

Clothing Repair Workshop

Introduction and background

The fast-fashion business model emerged in the 1980s and relies on cheap manufacturing, frequent consumption, and short-lived garments^{1,2}. Clothing became more affordable and the number of purchased items each year increased by 60% from 2000 to 2014¹. The amount of polyester produced annually is expected to triple between 2007 and 2025 and leads to three main types of waste:^{1,3}

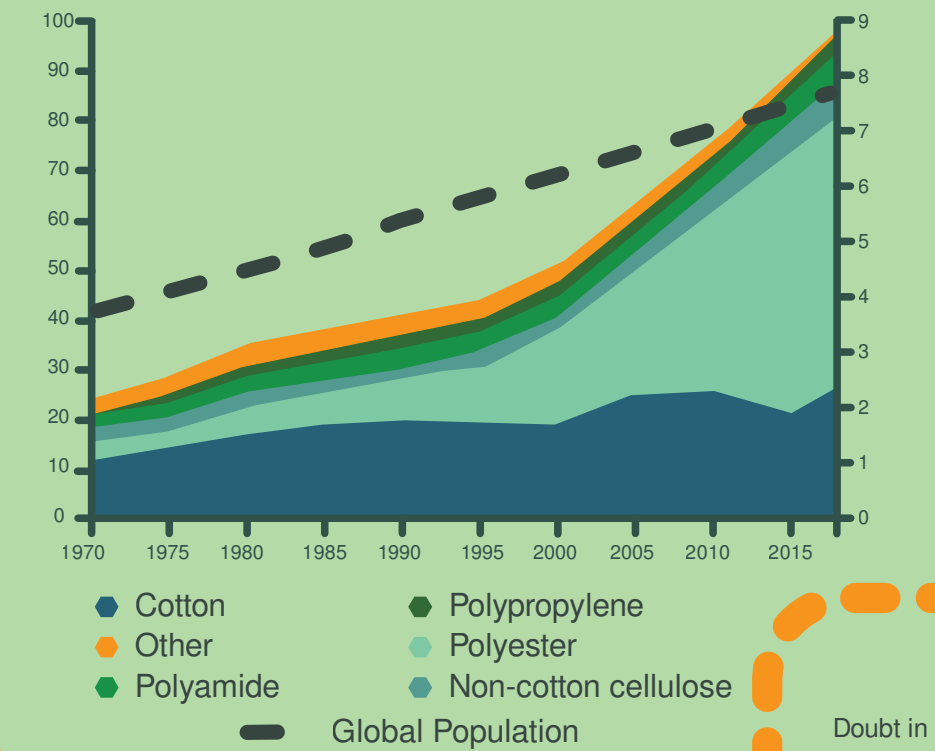
20% of clothing waste globally is collected for repair, resale or recycling, while 80% is landfilled¹. Change can only be created through attitude changes. They are achievable through extending the lifetime of products and creating consciousness around the amount and speed of consumption, as well as implementing business models which promote a slower consumption style. This transition is reliant on involved market participants and their knowledge, awareness, and engagement.

1. Post-industrial waste

2. Pre-consumer waste

3. Post-consumer waste

Growth in global population and textile production by fiber type²



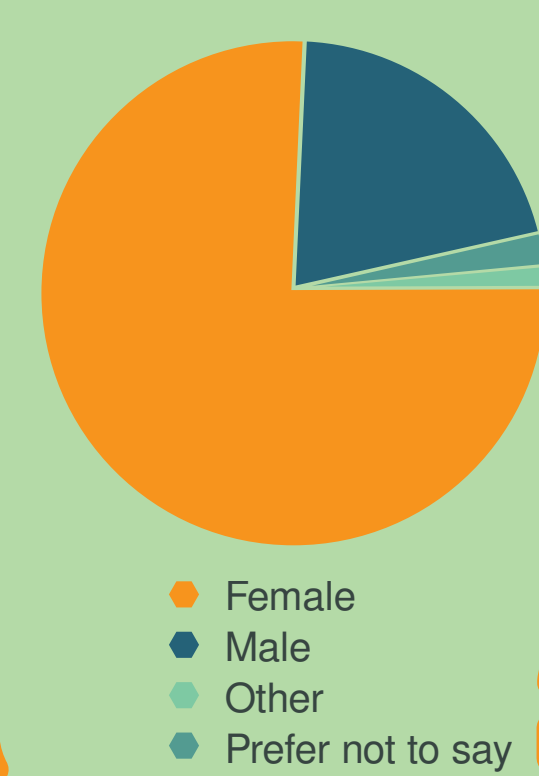
Interest, hurdles and demographics

Average respondent was a female, full-time student between the ages of 19-24, with an economic comfort level at 4 out of 6, who had attempted to repair a clothing item before and had an interest at 5 out of 6 for participating in a clothes repair workshop.

