



EARTHDAY.ORG

An illustration of three people holding a large white banner. On the left is a woman with dark hair wearing a brown hat, an orange cardigan, and a dark skirt. In the center is a man with dark hair wearing a blue and white striped shirt. On the right is a woman with long dark hair and glasses wearing a dark blue top. The background is light blue with a striped pattern at the top.

Swap for the Earth Toolkit

Take a stand for the planet! Join EARTHDAY.ORG'S SWAP FOR THE EARTH - an Earth Day event at your college, your organization, your club, place of worship, your neighborhood or your home where everyone can bring clothes they no longer want and swap them for new ones. We invite you to join EARTHDAY.ORG as it celebrates its anniversary each year on April 22nd by participating in our Fashion for the Earth Campaign's SWAP FOR THE EARTH!

Why do a swap?

Fast fashion's negative impact on the environment is immense. Most clothes are worn a short time before disposal. The majority (85%) end up in landfills or incinerators, the natural resources used in making them destroyed. Swapping is one of the best ways to disrupt this pattern by keeping clothes in circulation. Last but not least, clothing swaps are not only fun, but save money! So SWAP FOR THE EARTH and be part of the cultural shift that challenges the take-make-waste fashion industry - its overproduction, exploitation of workers and its waste.

Swap for the Earth your own way

This Toolkit shows how to go about a swap. But it's not meant to be a rigid blueprint. Each school, organization, club or group can use the Toolkit as a reference and adapt it in whatever ways work best for them. For example, people may play multiple roles; a clothing collection and set-up may take place the day before, the day of, or during the swap; some swaps may be planned on shorter notice; smaller swaps may require less organization, and so on.



Organize the Swap

Preparation for your school's Swap for the Earth event should begin 4 to 5 weeks ahead of time. Here are some of the key steps to begin organizing the Swap:



Build the Team

Recruit students to the "Swap Team" by spreading the word that the club/organization/school needs volunteers to work on this exciting project. Depending on the projected size of the collection of clothes, plan the number of volunteers needed.

1

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Choose a Date & Time

Make sure to choose a date not conflicting with other school events or holidays. Time should allow for at least a 3-hour swap and be scheduled during peak engagement hours, e.g., a swap during the school's lunch period or after classes the week of Earth Day (April 22nd) would be ideal.

Select Location(s)

Location(s) should be convenient for most students. You may need two locations if the drop off location of the clothing is different from the swap location.

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Assign Team Duties

Examples of Swap Team Members' positions and list of responsibilities are:

Host

- Gathering the team.
- Running the meetings.
- Deciding what the rules and guidelines are for clothing donations.
- Collaboration with other school organizations and local businesses.
- Assisting other team members.

Production Manager

- Responsible for the event set up with tables, racks, etc.
- Recruiting volunteers to work at the clothing drop off location and transporting clothes to event location if necessary.
- Arrange for laptops to screen videos during the event
- Oversee the running videos during the event

Promotional Lead

- Notifying and posting on the school website/newspaper.
- Spreading awareness for the event on campus with promotional posters or flyers.
- Promotion on social media, including the creation of a Facebook event page.
- Take pictures and videos during the swap! Post on social media and send them to us at fashion@earthday.org.
- Adding the event to our EARTHDAY.ORG [Global Event Map](#).

Head of Inventory

- Overseeing the location(s) for the drop-offs.
- Checking donated garments for suitability.
- The issuing of tickets at the time of their drop-off - 1 ticket per item of clothing.

Graphic Designer

- Creating posters and/or flyers.
- Social media graphics.
- Signage for tables at the event.

Head of Donations

- Identifying a charitable organization to donate any leftover 'unsold' clothing.
- Collecting the remaining clothing at the end of the event in bags or boxes.
- Overseeing delivery to the predetermined charitable organization.

Sales Staff

- Recruiting volunteers for the day of the event
- Overseeing the sorting of clothing before and during the swap
- Keeping the space tidy, folding and hanging clothes
- Assisting customers.

Checkout Staff

- Accepting tickets for the 'purchased' items.



