

Clothing Exchange Zero Waste Program

Contributed by Maizer
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The clothing exchange campaign was launched by the Zero Waste Indonesia community as solution to overcome the potential for increasing textile waste from rapid fashion developments in Indonesia.

Eid al-Fitr is often synonymous with new clothes purchased specifically to celebrate this great Muslim holiday. In addition to buying new, attractive alternatives to renewing the contents of cabinets without having to reach deeper pockets while reducing waste from textile waste is participating in the 'swap clothes' campaign program. Starting from the Dress Exchange activity in Jakarta, the campaign also took place at Antologi Collaborative Space, Yogyakarta in May 2019. Related to this, the Head of Public Relations and Project Manager of Zero Waste Indonesia Amanda Zahra Marsono said the plan for the campaign would also continue to Bali, Surabaya, and Bandung throughout 2019. In the Clothes Swap activity, in addition to the clothes brought by the visitors themselves, the Zero Waste community has prepared a number of stocks of used clothing that have been neatly arranged as in the store. The curated clothes are obtained from partnerships with other organizations and communities. Amanda said the dress exchange campaign was launched to help reduce the waste of textile and fashion industries, especially in Indonesia, which is still achieving rapid development. According to him, the level of carbon dioxide emissions in the country's fashion industry reaches 10 percent, compared to pollution from the airline industry, which is two percent. "It doesn't mean that when exchanging clothes, then the clothes don't end up in the trash. But at least, we can extend the life of the clothes," Amanda said. The people who participated in the campaign to exchange clothes could exchange clothes, with the note that they also brought clothes that were clean, decent, not worn and not outdated. "The enthusiasm (during the campaign in Jakarta) is very high. Many have asked to be held again, many hope that in each city there will be," he said while adding various obstacles, such as places, logistics, to natural resources to fulfill all the requests. Amanda added, Zero Waste Indonesia also wanted to make a physical shop to change clothes. The campaign was also implemented before Eid, when people flocked to shop or sew new clothes to celebrate Eid. "Try exchanging Eid clothes with the closest person whose body size is similar, for example with a cousin," Amanda said.