

Clarity on what can be recycled and easy drop off zone for clothes for recycling

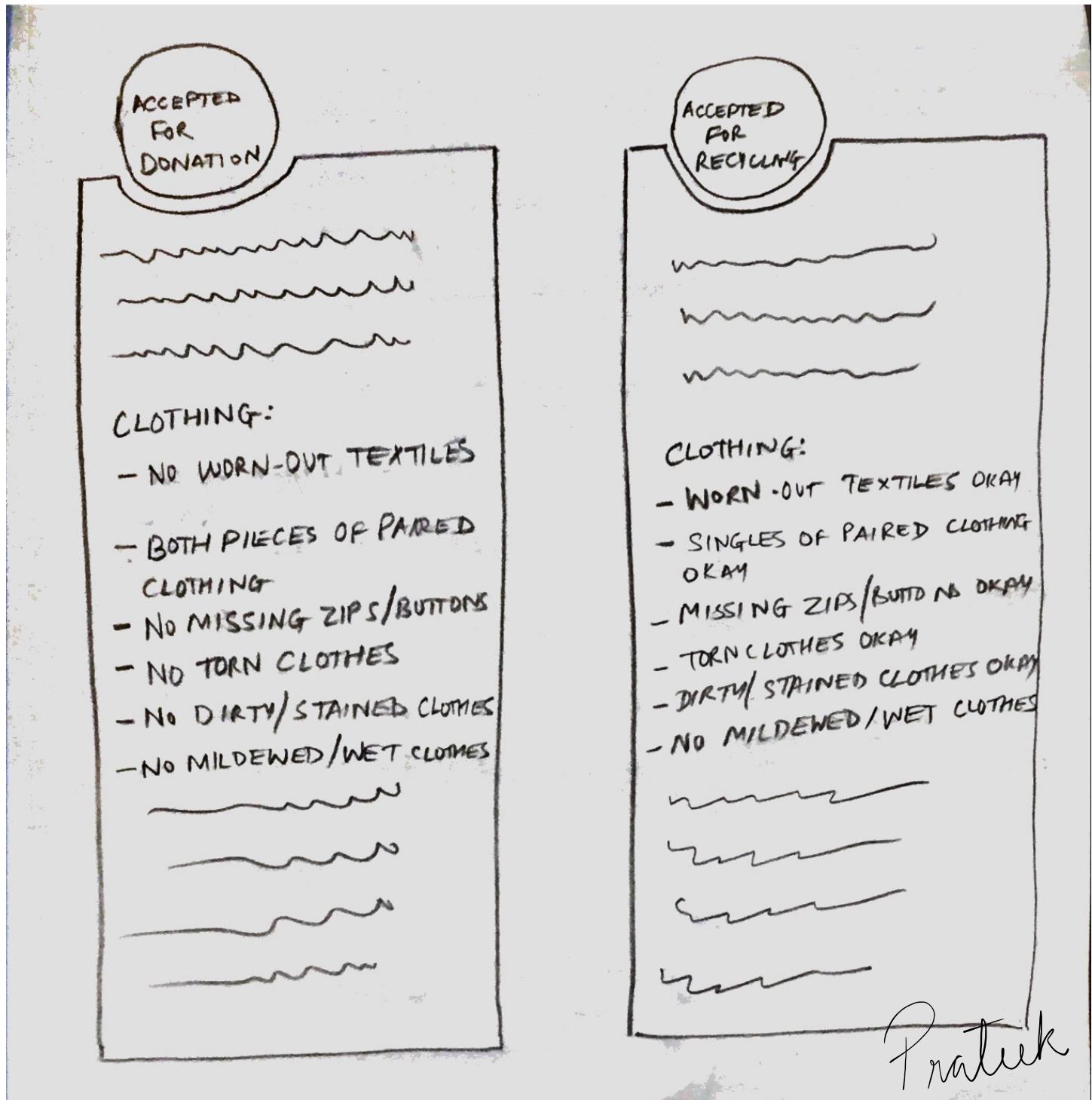


FIG 1: Pamphlets distinguishing what's suitable for donating and recycling and what's not.

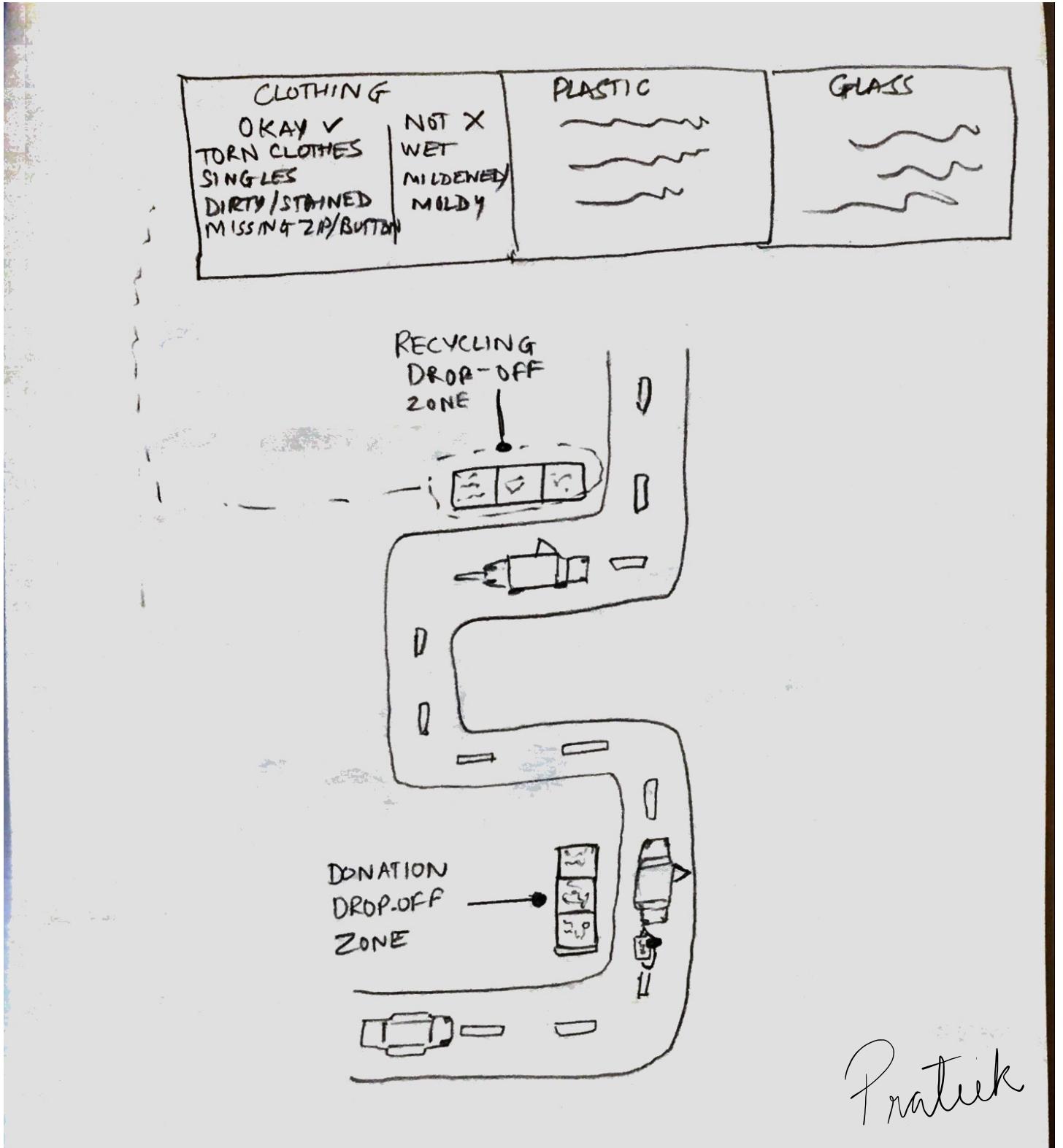


FIG 2: Easy, separate drop off zones for donation and recycling at thrift stores like Goodwill.

Use Ride-sharing services like Uber, Lyft etc to help ease the clothing recycling process

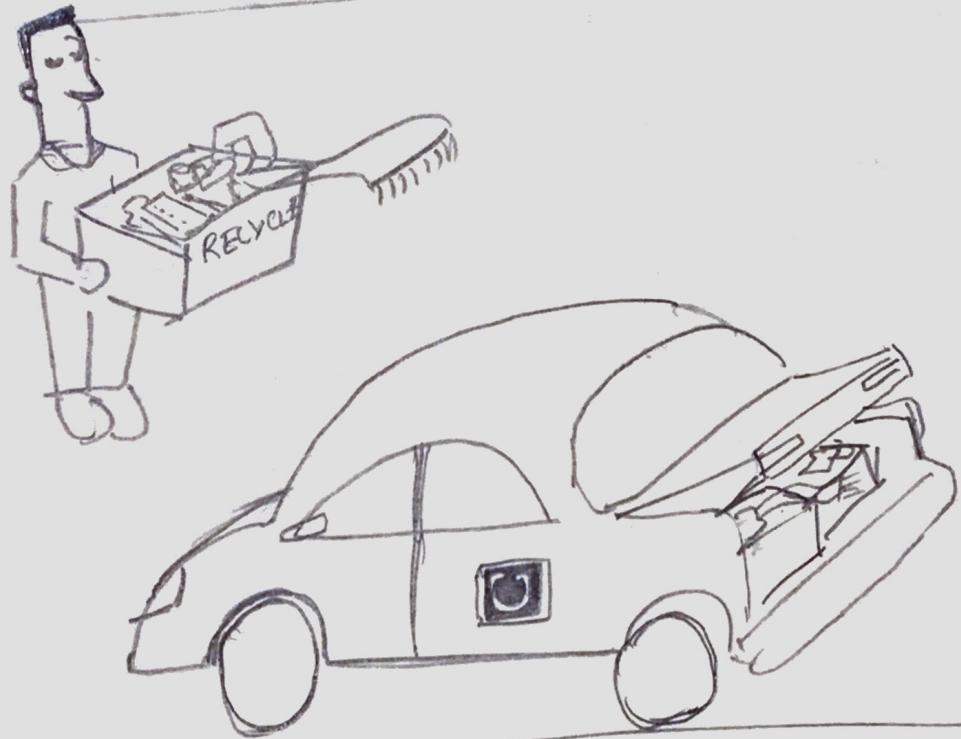


FIG 3: Shows a man bringing his clothing recycle stash to an uber he's going to ride in.

