

CHANGE CLOTHES CRUMMLIN

2022

IMPACT REPORT



@clothescrumlin

Letter from the Founder

With the cost of living sky-rocketing, and a climate crisis hanging over our heads, **we need to think of solutions that benefit local communities** as well as the wider world we're living in.

We know **modern fashion production is having a catastrophic impact on the environment and the people who are paid slave wages to produce it.** On a local level, we see clothes dumped in laneways around the area. On a global level, we see images of deserts full of dumped dead-stock and poorly constructed factories crashing to the ground.

Mass produced fashion ends up being the most affordable, but fast fashion and the people who buy it have often been vilified. We can't expect to change hearts and minds to second-hand overnight, especially by telling people that they're doing something wrong. In the midst of this Cost of Living Crisis, it's essential that we encourage the true value of sharing, saving much needed money, and building community.

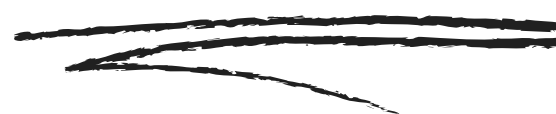
The idea of Change Clothes Crumlin is to create a welcoming clothing reuse hub that also serves as a social and learning space. In 2023, our goal is to build on the swapping and upcycling services we've been offering locally, with a long-term goal of opening up a permanent clothing reuse hub in the area.

We hope that we can open people's minds to second hand, mending, and creative reuse in a 'gradual steps' type of way. Join us in our local revolution!

xoxo
Mary



Founder
Mary Fleming



What we do

We're building a social community space for clothes swapping, upcycling, mending, learning, and meeting like-minded people in the Crumlin area. Everyone is welcome to take part in our events.

We currently do this through:

- Running large clothing exchanges
- Providing creative clothing upcycling workshops
- Offering clothes mending advice and materials

Why?

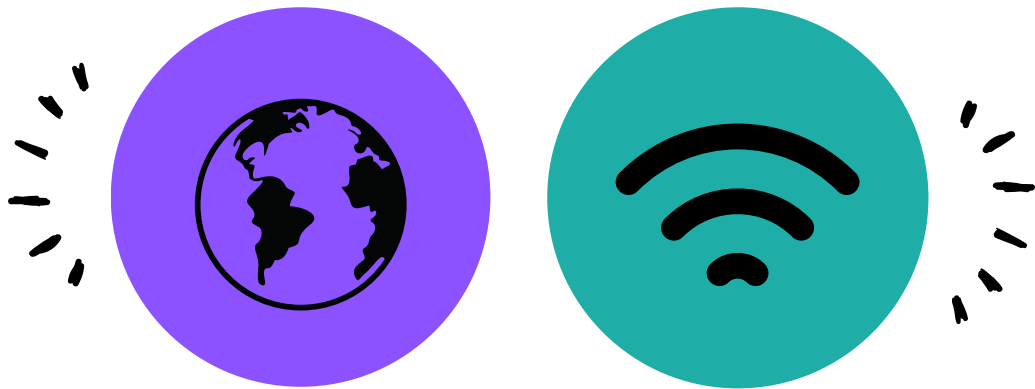
To **make sustainable fashion both visible and affordable** in the Crumlin community, to **re-learn useful mending skills** now lost to a generation, to **tackle the problem of social isolation** in a post-covid world, and finally, to **reduce the amount of clothing going to landfill**.



