

Clarity on what can be recycled and easy drop off zone for clothes for recycling

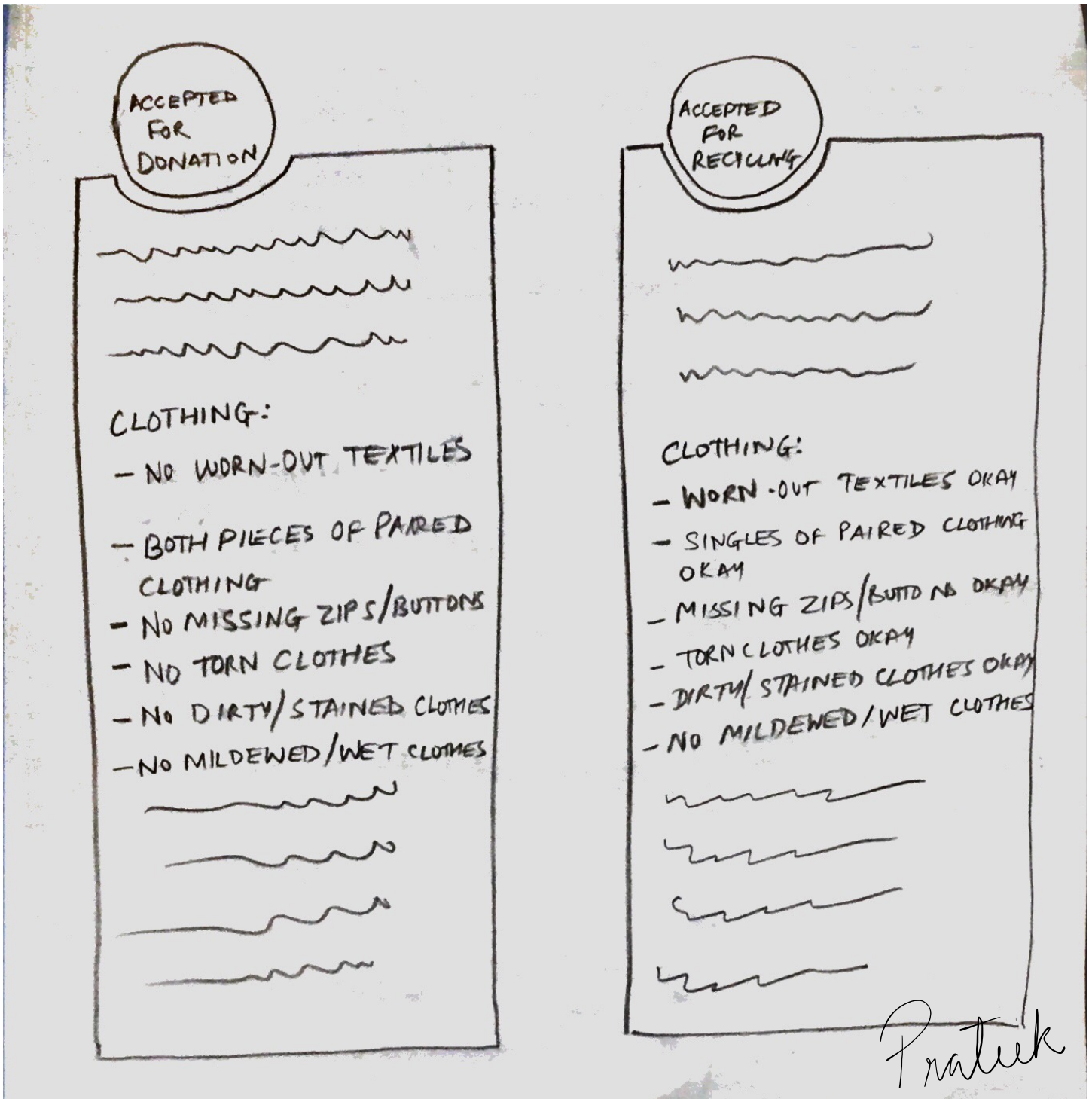
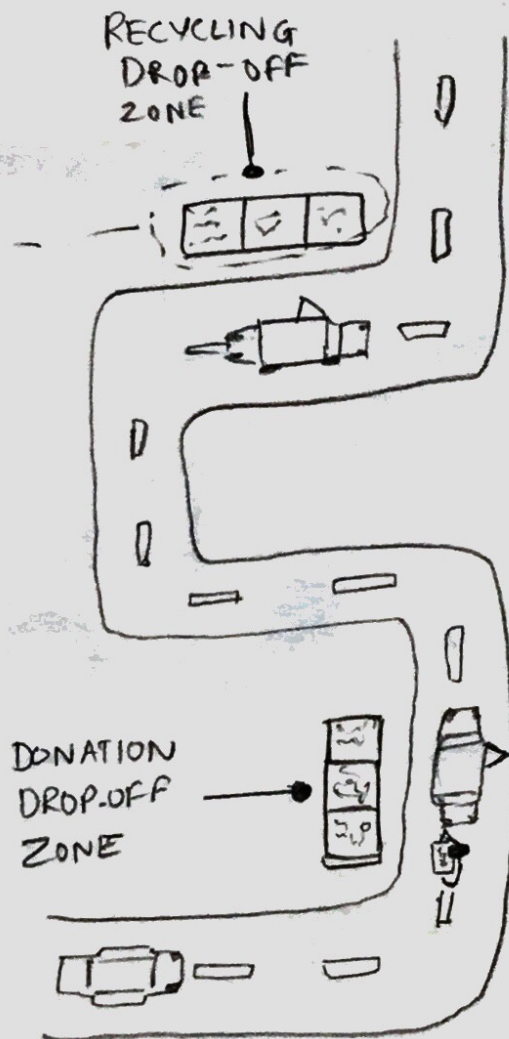
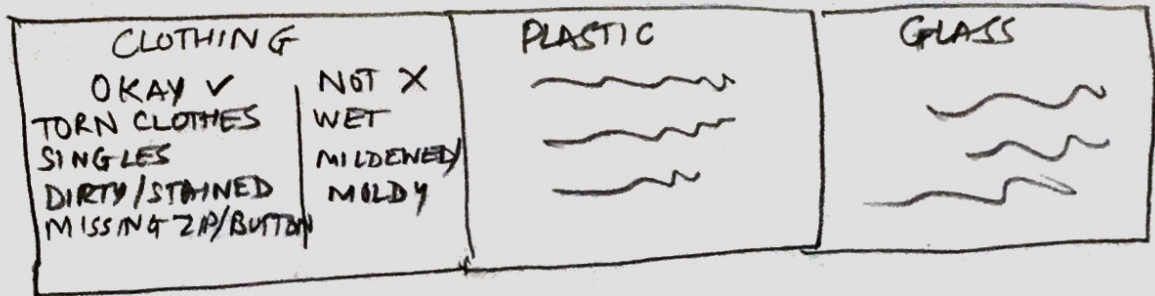


FIG 1: Pamphlets distinguishing what's suitable for donating and recycling and what's not.



Prateek

FIG 2: Easy, separate drop off zones for donation and recycling at thrift stores like Goodwill.

Use Ride-sharing services like Uber, Lyft etc to help easy the clothing recycling process