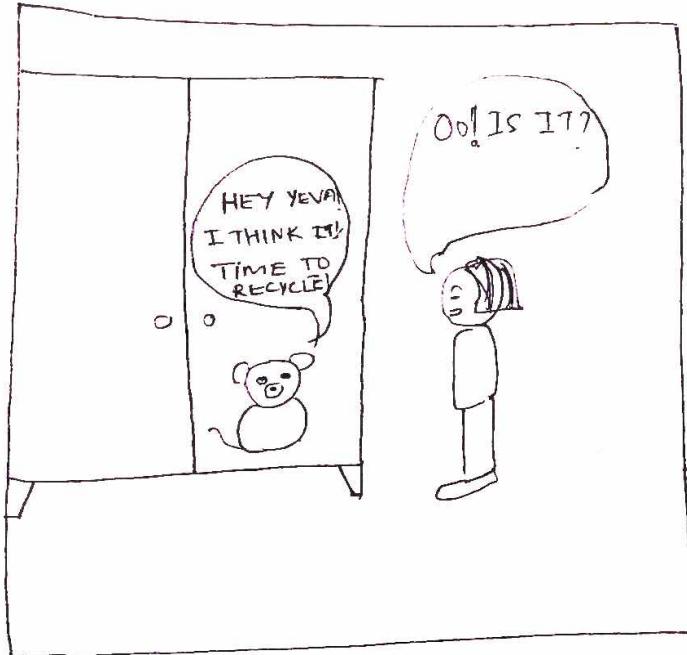
Pratik

Get Amazon and other ecommerce companies to pick up recycled clothing whenever they drop-off a package

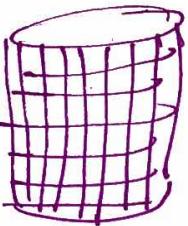


FIG 4: Shows an Amazon delivery executive dropping off an Amazon package and collecting recycled clothing in an old Amazon delivery box.

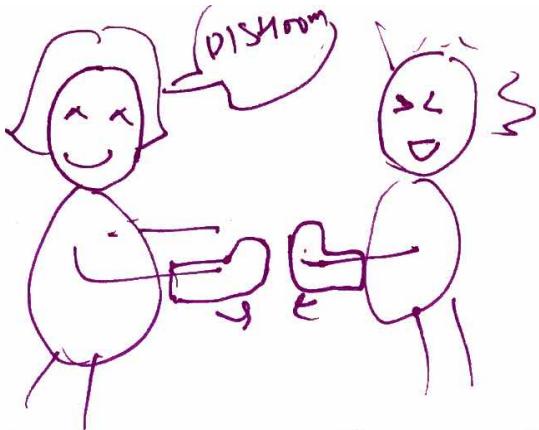
Closet Pet Chat Bot



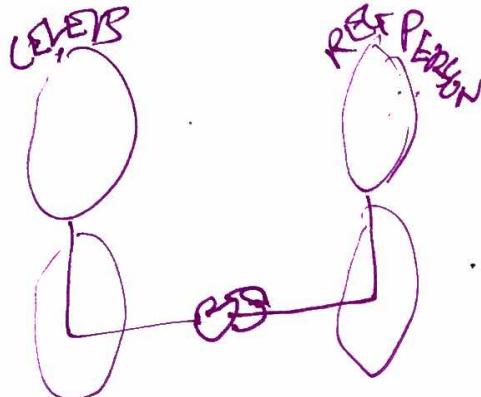
Prateek



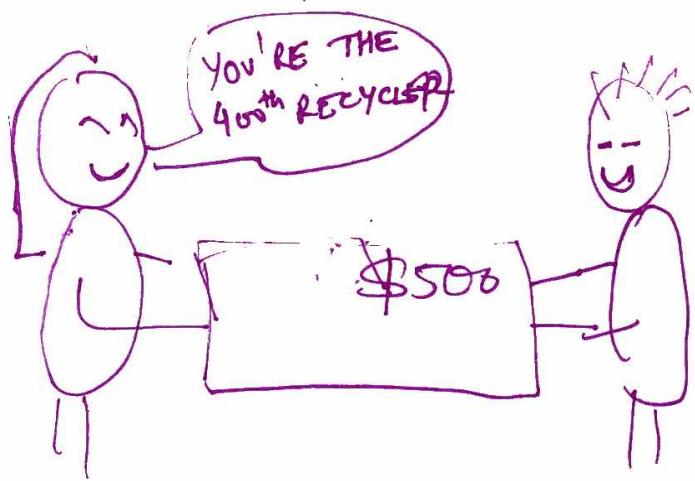
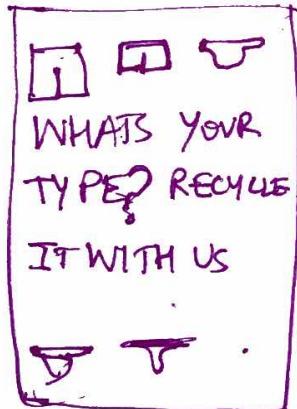
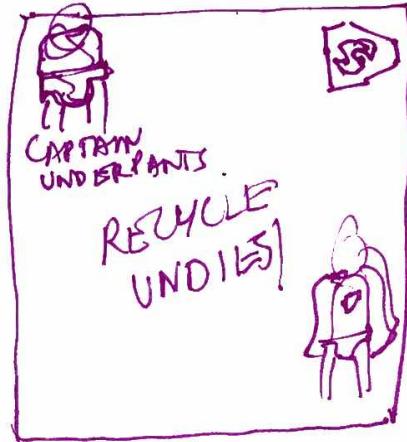
Recycle your dirty underwear



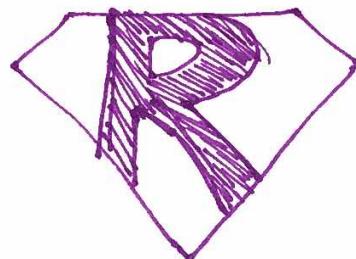
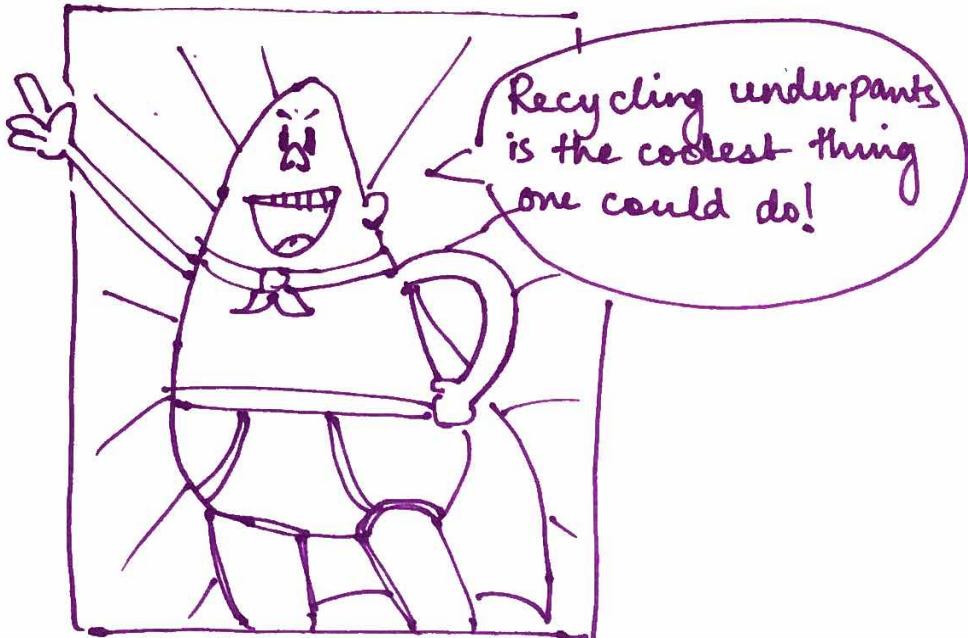
Recycle your holey socks



