



A way towards sustainable consumption
Creating local sharing communities for second-hand clothing

Introduction

Among the Baltic states, many countries have already taken tremendous steps towards becoming more sustainable and climate-friendly over the past quarter-century. The natural environment and infrastructure of the Baltic sea region offers favorable conditions that facilitated the development of renewable energy sources such as (offshore) windparks, solar energy, biogas, and hydropower. Energy is something we need for survival in modern society, making it an essential good, just like food. Besides our energy sources, we slowly begin to question our food chains and it becomes to higher importance to us that our dishes are produced locally [7].

But what about the other essential good that accompanies us every day of our lives – Clothing?
How (un) sustainable is our textile consumption, and how can we reduce environmental threats with a local concept that is applicable to a variety of towns and cities within and beyond the Baltic sea region?

Conquering the Consumption Culture

I look into my closet with desperation. It is overflowing with classy castoffs, one acquired after another. I'm not wearing 90 percent of them. Yet, I'm longing for new treasures that meet my current preferences. Trends nowadays change faster than we can buy, so it's hard to keep up. Nevertheless, I used to try before I reckoned the absurdity of our consumerism. Without doubt, masses of society are being ruled by materialism and consumerism. More is the merry-go-round our culture can't seem to escape from, and our wardrobes are a symbol for 'never enough'. Subsequently, the clothing market is oversaturated. Due to dramatic cuts in costs within supply chains [2], clothes have simply become too affordable to us, leading to an average increase in consumption by 60 percent between 2010 and 2014 alone [3].



Credits to Freestocks, unsplash

BONANZA - SHARE TO CARE

The textile industry is one of the strongest economic contributors globally [4], however, the environmental consequences are detrimental. Pollution, energy consumption, CO₂- emission, and the generation of waste [5] have a cost that is not yet reflected on the price tags in the stores. Recent reports show that in Germany alone, we dump 4.7 kilograms of textiles per person and year, amounting to 391.752 tons for the entire country, of which only ten percent get a last chance as a second-hand item [1]. Almost 25 percent of the textile waste is being burned, creating considerable CO₂- emissions, and more than 50 percent eventually ends up on landfills, that are especially harmful for the environment [1]. Even more shocking, around 230 million textile items of German clothing stores are not being sold at all, ending up on trash burning facilities, or being flogged off to other EU-countries [6].



Credits to Annie Spratt, unsplash

What happens when we finally had enough? When the endless masses of fabric, acrid artificial smells, and inappropriately cheap or ridiculously expensive prices make us feel sick each time we enter a clothes store? We have become consumption conscious, and thoughts about unfair labour in the textile industry, environmental pollution and the epic waste of resources make us ill.



Credits to Zui Hoang, unsplash

When Enough is Enough!

That's when we begin to look for acquiring clothes second-hand, and, if there's a chance, resell our own treasures. Initiatives like give-away shops, donation boxes, flea markets, facebook groups, second-hand stores, and apps such as 'vinted' are opportunities to donate, sell, or buy used clothes. But what if you look for a holistic concept? Can we combine all these options by trading clothes in a local sharing community?



Bonanza

"Share to Care"

Bonanza – Share to Care represents a community-driven concept with the mission to enhance sustainable consumption through creating a local space for sharing second-hand clothing. *Bonanza* can be translated to ‘source of luck’ or ‘a situation which creates a sudden increase in wealth, good fortune’. The name represents the value of our old textile treasures, as well as the bright and lucky future Bonanza aims to create by moving towards a sustainable approach to textile consumption. Bonanza is all about Sharing – clothes, values, mission, knowledge, care, friendship – The list is endless and certainly not limited to materialistic aspects. By sharing, we Care: For our own conscious consumption, the environment, a sustainable future, and the sharing community.

Mission

- ◆ Sharing Community

Establishing a community that collectively cares for the environment by sharing second-hand clothing

- ◆ Environmental Care

Reducing the environmental burden of textile (over) consumption

- ◆ Circular Economy

Moving towards a sustainable future by enhancing a circular economy

"Share to Care" Model



Consumption of new clothing is avoided in the model of a circular economy

Values

Conscious consumption mindset

Appreciation for what we have

Caring for the environment by *sharing* second-hand textiles with others

Giving to a good purpose without expecting to receive

Connecting with other people in the community

Reusing what is already there

Waste reduction by reusing textiles

De-monetarization with the Bonanza sharing system

Fairness in the distribution of second-hand clothing

The Concept

How it works

Bonanza unites sharing and sustainable consumption in a unique community-based concept. Individuals can participate on three basic levels: Donations, Memberships, and Sharing Events.





