Deliverable D4.1 – Local guidelines for the circular clothing pilot

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circularhouseholds.eu

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Structure

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01

Introduction and timeline

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Introduction

- The aim of this deliverable is to show how the local partners plan to recruit households and implement the circular clothing pilot in the five countries: Finland, Norway, Sweden, Germany and Estonia.
- IVL and Asker coordinate the work in collaboration with local partners (EcoF, VI, L-H, ZWEE).
- Local partners adapt the pilots to fit their specific local infrastructure and conditions.
- IVL and Asker follow up on household recruitment during the pilot.

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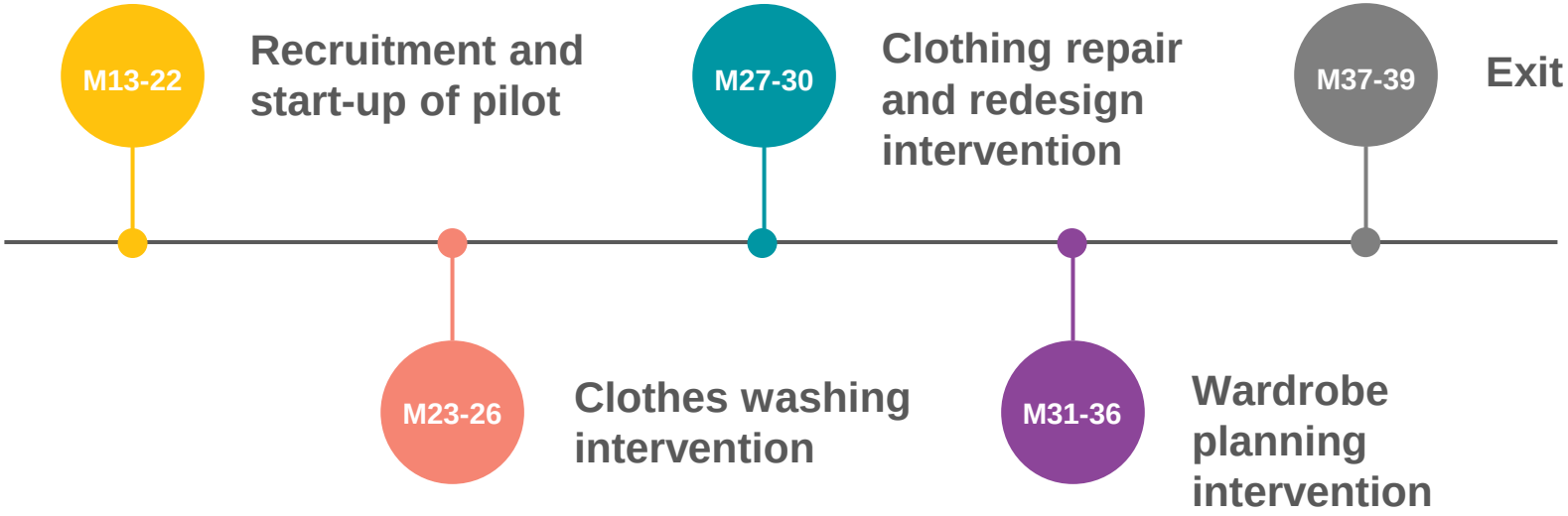
Timeline of recruitment and clothing pilot



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02

Recruiting households

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Overview of recruitment phases

Pilot Launching Phase

This phase aims to select the final participants on the basis of recruitment data and criteria, and obtaining consent.

Recruitment Phase

This phase aims to gather as many, as diverse and willing households as possible using a recruitment questionnaire.

Engagement Phase

This phase focuses on maintaining participant motivation and managing drop-outs.

Source: D2.2 Strategy for household recruitment.

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Recruiting households

- **Goal:** 100 households from 5 different countries
- According to D2.2 Strategy for household recruitment:
  Local partners aim to recruit 88 households for the clothing pilot to prepare for up to 40 % dropout rate.
- The work is aligned between local partners through monthly digital meetings and a Teams chat.