Meet your celeb when you recycle



Prateek



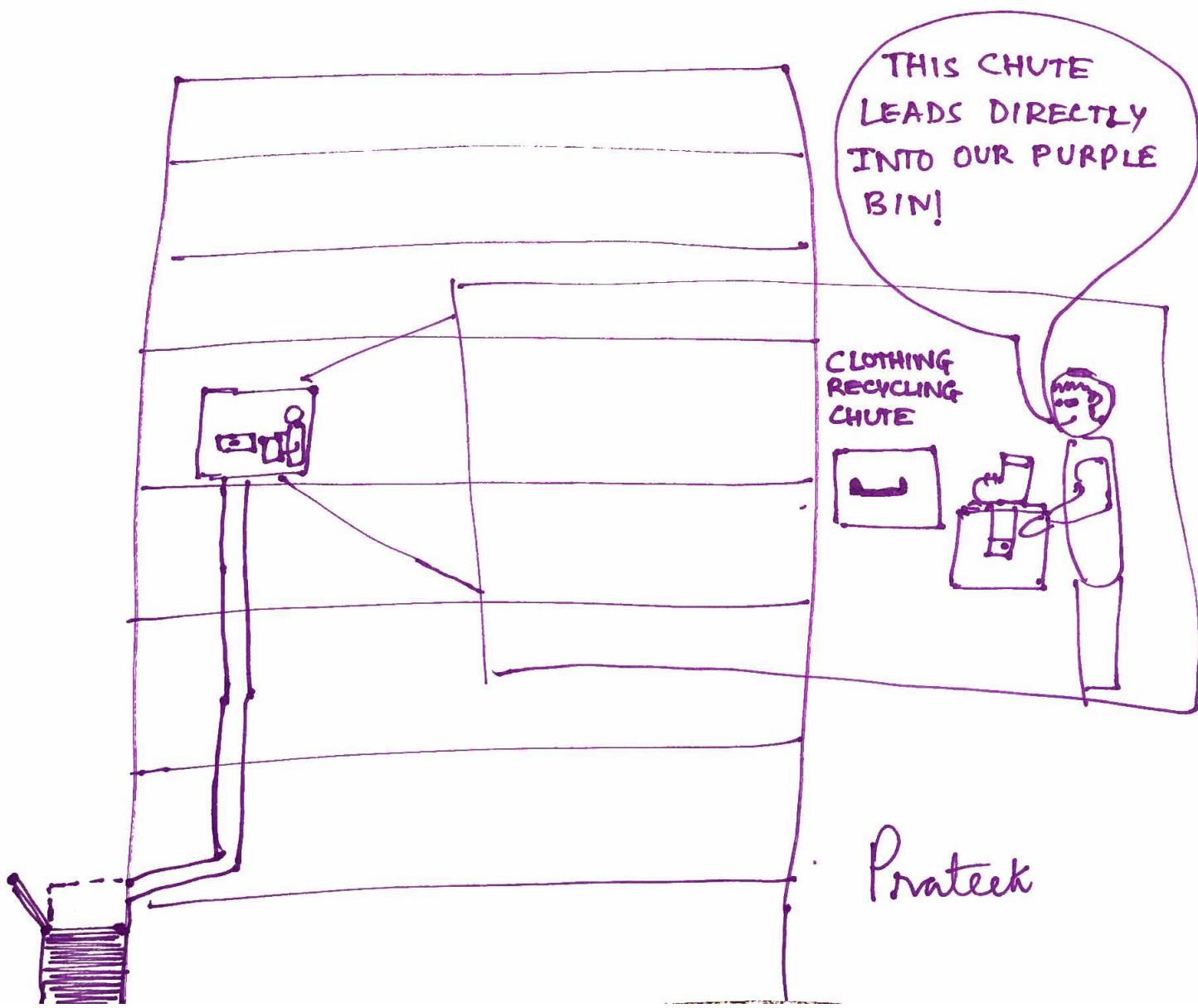
RECYCLE MAN

Well I'm Superman and
I recycle every piece of
clothing that I can.
Including my cape!!



Protect

CURBSIDE PURPLE BIN



ACTION DRIVING PAMPHLETS

IT'S TIME TO START RECYCLING!
TEAR-OFF AS YOU'RE DONE W/ EACH STEP!

STEP 1

SORT OUT CLOTHES
FOR RECYCLING
(LOOK OVERLEAF FOR WHAT TO RECYCLE)



PLAYS AUDIO
ABOUT EACH STEP

STEP 2 (DIFFERENT LANGUAGES) (BRAILLE'S)
BOOK A PICK UP? → CALL 206-XXXXXXX
(FIND A DROP OFF?
(LOOK OVERLEAF FOR DROP OFF NEAR YOU)

STEP 3

STEP 4

STEP 5

STEP 6

STEP 7

ALL DONE! TEAR AWAY AND FEEL
THE EUPHORIA! YOU'VE RECYCLED!

Prateek

Gamify in-person clothing recycling:

Height of donation bin is accessible to people using a wheelchair.



"Clothing averted from the Landfill!"

Each bin calculates and displays how much is inside in pounds to show and encourage people to recycle.

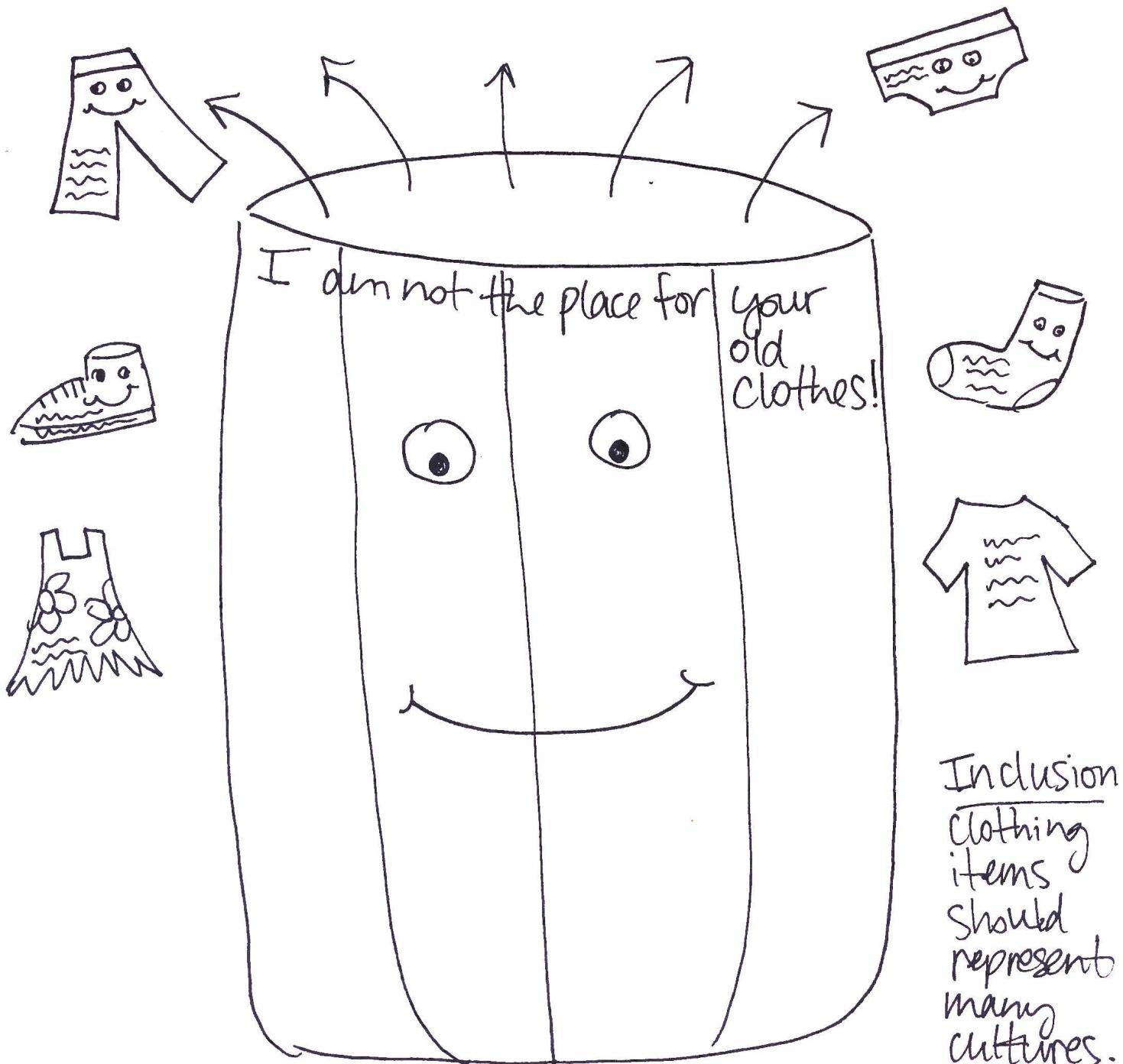


After people recycle, they can proudly take a sticker.