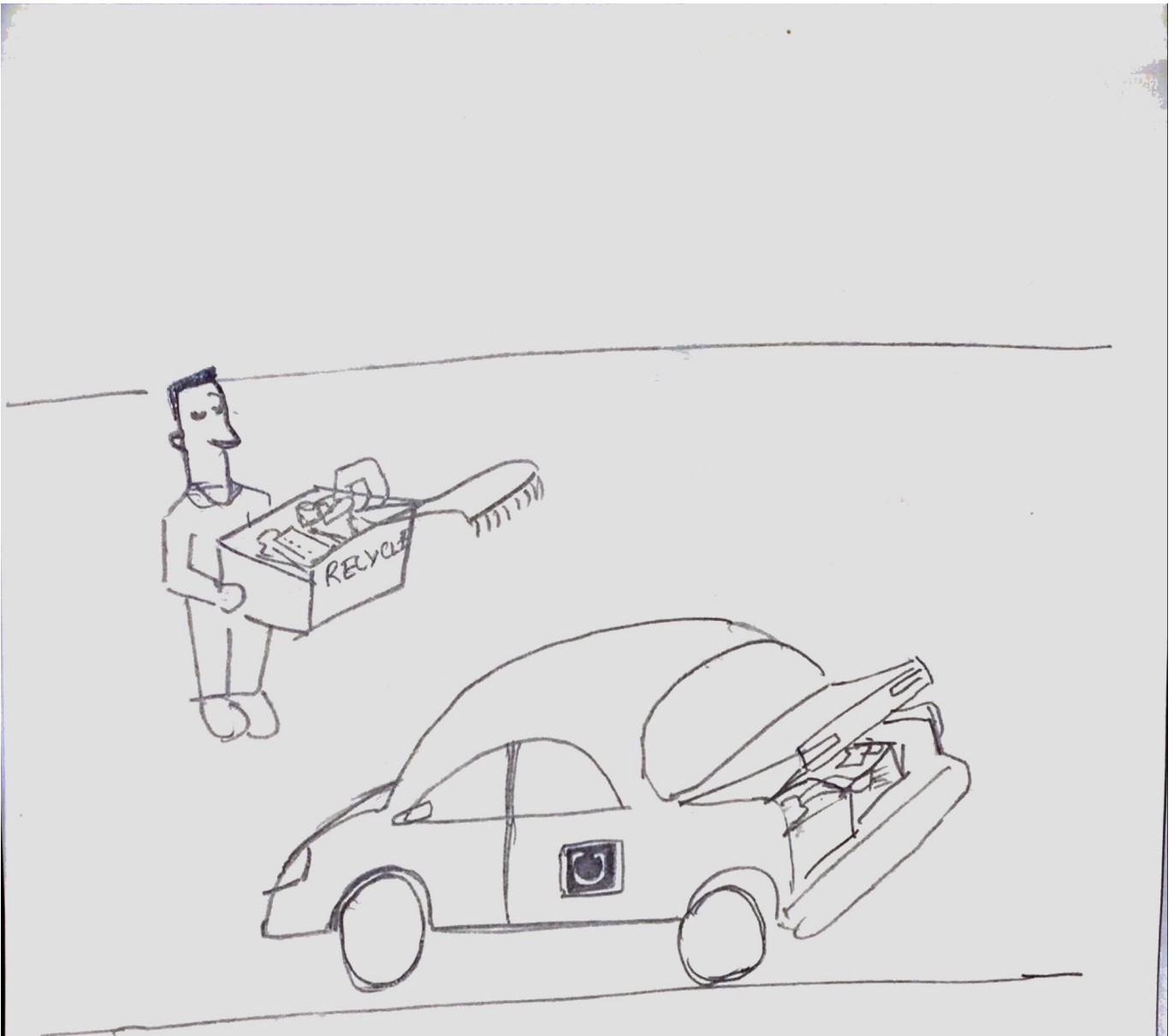


FIG 3: Shows a man bringing his clothing recycle stash to an uber he's going to ride in.

Pratik

Get Amazon and other ecommerce companies to pick up recycled clothing whenever they drop-off a package



FIG 4: Shows an Amazon delivery executive dropping off an Amazon package and collecting recycled clothing in an old Amazon delivery box.

Closet Pet Chatbot



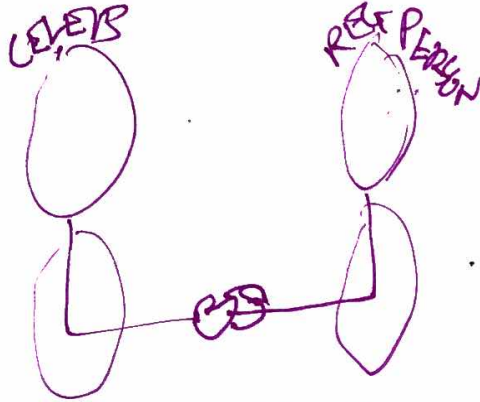
Prateek



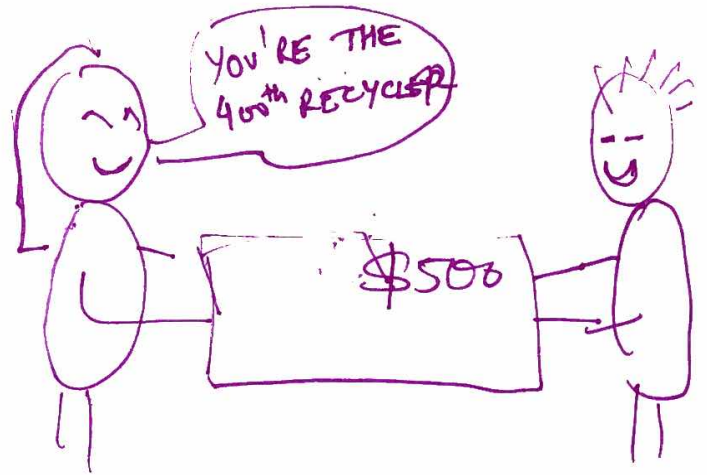
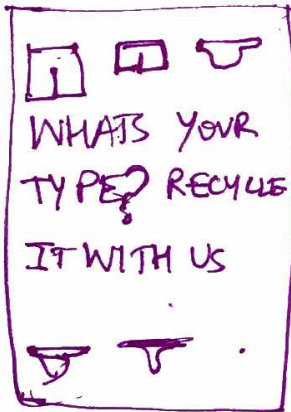
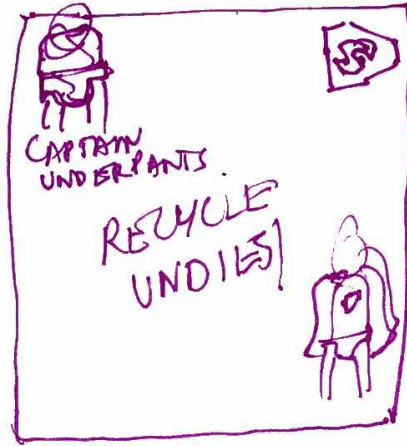
#recycle your dirty underwear



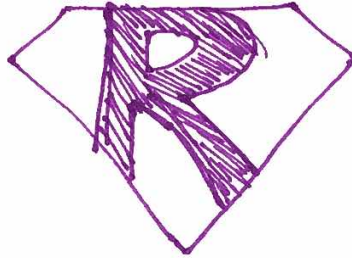
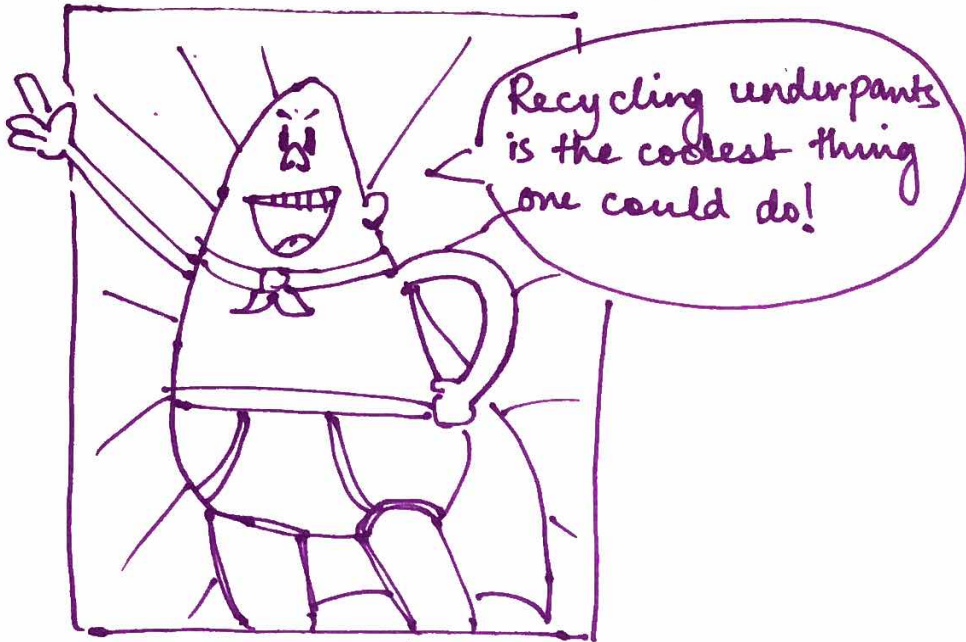
#recycle your holy socks



Meet your celeb when you recycle



Prateek



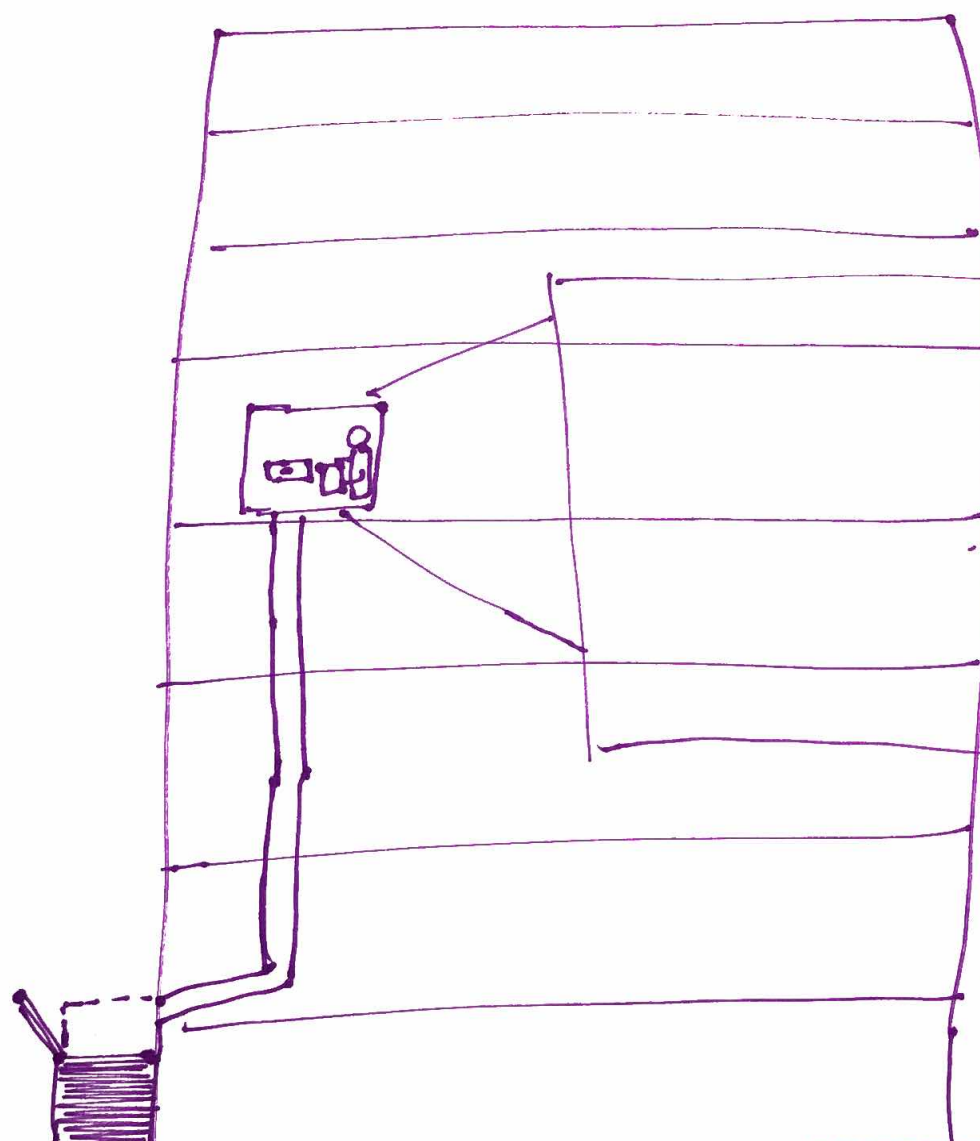
RECYCLE MAN

Well I'm Superman and I recycle every piece of clothing that I can. Including my cape!!