Type of pilot	Location	The target number of final selected HHs (with 40% drop-out rate)	The minimum number of HHs completing the pilots	Local partner(s) in charge of recruitment	Duration per pilot	Start & end month
Circular clothing pilot (WP4)	in total	88	52		approx. 18 months	
	Finland (Tampere)	20	12	EcoF		M18-M34
	Norway (Asker)	20	12	Asker		M18-M34
	Sweden (Gothenburg)	20	12	IVL		M18-M34
	Estonia (Lääne-Harju)	14	8	L-H / ZWEE		M20-M36
	Germany (Berlin)	14	8	VI		M20-M36

Source: D2.2 Strategy for household recruitment.

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Recruitment of households for the clothing pilot

Pilot information	
Date updated	*Date*
Responsible partner	
Contact person	
Location	

Channels for outreach	
Events	
Social media	
Newsletters	
Posters	
Other (add rows)	

Table to be filled in by local partners during the recruitment

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Selection of households for the clothing pilot

Number of households for the clothing pilot	
Target number (with 40% drop-out rate)	
Minimum number to complete the clothing pilot	
Interested households	
Selected households	
Drop-outs	
Replacement of drop-outs	

Number of households starting and completing the interventions	
1. Clothes washing intervention	
2. Repair and redesign intervention	
3. Wardrobe challenge intervention	

Table to be filled in by local partners during the recruitment

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How do we engage in order to recruit?

T4.1: "The partners will recruit and **engage** HHs to the pilots."

Arenas: Reach people in their everyday environments, instead of expecting them to come to us. We will use our own network, networks of colleagues and other networks/groups that exist in the municipalities – especially for the "hard to reach" groups.

Communication: Creates emotional connection, emphasizes relevance and perceived value.

- Engaging questions
- Use emotions and storytelling
- Make it easy to join
- Call to action

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Examples of concrete actions in the local plan for our local conditions:

How do <u>we</u> say it?: Translate terms and concepts in the project in a way that makes them understandable and relatable. For example, 'interventions'.

Elevator pitch: Grab attention quickly by making a short, compelling summary of the project that can be delivered in about 30 seconds — roughly the time of an elevator ride. Makes our message memorable and easy to share.

Connecting to conversations: Connect the communication to what people are already talking about and ongoing discussions. For example: use #nospend in social media

Engagement between signup and start: Signing up is just the beginning — we must keep participants engaged with useful updates and interaction before the project officially starts.

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03

Guidelines for the circular clothing pilot

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Guidelines for the circular clothing pilot

- OsloMet (WP leader) has provided the local partners with a ***Handbook for circular clothing pilot.*** The Handbook helps to consolidate the overarching instructions and guidelines for the three key components of the circular clothing pilot:
  - interventions
  - advisory services
  - data collection.

- By providing a comprehensive framework, the handbook aims to ensure clarity, consistency, and coherence across these interrelated activities.

- Additionally, CSCP has provided the local partners with ***Advisory service guidelines*****.** The advisory services will utilise the household-specific baseline data and CARE carbon footprint tool to customise advice for the households' needs.

- The following slides are based on the Handbook and Advisory service guidelines.

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Advisory services

- **First meeting:** In this meeting, the household receives customized advice (based on the baseline data) to support the circular consumption of clothing (WP4).

- **Second meeting**: The second meeting with advisory services will again provide customized advice intended to support the circular clothing practices (WP4) and give opportunity to discuss lessons learned and/or challenges faced during the first interventions.

- **In between the two meetings**, local partners will give the participating households the opportunity for receiving continuous advice through a service hotline (e.g., email, phone or CARE online community platform).

- Advisory service providers will **proactively reach out** to households to address any concerns or barriers they might have regarding participation in the project activities.

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Starting the clothing pilot (M13-22)

Activity	Description of activity
Starting package for households	Households are sent a starting package: - A schedule for all interventions - Link to survey on clothing consumption and well-being to complete o Instructions on how to do the DIY wardrobe study - Any equipment needed for each intervention
Baseline measurement	Households complete the baseline measurement: 1) baseline survey (containing background questions, well-being questions, clothing consumption questions (by IVL)) and 2) baseline wardrobe study
Analysis DIY clothing consumption and survey	Analysis of collected data
Qualitative data collection (only in Finland, Norway & Sweden)	Entry ethnographic interview
Advisory service	First advisory service meeting with individual advice based on survey and DIY wardrobe study audit

