



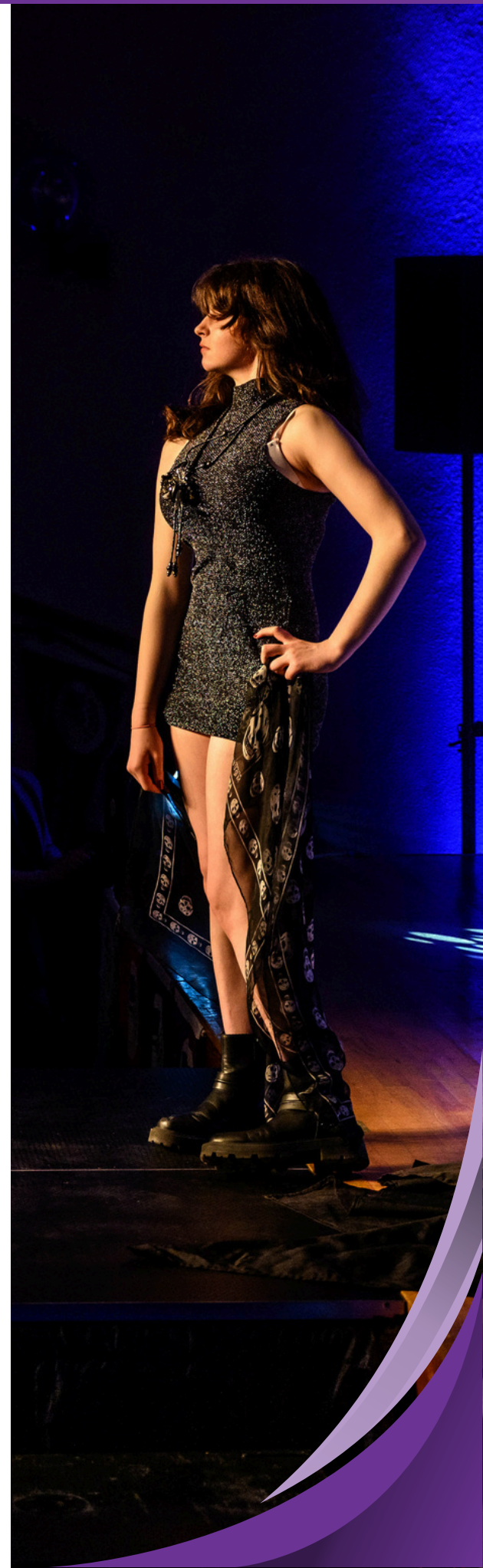
How to organise your own Event or Campaign

Organising your own Event or Campaign

Welcome to the Let's Fix Fashion event and awareness campaign planning guide! Throughout the year, you'll engage in exciting activities like webinars on upcycling and the circular economy, a catwalk event with thrifted or upcycled clothing, and a panel discussion on fast fashion. This guide will help you to plan impactful events and campaigns, such as film screenings, repair café's, swap shops, and upcycling projects. By effectively organising and promoting these activities, you'll not only raise the profile of your work, share your Let's Fix Fashion journey with your school, but also amplify the Let's Fix Fashion campaign, inspiring others to join the movement towards a more sustainable fashion future.

All you need is enthusiasm and ability to work as part of a team, an interest in sustainable fashion and motivation to bring about change within your school!

As we value creativity and initiative, a non-exhaustive list of activities is presented; this should not limit students in exploring and pursuing different actions from those suggested.