Colleen

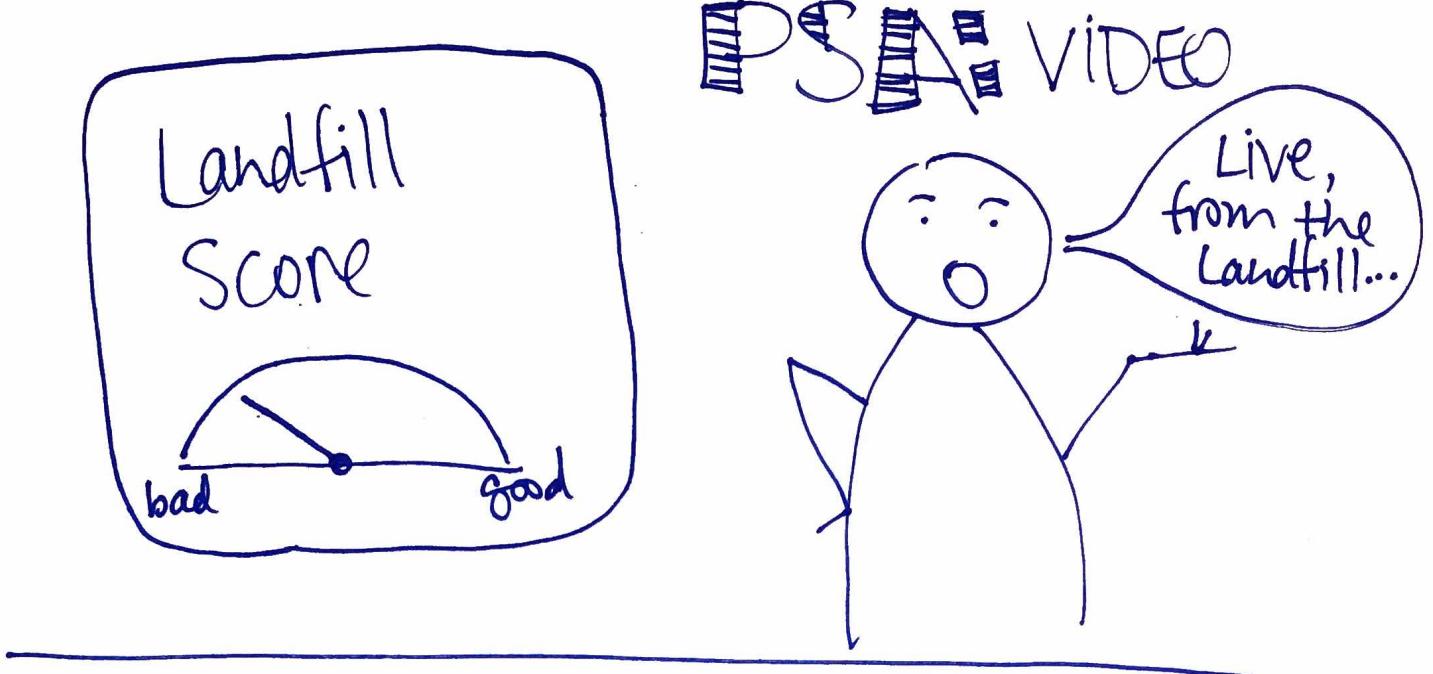
Fun, inviting flyer to households:

Shaped like a trashcan w/ removable pieces ^{of clothing.}
Each shape of clothing explains what can
be recycled instead of going in the trash.



Inclusion:
Clothing items should represent many cultures.





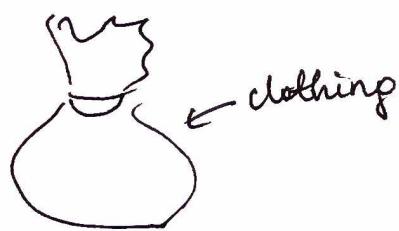
A series of videos, "Live From the Landfill," would educate households about how much clothing is being ~~wasted~~ trashed.

The format would be in a news show w/
a pop-out video feature to show the Landfill's
current "Score" + videos and infographics to
educate.
Similar to ~~online~~ news there would be
a scrolling piece @ the bottom. ↴

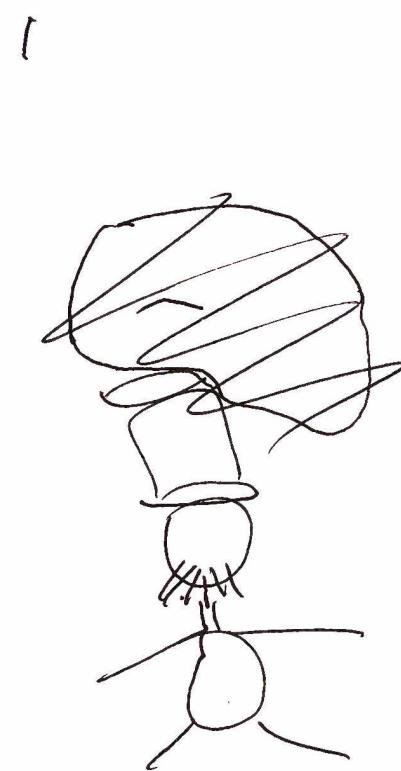
How many lbs. of clothing ~~is~~ is added to the landfill ↴

scrolls up in #'s ↪

1 Yeva



← clothing



Jenny
won!!!

30 lb of
recycled clothes

2



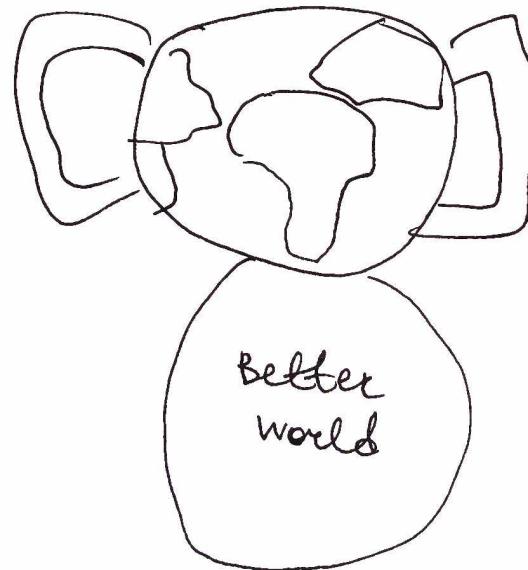
Patrick
Clothed the
Recycling Gap

2

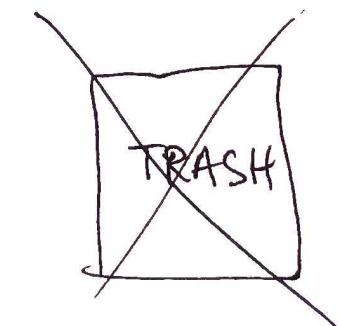
Olive Garden
welcomes
Patrick's
family! Enjoy
your meal &
thank you for
recycling.



3



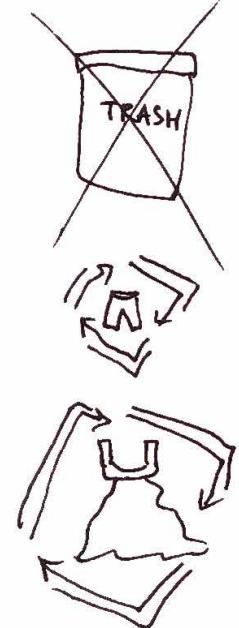
3



Happy Planet

Yeva

... Brand-new cycle

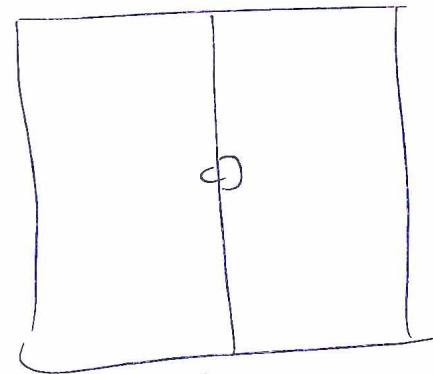


Yeva

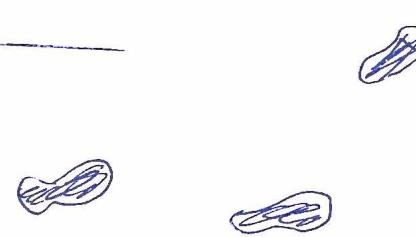
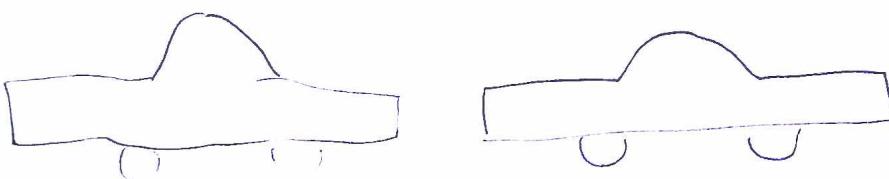
Enter a change to win
a new Mac Book!