Source: «General guideline, WP4 handbook» (OsloMet)

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Clothes washing intervention (M23-26)

Activity	Description of activity
Introduction to the clothes washing intervention.	Physical or digital
Workshop event on clothes washing: All households invited.	Organise workshop, physical or digital.
Qualitative data collection (only in NOR, SWE, FIN)	Ethnographic observation of clothes washing workshop
Evaluation of the clothes washing intervention	Questions via the CARE online community, and short report: summary and communication

Source: «General guideline, WP4 handbook» (OsloMet)

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Repair and redesign intervention (M27-30)

Activity	Description of activity
Introduction to the clothing repair and redesign intervention.	Physical or digital
Workshop event on clothing repair and redesign: All households invited.	Organise workshop, physical or digital
Qualitative data collection (only in NOR, SWE and FIN)	Ethnographic observation of repair and redesign workshop
Evaluation of the clothing repair and redesign intervention	Questions via the online community, and short report: summary and communication
Advisory service	Second advisory service meeting

Source: «General guideline, WP4 handbook» (OsloMet)

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Wardrobe challenge (M31-36)

Activity	Description of activity
Introduction to the wardrobe planning intervention.	Physical or digital
Workshop event on wardrobe planning: All households invited.	Organise workshop, physical or digital
Qualitative data collection (only in NOR, SWE and FIN)	Ethnographic observation of wardrobe planning workshop
Evaluation of the wardrobe planning intervention	Questions via the online community, and short report: summary and communication

Source: «General guideline, WP4 handbook» (OsloMet)

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Exit (M37-39)

Activity	Description of activity
Exit package	Households are sent an exit package including: DIY clothing consumption audit instructions & Circular clothing, well-being and pilot evaluation survey link
Deadline: Final measurement completed	Households complete the final measurement:1) final survey (containing background questions, well-being questions, circular clothing questions) and 2) final DIY wardrobe study
Exit interview (only in Finland, Norway & Sweden)	Collect households' experiences and address changes in clothing consumption and feedback on DIY wardrobe study
Evaluation of the pilot	Questions via the CARE online community, and short report: summary and communication.

Source: «General guideline, WP4 handbook» (OsloMet)

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04

Plan for local implementations

Country by country

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Summary of local plans

In order to summarize the local plans adapted to local culture, infrastructure and norms as of May 2025, the partners have answered the following three questions:

1. Have you set a clear goal for the intervention?
2. What do you see as important for successful implementation of the pilots in your local context?
3. Have you already planned any specific pilot content? Or are there any ideas or alternatives you're currently considering?

The answers and plans are shown in the following slides.

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Finland - Tampere

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Recruitment of households for the clothing pilot

Pilot information	
Date updated	*5.5.2025*
Responsible partner	*EcoFellows*
Contact person	*Sanna Teinilä, Jenni Nummila*
Location	*Tampere*

Channels for outreach	
Events	*11 events*
Social media	*Ekokumppanit at Instagram. Facebook, webpages*
Newsletters	*1*
Posters	*Posters around the city*
Other (add rows)	An artcle in the local newspaper Aamulehti

Table to be filled in by local partners during the recruitment

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Selection of households for the clothing pilot

Number of households for the clothing pilot	
Target number (with 40% drop-out rate)	*20*
Minimum number to complete the clothing pilot	*12*
Interested households	*31*
Selected households	..
Drop-outs	..
Replacement of drop-outs	..

Number of households starting and completing the interventions	
1. Clothes washing intervention	
2. Repair and redesign intervention	
3. Wardrobe challenge intervention	

Table to be filled in by local partners during the recruitment

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EcoFellows

Preliminary goals for the interventions:

- Increasing the value of clothing
- Increasing understanding, knowledge and skills to clothes washing and care.
- Repair and redesign as a primary alternative to clothing consumption and learn by doing.
- Buying for real needs and recognizing quality at the point of purchase.

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EcoFellows

What do you see as important for successful implementation of the pilots?

- Keeping households motivated during whole pilot
- Easy access to physical meetings
- Identifying and understanding people's real needs in everyday life and providing practical solutions.