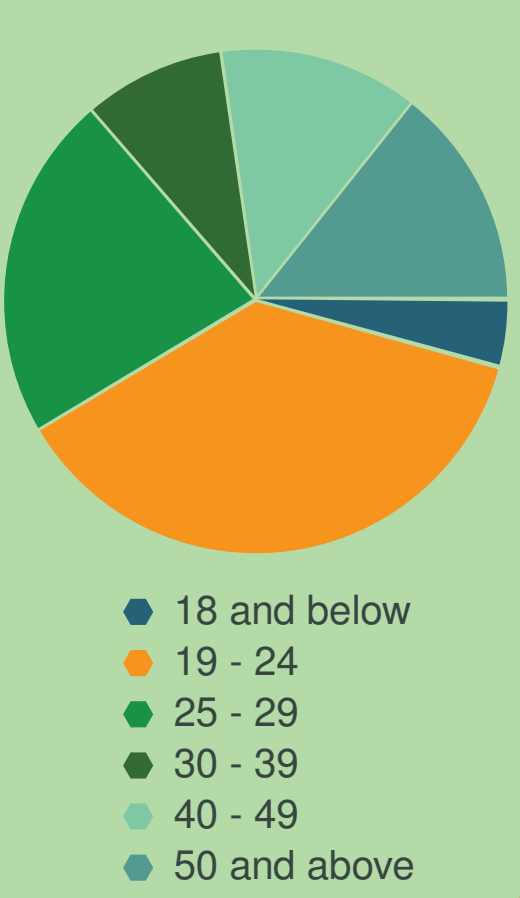
The biggest hurdles identified, across all genders:

- Lack of access to such events – 50,7%
- Insufficient time – 39%
- Participating is too much effort – 33,8%

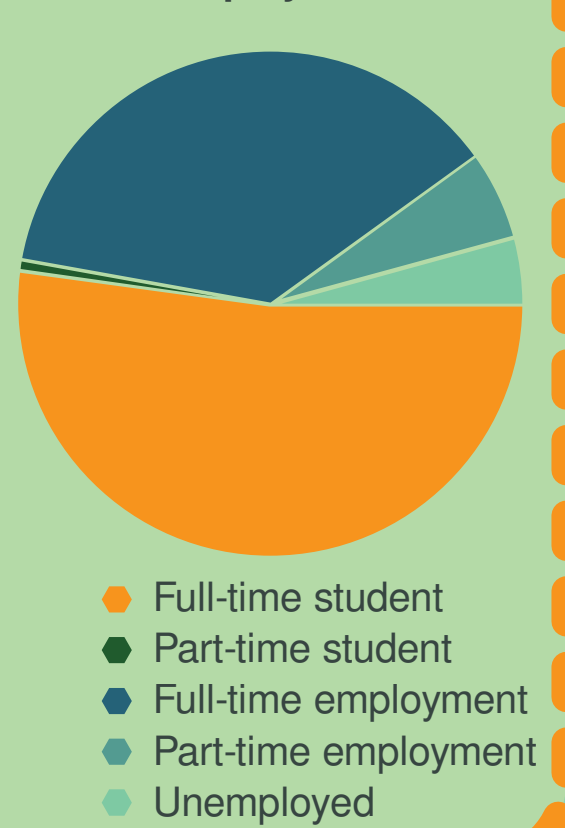
Gender Identity



Age



Employment



Tools and locations

It is recommended to start small. By joining a bigger organization, the economic risk can be reduced, and a network can be formed. By offering drop-in times less people will be at the workshop at the same time, thus less tools are needed⁶. The expensive tools can be loaned out from the library^{4,6}. In the list below, the most important tools can be found. It is important to clearly communicate if the participants need to bring something themselves^{5,6}. Regarding the locations, it is recommended to offer the workshops at places known to the target group and in different areas of the city. Different locations in Trondheim which have hosted other workshops or clothing swapping days can be found in the list to the right.