Apple Entrance



Employee Parking

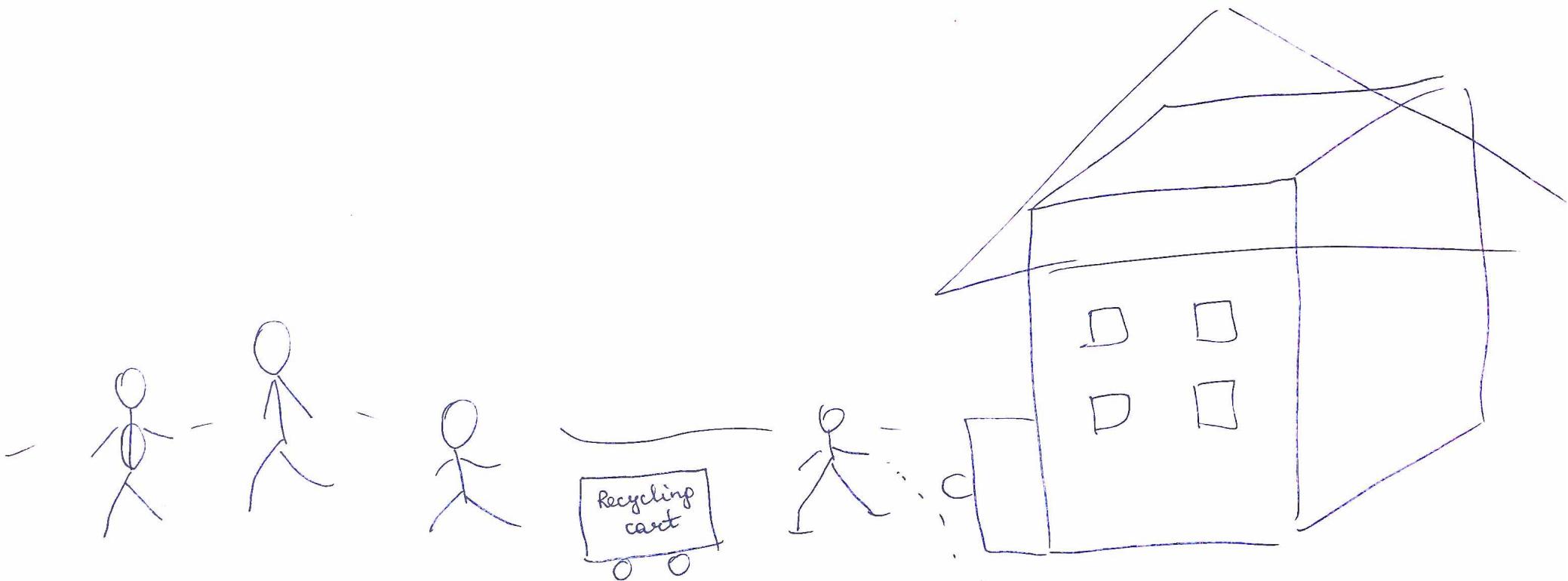


Carts to
carry clothes

Recycling
carts

Yeva

Children - Driven Initiatives



Earn the Badge

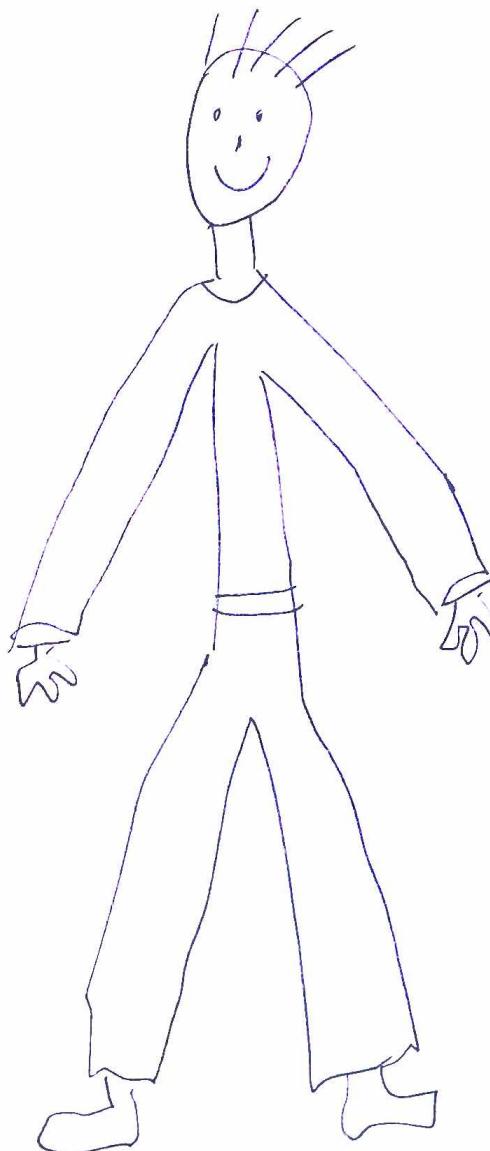


Knock-Knock!
We are collecting
unwanted garments to
recycle to meet our school's
clothing recycling goals

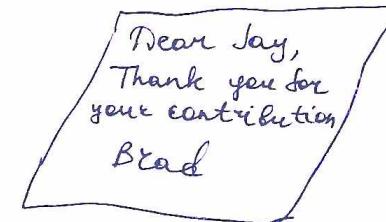
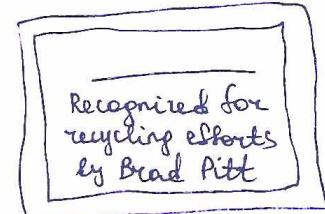
Yeva

Celebretiy Ambassador

Brad Pitt



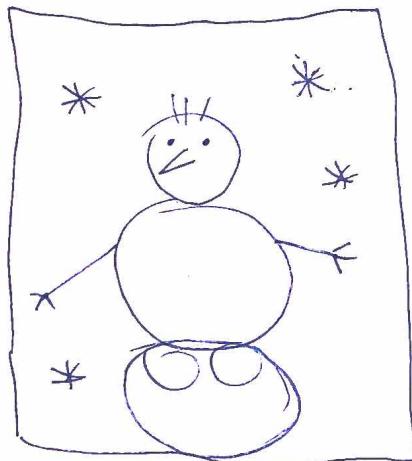
- I recycle because...
- If you recycle _ pounds a year, you'll get tickets to my movie premier
- Q&A panel about the benefits of recycling
- Feature clothing recycling in movie clip/song
- Fashion rewards: autographed new garments in exchange for the old ones
- Picture with the celebrity + Recycling Hero certificate



Yera

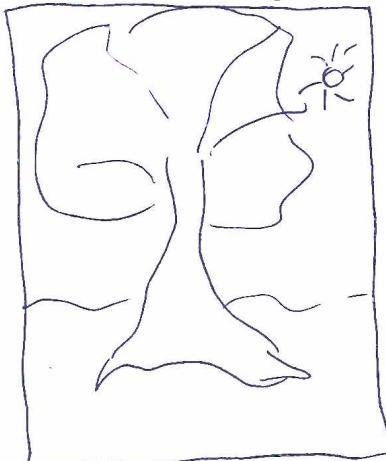
Seasonal Cycles of Recycling + Seasonal Discounts

Winter



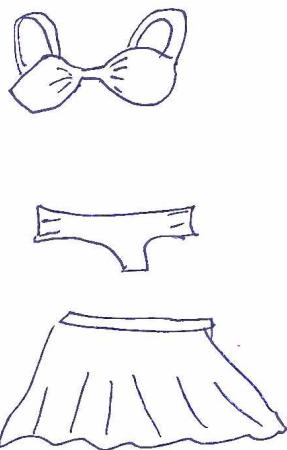
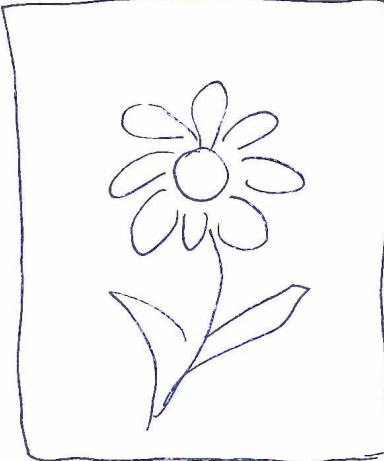
H & M
discounts
\$\$\$

Spring



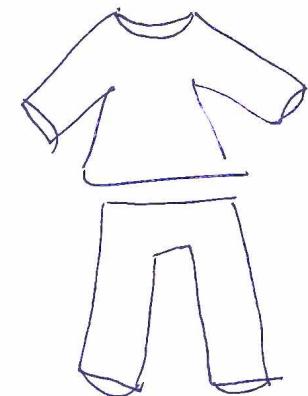
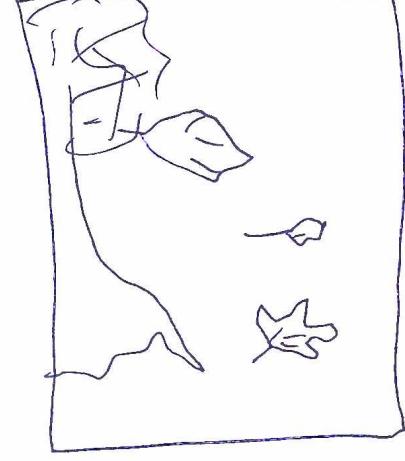
Madewell
discounts
\$\$\$

Summer



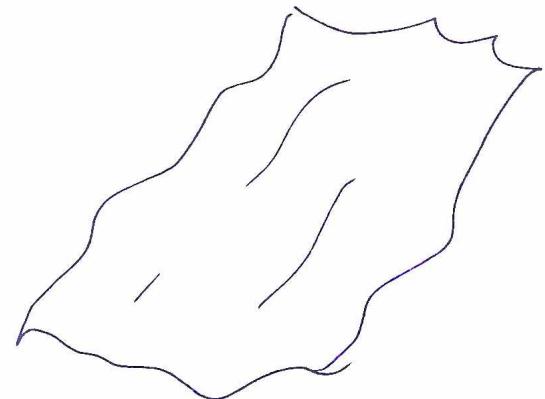
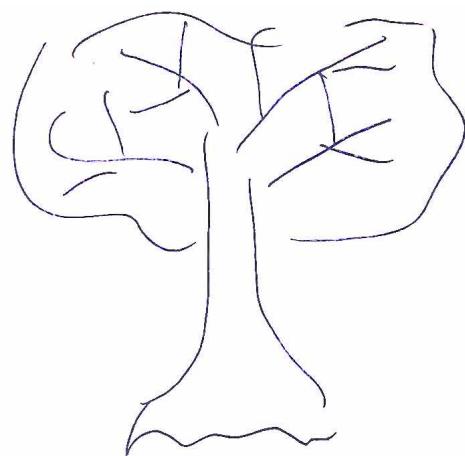
Uniqlo
discounts
\$\$\$

Fall



Macy's
discount
\$\$\$

Yera

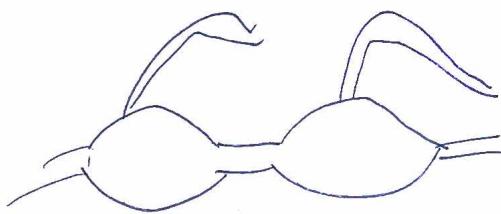


I'm a tree that
was saved through
the clothing recycling
methods

I may look like a towel,
but I used to be fancy
pants! Recycling has given
me a new life :)



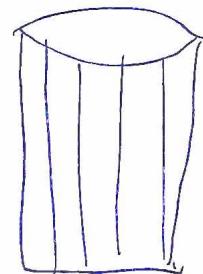
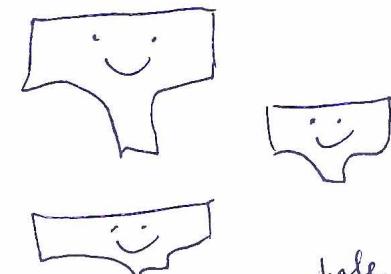
I used to be a lonely
sock, but I found so
many friends through
recycling!