Pilot content - ideas and alternatives

- Workshops or similar to learn practical skills to extend the life of clothes (e.g. clothes airing, stain removal, hand washing, delicacy materials care (silk and wool), clothes repairing and redesigning, recognizing quality in clothes and choosing a proper material to different use)
- Presenting materials on clothing consumption (e.g. Guides and videos: how to take care of clothes, clothes consumption, virtual visit to clothing factory)
- The challenge of not buying/buying less (e.g. second-hand clothes as an option, buy only five garments a year, get rid of impulse and reward buying)

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EcoFellows timeline

EcoFellows / JN 25.4.2025
CARE - Circular Households project
WP4 Clothing pilot schedule

				Years	2025
				Weeks	19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 1 2 3 4 5 6 7 8 9 10 11 12 13
				Months	17 (May / touko) 18 (June / kesä) 19 (July / heinä) 20 (Aug / elo) 21 (Sept / syys) 22 (Oct / loka) 23 (Nov /marras) 24 (Dec / joulu) 25 (Jan / tammi) 26 (Feb / helmi) 27 (March / maal 2
Household recruitment	Kotitalouksien valinta ja	Local partners	M18-M18	M18-M18	
START-UP OF PILOT				M18-M22	
Starting package	Aloituspakkaus kotitalouksille	Local partners		M18-M20	
Baseline measurement	Alkumittaukset	Local partners and		M20	
Analysis (DIY/survey)	Analyysi	Academic partners		M20-M21	
1. CLOTHES WASHING INTERVENTION				M23-M26	
Introduction		Local partners ja		M23	
Workshop event	Työpajan organisointi	Local and academic partners		M23-M24	
Qualitative data collection	Etnograginen tutkimus	Academic partners		M23-M24	
Evaluation	Kysymykset yhteisöalustalla; lyhyt	Academic partners		M26	
2. CLOTHING REPAIR AND REDESIGN INTERVENITON				M27-M30	
Intro		Local and		M27	
Workshop event	Työpajan organisointi	Local partners		M27-M28	
Data collection qualitative	Etnografinen tutkimus	Academic partners		M27-M28	
Evaluation	Kysymykset CP:lla + lyhyt raportti	Academic partners		M30	
3. WARDROBE PLANNING INTERVENTION				M31-M36	
Intro		Local partners		M31-M32	
Workshop event	Työpajan organisointi	Local partners		M31-M33	
Data collection qualitative	Etnografinen tutkimus	Academic partners		M31-M33	
Evaluation	Kysymykset CP:lla + lyhyt raportti	Academic partners		M36	
EXIT PACKAGE				M37-M39	
Exit package	Kotitalouksille lähetetään exit-	Local partners		M37	
DL: final measurement completed	Loppumittaukset	Local partners		M37-M38	
Analysis				M38-M39	
Exit interview	Kokemukset ja palaute	Academic partners		M39-M40	

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Norway - Asker

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Clothing pilot Goals

November 2025 – februar 2026

1

Klesvask
Washing

Gjennom flekkfjerning, lufting av klær, lavere vaske-temperatur og redusert vaskehyppighet, vil klær vare lenger og behovet for nye klær reduseres.

Mars 2026 – juni 2026

2

Reparasjon & redesign
Repair & redesign

Økt reparasjon og redesign kan få flere klær til å vare lenger, noe som reduserer behovet for nye klær.

Juli 2026 – desember 2026

3

Kles-utfordring
Wardrobe challenge

Å gjøre husholdningene mer bevisste på sitt eget klesforbruk, og utfordre dem til å redusere sitt klesforbruk.

Asker

What do you see as important for successful implementation of the pilots?

- Workshops where households participate physically and actively (with hands-on activities), if possible
- Learn by watching — and by doing it yourself
- To ensure participants stay engaged and trust the research, all gatherings must be professionally executed — with good planning, clear structure, and relevant, engaging content — reinforcing the credibility of the EU project and its research partners

Pilot content - ideas and alternatives

- Shown on the following slides

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Asker timeline (draft), part 1

