



**Change
Clothes
Crumlin**

2023 IMPACT REPORT



@changeclothescrumlin
www.changeclothes.org

A note from the Founder

As predicted late last year, 2023 has been a mad year for Change Clothes Crumlin. It's actually really useful to sit down and put a document like this together, as I don't often take time to reflect on all the good stuff.

Going from a monthly travelling show, to Ireland's first permanent swap shop in the space of just 1 year has been mind blowing. Sometimes the possibilities with regards to what we could be doing seem endless, and that's both scary and exciting, but I always make sure we remember the how and why we started in 2022.

Change Clothes Crumlin is a community based clothing reuse project, and we'd be nothing if it wasn't for the support of Crumlin and the people here. With so much bad news taking centre stage in 2023, we know that community can be the cure to so many of the problems we're facing.

We are absolutely dedicated to developing a community focused clothing reuse hub here in Crumlin, a working class area that deserves far greater investment and engagement across social, environmental, educational and economic lines.

We will always do our best to ensure that our clothing reuse interventions are social, fun, affordable and focused on delivering quality over quantity.

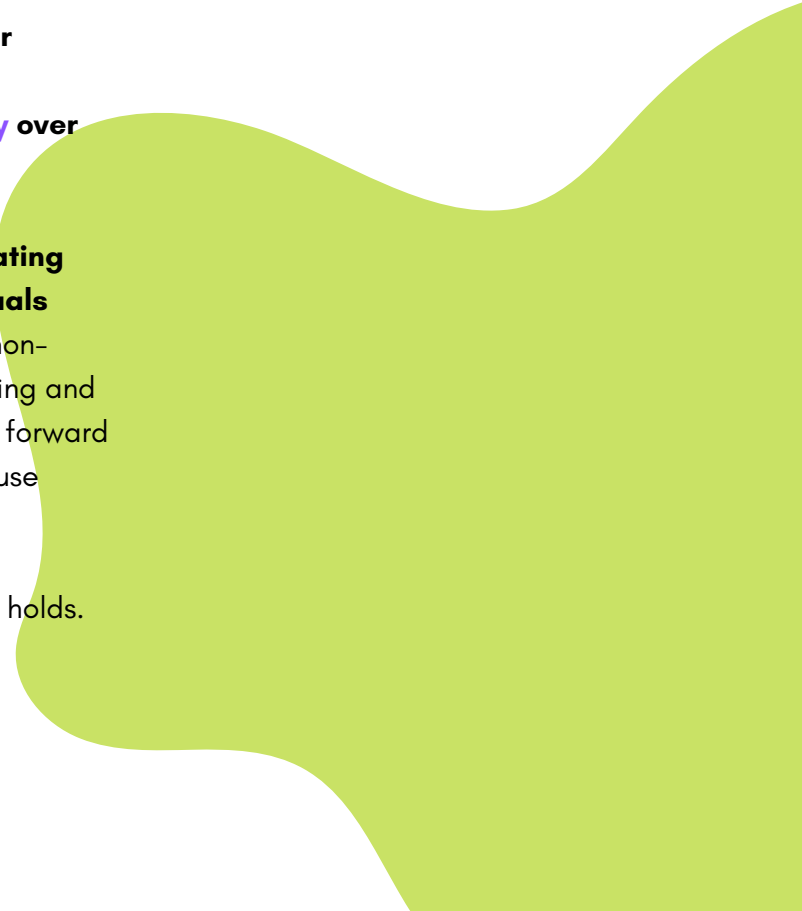
Having said that, **we're also open to collaborating and working with organisations and individuals outside of the Crumlin area.** As a registered non-profit organisation, this can be a great fundraising and awareness raising tool for us, and we're looking forward to greatly expanding our offering of clothing reuse workshops in 2024.

Stick with us and we'll see what the year ahead holds.

xo Mary



CEO
Mary Fleming



Change Clothes CLAY participants
CLAY Youth Project, Crumlin
September '23



Photo by Stillframe Photography

What we do

Because second hand is f****n grand

Change Clothes Crumlin is a community based clothing reuse hub.

We are a registered not for profit CLG.

Founded in 2022, we're building a creative, social community of clothes swappers, borrowers, upcyclers, menders, and like-minded people in the Crumlin area of Dublin. Everyone is welcome to take part in our events.

Our goal is to generate environmental, social, and economic benefits for the Crumlin area through our truly circular social enterprise. CCC does this by providing clothing reuse solutions for clothes at all stages of the lifecycle.

Clothes in new-good condition

- A 'book-in' clothing exchange service **(the swap)**
- An affordable occasion-wear rental service **(the rental)**
- Online re-sale of seasonal wear **(online shop coming soon)**

Clothes in OK condition (but needing some TLC)

- Upcycling and repair **workshops**
- A DIY repair library **(coming 2024)**

Clothes ready for landfill

- Repurposing of rag into new, creative products **(online shop coming soon)**

[Learn more at www.changeclothes.org](http://www.changeclothes.org)

Our Vision

A world where all textiles are reused at community level for the environmental, economic and social benefit of local people.

