

Application

Name of Initiative
Green is The New Black, Fashion Show
Name of Society
UL Environmental Society
College
University of Limerick

Please provide a brief description of the event.
<i>Include if this was a new event, if not how did it improve on last year. Did you face any challenges, What you were most proud of?</i>
The society organised the 'Green is The New Black' fashion show, promoting second hand clothing as an attractive and viable option to the general UL public. At the end of the fashion show, the clothes that were being modelled were put on the rack and sold off and all the money went to charities. We were very proud of the large turnout and the money that was raised for charity.

1. How did your initiative raise awareness of, and/or impact directly on Green Initiatives
We had fashion blogger Aoife McNamara come along and talk to us about the impact the fashion industry has on the environment. It made more students consider what they do with their old clothes and many started to donate their unused clothes to charities. From this event, it stemmed the idea of another event that we thought that we found to be successful, which was the donation of clothes into a skip bag, which was placed (and still is) in the Red Raisin Cafeteria, one of the biggest food courts on the whole campus. Students just come and put unused, wearable and clean clothes into bag. This bag will be given to Charities. In doing this project we helped stop supporting child labour: The ILO estimates that at least 6 million children are in forced labour. 11% of the world's children are in situations that deprive them of their right to go to school without interference from work. Many of these child labourers work within the fashion supply chain, making the textiles and garments to satisfy the demand of consumers in Europe, the US, and beyond. This is also important as an estimated 10,000 items of clothing are sent to UK landfill every five minutes, equating to more than 350,000 tonnes of wearable clothes being dumped in landfill each year. Consumers in the United Kingdom alone have an estimated £30 billion (\$46.7 billion) worth of unworn clothes lingering in their closets. And as a society we are happy to have made a change on campus.

2. How many were involved in the event
<i>Include number on the organising committee, how many attended from each college, additional attendees e.g. audience.</i>
15 people from the society.

3 How did you fare financially?
<i>What grant did you receive, how successful was your sponsorship/fundraising. What was the entry fee and what did it include. What was your overall income and expenditure?</i>

We took it out of the society funds.

4 Please give details of the methods used to promote event.

How successful were you at your PR and getting people involved. Tips: It is important to detail variety of publicity methods used as well as the creativity and innovation of the publicity utilised.

We use Facebook, Twitter, Instagram, WhatsApp and we also regularly post on the UL Green Campus blog. Facebook is our main output for social media as it is the platform with the biggest audience, reaching over 400 people. To make sure that the society is kept up to date we created a new website for ULES. There was a great turnout for an audience and we got many charities involved, such as Enable Ireland, The Edge Clothing Limerick, SVP and Lucky Lane Limerick. We also got the Student's Union to share our posts on social media so that even those who don't follow us still see our different posts about our event.

5 What would it mean to the society to win this award and why do you feel the society merits the award?

It would be an amazing milestone for the society, it would also make everyone involved in it very happy that their amazing work has been credited by BICS. The society merits the award because we went beyond our limits to get the project done, applying to get use of the University facilities and to get students and staff to become more aware of the amount of clothes that can be donated to charity, that aren't being donated already. As well, it highlights the quality of clothes that can be found at charity stores. This event was the first of its kind in UL, so this could be the foundation for a greater donation of clothes and other items to charities. We see that through our other similar events, there's been an increase in donations, which is invaluable.

Include poster, brochure and at least FOUR photos of your event plus links to any videos and websites.



Guest Speaker: Aoife McNamara



ENVIRONMENTAL SOCIETY PRESENTS

GREEN

IS THE NEW

BLACK

SUSTAINABLE FASHION SHOW

04
APRIL

EGO10 @ 12:30 & 13:00