Credits to \$OY BOY, unsplash

Donations

Clothes can be donated by anyone, independent from an existing membership, with a maximum number of clothes per donation to maintain storage capacities.

In addition, it is possible to support the Bonanza association by donating financial resources, or other useful second-hand items such as coathangers, storage boxes, shelves, pieces of art, plants, and other things on the donation list.

Members and non-members can exchange donations for credits to acquire second-hand items.

Memberships

Sharing membership

8 € per month*

The *Sharing members* support Bonanza mainly with their financial contributions. Members receive 3 credits to their membership account each month, that can be saved or used to acquire new second-hand items from the store. Members can earn extra contingent by making contributions in form of voluntary work, or acquire credits in exchange for a donation.

Caring membership

4 € per month*

Individuals with the *Caring membership* contribute financial resources, their time, ideas, and passion in form of two hours per month to Bonanza. Members receive 3 credits to their membership account each month, that can be saved or used to acquire new second-hand items from the store. Members can increase their credit contingent by making contributions in form of voluntary work beyond the required hours, or acquire credits in exchange for a donation.

Trial Memberships

Individuals who are interested in becoming a member but are not sure yet have the option to register as a trial member for one month with the option to extend their membership after trial, or let it expire.

Sharing Events

At regular intervals, Bonanza will open for members and non-members to acquire second-hand clothes, trading one-for-one. They can bring, for example, three textile items, and take home up to three new treasures. The sharing events are the perfect opportunity for non-members to experience the sharing concept, and perhaps consider a membership in our community. Those events can be organized in partnership with other environmental organizations, such as the student working group “AG Ökologie” and the German conservation NGO “BUND“ to increase traffic and word-of-mouth.



Credits to Becca Mcaffie, unsplash



Credits to Billow 926, unsplash

Acquiring Clothes

BONANZA - SHARE TO CARE

The clothes and accessories are categorized by value. Members and non-members can acquire credit contingents from the Bonanza store by contributing extra voluntary work hours, or in exchange for donations. Recommended donations are higher for non-members than for members.

Categories	Recommended donations
Pants: 3 Credits	30 Credits: 15 € (members) - 20€ (non-members)
Blouses: 2 Credits	15 Credits: 9 € (members) - 14 € (non-members)
Tshirts: 1 Credits	5 Credits: 3 € (members) - 5 € (non-members)
Accessoires: 0.5 Credits	3 Credits: 1 € (members) - 3.50 € (non-members)

The number of items members and non-members can take home is 5 per visit, or 20 per month. // All numbers are yet just exemplarily.



Location

Bonanza will be launched as a pilot project in the hanseatic town of Greifswald, located on the shores of our beautiful baltic sea. Greifswald, as university town, has about 55.000 inhabitants with over 10.000 students, building a large network of people who are engaged in sustainability-related initiatives. This year, Greifswald was nominated for the national sustainability award (Deutscher Nachhaltigkeitspreis), proving optimal conditions to test Bonanza's concept. These factors, and the centrality of Greifswald, are favorable preconditions for building a community and make the Share to Care concept easier to implement compared to bigger cities, where people have to travel longer routes to reach the location. However, thinking in a greater context the Bonanza concept will be tested, improved, and further developed in Greifswald with the goal to become applicable on a broader scale. Therefor, we aim to rent a location, ideally in the center of Greifswald with the approximate size of 80 - 100 m² with the potential to expand.

From Local to Global

The Bonanza community is all about sharing. The “Share to Care” approach is not limited to exchanging textiles. The concept of Bonanza is meant to be spread around the globe, and with it the goals, values, the community, and our expertise. The Bonanza in Greifswald is a pilot project, meant to be replicated in other towns and cities within and beyond the Baltic sea region, adapted to their specific infrastructure while following the concept of the *Bonanza - Share to Care* association.



Credits to Lena B. unsplash



Credits to Jarand K. Lokeland, unsplash

Target Groups

Our community is intended to be inclusive, politically independent, and open for anyone who is passionate about our sharing concept and a sustainable approach to consumption. However, we expect the greatest participation from students, local individuals with interest in sustainable consumption, tourists (frequently from other Baltic states), and groups with a low financial budget.



Credits to Priscilla Du Preez, unsplash



Credits to Kimson Doan, unsplash

Administration and Management

Implementation

We aim to finishing the Bonanza Concept by May 2021, and have the Bonanza association founded by July 2021 with seven founding members. We want to find a location by August 2021, and build up our stock of clothing and furniture within two months. The target date for the opening event is September 30st 2021. The test phase is planned for one year, with regular sharing events to recruit new members and generate a word-of-mouth reputation.*

Bonanza will operate as registred association with seven founding members and two to four dedicated board members who are the lead in decision processes and represent the association in public. All administrative details are laid out in the official association rules.

