

## Liverpool Living Lab

### Project Brief

Project Name	Student consumption and waste in halls- fast fashion
Project theme(s)	Consumption and waste
Associated sustainability target	50% reduction in waste sent for incineration by 2025.

#### Project overview (challenge, inputs, desired outputs)

##### **Context**

The University of Liverpool offer 4,500 rooms to students through the student halls of residence. Over the years, the Liverpool Halls of Residents team and Liverpool Guild of students have worked together with students organising for Sustainability (SOS) on a Student Switch Off programme that includes training student sustainability volunteers to raise awareness of sustainability good practice and events, as well as conducting student-led waste audits in halls. Additionally, as part of the hall's sustainability programme, the Halls Life team share information and guidance on how students and staff can effectively manage waste in halls and on campus more broadly.

The Leave Liverpool Tidy campaign, led by the Guild, aims to combat excessive amounts of unwanted items that are left by students at the end of the academic year. This includes a campaign to encourage students to donate unwanted clothes to charity through the use of stationed donation boxes as well as swap-shop events whereby students can donate and swap clothes. Any left-over items are donated to British Heart Foundation.

##### **Current Sustainable Halls Programme offer**

- **Twice yearly recycling audits** - allowing the flexibility to amend measurables as needed to more accurately reflect local waste streams and priorities
- **Monthly themes** - having monthly themes to shape the communications and activities of the programme, and is closely aligned to the wider University programme
- **Halls Sustainability activities** - an existing part of the wider Halls Life programme, designed to encourage students to try new sustainable themed activities and develop life skills. Activities are tied into the relevant monthly themes.
- A move away from offering a 'flat sustainability champion' volunteering opportunity with specific initiatives and activities targeted at this group, to opening up all activities to all students in Halls to maximise engagement. This includes developing a local programme of '**masterclasses**' designed to showcase existing local/University of Liverpool specific sustainability opportunities to learn more or volunteer in this area
- Revisions to what contributes to the **competitive element** of the programme, to measure where students are engaging in more demonstrably meaningful behaviour change activities. This will be a work in progress as the new programme develops, but

involves a shift away from measuring things where the impact of behaviour change is less easy to quantify, e.g. like the numbers signing up to a Sustainability pledge at the start of the year, to looking to develop e.g. Energy walkabout audits as a metric for the competition

- Development of a new **coherent brand** to position the Halls centrally as part of this, but also integrating aspects of Guild and the wider University branding
- **New comms approach** - creating halls and University specific comms that show students where their behaviour feeds into a wider community effort towards sustainability. Move away from more general, non University specific tips to instead having a comms plan that educates on the work of the University and Halls towards more sustainable actions, and shows where student behaviours can feed into this, celebrating what has been achieved to date

#### **Key Stakeholders**

Halls of Residence and Halls Life Team

Liverpool Guild of Students Sustainability Team

#### **Challenge**

Although there are many initiatives that aim to reduce student waste in halls, there are still huge numbers of fast fashion items purchased by students in halls each year. Not only does this contribute to a high volume of unwanted clothes at the end of the year, but it has a wider impact on the global carbon footprint and resource consumption, as well as social impacts associated with supply chains and working conditions. Additionally, the influx of parcels generates large quantities of packaging which the University must dispose of.

#### **Available Data**

Suez waste data collected monthly for domestic waste and recycling

Leave Liverpool Tidy annual reports

#### **Outputs**

- Insights into perceptions of fast fashion and behaviours around fashion consumption on campus. This could be compared to consumption behaviours outside of the academic year.
- Insights into laundering and garment care practices amongst students.
- Insights into perceptions around second-hand clothing amongst students and their use of platforms, such as Depop, Vinted, eBay etc.
- Waste audits to establish the % general waste that is made up of textiles and to determine the types of textiles that are being disposed of (brand/fabric/use-case e.g. fancy dress, sportswear, duvet covers etc)
- Recommendations for a student-led solution or campaign to support reduction in fast fashion purchasing and waste.