Protect

CURBSIDE PURPLE BIN



Prateek

ACTION DRIVING PAMPHLETS

IT'S TIME TO START RECYCLING!
TEAR-OFF AS YOU'RE DONE W/ EACH STEP!

STEP 1      

SORT OUT CLOTHES
FOR RECYCLING
(LOOK OVERLEAF FOR WHAT TO RECYCLE)



PLAYS AUDIO
ABOUT EACH STEP

STEP 2 (DIFFERENT LANGUAGE) (BRAILLES)

BOOK A PICK UP? → CALL 206-XXXXXXX 

FIND A DROP OFF?
(LOOK OVERLEAF FOR DROP OFF NEAR YOU)

STEP 3

STEP 4

STEP 5

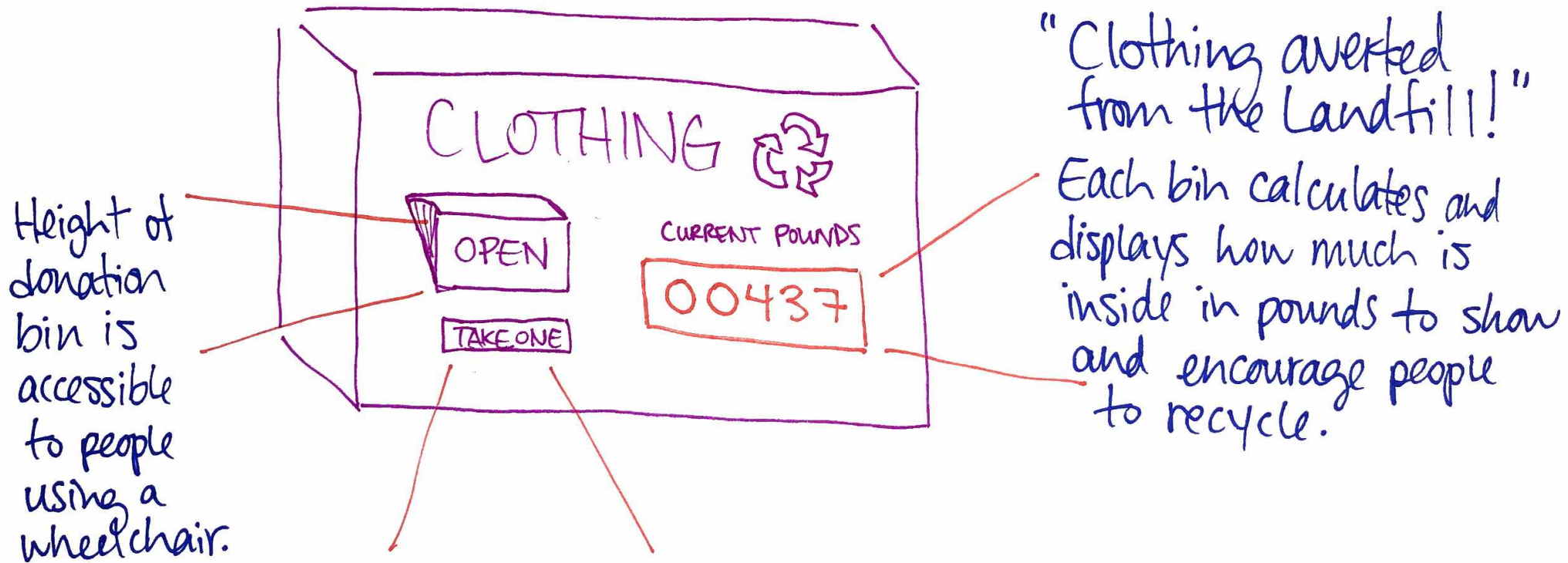
STEP 6

STEP 7

ALL DONE! TEAR AWAY AND FEEL
THE EUPHORIA! YOU'VE RECYCLED!

Prateek

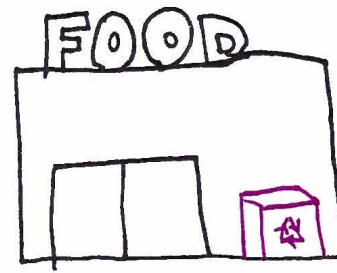
Gamify in-person clothing recycling:



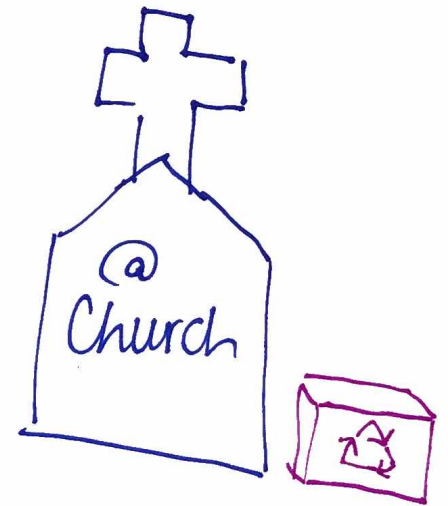
After people recycle, they can proudly take a sticker.



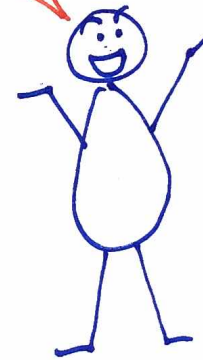
@ grocery stores



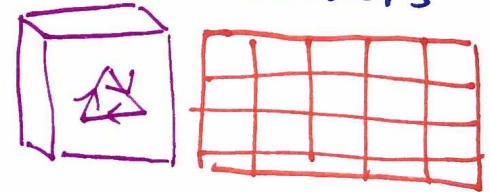
Recycling old clothing is easy. It's Everywhere I go!



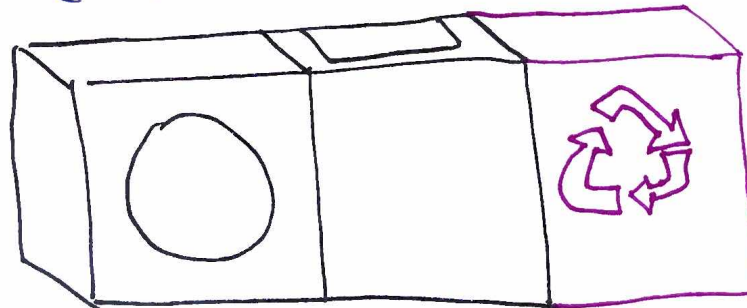
@ the Light Rail train station



by Amazon Lockers

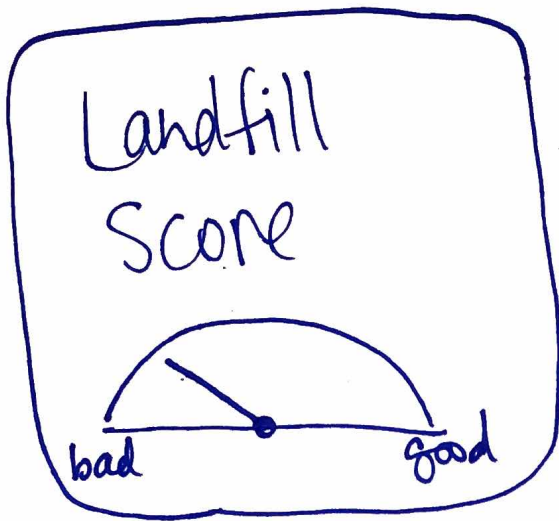


@ the Laundromat




@ the Soccer field

PSA VIDEO



A series of videos, "Live From the Landfill," would educate households about how much clothing is being ~~misplaced~~ trashed.

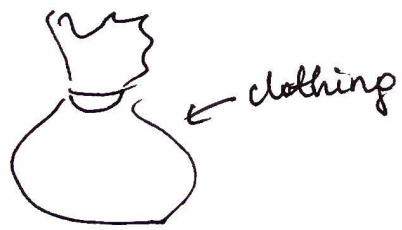
The format would be in a news show w/ a pop-out video feature to show the Landfill's current "score" + videos and infographics to educate. Similar to ~~online~~^{tv} news there would be a scrolling piece @ the bottom. ↴

How many lbs. of clothing ~~is~~ added to the landfill 

scrolls
up in #'s



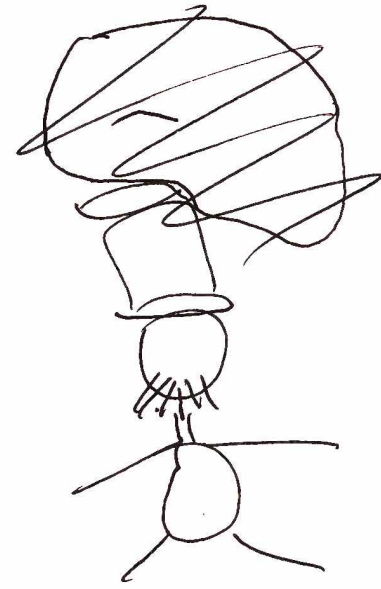
1 Yera



1



1



2



Jenny won!!!