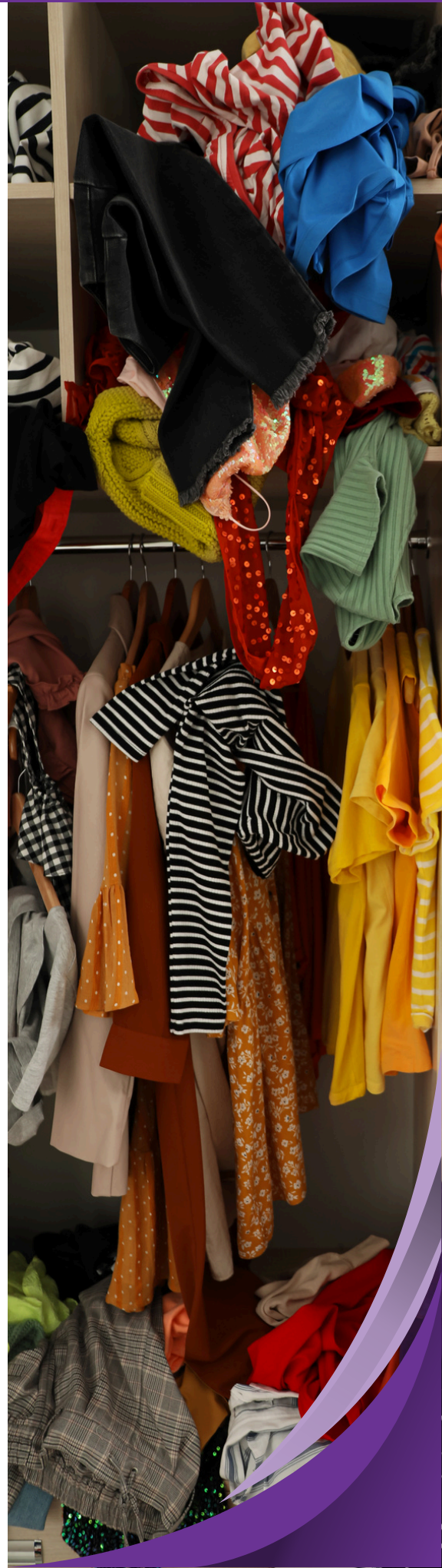
Awareness Campaigns

Hosting an awareness campaign as part of the Let's Fix Fashion programme is a powerful way to engage your school community in the fight against fast fashion and its environmental and social impacts. By raising awareness and encouraging sustainable practices, you can inspire others to make informed choices about the clothes they buy, wear, and dispose of.

This section will guide you through the process of planning, organising, and executing a successful awareness campaign in your school. From setting up a dedicated research team to spreading your message through various events and media, you'll learn what you need to create an impactful and lasting movement within your school.

Your campaign will not only inform but also empower students and staff to take actionable steps towards a more sustainable fashion future. By focusing on systemic issues rather than targeting specific brands, you'll introduce a deeper understanding of the broader implications of consumerism and how we can collectively address them.

With careful planning, creativity, and collaboration, your Let's Fix Fashion awareness campaign can become a catalyst for change in your school, helping to reduce waste, promote recycling and upcycling, and ultimately contribute to a more sustainable world.



Starting your Awareness Campaign



Start by setting up a research team to educate the school on the issues and get inspired to share new ways to help create change.



Develop an action plan and set up outcomes you would like to obtain from the campaign.



Spread out events across the year with a set timeframe, measurable, realistic and achievable.



Define tasks and responsibilities once you have a team in place.



Assign tasks and duties to each member which can be rotated frequently.



Build an interactive space to inform and involve the whole school in your Lets Fix Fashion campaign.



Inform the school community about what you are doing through social media. Provide links to websites and apps to provide information.



Use printed resources to make the event interactive. You could have an educational wall space.



You can download free resources and posters from:

[Textiles | Environmental Protection Agency](#)

[Circular Textiles | Community Resources Network Ireland](#)

[Fashion and a circular economy | Ellen MacArthur Foundation](#)

[Fashion Revolution](#)



Starting your Awareness Campaign



We encourage you not to target certain brands in your campaign as its more effective to focus on consumerism as a systemic issue.



Could you start with a survey in your school to calculate the schools clothing landfill? Conduct a survey to gauge how many students recycle, upcycle, mend, repair or use charity shops when shopping.



Encourage a clothing audit. Note the most common material worn, where it was made and showcase its lifecycle analysis and how long it takes to breakdown in landfill.



Develop a presentation to give to the school or leave on display as a rolling powerpoint.



Prepare media releases to publicise the work you are doing.



Organise a '30 wear challenge' to encourage re-use in the school.



Encourage the use of eco eggs, guppy bags and coral balls to reduce the amount of microfibers and plastics being released each wash.



Jeffrey from Makhini High School, Nairobi presenting on the impacts of Fast-Fashion at Scoil ns mBuachailli, Clonakilty

Planning and Promoting your Event

Planning an event is an important step in bringing your Let's Fix Fashion campaign to life and engaging your school community in meaningful action on fast-fashion. Whether you're hosting an in-person gathering or taking your event online, thoughtful preparation is key to ensuring its success. A well-planned event not only raises awareness but also motivates attendees to take part in sustainable fashion practices, creating a ripple effect of positive change.

