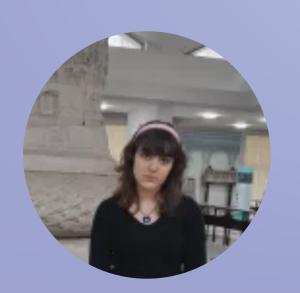




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Baseline of the following actions:

- ➤ Be an example for the community
- > Daily small actions





Level of easiness: Medium

Goals/Benefits:

- > Raise awareness
- >> Promote sustainable trends
- > Change the perspective of second-hand clothes
- > Create a community spirit

- > Local neighborhoods
- > Schools
- > Teachers
- > Media





Level of easiness: <u>Easy</u>

Goals/Benefits:

- > Promote flea market on friends and family
- Acknowledgement of our clothes in the wardrobe
- ➤ Unique family time
- >> Promote circular economy

- > Local community
- > Family
- >> Friends
- > Media





Level of easiness: <u>Easy</u>

Goals/Benefits:

- Acknowledgement of our clothes in the wardrobe
- > Wear the clothes more often
- Buying less clothes
- >> Promote sustainable trends

- > Influencers
- > Media
- >> Friends
- >> Schools





Level of easiness: Medium

Goals/Benefits:

- Acknowledgement of our clothes in the wardrobe
- ➤ Give a second life to the old clothes
- >> Promote second-made clothes

- > Schools
- > Teachers
- > Fashion experts





Level of easiness: Complex

Goals / Benefits:

- AR tutorials on how to repair/ re-use/ recycle clothes
- > Give a second life to the old clothes
- >> Promote second-made clothes

- > Local shops
- > Local community
- > Computer teachers
- > Technology companies
- > Media
- > Policy makers





Sky is the limit!

Disclaimer:

Merge awareness raising efforts and individual and collective actions





Thank you!