Event To-Do's

Once a team has been built, and roles assigned, the next step is to create a checklist of tasks. These tasks include:

- **Reserve Event space:** Make sure to book well ahead of time to ensure you will have the space.
- **Buy or Make Event Tickets:** These can be purchased online / through a vendor, or you can get creative and make your own!
- **Make a List of Donation Rules or Guidelines:** These can be included as part of the promotional materials for social media and posters.
- **Begin Event Promotion:** Promotion for the event should be 3-4 weeks prior to the event
 - Ask student clubs to help inform / encourage students to participate in the swap.
 - Create social media posts.
 - Advertise the event in your school newspaper.
 - Create and manage the Facebook event page.
 - Put the Swap on event directories at your school.
 - Put up promotional signage around high foot traffic areas on campus.
 - Post the Swap on our EARTHDAY.ORG [Global Event Map](#).
- **Gather Clothing Donations:** Clothing can be gathered prior to the event and stored for set-up or collected on the day of the event.
- **Pick the Drop-Off Location:** Have team members or volunteers at the designated drop-off location to receive clothing and issue tickets: 1 ticket for each item.
- **Coordinate Clothing Collection:** Ideally clothes will be dropped off at the same site as the Swap. If dropped in other places, they should be brought to the swap location with plenty of time to sort and for set up on the tables / racks.
- **Coordinate Sorting:** Have volunteers at the location ready to sort clothing before and during the event.
- **Purchase / Gather Supplies:**
 - Large bags and / or boxes for clothing collection
 - Tickets
 - Tables, racks, hangers
 - Seating, full-length mirror(s)
 - Paper and markers for labeling signs on tables
 - Tape, scissors, and string
 - Additional equipment may include a monitor, laptop, and / or tablets for short films / documentaries to play during the event.
 - Video suggestions can be found [here](#).
 - Print and utilize our **Do You Know About Fashion Facts Sheet** and our **Fashion for the Earth Petition**.

Fashion for the Earth Petition



Do You Know About Fashion Fact Sheet

- The apparel industry is responsible for 4% of greenhouse gas emissions – the same as the emissions of Germany, France and the U.K. combined. The current trajectory will lead to an industry wide emissions level that is twice the size of that required to meet the Paris Agreement's target in 2030.
- The fashion industry produces over 100 billion garments a year and 87% of these will end up in a landfill or an incinerator with only 1% recycled.
- 69% of all clothing is made partially or entirely of synthetic fibers such as polyester which is a crude oil derivative. Petroleum is a non-renewable resource with significant negative impacts on the earth.
- Washing synthetic clothing accounts for 35% of all microplastics in the ocean. These microplastics have entered the food chain and in a study in the Netherlands in March 2022 were found in the blood of 80% of those people tested.
- Up to 40% of fashion's carbon emissions are from the production of polyester and polyester production is expected to grow by 47% over the next 10 years.
- It takes nearly 3,000 liters of water to make one cotton t-shirt and 3,781 liters of water to make a pair of jeans
- The average person today buys 60 percent more items of clothing than they did 15 years ago, but keep them for only half as long. The average garment may be worn as few 10 times.
- Textile waste is exported to other countries where landfills smolder and pollute the air.
- Cotton farming heavily depletes and degrades soil. It is called the 'dirtiest' crop because it consumes more pesticides than any other crop. These agrochemicals are harmful to farmworkers, nearby populations, fresh water sources and biodiversity.
- Fashion is one of the most polluting of all industries where highly toxic dyes and heavy metals are wholesale dumped into fresh water systems and threaten human populations, ecosystems and biodiversity.
- Each year 150 million trees are razed for cellulosic fabrics and for animal products.
- Garment workers are paid less than the minimum wage in countries in the global south which is not nearly equal to a "living" wage.
- 40 million people are living in 'modern slavery' today and fashion is the 2nd biggest contributor to this, with child labor common.
- Most major industries are highly regulated. But the fashion industry, one of the largest manufacturing industries on the planet, is almost entirely unregulated.
- In order for true recycling to take place, clothing must be collected, sorted and distributed to recyclers. These systems are in their infancy. Sorting is still done by hand. New innovations to recycle used garments to make new clothing are in their infancy, but fully scaled, these technologies could drive 80% circularity in the fashion industry.