This section will guide you through the essential steps of event planning, from choosing the right format and securing a venue to promoting your event and engaging your audience. With clear goals, careful organisation, and effective communication, your event can make a lasting impact and help drive the Let's Fix Fashion message forward in your school and beyond!

The Logistics



Ensure a good lead in time to promote your event. Start advertising a month prior to the event at least.



Send a press release to your local media in advance and invite your local press photographer/radio along. Make sure you keep informing everyone about what you are working on and share your successes!



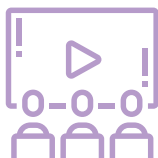
Decide on 'in person' vs online - If you decide to go online choose your platform to engage a wide audience in your school. Consider if you'll use zoom or go live on one of the schools social media platforms.



Begin by securing a space in the school. If you decide to make it a community event you could use platforms such as Eventbrite for ticketing. If your hosting a free event you can give attendees the option to donate to your Lets Fix Fashion campaign as a way to fundraise to run upcycling workshops, repair cafes or towards a catwalk event.

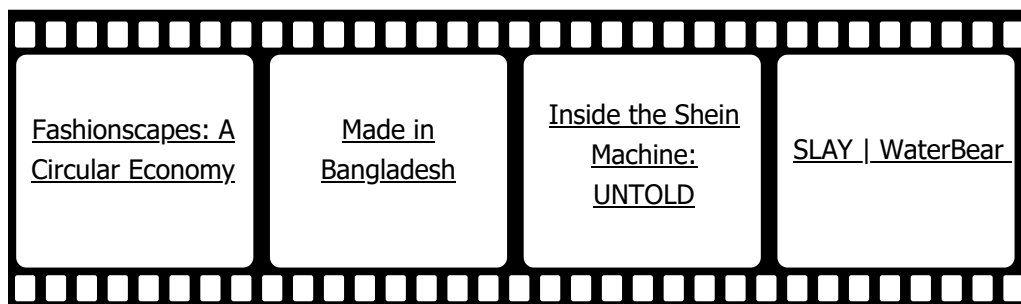


Host a Film Screening in your school

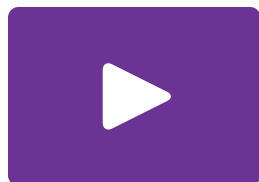


Movie screenings are a great way to raise awareness and educate the entire school on issues around Fast Fashion. You could organise a film screening live in your school or create a watch party and host a remote movie night.

Some suggested and easily available documentaries include;



For shorter videos see:



[The Lifecycle of a T-shirt](#)



[Who Made my Clothes](#)



[Two Euro T-shirt](#)



[Redress the Future](#)



[The Truth about Nike and Adidas](#)



Host a round table conversation, panel discussion or debate.



Following on from your movie screening you could host a talk or panel discussion to educate students on the issues in the fashion industry and empower them to make their own informed choices to shop more sustainably.

You could invite a member of the community, environmental awareness officer, local organisation, business or local experts to give a presentation or participate in interactive talks during the panel discussion. Alternatively you could organise a school debate on one of the topics raised in the documentary.

Host a Repair Café



Repair is a key reuse activity that prolongs the use of your clothing, reduces waste, saves water, energy and overall Co2 emissions. Invite local designers, parents, tailors, local alteration shops to collaborate and focus on key mending and repair skills to focus on during the event. Have a chat to the Home Economics teachers to see you can avail of sewing machines and resources and who can arrange for student volunteers to run the repair café and share their skills.

Set up a mending station with sewing machines, sewing kits and old fabric and materials for repair patches. Invite students to bring in a torn and worn item of clothing and the dedicated sewing team will be on hand to patch, darn, stitch and repair.





Host an Clothes Swap



We have a step by step guide made to help you run your Swap Shop event. You can find this on the [Let's Fix Fashion website](#).

Organise your own Catwalk Event



A catwalk event is an excellent way to recognise and celebrate all the hard work done throughout the year through outfits purchased in the local charity shop to outfits swapped in the schools swap shop event or most impressive outfits given a new lease of life through upcycling workshops and repair events. Choose categories for example, charity shop, upcycled, swap shop treasures or upcycled items.



Remember to take photos and send them to globalcitizenship@eeu.antisce.org and to your local media.

The above is a rough guide only. Feel free to add your own ideas and share them with us!

