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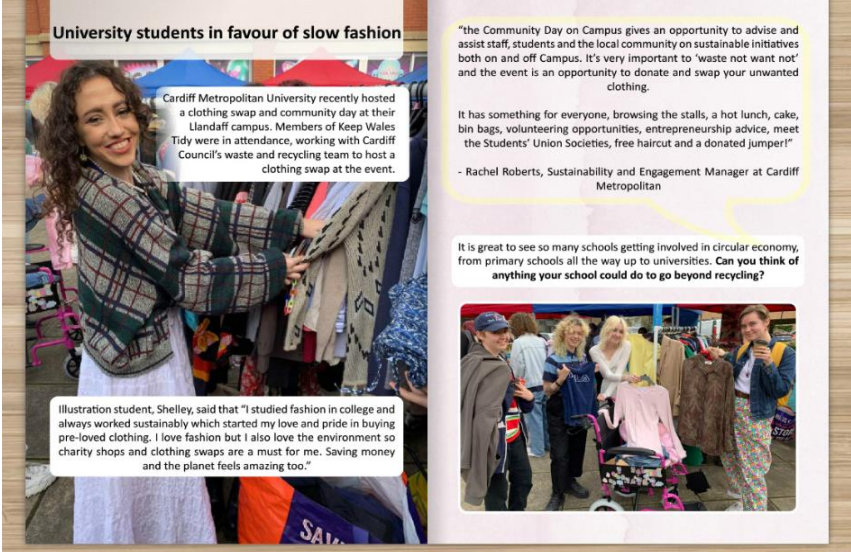
Case Study

CASE STUDY TITLE: Fly-tipping campaign – Cardiff Metropolitan University Community Day and Clothing Swap

Organisation	Cardiff Metropolitan University
Date/s case study covers	25/10/2022
Project summary (including location)	<p>Working alongside Cardiff Metropolitan University and Cardiff Council's Waste and recycling team we attended a community day and clothing swap at the Llandaff campus to promote responsible waste behaviours to students on Tuesday 25th October 2022.</p> <p>This event included a farmers' market with local produce, information stands from local services and also a new clothing swap event for students.</p> 
Partners involved	<p>Cardiff Metropolitan University</p> <p>Cardiff Council</p>
Resources (funding, staffing, volunteer time etc.)	<p>Staffing from Keep Wales Tidy.</p> <p>Banner, 'freebies' to give away on the stall on the day of the event. (Temporary tattoos, posters, stickers, portable ashtrays etc.)</p> <p>Promotion and social media from Cardiff Metropolitan University and Keep Wales Tidy channels.</p>
Any barriers, risks and issues overcome	<p>As the monthly community day's at the university were only recently set up, student numbers attending the farmers market were lower than we expected initially. As the community events become more regular and more students know they're running the numbers will increase. We will be attending again in 2023.</p> <p>The clothing swap element was very well received by students but again, numbers were low of people bring their own items to swap.</p>


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<p>Feedback/quotes from participants / beneficiaries</p>	<p>Shelly, an Illustration Student at Cardiff Metropolitan University who enjoyed the clothing swap said: <i>“I studied fashion in college and always worked sustainably which started my love and pride in buying pre-loved clothing. I love fashion but I also love the environment so charity shops and clothing swaps are a must for me. Saving money and the planet feels amazing too.”</i></p> <p>Rachel Roberts, Sustainability and Engagement Manager at Cardiff Metropolitan said: <i>“The Community Day on Campus gives an opportunity to advise and assist staff, students and the local community on sustainable initiatives both on and off Campus. With the cost-of-living issues at the moment, it’s even more important to “waste not want not” and the event is an opportunity to donate and swap your unwanted clothing. It has something for everyone, browsing the stalls, a hot lunch, cake, bin bags, volunteering opportunities, entrepreneurship advice, meet the Students’ Union Societies, free haircut and a donated jumper!”</i></p>
<p>Photographs, videos, social media etc.</p>	 <p>University students in favour of slow fashion</p> <p>Cardiff Metropolitan University recently hosted a clothing swap and community day at their Llandaff campus. Members of Keep Wales Tidy were in attendance, working with Cardiff Council’s waste and recycling team to host a clothing swap at the event.</p> <p>Illustration student, Shelley, said that “I studied fashion in college and always worked sustainably which started my love and pride in buying pre-loved clothing. I love fashion but I also love the environment so charity shops and clothing swaps are a must for me. Saving money and the planet feels amazing too.”</p> <p>“the Community Day on Campus gives an opportunity to advise and assist staff, students and the local community on sustainable initiatives both on and off Campus. It’s very important to ‘waste not want not’ and the event is an opportunity to donate and swap your unwanted clothing.</p> <p>It has something for everyone, browsing the stalls, a hot lunch, cake, bin bags, volunteering opportunities, entrepreneurship advice, meet the Students’ Union Societies, free haircut and a donated jumper!”</p> <p>- Rachel Roberts, Sustainability and Engagement Manager at Cardiff Metropolitan</p> <p>It is great to see so many schools getting involved in circular economy, from primary schools all the way up to universities. Can you think of anything your school could do to go beyond recycling?</p>

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<p>Collective Impact: Outputs and outcomes and how they contribute to WFG Goals and Ways of Working</p>	<p>Cardiff Metropolitan University Students are now volunteering to run a regular clothing swap at the monthly community days. The hope is for this to become more popular throughout 2023 and for students to run their own clothing swaps with friends / in halls of residents.</p> <p>Through the partnership with Keep Wales Tidy, at future events our fly-tipping campaign materials and messaging will be used to promote the event and distributed to students at each event promoting the themes of circular economy and extending the lifespan of student household items.</p>	
<p>Contact name(s) and details</p>	<p>Guto Williams – guto.williams@keepwalestidy.cymru</p>	