Pre-Event Checklist:

Planning

- Choose team
- Draw up Rules & Guidelines
- Purchase / Make tickets
- Recruit other on-campus clubs
- Schedule team at the drop-off location(s) to accept clothes
- Bring clothes to swap locations

Supplies

- Tickets
- Tables and chairs
- Racks
- Mirrors
- Table signage
- Laptops for videos

Locations

- Choose Swap Locations
- Choose clothing drop-off sites
- Reserve locations

Promotion

- Design posters/ Social Media posts
- Place posters on campus
- Design / Send promotional email
- Promote / Social Media
- Create Facebook event



Pre-Event Chart

Task	Assigned to	Progress Notes	Task Status
Host			
Production Manager			
Advertising			
Head of Inventory			
Sales Staff			
Head of Checkout			
Head of Donation			

Donation Guidelines & Rules

ACCEPTABLE GOODS

- Clothing
- Shoes
- Bags
- Scarves
- Hats
- Gloves

NOT ACCEPTABLE GOODS

- Underwear
- Swimwear
- Household items
- Books
- Toys
- Children's clothing

RULES

- Bring as many as _ items with no more than _ tee shirts.
- All clothing must be freshly washed.
- No item of clothing will be accepted if it's:
 - Torn
 - Zipper is broken
 - Missing buttons
 - Stained
 - Damaged
 - Dirty
 - Worn out
- For each item you will receive 1 ticket that can be used to “purchase” an item of clothing on the day of the swap.
- Bring your own shopping / tote bag - no bags will be supplied.

ec ♡
BAG



Day of the Event

Once roles have been assigned and the to-do list is completed, they should be incorporated into a schedule for the day of the event and distributed to team members and volunteers to make sure the Swap runs as smoothly as possible. When creating the schedule, be sure to keep these tasks in mind:

SPACE SETUP

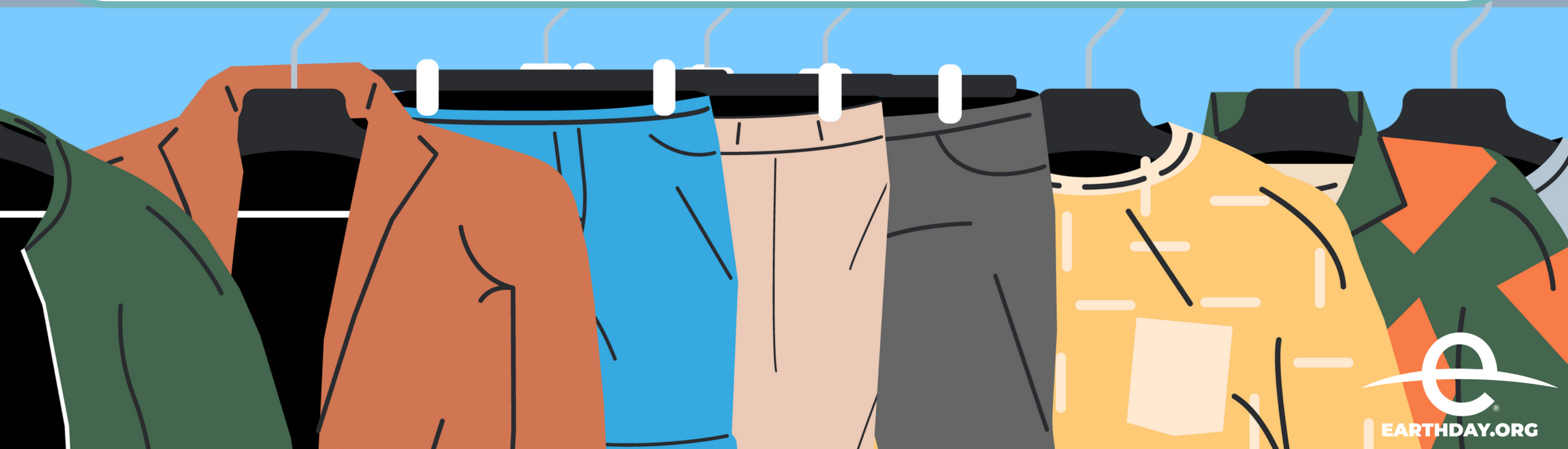
- Plan plenty of time for setting up the event space.
- Sort clothing items by type (i.e. coats, jeans shirts, etc.).
- Set up tables, racks, and hangers with designated clothing type, and size if possible.
- Signs may be helpful.
- Make the Checkout Station easily visible and accessible to swappers.