Tidslinje og aktiviteter for klespiloten

	Klær			
Aktiviteter	**Kort beskrivelse/ innhold**	**Tidsperiode***	Asker*	**Kommentarer**
Introduksjon Startpakke til husholdningene (skriftlig)	> En tidsplan for aktivitetene husholdningene skal igjennom > Lenke til undersøkelse om klesforbruk og livskvalitet som skal fylles ut > Instruksjoner for garderobestudie > Invitasjon til og agenda for oppstartsmøte/ kick-off > Eventuelt nødvendig utstyr på dette tidspunktet	Juni til august 2025	August, 2025	
Oppstartsmøte/ kick-off (fysisk eller digitalt, i gruppe)?	> CARE-prosjektet og klespiloten presenteres – en oversikt over aktivitetene gis > Instruksjoner for garderobestudien gis muntlig (tidligere sendt skriftlig) > Spørsmål og svar-session (Q&A)	?	September, 2025	
Innledende intervju (forskerne)	Etnografisk intervju, kvalitativ datainnsamling	Oktober, 2025		Fysisk (hjemme hos HH hvis mulig), plan B er digitalt?
Rådgivningstjeneste, første møte	Individuelt med hver enkelt husstand, basert på data så langt. Fysisk eller digitalt.	Oktober, 2025	Oktober, 2025	Digitalt?
Klesvask (4-12 uker)		November, 2025	November, 2025	
Introduksjon til første workshop (fysisk eller digitalt)				Digitalt?
Workshop		November til desember 2025		Fysisk
Evaluering (digitalt)		Februar, 2026		Digitalt
Reparasjon og redesign (4-8 uker)				Digitalt?

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Asker timeline (draft), part 2

Reparasjon og redesign (4-8 uker) Introduksjon til andre workshop (fysisk eller digitalt)		Mars, 2026	Mars, 2026	Digitalt?
Workshop		Mars til april 2026		Fysisk
Rådgivningstjeneste, andre møte	I gruppe eller valgfritt?	Mars til juni 2026		Fysisk?
Evaluering (digitalt)		Juni, 2026		Digitalt
Klesutfordring (4-12 uker) Introduksjon til tredje workshop		Juli til august 2026	August, 2026	Digitalt?
Workshop		Juli til september 2026	September, 2026	Fysisk
Evaluering (digitalt)		Desember, 2026		Digitalt
Avslutning "Avslutningspakke"	> Instruksjoner for kartlegging av husholdningens matsvinn > Lenke til undersøkelse om matsvinn, trivsel og evaluering av piloten	Januar, 2027		Sendes på epost?
Analysering av data (forskerne)		Januar til februar 2027		
Avsluttende intervju (forskerne)	Etnografisk intervju med hver enkelt husstand.	Mars til april 2027		Fysisk eller digitalt?

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Sweden - Gothenburg

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Recruitment of households for the pilots

Pilot information	
Date updated	2025-05-08
Responsible partner	IVL
Contact person	Annelise de Jong and Maja Dahlbom
Location	Gothenburg, Sweden

Channels for outreach	
Events	
Social media	Via Kretslopp och Vatten on Facebook and IVLs LinkedIn
Newsletters	
Posters	Posters around the city
Other (add rows)	

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Selection of households for the clothing pilot

Number of households for the clothing pilot	
Target number (with 40% drop-out rate)	20
Minimum number to complete the clothing pilot	12
Interested households	32*
Selected households	To be filled in later
Drop-outs	…
Replacement of drop-outs	…

Number of households starting and completing the interventions	
1. Clothes washing intervention	To be filled in later
2. Repair and redesign intervention	…
3. Wardrobe challenge	…

*Interested in both pilots

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Goals for the clothing pilot

- **Clothes washing intervention:** the goal is to inspire and motivate households to reduce their washing frequency and temperature and to provide information on which clothes to air or wash
- **Repair and redesign intervention:** the goal is to provide households with knowledge and tools to repair or redesign their clothes
- **Wardrobe challenge:** the goal is to inspire households to use clothes they have, identify their preferences regarding clothing and plan their purchases carefully

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Successful implementation and pilot content

What do you see as important for successful implementation of the pilots in your local context?

- It is important to engage all households, make them feel welcome and know the purpose of their participation, and that they are excited to be a part of the CARE project
- Understanding the different needs of different households, and adapt the workshops and advisory services to suit their needs
- Interactive workshops in which the households will be able participate actively
- Active community building that involve households to exchange knowledge and experiences

Have you already planned any specific pilot content? Or are there any ideas or alternatives you're currently considering?