Our Mission

To create an accessible, affordable and social clothing reuse hub in the Crumlin community where anyone can swap, rent, mend and upcycle the clothes that already exist in our locality.

Our Strategic Goals 2024-2026

Social

- Provide community focused space where people can gather and learn more about clothing reuse
- Design creative, social events for people to engage with textile reuse
- Provide informal learnings opportunities in clothing reuse and repair, with a particular focus on 'hard to reach' young people

Environmental

- Create local circular clothing reuse solutions that are affordable, social & fun
- Reduce textile dumping in the local area
- Reduce amount of clothing going to landfill and export

Economic

- Create and maintain a vibrant social enterprise in the Crumlin area
- Provide sustainable employment opportunities for people who are distanced from the labour market

Enhance CCC governance and organisational capacity

- Improve CCC governance
- Develop CCC organisational capacity
- Obtain core funding from a source aligned with our values and mission
- Broaden CCC funding base

The Team



Founder + CEO
Mary Fleming



Project Manager
Oileán Carter Stritch

The Board



Jennifer Tully Bell



Deirdre Massey



Katriona Flynn



Gráinne Griffin



Roisín Kelly



Barbara Nea



Cillian O'Donoghue

Moving in to our first permanent home
MART Studios, Crumlin
October 2023



Photo by Oileáns Ma

2023 in Numbers



**Event
Attendees**



**Clothing
Swaps Made**



**Items Upcycled /
Repaired at Workshops**



**Unique website
visitors**



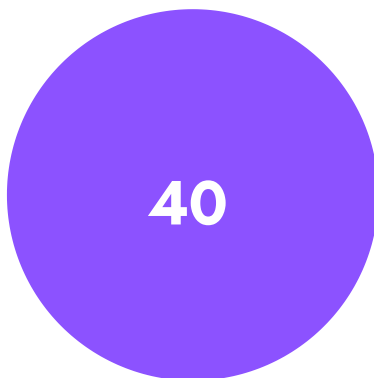
**Newsletter
Subscribers**



**Social Media
Followers**



**Workshops
Held**



**Swap Sessions
Held**

**#Second
Hand
IsF****n
Grand**



According to the UK Carbon Trust, the average **carbon footprint of a t shirt over the span of its lifetime is 15kg.**

If we say that all 9,280 items had an average carbon footprint of a t-shirt (which they didn't, a huge number of larger items such as jeans, jumpers and coats were swapped), **we have saved some 140 carbon tonnes in just 12 months with Change Clothes Crumlin.**

140 carbon tonnes saved in just 12 months...

What does that look like?

Driving **834,000km** in a Diesel car

361 flights from Amsterdam to Rome

10,008 rail trips from Amsterdam to Paris

69,500 fire extinguishers

1,223,200 cups of coffee

16,908,377 smart phones charges

Filming for RTE's 'Heated' Documentary Series

MART Studios, Crumlin

October '23

We feel strongly believe that the framework isn't there for living a more sustainable life if you're from a more working class background, so we want to give that opportunity to the local area, but also just to make it a bit of craic.



2023 project highlights

Jan

The CCC website was launched with thanks to financial support from Crumlin Community Cleanup

March

We ran a reuse workshop in collaboration with PLAN Ireland for International Women's Day 2023

April

CCC won the 'Environmental Impact' Category at MTU Prize for Innovation Awards

May

We held a reuse workshop in collaboration with Cooking for Freedom, as a fundraiser for their work

June

CCC won a .ie Digital Town.ie 'Digital Changemaker' award and secures social enterprise funding from the Oakfield Trust

July

We held our biggest clothing reuse event to date at Scoil Iosagáin with a full weekend of swapping, re-sale and repairs

September

We held our last 'travelling' swap event over 3 days in St. Marys Crumlin Parish Hall - end of an era!

October

We launched our online occasion wear rental. We also became a registered non-profit CLG, moved into our permanent studio at MART Crumlin, and turned 1 year old.

November

CCC spoke at Earth Rising and ran a series of workshops with CLAY Youth Project, Crumlin.

December

CCC secured funding from Rethink Ireland. We also celebrated 10,000 swaps made since we first started in 2022, confirmation of further financial support (both crowd-funded and from Dublin City Council) for our new t-shirt reuse project, and the announcement of our Voluntary Board

2023 media highlights



Dublin bride puts dress up for rent to encourage sustainability

Dublin Live, December 2023

[Read](#)



'Heated' Episode 3

RTE One, November 2023

[Watch](#)



Dublin cinema tempts Barbie fashion fans with pink upcycling event

The Independent, July 2023

[Read](#)



Shein in Ireland & fast fashion

Liveline, May 2023

[Listen](#)

2023 media highlights



Venture helps build clothes sharing links in community

The Echo, April 2023

[Read](#)



Green Radio - Mary Fleming

Dublin South FM, April 2023

[Listen](#)



The clothes swappers combatting fashion waste, one skirt and shirt at a time

The Irish Times Magazine, March 2023

[Read](#)



Sustainable Style Spotlight: Change Clothes Crumlin

Image Magazine, January 2023

[Read](#)

