

"it really is fun to shop at a flea market, especcially with friends. there are a lot of sheap clothes and you can find cool pieces there!"

Experiences in the beginning

they already knew a lot of facts

bought second hand before and liked it

critical in the beginning

→second-hand fashion sometimes gets used as „vintage-fashion“ and then it is really expensive

most of them knew how bad fast-fashion is

Experiences after the workshop

they really liked the flea market

the facts spreaded more awareness

most of them said that they'll go second-hand shopping more often

found great pieces for a good price

learned that a flea market is a lot of fun

Facts about fast fashion

selection

eighty billion pieces of clothing are consumed globally every year

only 10% of the clothes people donate to thrift stores or charities get sold, the rest goes to landfill

germans wear a garment on average only 4 times before disposing of it

approximately 7,000 litres of water are needed to produce one pair of jeans (the amount of water one individual drinks in 5-6 years)

only 9 percent of Australian fashion brands pay their workers a living wage

textile production contributes more to climate change than international aviation and shipping combined

SECOND- HAND WORKSHOP

heyy guys,
am 25.09.2022 führe ich in Berlin
einen kostenlosen Workshop durch :)

Ablauf: Treffen in Berlin und
quatschen über some interesting fast-
fashion facts und ein bisschen
Erfahrungen austauschen; dann
zusammen auf den Flohmarkt am
Mauerpark gehen und shoppen;
danach was zusammen essen und
entspannt noch etwas talken

meldet euch gern bei mir falls ihr
Interesse habt, eure Mia <3

Hintergrund: Ich mache gerade ein Praktikum in einem
Unternehmen, was Workshops durchführt um
Menschen neues zu zeigen und dadurch auch
Anleitungen für andere zu erstellen. Die Ergebnisse
aus diesem Projekt stelle ich im Oktober in Estland
vor :)

workshop 1

the used ads for the
participants
(in german)

sorting spende clothes

the second workshop



the idea

letting the participants learn in a practical way (about second hand fashion and fast fashion)

spreading awareness on how much fun it is to find nice old clothes and how much better it is for the world and you own pocket money ;)



the structure of the workshop

giving the participants an insight in the topic with a short presentation and discussion

learning by doing -> thinking about which clothes can be used again and which can not? what can we do with them? can they be sold again?

finding an idea of how we will proceed with the clothes



Experiences in the beginning

fast fashion is bad

know some facts like the waste
of water

second hand fashion is
sustainable

mass consumption is really bad
for the environment

Experiences after the workshop

aware about the bad sides of fast
fashion and about facts

know about the negative side of
spending clothes to containers

how to deal with clothes that they dont
want to wear anymore

experienced how nice it can be to give
certain clothing pieces a second life

workshop 2

the used ads and facts for the participants (in german)



WORKSHOP NUMERO 2 :)

Ablauf am 12.11

10.30 Uhr Treffen in Potsdam
11.00 Uhr Beginn, Quatschen, Einleitung
11.30 Uhr gespendete Klamotten
sortieren und auswählen was man noch
verkaufen kann (und ein zwei sachen
sneaken :))
12.30 Uhr Fooden und Quatschen
13.00 Uhr Vinted vorstellen und
awareness weiter spreaden -> sprechen
über fast-fashion
14-15.00 Uhr Ende

small picknick

waffeln
kekse
weintrauben
drinks (cola, limonade, ...)
andere ideas?

mitbringen: motivation <3



VINTED - TIPPS

am wichtigsten: gute Bilder

- gute Qualität
- von allen Seiten des Produktes
- Klamotten cool kombinieren
- Bilder wo man Klamotten an hat

Hashtags und Stichwörter

Art 1 #aesthetics #vintage #y2k
+passende Hashtags zum
Outfit/Kleidungsstück

Art 2 #langekuschelstrickjacke
#schwarzeemoboots

VINTED - TIPPS

Zeiten

- beste Zeit zwischen 10-13 Uhr

Beschreibung

- Hashtags
- eigene Körpergröße
- Stoff und Material

Werbung

- Teile als Werbung hervorheben auf Vinted
- Werbung auf Instagram, Facebook und Pinterest

Kommunikation

- fragen ob man ein Produkt tauschen kann
- Pakete anbieten
- wenn jemand ein Teil liked, ihn direkt anschreiben



WEITERE TIPPS

- wenn sich ein Produkt nicht verkauft, den Preis runtersetzen (andere kriegen dadurch eine Benachrichtigung)
- Profilbild und persönliche Beschreibung
- beim ersten Produktfoto einen Rahmen mit auffälliger Farbe drumlegen (4:3)
- Paypal nutzen
- Bewertungen sammeln und auch abgeben
- Produkttitel: einfache Keywords

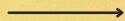
the target groups

participants:

- 18–20 years old
- interested in sustainability
- critical about fast fashion
- living in berlin or potsdam

the educator:

- 18 years old
- big interest in second hand
- against mass consumption



used methods/ procedures

main point: learning by doing

- short presentations in the beginning to introduce them to the topics
- exchanging experiences
- lots of practical work and trying out the things that were discussed

peer to peer work

telling their friends
and families about
the topic and the
newly learned facts



posting pictures of
the workshops and
the results on
social media

going to second
hand stores and
flea markets and
taking their friends
with them,



learnings

selection



fast fashion is
not just bad
for the
environment,
but also for
the exploited
workers

clothes can be
used much more
than once or twice,
and if you don't
want them
anymore, sell them
to people who give
your piece a new
life!

second hand
shopping can be
really cool and
fun, especially
when doing it
with friends

there are lots of
cool
replacements
for fast fashion,
as an example
the platform
vinted or going
to a flea market

producing
one jeans
needs
7 000l of
water