Bra-vo! I feel so
brand-new thanks to
recycling!

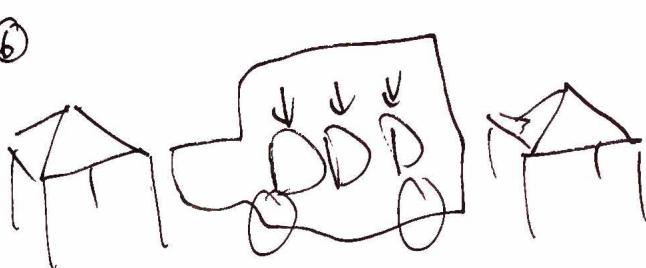
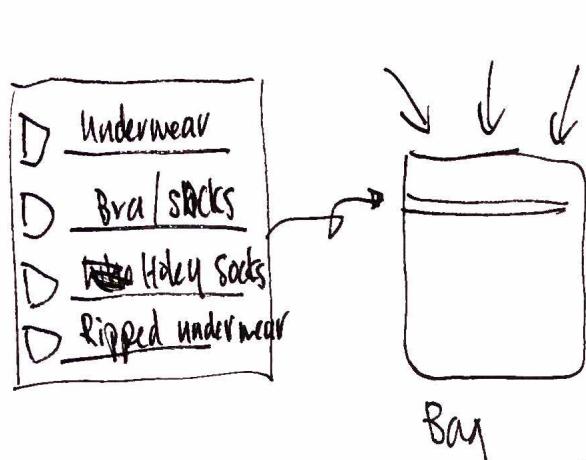
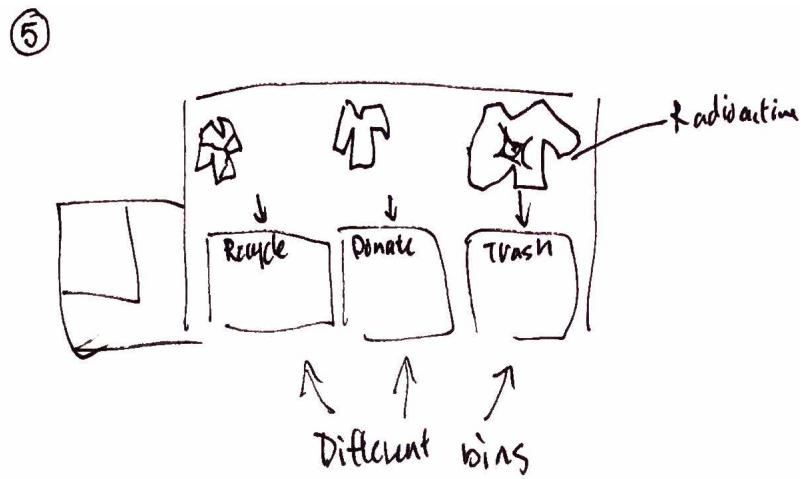
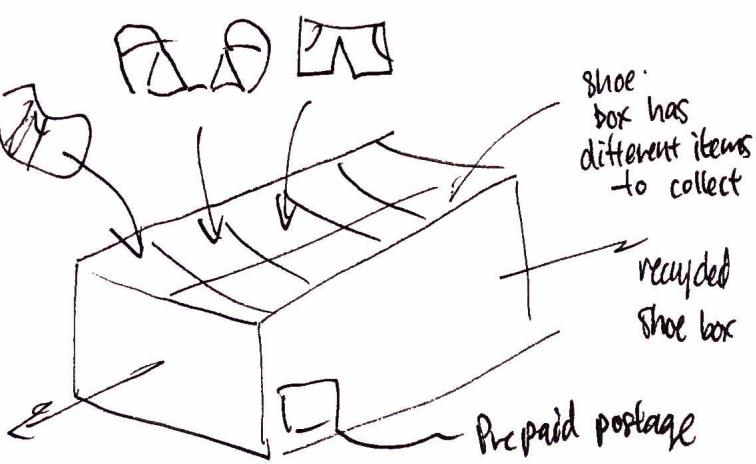


I used to hate
my green color,
but recycling has
allowed me to be
my true self - a
blue-colored pant-wonder.
Thanks for helping me
become my true self!



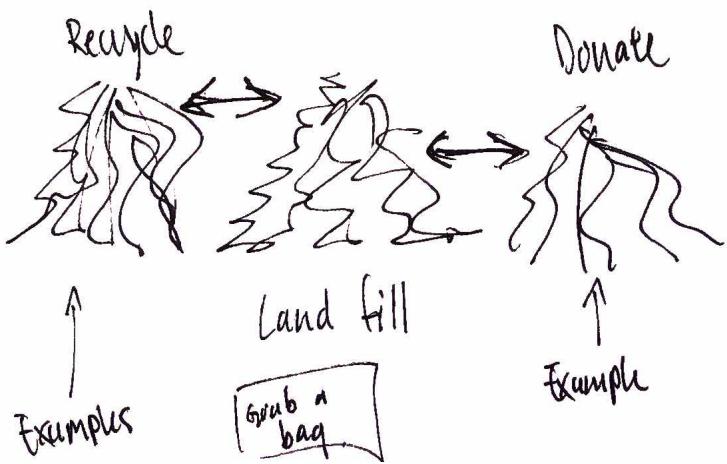
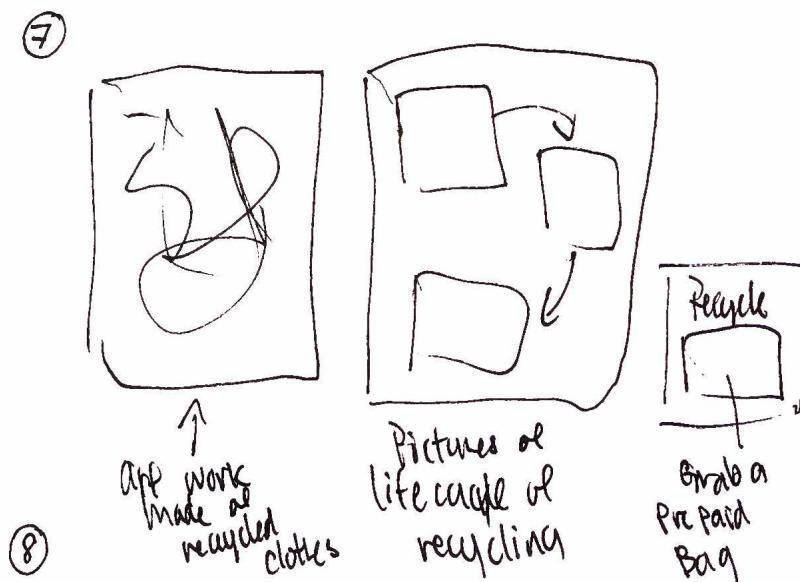
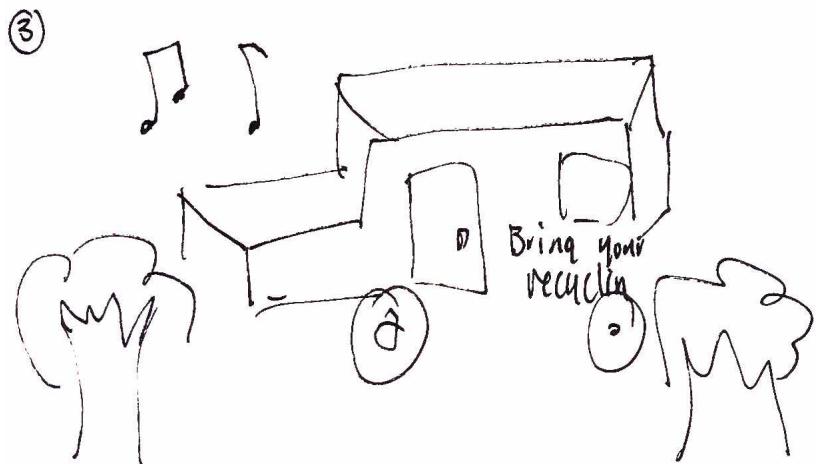
I feel so light!
I can finally hold
trash, not the clothes
that can be recycled!
I'm a happy can :)

There are a whole
bunch of us here!
We can even play
games! We may
be the undies, but
we feel on top of
the world!