- For the **clothing pilot** we have an initial idea to collaborate with Götaverkstan (part of a library in Gothenburg) which is a creative maker-space organising workshops and other activates, or Kretsloppsparken Alelyckan
- To inspire households to consume clothes more sustainable, we also want to include information about different materials used in clothes, what their properties are and how they are maintained best. With this we want that the households become more mindful when purchasing, using and maintaining the clothes.

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Timeline pilot (excl recruitment)

Tidplan: kläder	juni 2025 (M18)				juli 2025 (M19)				augusti 2025 (M20)				september 2025 (M21)				oktober 2025 (M22)				november 2025 (M23)				december 2025 (M24)			
	v. 23	v. 24	v. 25	v. 26	v. 27	v. 28	v. 29	v. 30	v. 31	v. 32	v. 33	v. 34	v. 35	v. 36	v. 37	v. 38	v. 39	v. 40	v. 41	v. 42	v. 43	v. 44	v. 45	v. 46	v. 47	v. 48	v. 49	v. 50	v. 51	v. 52
Uppstart																														
Kontakta hushållen som anmält sig																														
Ge hushållen information sheet + privacy notice + consent form + tidsplan + inbjudan till kick-off																														
Kick-off med huhsållen för kläder																														
Digital enkät kläder + garderobs-studie (baseline measurement)																														
Analys av enkät + garderobs-studie (baseline measurement)																														
Första intervjun kläder (data collection)																														
Rådgivning kläder (advisory service)																														
Aktivitet 1: tvätt																														
Introduktion till aktiviteten (ge hushållen information och ev. material)																														
Workshop om tvätt																														
Etnografisk observation (data collection)																														
Utvärdering av tvätt-aktivitet																														
Aktivitet 2: laga och designa om																														
Introduktion till aktiviteten (ge hushållen information och ev. material)																														
Workshop om lagning och designa om																														
Rådgivning kläder (advisory service)																														
Etnografisk observation (data collection)																														
Utvärdering av laga och designa om-aktivitet																														

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Timeline cont. Timeline pilot (excl recruitment)

Tidplan: kläder	januari 2026 (M25)	februari 2026 (M26)	mars 2026 (M27)	april 2026 (M28)	maj 2026 (M29)	juni 2026 (M30)	juli 2026 (M31)	augusti 2026 (M32)	september 2026 (M33)	oktober 2026 (M34)	november 2026 (M35)	december 2026 (M36)	januari 2027 (M37)	februari 2027 (M38)
	v. 1 v. 2 v. 3 v. 4 v. 5	v. 6 v. 7 v. 8 v. 9	v. 10 v. 11 v. 12 v. 13	v. 14 v. 15 v. 16 v. 17 v. 18	v. 19 v. 20 v. 21 v. 22	v. 23 v. 24 v. 25 v. 26	v. 27 v. 28 v. 29 v. 30 v. 31	v. 32 v. 33 v. 34 v. 35	v. 36 v. 37 v. 38 v. 39	v. 40 v. 41 v. 42 v. 43 v. 44	v. 45 v. 46 v. 47 v. 48	v. 49 v. 50 v. 51 v. 52 v. 53	v. 1 v. 2 v. 3 v. 4	v. 5 v. 6 v. 7 v. 8
Aktivitet 3: garderobsutmaning														
Introduktion till aktiviteten (ge hushållen information och ev. material)														
Workshop om garderobsutmaning														
Etnografisk observation (data collection)														
Utvärdering av garderobsutmaning														
Exit														
Exit-paket (garderobs-studie + enkät)														
Digital enkät kläder + garderobs-studie														
Analys av enkät + garderobs-studie														
Exit-intervju (data collection)														

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Germany - Berlin

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Clothing pilot Goals

November 2025 – February 2026

1

Workshop:
Washing & Caring

Goal:
Households acquire in-depth knowledge about the correct care of clothing as well as specific skills for cleaning different types of clothing (material). This enables them to take better care of their clothes in the long term and thus preserve them for longer.

