


## Swap-O-Rama-Rama (USA)

	<b>Region</b>	USA
	<b>Type of prevention measure</b>	Promotion of reuse and repair
	<b>Geographical level of implementation</b>	Local/International
	<b>Target</b>	Households
	<b>Date of implementation</b>	2005
	<b>Type of waste</b>	Household

*Swap-O-Rama-Rama, an original approach to textile waste prevention, was created in 2005 to help communities use their creativity to redesign unwanted clothes, providing inspiration and technical skills.*

### Context

Textile waste is currently estimated to comprise 4.5% of household waste in the USA, representing nearly 4 million tonnes per year. Of the 5.8 million tonnes discarded in the EU each year, only 25% are reused through charity shops or recycled by industry. The textile industry's environmental impact centres on its high water use and chemical load, as well as air emissions and energy consumption during production and distribution. 50% of clothing is manufactured using synthetic fibres derived from oil. Extending the useful life of clothing thus provides environmental benefits right across the apparel lifecycle.



### Objective

Swap-O-Rama-Rama aims to promote the do-it-yourself spirit as well as addressing the problem of textile waste. The initiative hopes to help individuals "break down the barrier between consumer and creator" and to take advantage of a large source of secondary natural materials in order to create useful, imaginative new items.

### Means

Attendees bring at least one item of clothing and a small

communal donation to finance the event. Clothes are added to a communal stack, from which participants can select. The following tools are offered at the event:

- DIY Workshops, in which participants learn sewing and modification techniques
- Individual sewing stations in which participants can work on their selected items with the help of supervising designers
- A fashion show of reused and modified clothing



### Results

Fashion and durability have not only been compatible, but this initiative is finding innovative ways to bring new life to used materials. After an initial event in 2005, there are regular events across the United States and Australia. There are detailed instructions on how to create your own event, and the model is being adapted in the UK and Japan, called respectively 'Visaswap' and 'xChange'.

### Further Information

Swap-O-Rama-Rama: [www.swaporamarama.org](http://www.swaporamarama.org)  
Visaswap: [www.visaswap.com](http://www.visaswap.com)