CCC

Green Friday

1PM-7PM, FRIDAY NOV 24TH

40% OFF
OPEN

€3 SWAP SESSIONS

1 DAY ONLY

BOOK AT CHANGEclothes.org

CCC

Upcoming Workshops

@ MART Crumlin Studios, Parkview House,
65 Crumlin Road

FABRIC BLOCK PRINTING
WED NOVEMBER 1ST

PAY AS YOU FEEL

SHIKO: VISIBLE MENDING
WED NOVEMBER 15TH

PAY AS YOU FEEL

SCRAP FABRIC HOLIDAY DECOR
WED NOVEMBER 22ND

PAY AS YOU FEEL

UPCYCLE A FESTIVE JUMPER
WED NOVEMBER 29TH

PAY AS YOU FEEL

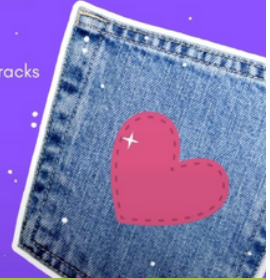
CCC

POCKET MAKING WITH MARY

Cut, embroider and sew on your own DIY pocket made from scrap materials.

FREE drop in session
2-3.30pm

Sat, Sept 30th
@ Richmond Barracks



CCC

Ireland's first dedicated, permanent clothing swap shop is **open**

TikTok
@changeofclothescrumlin

CHANGE CLOTHES CRUMLIN REUSE-A-PALOOZA

MAY 13-14, 12-4PM

SCOIL IOSAGAIN, AUGHAVANNAGH ROAD

CLOTHES CLOTHES CLOTHES!

€5 Unlimited Swap Shop

Bring as many clothing items in new-good condition as you like. Book your 1 hour swap slot at changeofclothes.org

€2.50 Dress Rentals

Rent second-hand occasion wear for just €2.50 per item per week. A new service from Change Clothes Crumlin.

Clothes Care & Repair

Unsure how to stitch up a hole or fix a fallen hem? We've got help on hand to solve your small repair woes!

Clothing Reuse Vendors

Not ready to swap or rent? Pay a visit to one of our reuse vendors and pick up something re-worked or pre-loved.



CHANGE CLOTHES CRUMLIN

KIDS CLOTHES SWAP

6-8pm, Tuesday September 12th
St Mary's Crumlin Parish Hall

CCC

RAG WEAVING WITH OILEÁN

Make a coaster, place matt or pot trivet from clothing scraps!

FREE drop in session
3-4.30pm

Sat, Sept 9th
@ Richmond Barracks Harvest Fair



CCC

Rent a gorgeous gina

Ted Baker Size M

from €5 a week

at changeofclothes.org

CHANGE CLOTHES CRUMLIN

REUSE-A-PALOOZA

JULY 1-2, 12-4PM

SCOIL IOSAGAIN, AUGHAVANNAGH ROAD

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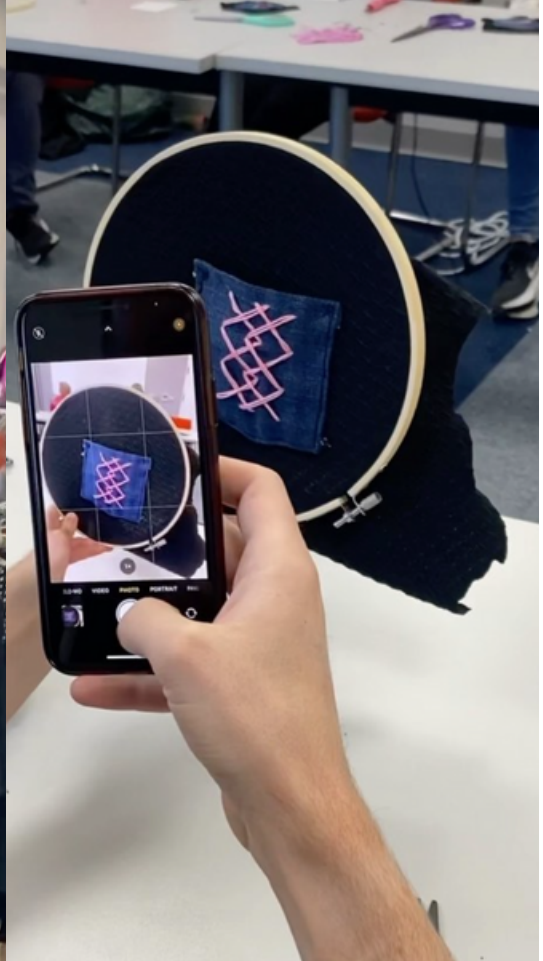
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Sincere thanks to everyone who enabled us to carry out our work in 2023.

Financial supporters

**RETHINK
IRELAND**



Strategic Supporters



Event Partners



& St Mary's Crumlin Parish Hall

& to all of our amazing volunteers !!!

THANK YOU

Join the journey!

Sign up to our mailing list to find out more, or follow us on social media.

Contact us directly

mary@changeclthes.org
oilean@changeclthes.org

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