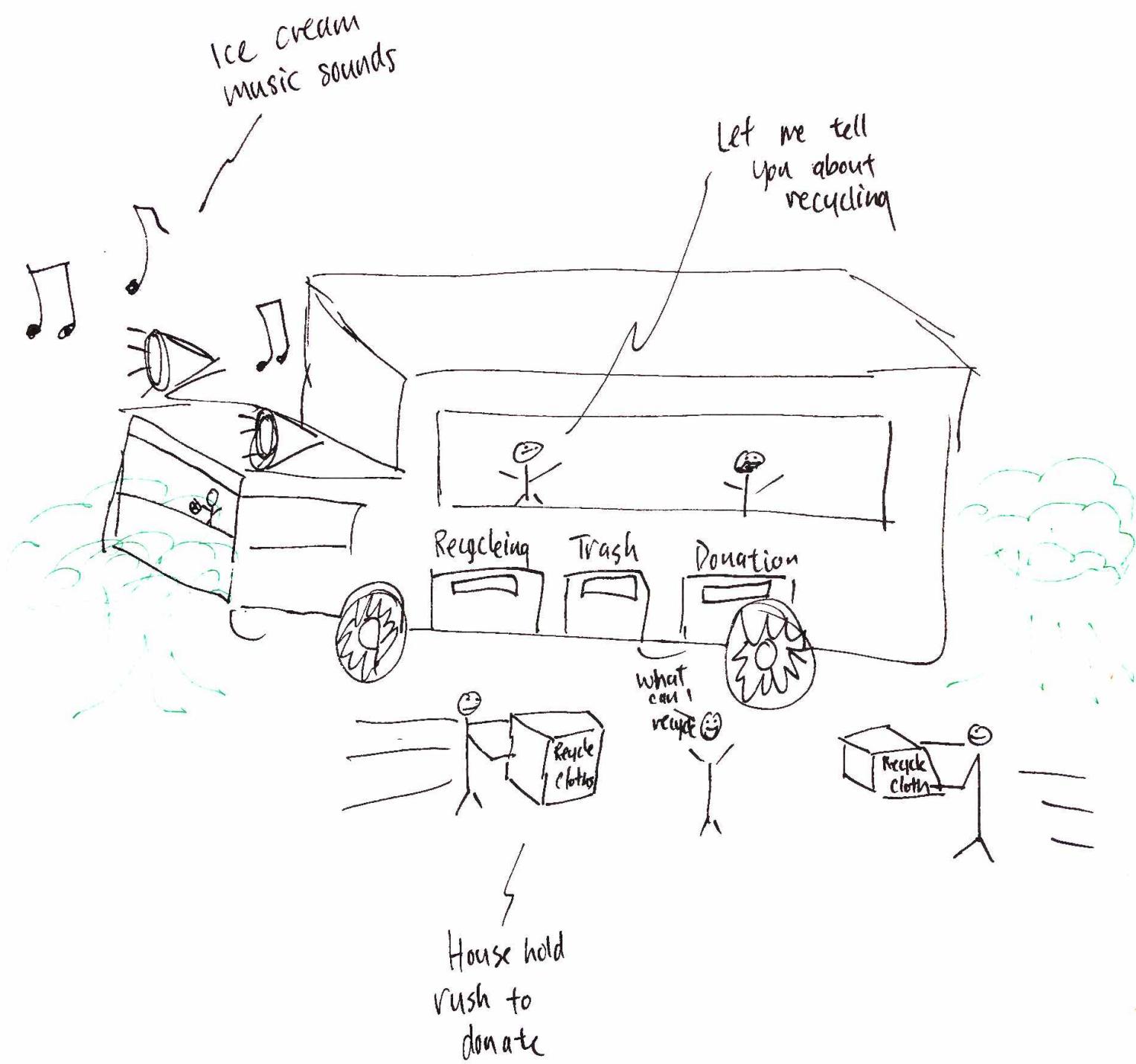
Truck can stop @ farmers market

CRAZY 8's



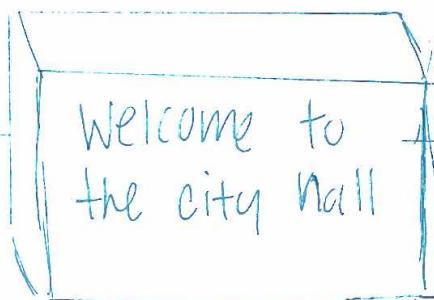
Ice Cream like Recycling

Truck that goes around the neighbourhood



Clothing Donation & Recycling Tree

The clothing donation & recycling tree can be placed in high traffic lobbies.



- Corporate partners may match donations given by users.

After user have collected all the items listed in the tag they return items in a box

- User can pick up recycling or donation ideas from the tree

ART EXHIBIT FOR RAISING AWARENESS AND DRIVE ACTION ON CLOTHING RECYCLING

(Interactive sculpture)

"Did you know a typical family of 4 puts out 240 lbs of textile waste a year?"

wow
this is
so much
waste

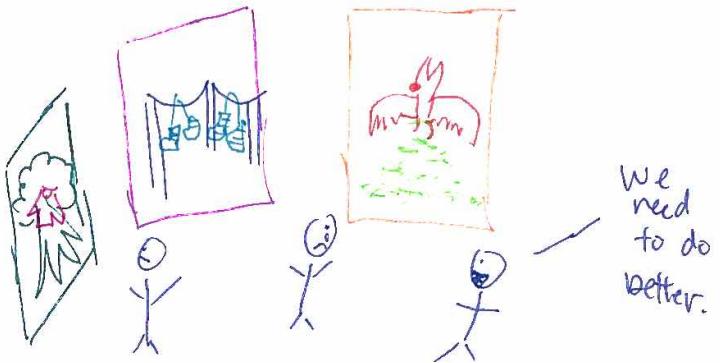


Stand on the scale
to see if this waste can
lift you up?

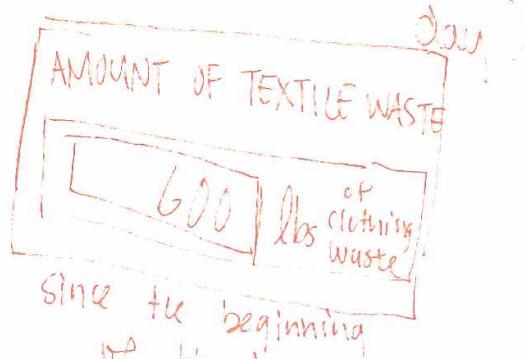
)
Put weight
behind your impact.

Phecda

(Photo gallery) pictures we curate by renowned photographers
"Check out all the impact of clothing waste on the environment."

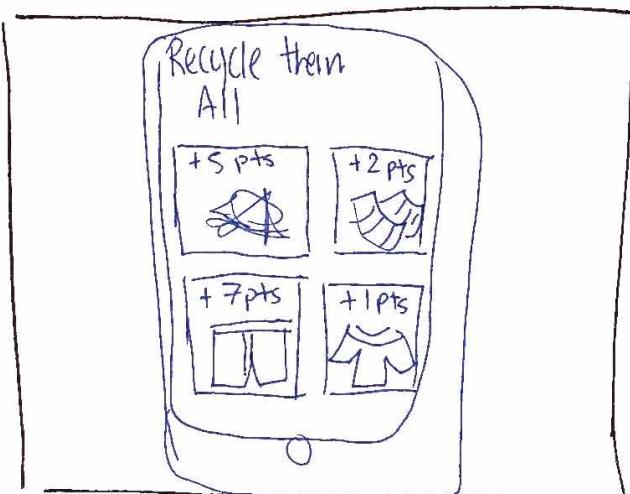


(Bill board that counts up the lbs of waste that has accumulated since the beginning of the day)

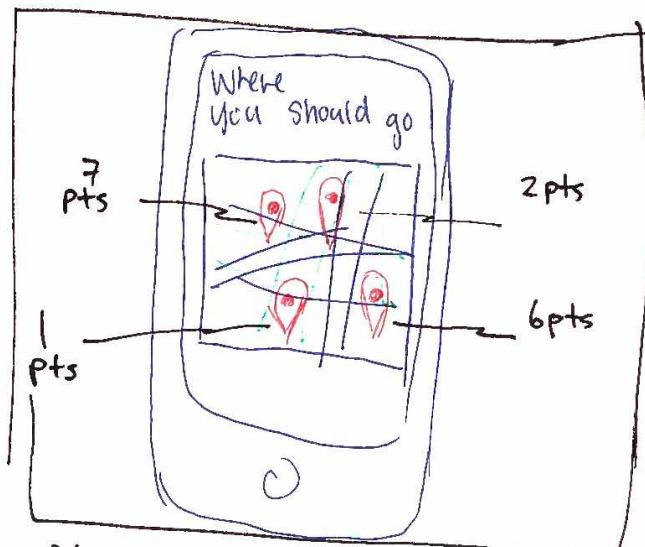


Gamify the process of recycling

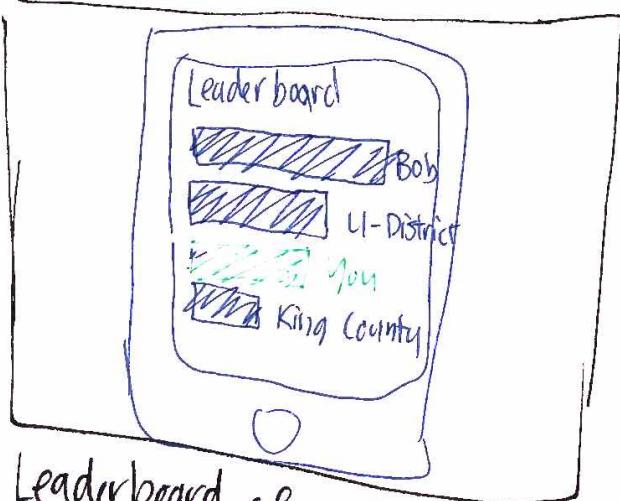
- Think Pokemon go
- App reminds you of seasonal goals
- Shows friends/ community leaderboard.