DURING SWAP

- Fold clothes and reorganize as the tables change.
- Ask students to take the EARTHDAY.ORG'S FASHION FOR THE EARTH TRIVIA QUIZ.
- Volunteers collect the swap tickets as the swappers exit the venue and ask students to sign EARTHDAY.ORG's 'FASHION FOR THE EARTH' petition.
- Take pictures and videos during the swap!

AT THE END OF THE SWAP

- Event take-down and clean-up.
- Return all materials at the end of the swap.
- Gather leftover clothing and prepare for the donation pick up/or delivery to a pre-arranged local charity or thrift shop.



Day-of Checklist

Set Up

- Tables / Clothes by type
- Racks
- Hangers
- Signs
- Mirrors
- Checkout table/ chair
- Video setup on laptops

Promotional Lead

- Take pictures / Videos to post on social media and send to EARTHDAY.ORG

Take Down

- Return tables, chairs, racks, hangers, laptops
- Discard signage
- Collect all leftover clothing in bags / boxes

Sales Staff

- Sort clothing before and during the event
- Straighten tables and fold clothes
- Help people find clothing

Production Manager

- Keep videos running during the event

Head of Checkout

- Take tickets for each item of clothing 'purchased' at event
- Ask swappers to sign EARTHDAY.ORG's petition
- Pass out EARTHDAY.ORG's fact sheet flyer: "Do You Know About Fashion"

Donate

- Deliver leftover clothing to designated charitable organization



After the Swap

Make sure to share your experience with EARTHDAY.ORG. Post the photos and videos from the event on your own social media and be sure to tag us by using the hashtags provided below. Or, better yet, upload your swapping event photos, videos, or other files for possible use on EARTHDAY.ORG's webpage or social media at fashion@earthday.org.

VIDEO INSTRUCTIONS

- Videos should be 30 seconds to 1 minute long.
- Videos should be shot in a landscape/horizontal format and shooting with a mobile phone is fine.
- Save your video as an MP4 and send via Dropbox or WeTransfer to fashion@earthday.org.
- Be sure to start the video by stating your name, your school and where it is located and the name of the club or organization sponsoring the event.
- Suggestions for a video as an organizer or volunteer:
 - Tell us why you wanted to do/be part of a swapping event for Earth Day.
 - Tell us about the process of organizing a swap and what was the most fun or gratifying thing about it.
- **IMPORTANT: Please note: Any media files uploaded may be used for future publicity purposes by EARTHDAY.ORG. When submitting, you hereby accept and acknowledge this and waive all rights to said files for current and future use.**

SOCIAL MEDIA HANDLES:

- Twitter-@EarthDay
- Facebook-@EarthDay.org
- Instagram-@earthdaynetwork
- TikTok-@earthdayorg

SUGGESTED HASHTAGS

- #FashionForTheEarth
- #SwapForTheEarth
- #InvestInOurPlanet

CALLS-TO-ACTION FOR SOCIAL POSTS

- Be a Fast Fashion Disrupter
- Swap til' You Drop
- More Swapping Less Shopping

Other Things to Add

A Raffle

On the day of the event, give swappers a raffle ticket and raffle off an item of clothing or another item donated for the event.

Separate Items

Separate out very good items from the others and indicate that these items will cost more than 1 ticket. For example: a good winter coat may 'cost' 4 tickets, etc.

A Mending Table

Have someone do a demonstration of how to sew buttons, mend holes, fix a collar, hem a garment or repair a zipper. Swappers could also have minor repairs done at the event.

A Workshop

Invite sustainable fashion experts to enhance the draw for the swap such as a sustainable fashion expert (this can be a formal presentation).

Play Videos

Use laptops to play videos during the swap. Video suggestions can be found [here](#).

Display Information

Display information about the harmful effects of the fast fashion industry including Earthday.org's handout / flyer "Do You Know About Fashion?"

