

SI.

Clothes Swap – step by step manual

To organise a clothes swap with your alumni network you need: an organising team of at least three people, a venue with tables, hanging racks, hangers, mirrors, a box for trading tickets, Swedish music to stream and marketing material. Event grant for this toolkit is SEK 7000.

1. Find a good venue with lots of space.



2. Gather some clothes beforehand from the organising team and maybe family members or maybe take help from a local second hand shop or similar. It's important to have a base of clothes to start with. It may be wise to have people drop off clothes ahead of time (for example in the morning or even the week before), to give you time to arrange clothes and then have an opening when clothes are up for grabs. When people leave a piece of clothing they get a ticket that can later be traded for another piece when they visit the actual event.
2. There is marketing material provided for this toolkit. Have a look at them it and decide if you want to translate anything. Contact the SI alumni team if you want to make any changes or want to print a poster or folder in your language. We will help you with files ready for printing, but you need to send it in at least three weeks before for us to be able to get it done in time for you.
3. Co-create the event with a local partner, if possible. It can be a sustainability clothes brand or a second hand shop or environmental organisation or ecological café that can provide snacks or fika.
4. Create an online link with registration form. We suggest you use confetti.events or a similar service. Invite people and market your event! Make sure all alumni in the region hear about it. SI Alumni Office can help

you to send email to alumni in the region and inform the Swedish Universities to include their alumni too. We only need an online information/registration link from you.

5. On the day for the event: prepare the space by setting up tables and hangers for displaying the clothes. Remember to provide two additional tables, one for drop off and one for pick up. Provide at least one mirror and consider having a fitting room (a corner behind screens or curtains).
6. Have your event! Consider offering some fika while people search for clothes to make the event more social.
7. Donate any garments that are left at the end of the day to a local second-hand store or non-profit organisation.
8. Send us a report! You will get instructions when you sign up to hold this event.

Other ideas that can help lift your event:

- Consider inviting a local designer to hold a DIY workshop. The designer can instruct and give practical help to people who want to ‘up-cycle’ old clothes (amend for size and style).
- Arrange a second-hand fashion show or a fashion show with Swedish eco fashion.
- Arrange a seminar on sustainability, corporate social responsibility and fashion in relation to your clothes swap..

If you do any of these extras or something else in addition to the clothes swap, the event grant can be increased with SEK 5000.