



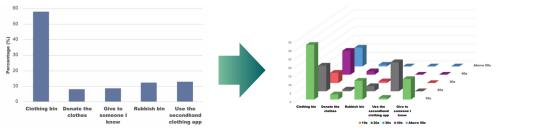
PROJECT FOR CLOTH RECYCLING

Being responsible for
the clothes I throw away

STEP 3 PROBLEM IDENTIFICATION

1ST SURVEY SUMMARY

The survey was conducted using a google form (136 responses) to discover how people throw away clothes and if different age groups use recycling services like secondhand clothing or cloth donations. We aimed to find the reason for lack of cloth recycling and suggest an appropriate solution.



Clothing donation, one of the most common cloth recycling strategies internationally, happened to occur much rarely in South Korea. The survey showed that the majority of the respondents used the clothing bin to disposed their clothes. At the same time, they were unfamiliar with the use of secondhand clothes or clothing donation. This suggested that there was an element of discomfort in wearing 'used' clothing. We asked our questions based on this outcome.

STEP 5 SOLUTION IDEA

A SOLUTION: 2ND SURVEY SUMMARY

The results of the 1st survey suggested that clothing donation was done less frequently than secondhand clothing. The responses indicated that this was because many did not know how to donate their clothes. The 2nd survey was conducted to get responses on what could be a suitable solution.

Do you think a cloth-donation instruction website would help you donate clothes?



Which method would you find effective?



We investigated some ways in which we could resolve this problem. Some ideas that emerged included app development, website, QR code, clothing campaign, donation instructions, comic strip etc. When the question was asked, 94.7% of the respondents agreed that they would find a cloth-donation instruction website effective. Many people part of age group 10s to 30s preferred QR codes, presumably because middle-aged groups are relatively unfamiliar with digital uses.

Nevertheless, our solutions involving QR codes and websites received positive feedback. We thought we could spread the convenience of cloth donation by attaching a QR code that would lead to a donation website. By scanning the QR code, users would be able to easily access cloth-donation instructions.

STEP 7 SOLUTION IN PRACTICE

CAMPAIGN

To implement our solution, we printed the QR code and coated it to make a waterproof sticker.

We created a booth at our school and promoted this campaign. When students brought us their uniforms or their own clothes, we stapled the QR code onto the clothes.

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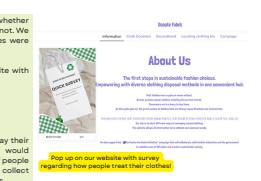
Limitation of the campaign: We cannot check whether the students made use of our QR code solution or not. We did not have a way to confirm how these clothes were treated.

Solution: Creating a Pop-up survey on the Website with following questions:

- What kind of clothes are you throwing away?
- How long did you wear these clothes?
- How are you going to dispose your clothes?

People will scan the QR code when they throw away their clothes. When they answer the survey, they would receive a discount. We would be able to obtain if people are using our QR code solution, and also collect meaningful data on how people treat their clothes.

2025.02.03 ~ 2025.02.09 during the school days and in the student dorm.



STEP 1 BACKGROUND PROBLEM: FAST FASHION

<https://www.businesswaste.co.uk/your-waste/textile-recycling/fashion-waste-facts-and-statistics/>

Fast fashion was a toxic element to our society. As social trends changed quickly due to social media, fashion industries produced excess clothing that ended up as textile waste. The clothes that are being thrown away as a result of fast fashion are incinerated and therefore polluting the environment. We conducted a survey in order to find an answer to why people throw away clothes instead of recycling them. Our aim was to understand the reasons and seek for ways to make cloth recycling easier and more accessible.



STEP 2 INVESTIGATION WHY DOES IT MATTER IN KOREA?



An Accessible Donation, Recycling System

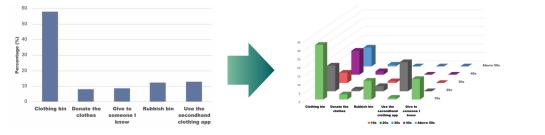
How about in South Korea?



STEP 3 PROBLEM IDENTIFICATION

2ND SURVEY SUMMARY

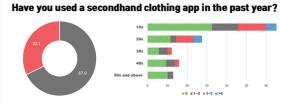
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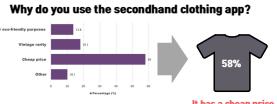
STEP 4 DATA EVALUATION

ANALYSIS ON SECONDHAND CLOTHING AND CLOTHING DONATION

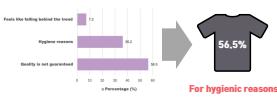


More than half (45%) of the respondents answered that they have used a secondhand clothing app in the past year. When we analysed the number of times respondents of different age groups used the secondhand app each year, half of the teenagers answered they have never used it (30 out of 60). On the other hand, the majority of twenties replied that they used it 4-5 times.