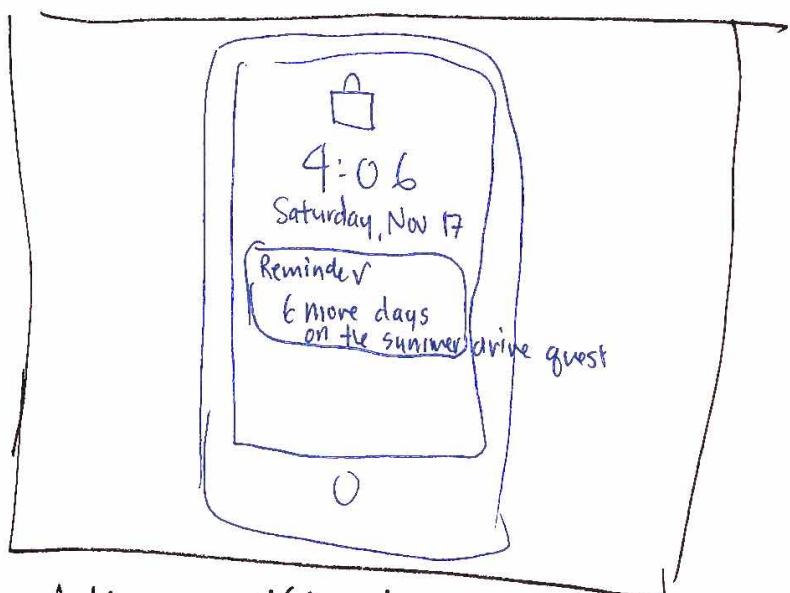
Players get more points for items that they have never donated



players get more points for donating @ places they have never been to



Leaderboard of points challenges you to beat your peers.

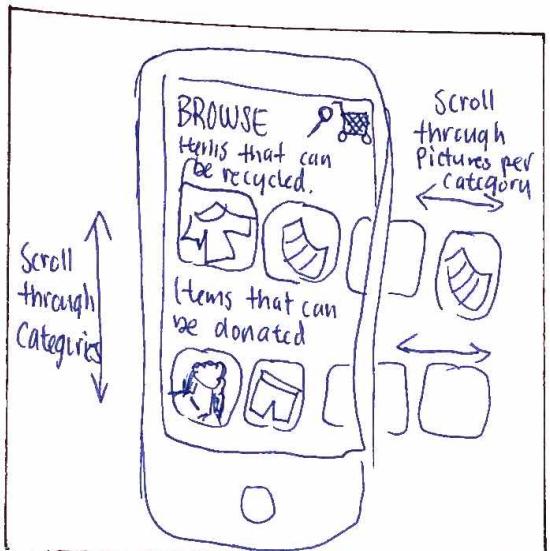


Active notification regarding summer drives & in-game events.

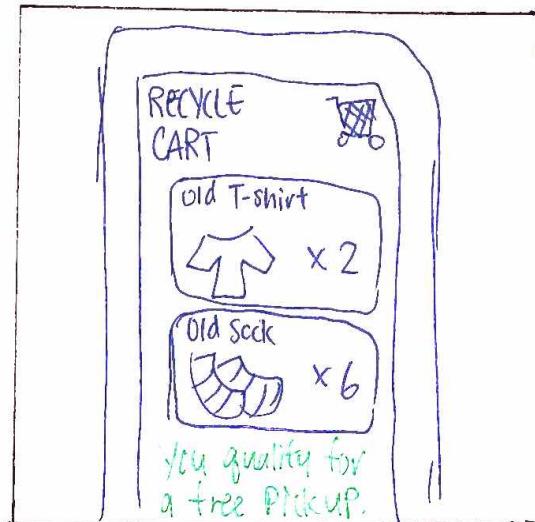
Pheoda

On demand clothing recycling app / service

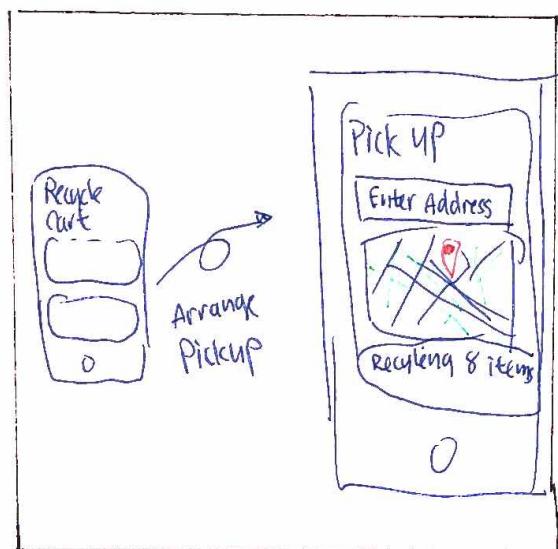
Pheoda



Users can browse & search for items that can be donated / recycled.



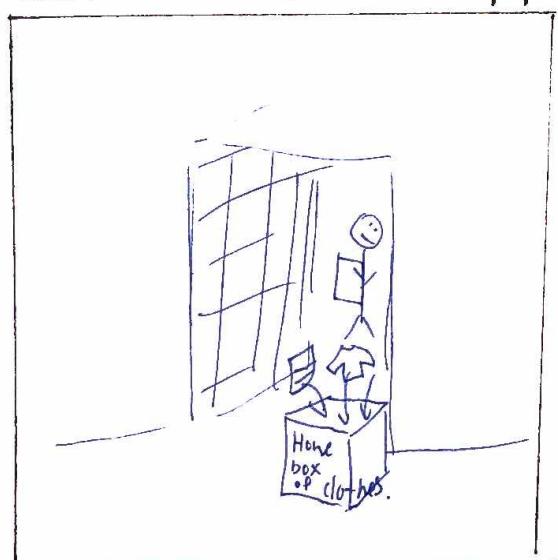
Once items are selected they get added to your "Recycle Cart"



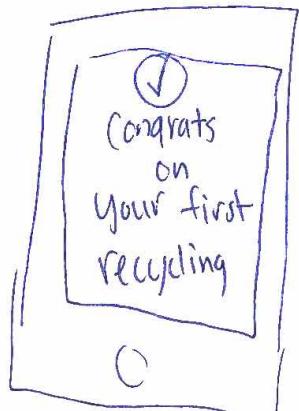
Users can enter address or drop pin

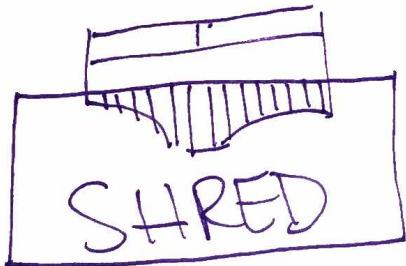


Courier is dispatched to your home @ specified time for pick up.



Courier arrives
with backpack
~~with~~ for your clothers.





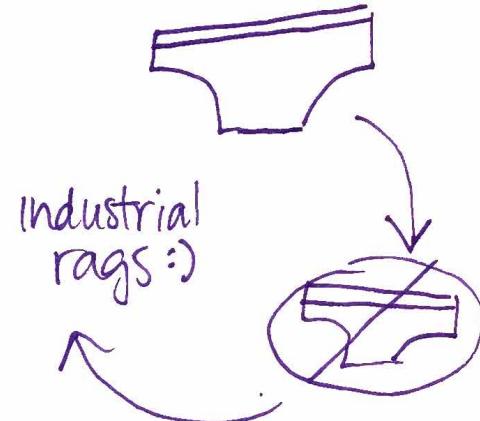
can't tell what it was
◀ □ □ □ □ □ □



un-
identifiable
undies

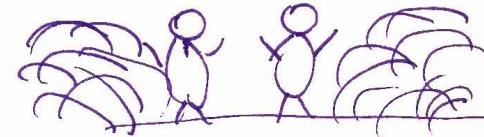


clothing
recycle



Colleen

Art Show!
recyclable clothes:

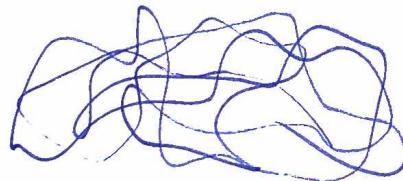


What becomes of OLD UNDIES?

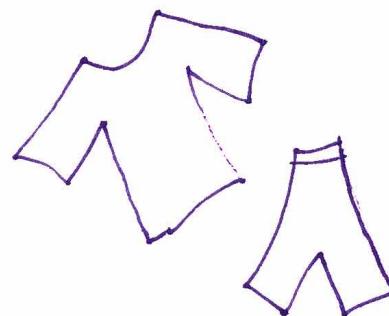
An educational campaign to inform households about recycling all damaged clothing, including items that may be uncomfortable like old underwear.



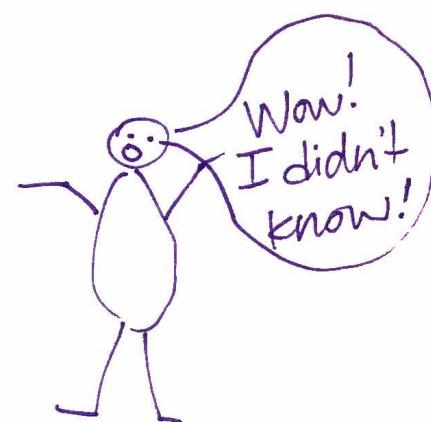
Home insulation



Industrial Rags



More Clothing (upcycled)



Art exhibits