30lb of recycled clothes

2



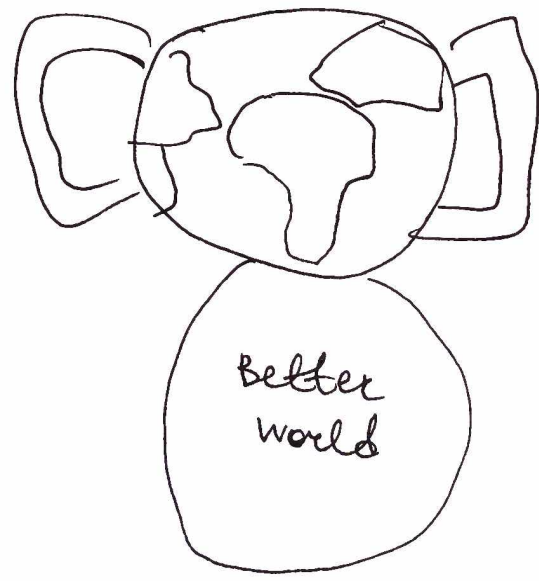
Patrick
Clothes the
Recycling Gap

2

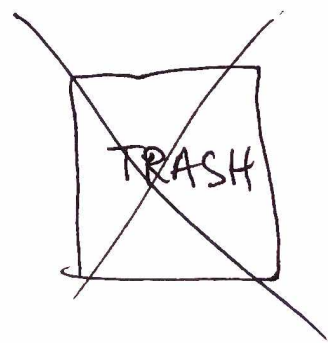
Olive Garden
welcomes
Patrick's
family! Enjoy
your meal &
thank you for
recycling



3



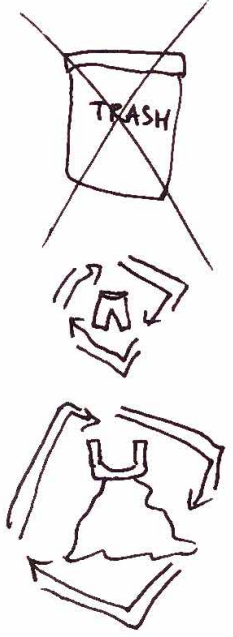
3



Happy Planet ~~+~~

Yeva

... Brand - new cycle



Yeva

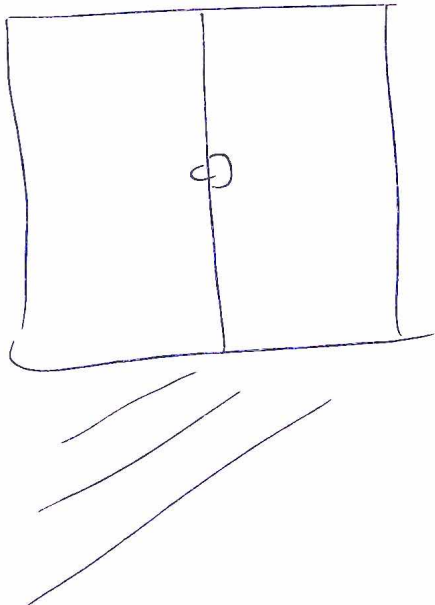
Enter a change to win a new Mac Book!

Accessories
Recycling

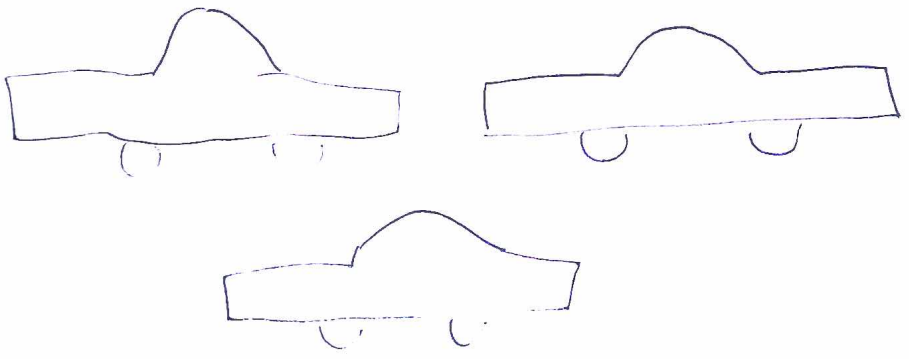
Clothing
Recycling

Shoes
Recycling

Apple Entrance



Employee Parking



Carts to carry clothes

Recycling carts

Yeva

Children-Driven Initiatives



Even the Badge

Child Recycling Card	
20 dresses	<input checked="" type="checkbox"/>
10 pants	<input checked="" type="checkbox"/>
5 scarfs	<input checked="" type="checkbox"/>
Eva	

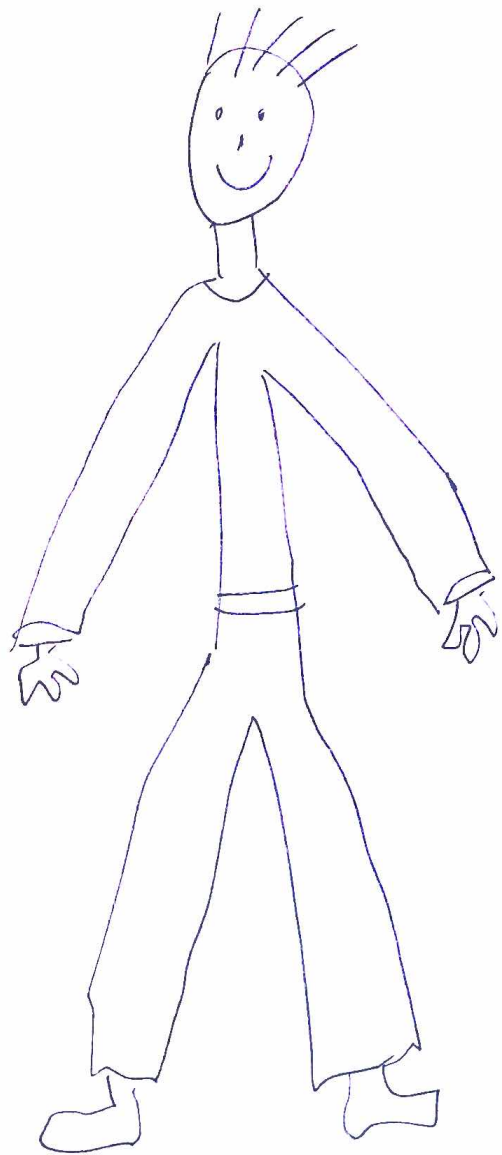


Knock-Knock!
We are collecting unwanted garments to recycle to meet our school's clothing recycling goals

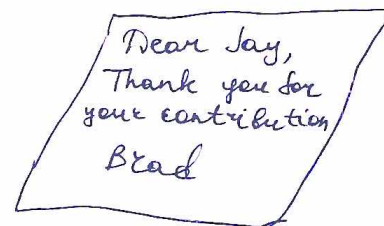


Celebrity Ambassador

Brad Pitt

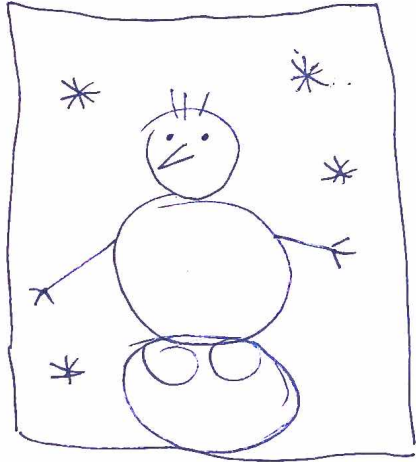


- I recycle because...
- If you recycle pounds a year, you'll get tickets to my movie premier
- Q&A panel about the benefits of recycling
- Feature clothing recycling in movie clip/song
- Fashion rewards: autographed new garments in exchange for the old ones
- Picture with the celebrity + Recycling Hero certificate



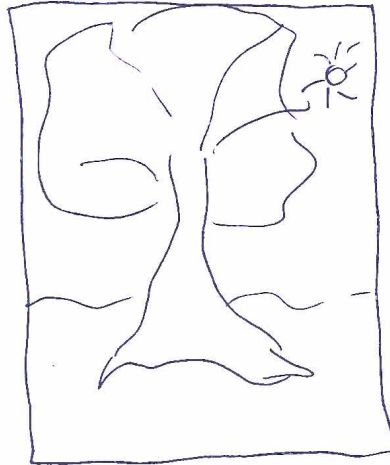
Seasonal Cycles of Recycling + Seasonal Discounts

Winter



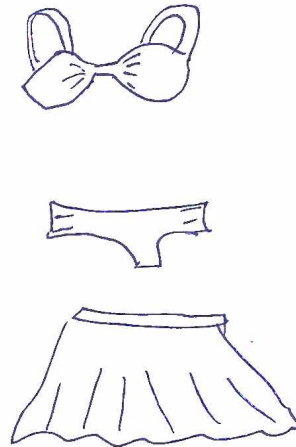
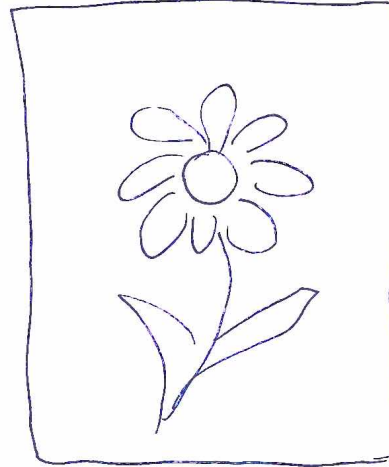
H&M
discounts
\$\$\$