Locations in Trondheim which have hosted other workshops or clothes swapping days:

- ISAK
- Studentersamfundet
- HAVET Arena at Nyhavna
- Lager11 at Sluppen

Knowledge and competence mapping

Today, only a few people can still sew, and most do not know the basics. Especially in Norway education in sewing is not widespread. Foreign people who learned how to sew in other countries can be hired to lead a workshop in Norway. People working in sewing shops often have the necessary knowledge as well. Plus, one can find experts in their field in hobby sewing groups. Once a group is gathered, it is easier to reach out to people with the same interests based on social relations. All in all, it is important that the tutors are empathic. When forming a group of tutors a clear structure of everyone's responsibilities should be communicated to prevent misunderstandings.

Marketing

Nudging – To nudge is to give someone a small push in the direction you perceive as the correct choice

Our framework has a focus on reaching people with information and making it clear that the workshop is accessible, easy and to make it the best option in terms of our mental autopilot.

Marketing strategies in the framework:

- Use the internet
- Use physical flyers and posters
- Market in several languages
- Always target a specific target group
- Be aware of gender bias in your marketing
- Make sure the communications is clear

Our framework

Our framework has an emphasis on voluntarity to make it easily accessible and cheap for people who need their clothing fixed.

Funding

- NGO's
- Trondheim municipality

Volunteers

- NAV
- Pensioners & Unemployed people
- Educated tailors
- Part-time workers at sewing stores
- Independent designers and redesigners

Organize

- Tools
- When and where
- Foods, drinks and snacks
- Be sure to keep the volunteers informed and happy
- Materials like spare patches and other cloth
- Market the workshop

Tools needed⁷

- (At least) two sewing machines
- Spools with thread of all colors
- Sewing machine spools thread
- Sewing needles (for machine and by hand)
- Darning needles
- Pins
- Scissors
- Buttons in all shapes and sizes
- Denim jeans buttons
- Press-studs
- Zips in all shapes and sizes
- Appliqués
- Iron-on fabric
- Elbow and knee patches
- Ironing board
- Iron Crochet needle
- Hook and loop fastener
- Elastic Patches of fabric in various colors
- Patches of felt in various colors
- Bias binding in various colors
- Darning wool in various colors
- Felt needles
- Merino wool in various colors

References:

- (1)Koszevska, M. (2018) Circular Economy — Challenges for the Textile and Clothing Industry. Autex Research Journal, Vol.18 (Issue 4), pp. 337-347. <https://doi.org/10.1515/aut-2018-0023>
- (2)WRAP (2017) Valuing Our Clothes: the cost of UK fashion. https://wrap.org.uk/sites/default/files/2020-10/WRAP-valuing-our-clothes-the-cost-of-uk-fashion_WRAP.pdf accessed 19.01.2023
- (3)UN environment programme (2019) Fashion's tiny hidden secret. <https://www.unep.org/news-and-stories/story/fashions-tiny-hidden-secret> accessed 18.01.2023
- (4)Bolkan Nordheim, YBN. (2023). Interview by Eirin N. Oldernes and Lea Braun, not published.
- (5)Moorfield, SM. (2023). Interview by Eirin N. Oldernes and Lea Braun, not published.
- (6)Yhasyme. (2023). Interview by Lea Braun, not published.
- (7)Postma, M. (2021). Repair café: Organize your own repair café. https://repaircafe.org/wp-content/uploads/2021/09/Repair_Cafe_manual_English_general_v_09_2021.pdf
- (8)Glifford, R. (2011). The Dragons of Inaction: Psychological Barriers That Limit Climate Change Mitigation and Adaptation. American Psychologist, 66(4), pages 290 – 302. DOI: 10.1037/a0023566
- (9)Hoie, S. M. & Nilsen, M. (2022, February). Klimadulging – En håndbok. NORSUS & Endrava. <https://norsus.no/wp-content/uploads/2022-Handbok-Klimadulging-1.pdf>
- (10)Kahneman, D. (2011). Thinking, fast and slow. Farrar, Straus & Giroux.
- (11)Vehmas, K, Raudaskoski, A, Heikkilä, P, Harlin, A, Mensonen, A. (2018). Consumer attitudes and communication in circular fashion. Emeraldinsight. <https://www.emerald.com/insight/content/doi/10.1108/JFMM-08-2017-0079/full/pdf?title=consumer-attitudes-and-communication-in-circular-fashion>