**CHANGE
CLOTHES
CRUMLIN**

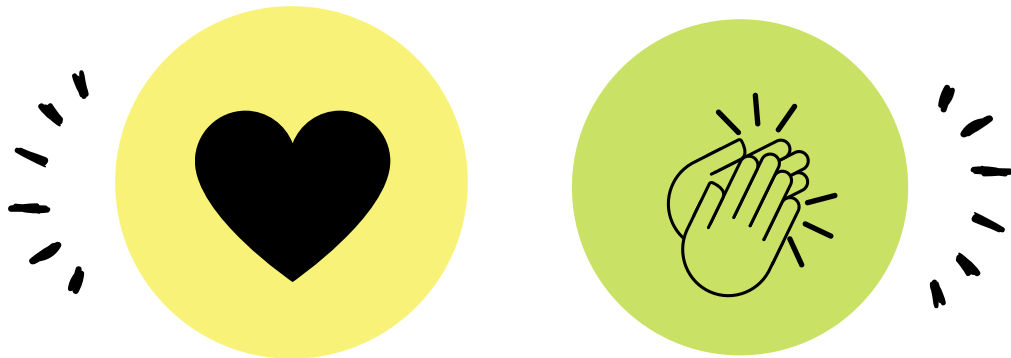
Our values

We do our best to ensure that **everything** we do is



SUSTAINABLE

SOCIAL



INCLUSIVE

FUN

With the knowledge that we won't always get it right, but we can **try again next time.**

The Team

Founder + Lead

Mary Fleming

Mary is a Crumlin native, currently living on Kildare Road with partner Marc and 2 free-roam bunnies, Fiadh + Lugh.

Mary is a volunteer with Bloomin' Crumlin + Crumlin Community Cleanup, and through that work got involved with promoting a more circular economy in Crumlin.

Mary is currently studying Circular Economy at MTU and working as a freelance Comms and Business Development Advisor in the Non-Profit Sector. Previously, Mary co-ordinated a network of community based reuse, repair and recycling organisations called CRNI as well as working in Engagement for a number of NGO's.



Community Engagement Manager

Oileán Carter Stritch

Oileán is a Drimnagh native and recently graduated from a Bachelor of Science in Social Sciences from UCD.

Oileán brings insight into youth engagement, as a previous ECO-UNESCO volunteer and programme participant, and current member of Plan International's Youth Advisory Panel.

Most notably, Oileán was appointed as the Climate Youth Delegate for DECC and NYCI at COP27 this year.

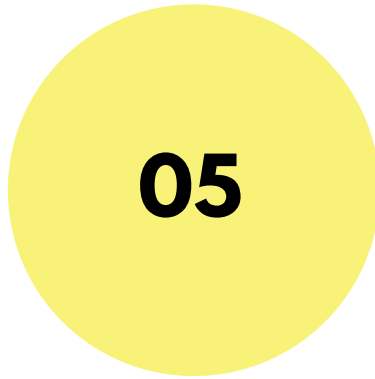


2022 in Numbers

We only really got **started in Q4**, but achieved the following:



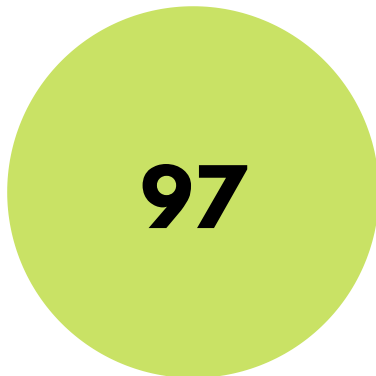
**Event
Attendees**



**Events
Held**



**Clothing
Swaps Made**



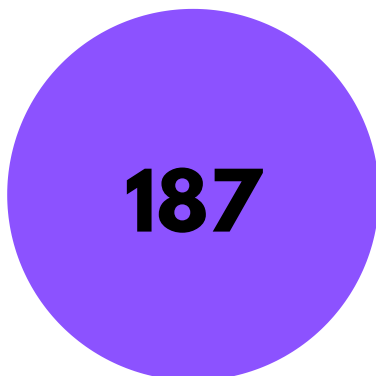
**DIY Repair Kits
Created**



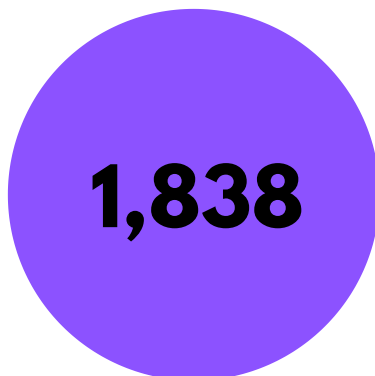
**Items Upcycled
at Workshops**



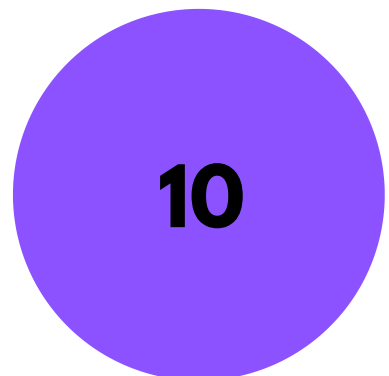
**% of 'Rag'
received**



**Newsletter
Subscribers**



**Social Media
Followers**



**Pieces of
Press**



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 1,292 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 19.38 carbon tonnes in just 3 months with Change Clothes Crumlin.**

19.38 carbon tonnes saved in just 3 months...

What does that look like?

38 petrol cars running for a year

Driving **116,280 km** in a Diesel car

50 flights from Amsterdam to Rome

1,395 rail trips from Amsterdam to Paris

2,357,441 smart phones charged

2022 media highlights



Clothing project urges people to swap, not shop

'Tis the season of overconsumption, as Christmas brings a shopping frenzy like no other.



Christmas Jumper workshop

Evelyn O'Rourke, RTE Reporter

rte.ie



In Crumlin, a Chance to Swap Good Clothes for Better Ones

"That whole idea of capitalism and consuming more and more. we want to be the opposite of that. like as



Crumlin swap shop will save you money on your Christmas shopping

Change Clothes Crumlin is promoting reusable fashion across the wider community



SHEIN customers invited to Dublin swap shop instead of Jervis pop-up store

Bargain hunters looking forward to the opening of the SHEIN pop-up store in Dublin next week, have been urged to consider a sustainable clothing hub in...



Clothes Swap Shop Is Piloted In Crumlin

If you're looking to bag a bargain then Crumlin is where to find it.





Our 2023-2025 Strategic Goals

Embed circular fashion in Crumlin

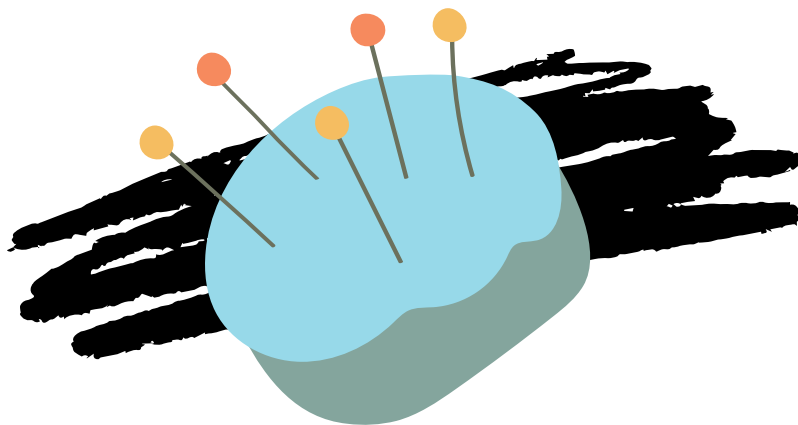
- Run neighbourhood clothing exchanges
- Provide creative upcycling workshops
- Make mending advice and tools available
- Offer social + learning events

Promote circular fashion in Crumlin

- Create local, on-the-ground interventions
- Work with local partners
- Continue digital campaign work
- Contribute to Irish policy where appropriate
- Liaise with local and national media

Build our capacity to expand

- Identify potential long-term partnerships
- Decide on a legal structure that works for our needs
- Identify core funders who match our values



Sincere thanks to everyone who enabled us to carry out our work in 2022.

Financial supporters



Creative
Climate Action



Clár Éire Ildánach
Creative Ireland
Programme
2017-2022



Community Supporters



NCAD



Amazing Volunteers


Kristina, Siobhán, Aoileann, Harriet, Mary, Pamela, Maeve, Diane, Miren, Jenni, Stephanie, Jo, Tara, Tracy, Trevor, Tom, Marc

THANK YOU

Join the journey!

We're looking for people to help build our clothing reuse community here in Crumlin.

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



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Contact us directly

**changeclothescrumlin
@gmail.com**

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