Spring



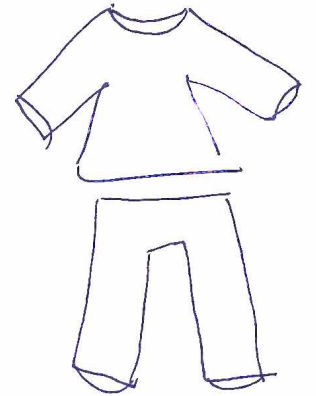
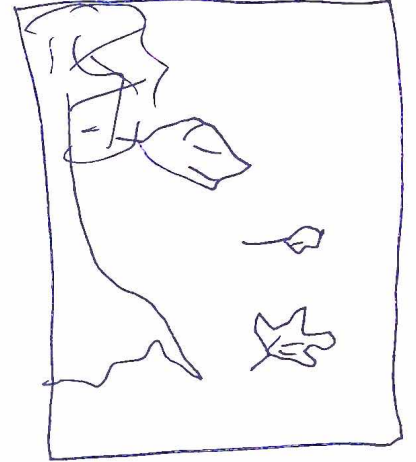
Madewell
discounts
\$\$\$

Summer



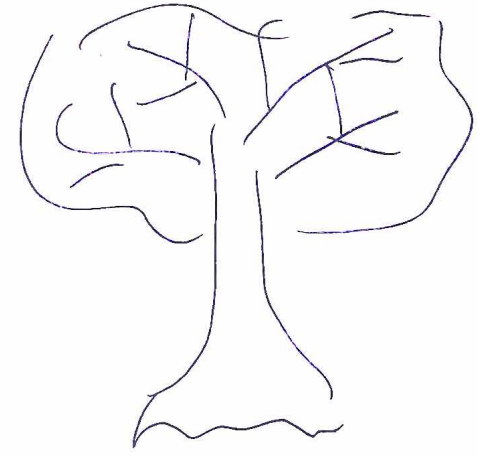
Uniqlo
discounts
\$\$\$

Fall

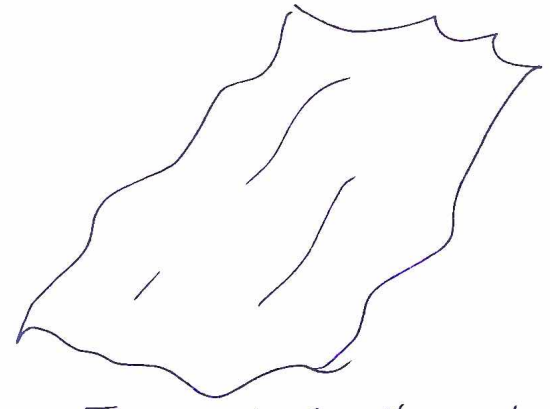


Macy's
discount
\$\$\$

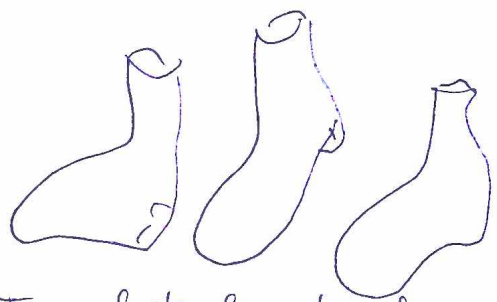
Yeva



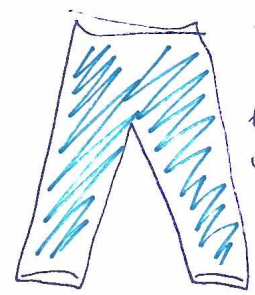
I'm a tree that was saved through the clothing recycling methods



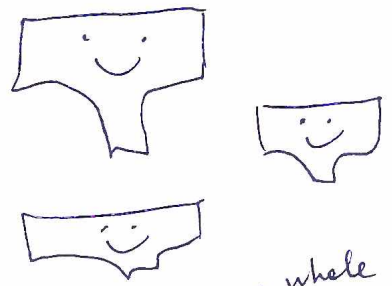
I may look like a towel, but I used to be fancy pants! Recycling has given me a new life 😊



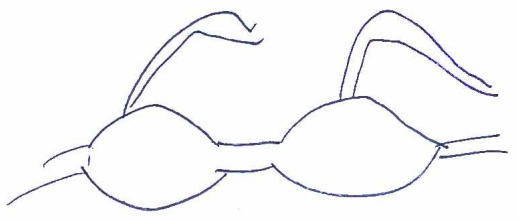
I used to be a lonely sock, but I found so many friends through recycling!



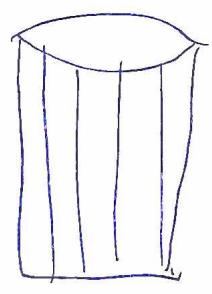
I used to hate my green color, but recycling has allowed me to be my true self - a blue-colored part-wonder. Thanks for helping me become my true self!