The purpose for this registred association is to have the opportunity to offer tax-free memberships and institutional incentives that are available only for charitable associations. In case a registred association doesn't allow an extended sharing concept, it is possible to establish a GmbH besides the association that facilitates the legal framework of the Share to Care concept.

The best way to administrate association members is to use a software with automated processes, such as checking the monthly membership payment, keeping account of the monthly contingents, and sending out payment reminders or newsletters.

In general, the goal is to keep the administrative effort at a minimum level, creating a simplistic and replicable concept that can be applied to towns and cities within and beyond the baltic states.

*Appropriate measures for social distancing due to the COVID-19 pandemic will be regarded in the operational concept.



Financing

The operational costs of the Bonanza association are to be funded by the monthly member fees, with the goal to create financial independency from external funding sources. Depending on the administrative concept, another financial source can be the contingent that is bought by members and non-members to acquire second-hand items.

Start-up costs will mainly be covered by crowdfunding, however, there will be funding requests to the provincial government and the city itself for supporting sustainable development of the region. Also, the National Climate Initiative (NKI) and the Federal Environment Ministry (BMU) are possible supporters.

Another possible funding source is hosting educational workshops and sharing events for companies. That way, people develop a greater consciousness for consumption and get in touch with second-hand textiles at different stages in their lives.

Partners

Greifswald is home to other organizations that work towards a more sustainable future. Our intention is to enhance the network between those organizations to support each other in accomplishing our missions.

“Straze” (straze.de)

is a center for culture and initiative. The Straze partners with a diversity of cultural, social, and ecological organizations, hosting alternative events and planning projects to create positive change.

“Kabutze” (kabutze-greifswald.de)

aims to enhance our awareness for our consumption, mainly by offering workshops to process and upcycle used textiles.

“Umsonstladen” (umsonstladen-greifswald.de)

is the only place in Greifswald where you can donate a wide range of second-hand items that are available for a small donation.

“AG Ökologie”

is a student work group initiating projects and organizing events that evolve around ecology and sustainability.

Charitable Organisations and NGO's

For example the "BUND", "Nabu", Caritas, schools, and others.

Marketing Strategy

Strong Corporate Identity

Representative Website

Image Movie

Sharing Events

Social Media Marketing

Newsletters and Email Campaigns



Credits to Biilow 926, unsplash

BONANZA - SHARE TO CARE

Why invest in Bonanza?

◆ Innovative Community-driven Concept

The Bonanza sharing system is a unique concept for trading second-hand clothing that is supported by a caring community.

◆ Global Relevance

Sustainable Consumption is a global issue. The Bonanza Concept aims to expand the concept to be applicable to other cities within and beyond the Baltic sea region.

◆ Relieving Environmental Impact

Negative impacts originating from textile production, such as environmental pollution, CO2-Emissions, resource overuse and unfair labor conditions are reduced by lowering consumption of new clothing.

◆ Shift of Consumption Mindset

Moving away from a capitalistic and monetary oriented mindset towards a conscious consumption.

◆ Comprehensive Access

Bonanza is an inclusive, community-strengthening concept that encourages all classes of society for active participation.

◆ Moving Towards A Circular Economy

The Share to Care Model enhances a circular economy by sharing used clothing instead of buying new items.

◆ Local Consumption

Bonanza enables a local acquisition of second-hand clothings, avoiding the CO2-Emissions of shipping online sales.



Questions?

If you have any questions about the Bonanza concept, please Email me at bonanzasharingcommunity@gmail.com for further information. Thank you for your consideration to support us!

Sources

- 1: <https://www.tagesspiegel.de/wirtschaft/rekord-beim-textilmuell-jeder-deutsche-wirft-jaehrlich-4-7-kilogramm-kleidung-weg/25453254.html>
- 2: Remy, N., Speelman, E., Swartz, S., (2016). Style that's sustainable: A new fast-fashion formula; McKinsey & Company.
- 3: The circular economy: Moving from theory to practice; McKinsey Center for Business and Environment: 2016.
- 4: Resta, B., Gaiardelli, P., Pinto, R., Dotti, S. (2016). Enhancing environmental management in the textile sector: An organisational-life cycle assessment approach. Journal of Cleaner Production, 135, 620-632.
- 5: Koszewska, M. (2018). Circular Economy – Challenges for the Textile and Clothing Industry, Autex Research Journal, 18(4), 337-347.
- 6: <https://www.welt.de/wirtschaft/article203216646/Bekleidung-Hunderte-Millionen-Textilien-fabrikneu-vernichtet.html>
- 7: Vorpommern Connect, Meilenstein Bericht September 2020