March 2026 – June 2026

2

Workshop:
Repairing & Redesign

Goal:
Households learn concrete practices for repairing, mending and upgrading different types of clothing and textile materials. They are put in a position to carry out repairs themselves in future instead of throwing clothes away or buying new ones. They also learn where they can have ‘difficult cases’ repaired.

July 2026 – December 2026

3

Workshop:
Wardrobe challenge

Goal:
Households get to know their own wardrobe from a new perspective through the use of creative techniques. They learn how they can combine existing items of clothing to create new outfits or have them upgraded or altered. Households go without new purchases for a few weeks, but at the same time benefit from new combinations and upcycling.

As of May 2025

Successful pilot implementation (as of today)

- As Berlin is a very large city and the applicants come from different districts, **central and easily accessible locations** (with U- or S-Bahn) are very important.
- The majority of applicants in Berlin are in full or part-time employment. Meetings and workshops should therefore be **scheduled** in such a way that they can take part without any problems. For this reason, not every meeting/workshop/counsel will take place in person but online.
- Almost half of our applicants are 50 years or older. The oldest participant is 74 years old. Locations should therefore be as **age-appropriate and barrier-free** as possible.
- The three most **important reasons** for participating are: (1) contribution to environmental and climate protection, (2) to acquire knowledge about one's own consumption and ecological footprint and (3) to acquire new knowledge and skills. These should be met as much as possible.
- Sharing experiences with other households was rated as the least important out of 10. The focus should therefore be on **imparting practical knowledge and content**.

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Successful pilot implementation (as of today)

- We plan to have a **feedback session** after every pilot meeting or workshop to ask for improvements, ideas, critic etc. in order to improve continuously
- Each workshop should include **free beverages and healthy snacks** (vegan)

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Clothing Pilot Content

November 2025 – February 2026

1

Workshop: Washing & Caring

Live workshop led by a VI specialist (e.g. location in a local home economics school?)

Participants may receive certain washing material and caring (sticker, washing bag, etc.)

March 2026 – June 2026

2

Workshop: Repairing & Redesign

Live workshop led by a professional textile expert/tailor (external) at a central repair café

Each participant brings one garment from home that needs repair or improvement, with the goal of fixing or upgrading it.

Participants receive a guidebook and a sewing kit.

July 2026 – December 2026

3

Workshop: Wardrobe Challenge

Live workshop incl. a presentation by a professional stylist on creative ways of combining new outfits and …

a clothing swap event* to which the participants bring own clothes for swapping

Gift Card for 2nd Hand shop??

As of May 2025

Estonia - Lääne-Harju

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ZWEE is responsible for interventions

- Have you set a clear goal for the interventions?

The goal is to create a change in people's practices and habits. We will try to monitor this in the weeks following the workshop, what questions and concerns the families have.

- What do you see as important for successful implementation of the pilots in your local context? (e.g. accessible locations, physical or digital meetings, etc. Tip: check the input you got from the citizens in the WP2 co-design workshops last year).

When organizing a workshop, it is definitely important to choose a location that is accessible and convenient for everyone to come to. Since Lääne-Harju municipality has a large territory and is sparsely populated, we may have to hold two workshops.

- Have you already planned any specific pilot content? Or are there any ideas or alternatives you're currently considering?

In each workshop, participants should receive informational material and instructions for the following weeks, where they will monitor the use of their new skill.

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Clothing pilot Goals

November 2025 – December 2026

1

Washing intervention: physical meeting with expert

Goal:
Households acquire in-depth knowledge about the correct care of clothing as well as specific skills for cleaning different types of clothing (material). This enables them to take better care of their clothes in the long term and thus preserve them for longer.

Mars 2026 – April 2026

2

Repair and redesign: Physical meeting with expert

Goal:
Households learn concrete practices for repairing, mending and upgrading different types of clothing and textile materials. They are put in a position to carry out repairs themselves in future instead of throwing clothes away or buying new ones. They also learn where they can have ‘difficult cases’ repaired.

July 2026 – September 2026

3

Wardrobe planning intervention: Physical meeting with expert

Goal:
Households get to know their own wardrobe from a new perspective through the experts style advise. They learn how they can combine existing items of clothing to create new outfits or have them upgraded or altered. Households go without new purchases for a few weeks, and try to shop their own wardrobe.

Thank you!

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