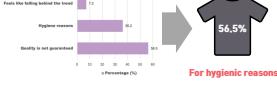
When asked about why people use the secondhand clothing app, the answers were 1) cheap price, 2) variety of vintage clothes, 3) for eco-friendly purpose, 4) for hygiene reasons, 5) for the brand tag, and 6) for fun. Many replied that for hygiene reasons, 2) quality is not guaranteed, 3) feels like falling behind the trend. The majority of the respondents answered that they use the app for the variety of vintage clothes and for the hygienic state of the products in person.



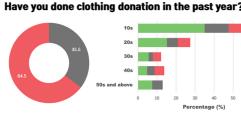
Why do you not use the secondhand clothing app?



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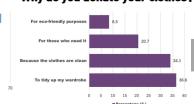


Analysis on Clothing donation



More than half (64.5%) of the respondents answered that they have not done clothing donation in the past year. When we analysed the number of times respondents of different age groups done clothing donation, most people in their 10s, 20s, 30s and those older than 60 had 0 experiences.

When we asked why some people have done clothing donation, the major answers were 1) tidy up the wardrobe, 2) to give to those who need it, 3) the clothes are clean, 4) for eco-friendly purpose. People who have not done clothing donation replied that it is because they do not know how to donate their clothes (57.5%). This showed us that many people don't even know of how to donate their clothes.

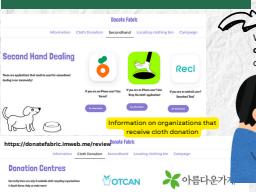


Why do you not donate your clothes?



STEP 6 OUR SOLUTION

FINAL WEBSITE & QR CODE



We created QR codes and a cloth donation website to improve the clothing donation system.



The website provides the following information:

- Location of nearby clothing bins
- Guide on how to donate clothes/how to get clothing donation
- Information on organizations that receive cloth donation & provide a hygiene guideline

STEP 7 PROJECT REVIEW

CONCLUSION

CONCLUSION

Individual

- Reduce consumption
- Donate clothes
- Upcycle the clothes
- Choose sustainable brands

Government

- Public awareness campaign
- Policy making and innovation
- Legislation and policies
- Taxable recycling infrastructure

To reduce the amount of clothes that are burned and polluting our environment, we as individuals have to pay attention to where our clothes go and how they are disposed. The easiest way to simply turn Fast fashion into Slow fashion.

The number of clothes being bought and discarded are continuously increasing due to e-commerce fast fashion. Our experiment also showed that people do not use cloth-recycling services frequently.

The QR code and the website that we created to resolve this problem received positive feedback from our respondents. We look forwards to the changes our solution will bring to cloth-recycling.

FUTURE ASPECTS & ONGOING CAMPAIGN

Throughout our project, we learned that unlike South Korea which involves unsystematic cloth recycling practices, countries like Canada are well organized with cloth recycling. These cloth recycling systems play an effective role in reducing the amount of textile waste produced.

We believe that in order to mitigate the detrimental impacts of fast fashion, we first need to change individuals' perception and consumer behavior. We will do this by launching our "Earthwise Wardrobe Initiative" campaign. We need to ensure that we understand the need for eco-friendly purchases and cloth recycling. Raising awareness is key to deter fast fashion, because as consumers could make a change!

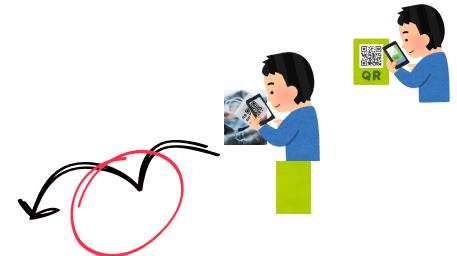
"Earthwise Wardrobe Initiative"
**(EWI 인스타 사전/기
시를
풀리고 캐쁜 따기)**

WEBSITE | O

THE IMPACT WE CAN MADE

ZERO-WASTE CHALLENGE

WHY IS THIS SO IMPORTANT?



PRINCIPLES OF ZERO WASTE



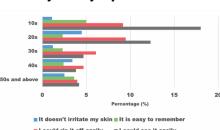
WHERE & HOW TO APPLY SOLUTION?



If yes, Where would you like the QR code to be?



Why would you prefer that location?



Many respondents answered that they would prefer the QR code to be attached to the "brand tag" (57.9%). The next popular responses were Price tag (24.3%) and Care tag (16.5%). We were able to learn that people had less awareness on the presence of care tag and size tag.

There were many responds that said the QR codes need to be placed at a visible location. Other popular responses were that the tags needed to be placed where they could be easily removed if necessary. We assumed that this was because the tag could irritate the skin when worn. Considering that clothes are worn frequently, we would need a tag that would allow convenience.

STEP 2 INVESTIGATION WHY DOES IT MATTER IN KOREA

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STEP 6 OUR SOLUTION
FINAL PROTOTYPE

Build Website **Donate Fabric**

Second Hand Dealing

Information on organizations that receive cloth donation

Donation Centres

Donation Etiquette

Guide on how to donate clothes/how to get clothing donation

Hygiene guideline

<https://donatetofabric.irmabu.me/review>

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