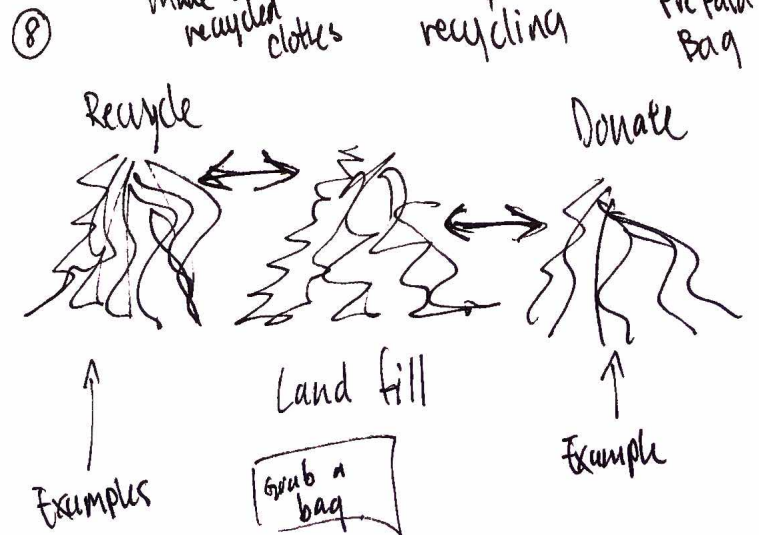
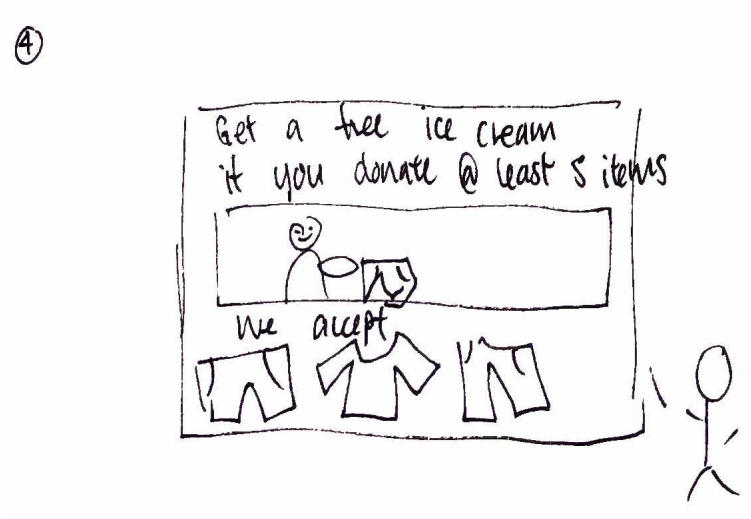
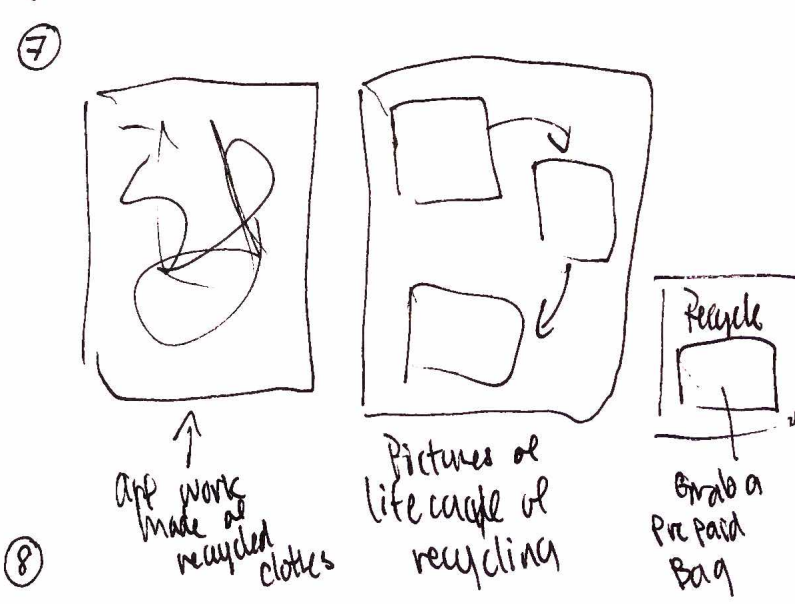
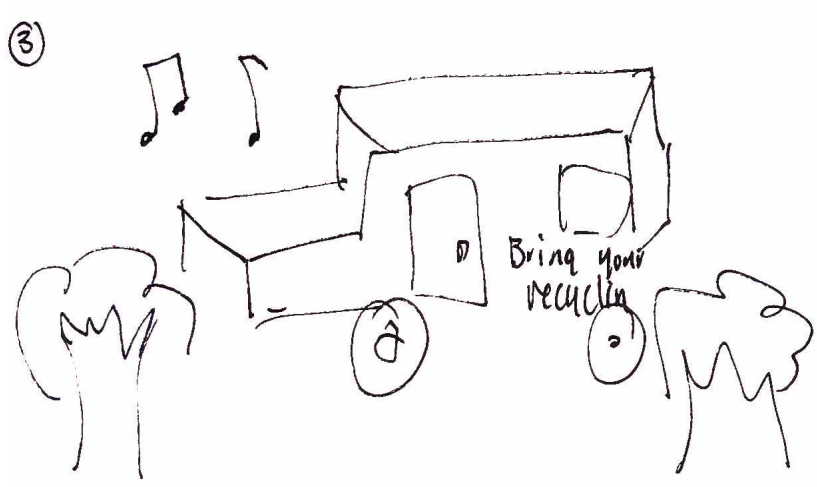
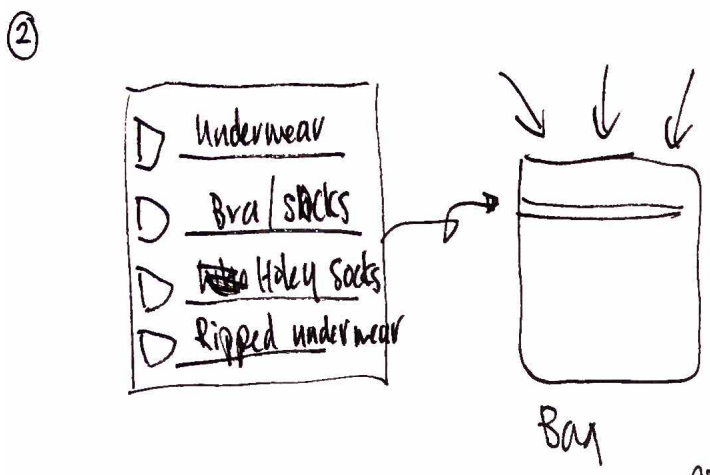
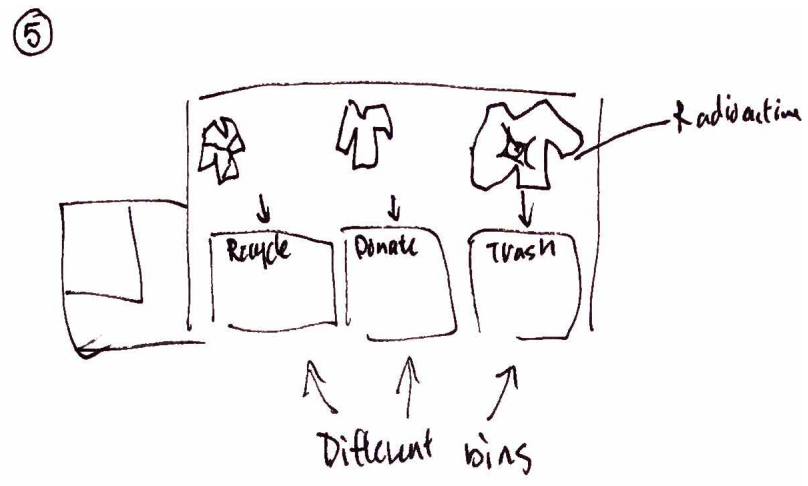
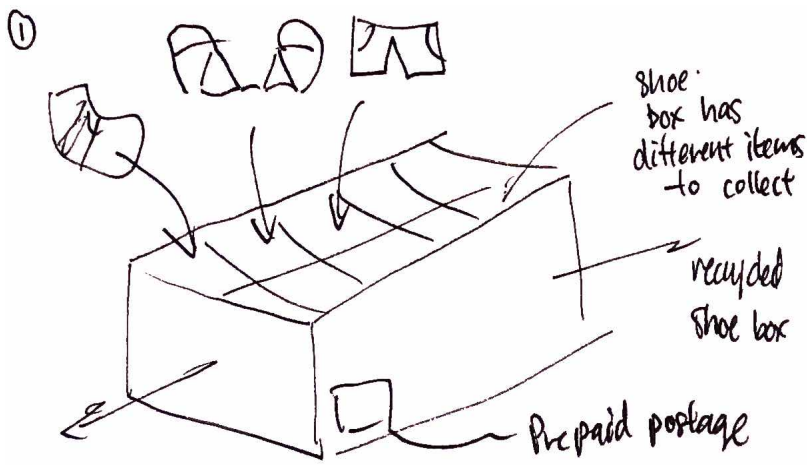
There are a whole bunch of us here! We can even play games! We may be the undies, but we feel on top of the world!



Bra-vo! I feel so brand-new thanks to recycling!

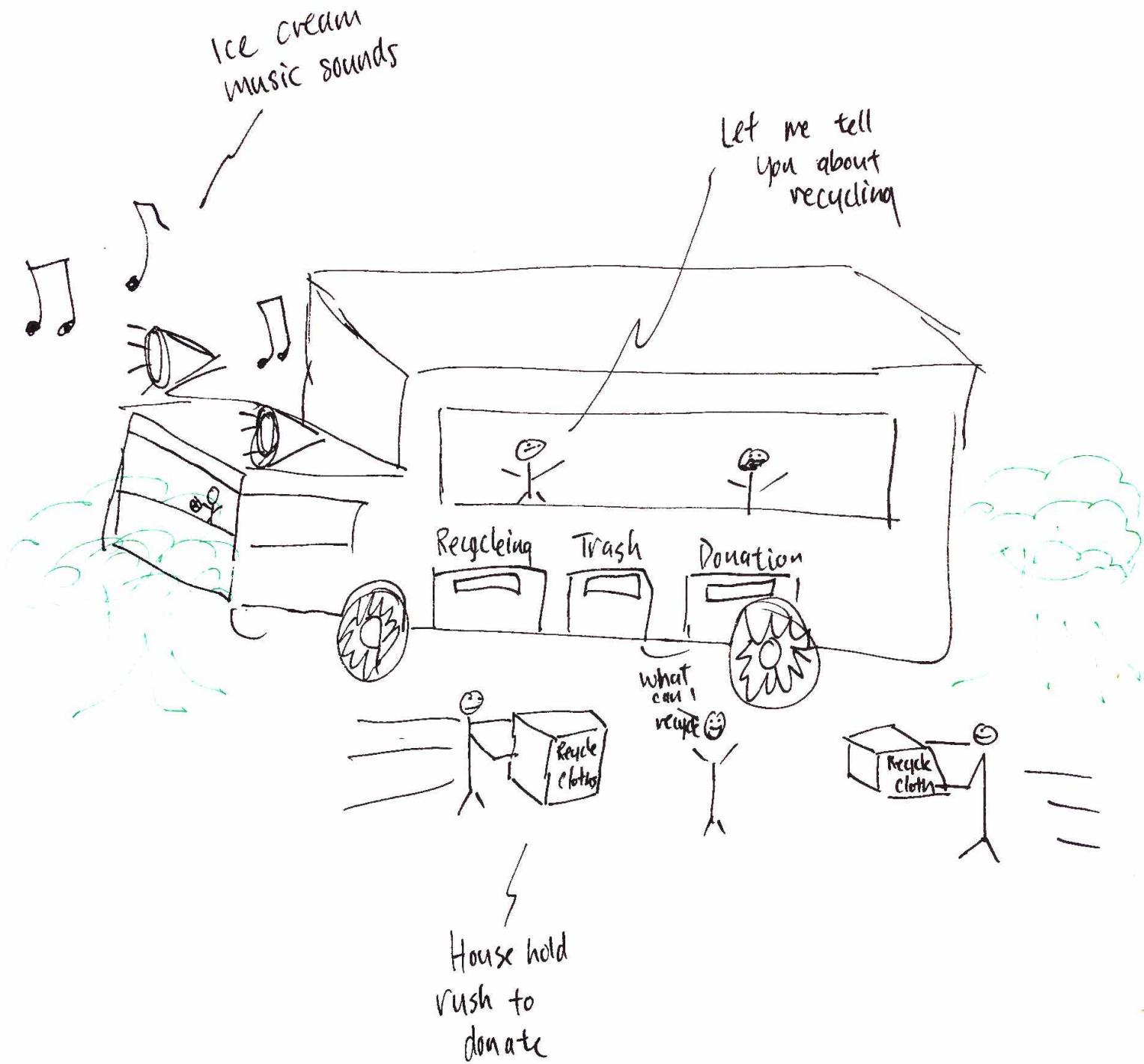


I feel so light! I can finally hold trash, not the clothes that can be recycled! I'm a happy can 😊



Ice Cream like Recycling

Truck that goes around the neighbourhood



Clothing Donation & Recycling Tree

The clothing donation & recycling tree can be placed in high traffic lobbies.



