



# Be The Change Society

& our campaign

## Stitch by Stitch



**@bethechange.exeter**



# Be The Change Society

Be The Change is the sustainability society at the University of Exeter

We aim to inform and involve students in projects about environmental awareness and action

## Our Campaigns

Each year, we run an environmental campaign focused on increasing local sustainability

Last year = Our slow fashion campaign - Stitch by Stitch

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This year = Our Sustainable Consumption campaign - Vegshare

Crafting afternoons

Beach cleans

Speaker events

Charity shop crawls

**Our events**

Upcycling workshops

Nature walks

Café meets

Clothes swaps



# Stitch by Stich



## Our Aims

This campaign aimed to promote slow clothing consumption on campus

- **Accessibility** – free second hand clothes swaps
- **Education** – speaker events
- **Action** – upcycling workshops
- **Marketing** – spreading wider awareness



**Winner of UPP's  
Student  
Sustainability Prize**

## What we did

- Applied for and achieved £1000 funding from UPP Sustainability fund to make all our events free!
- Held a speaker event about slow fashion and justice from Jemima Elliott from Remake
- Held upcycling and repair workshops to encourage long-term behaviour change
- Created a society sustainable stash (societies merchandise) document so societies could choose sustainable stash alternatives
- Collaborated with 5+ societies
- Held clothes swaps on campus and hosted the Big Slow Fashion day – creating circular fashion practices on campus
- Created 15 posts – achieving 72,000 post engagements

# The difference Stitch by Stitch made

## Student Feedback

Our project conducted surveys - to monitor student involvement & involve student voice - these gained 52 responses

40+ students participated in our upcycling and repair workshops

After each event, students indicated that their perspectives and behaviour relating to fast fashion had changed for the better

suggesting long-term fast fashion habit change!

## For Students

- Students learnt how to repair clothing and change fashion consumption habits
- Clothes swap and speaker event provided spaces to learn about fast fashion,

## For the Uni

- We involved lots student groups - with 6 collaborators on our slow fashion day, and a further 3 societies at our workshops and events!
- Our stash guidance on the knowledge base will influence societie's stash decisions and encourage sustainable alternatives

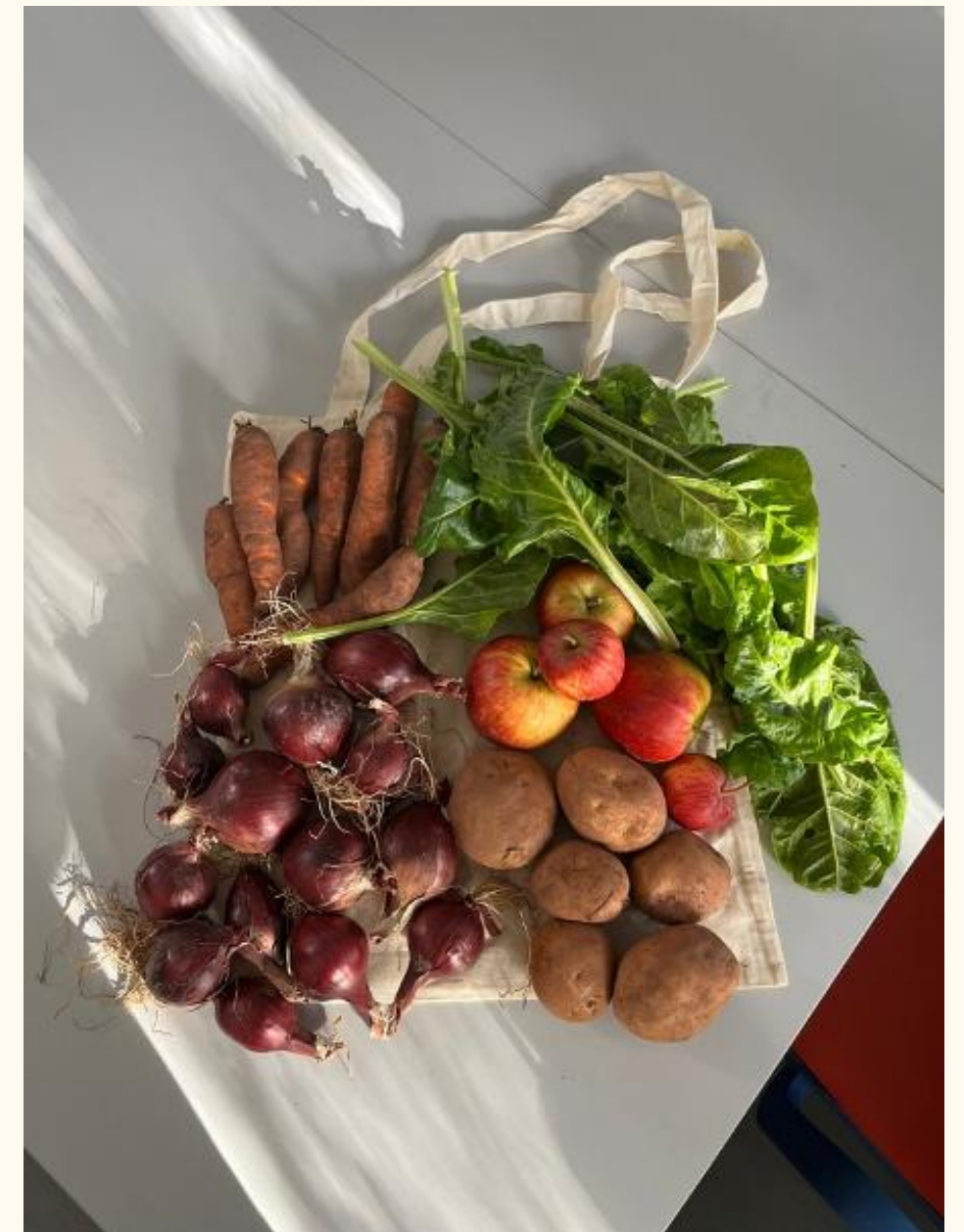


# Vegshare

We are currently running a vegshare campaign!

VegShare promotes sustainable food consumption by bringing organic, local, seasonal fruit and veg from Shillingford Farm to the University Campus!

The campaign allows students to pick up organic produce easily and at a cheaper price than supermarkets



## Student response

- Students contributed by making recipe cards for Vegshare bags and illustrating posters to promote the initiative
- We have sold out with 15 bags and have received very positive feedback from both students and lecturers.

**This initiative is ongoing and encourages:**

- Sustainably grown organic produce
- No plastic packaging
- Significantly lower transport emissions
- Support for local businesses
- Access to affordable fruit and veg