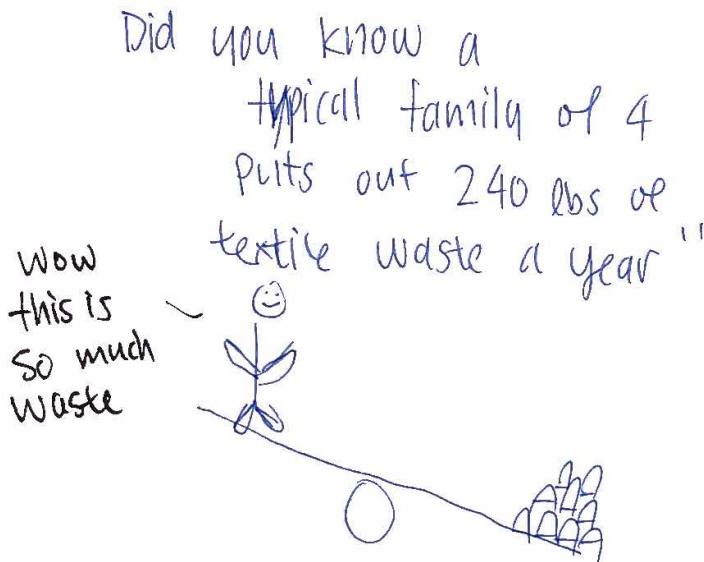
- Corporate partners may match donations given by users.

After user have collected all the items listed in the tag they return items in a box

- User can pick up recycling or donation ideas from the tree

ART EXHIBIT FOR RAISING AWARENESS AND DRIVE ACTION ON CLOTHING RECYCLING

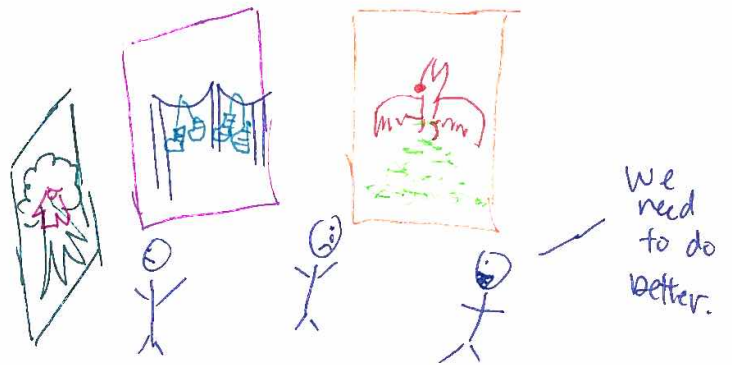
(Interactive sculpture)



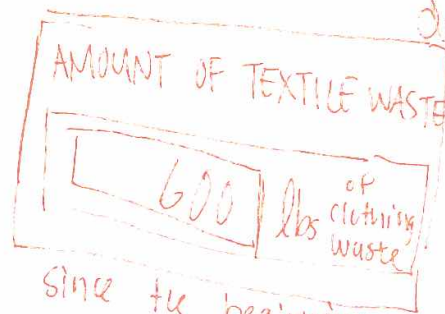
Stand on the scale to see if this waste can lift you up?

Put weight behind your impact.

(Photo Gallery) Pictures we curate but renowned photographers
 "Check out all the impact of clothing waste on the environment."



(Bill board that counts up the lbs of waste that has accumulated since the beginning of the day)

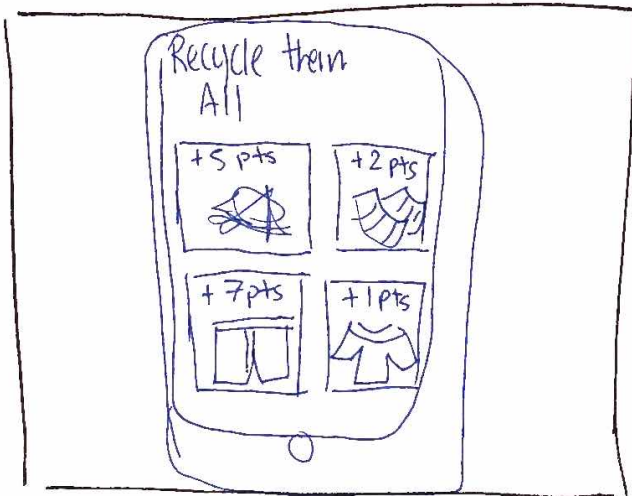


since the beginning of the day

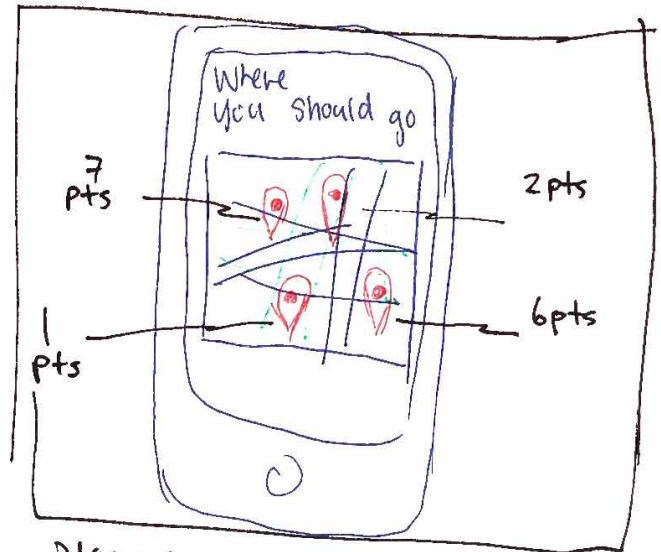
Phecda

Gamify the process of recycling

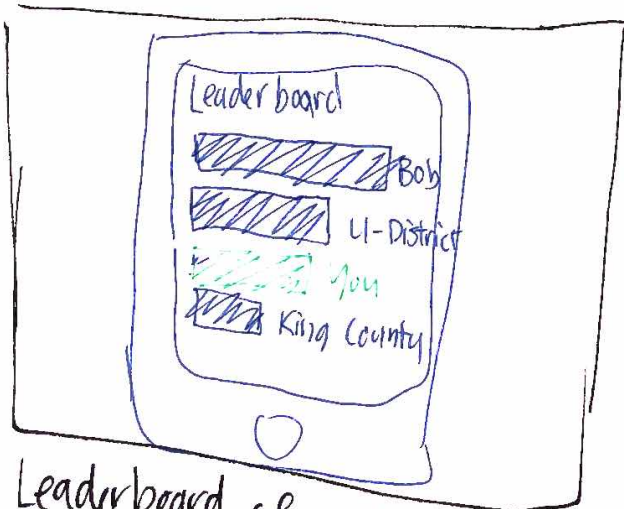
- Think Pokemon go
- App reminds you of seasonal goals
- Shows friends / community leaderboard.



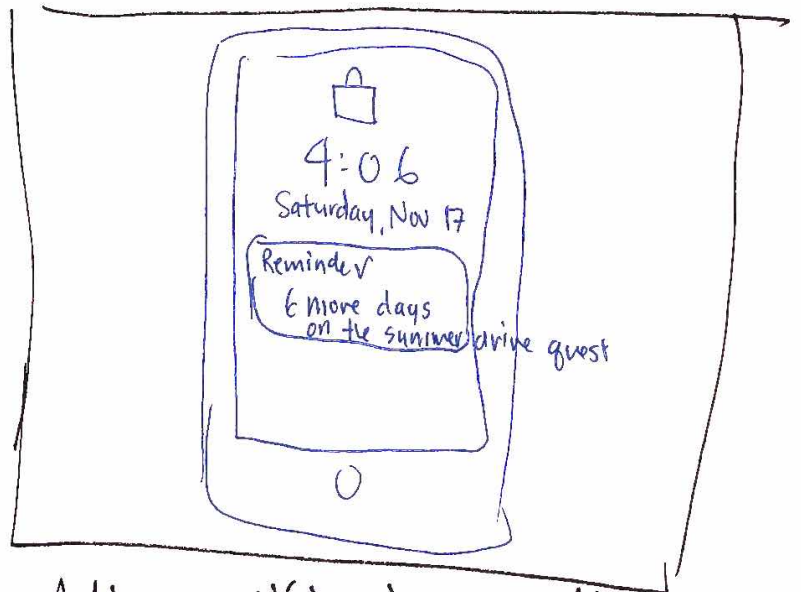
Players get more points for items that they have never donated



players get more points for donating @ places they have never been to



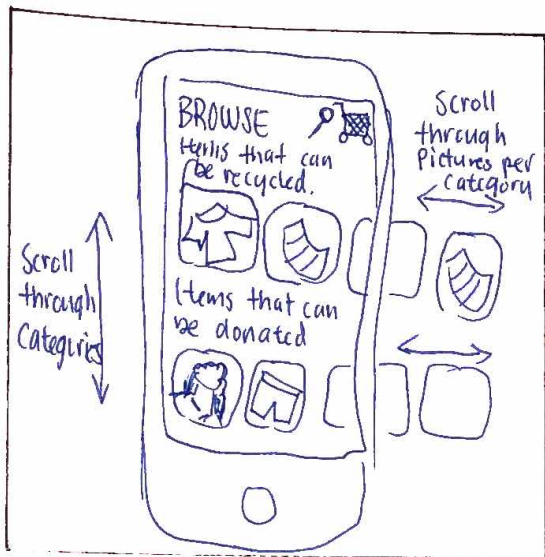
Leaderboard of points challenges you to beat your peers.



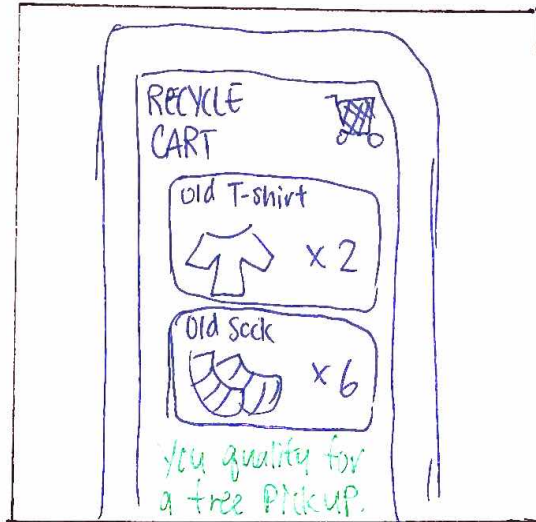
Active notification regarding summer drives & in-game events.

On demand clothing recycling app / service

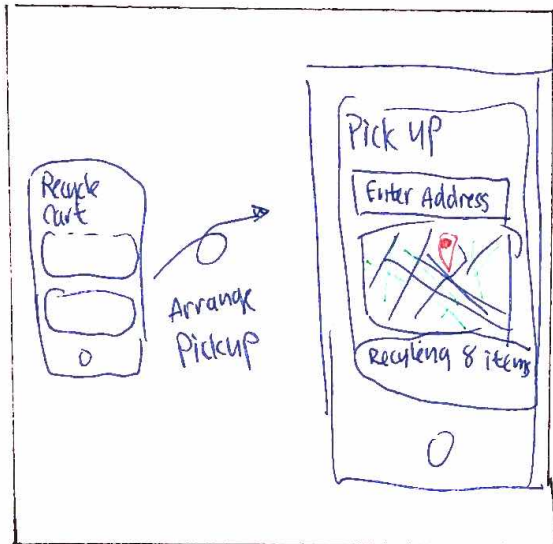
Phecca



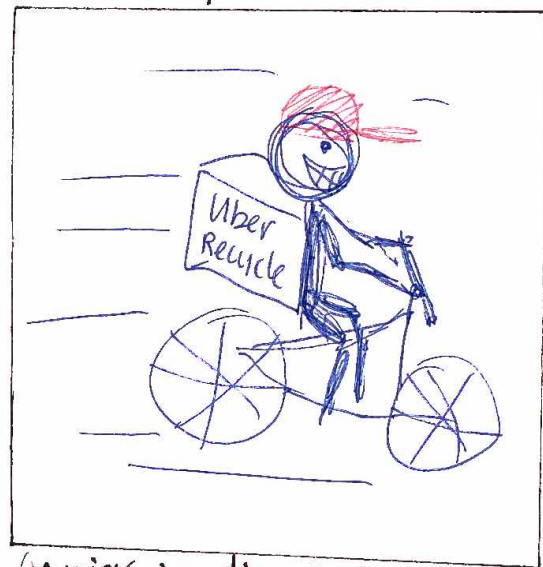
Users can browse & search for items that can be donated / recycled.



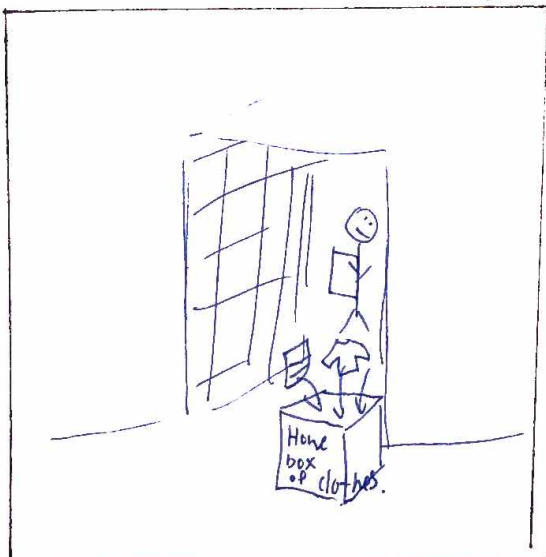
Once items are selected they get added to your "Recycle Cart"



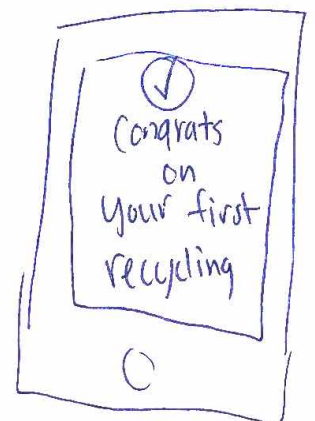
Users can enter address or drop pin

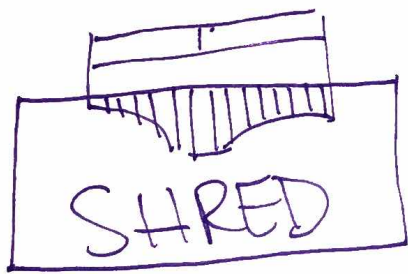


Courier is dispatched to your home @ specified time for pick up.

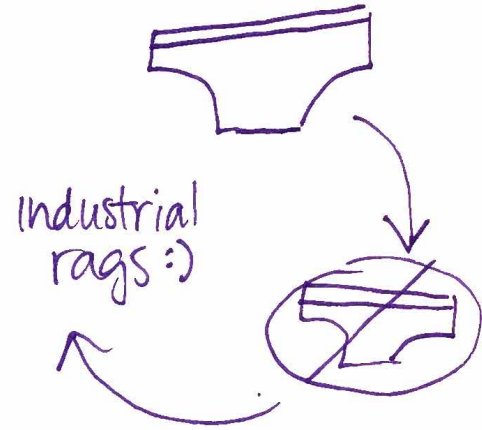
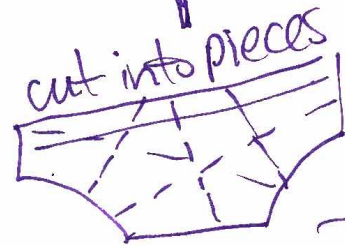
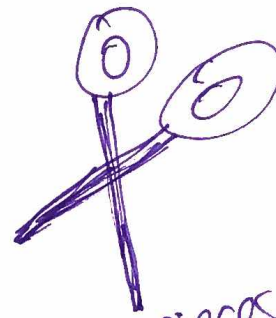
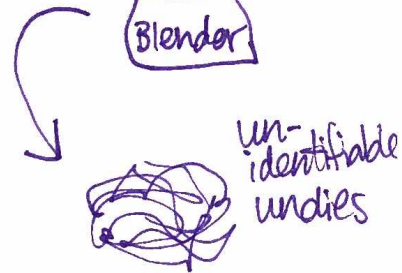
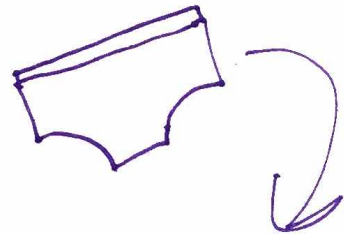


Courier arrives with back pack ~~with~~ for your clothes.

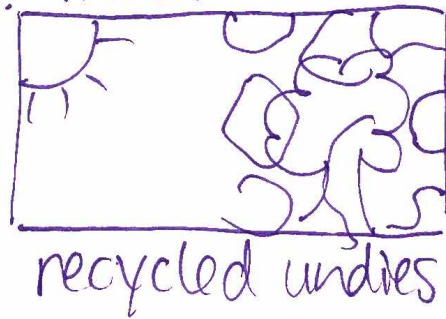
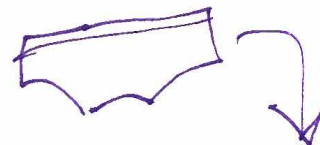
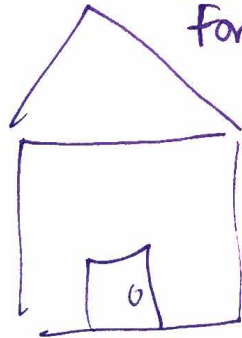




can't tell ^{what} it was



"I need recycled clothes for insulation!" mosaic art



Art Show!

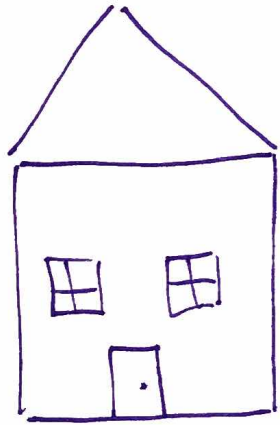
Recyclable clothes:



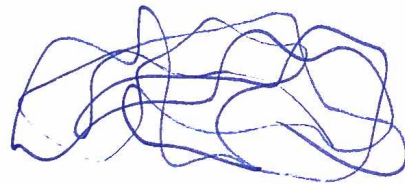
Colleen

What becomes of OLD UNDIIES?

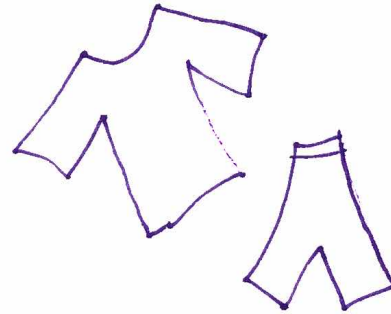
An educational campaign
to inform households about
recycling all damaged clothing,
including items that may be
uncomfortable like old underwear.



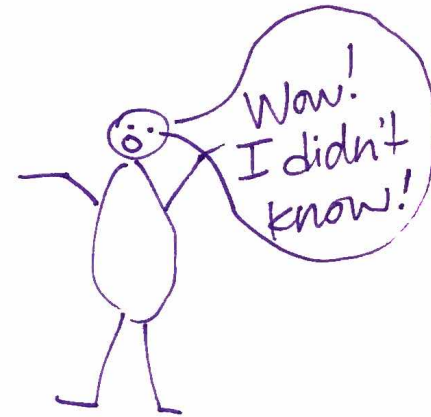
Home
insulation



Industrial
Rags



More clothing
(upcycled)



Art
exhibits