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Title Clothing Library: *Borrow Not Buy, a Path to Behavior Change*
NON-ACADEMIC Thesis Project Report

Masters Degree in Degrowth: Ecology, Economics + Policy 2024
Universitat Autònoma de Barcelona

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What to Expect

Project Description

Welcome to the **Project Report of the Clothing Library Pilot**. Starting with a brief Overview, this report is divided into 5 sections - **Introduction, Initiative, Implementation, Impact and Insights**.

From conception to execution, the project incorporated **degrowth principles put into practice**. **The work performed was significant**. **Over a 4 month period** from October 1, 2023 to Jan 31, 2024, **the Clothing Library was operating** (pre-pilot preparation, recruitment, sponsor + partner procurement, event production, program operations, post-pilot duties) and **run by the founder** (Stella McShera, Degrowth Masters student) and a team of volunteers.

Given the **pilot was designed** to test the viability of a clothing lending program **in partnership with municipality-owned public libraries**, a **report format** was chosen to use as a tool beyond the **pilot** to garner future support from partners and sponsors.

At a Glance

Overview

As the **first-of-its kind initiative**, the Clothing Library intends to weave together community, shared values and conscious consumerism... ***one borrowed garment at a time.***

The Clothing Library pilot applies **degrowth principles and employs behavior change strategies** to **combat overconsumption** fueled by the fashion industry. By enabling access over ownership, the Clothing Library programs are **designed to influence a shift from buying to borrowing at scale through existing public library networks.**

Operational within public libraries, the Clothing Library **lends out 'looks' instead of books for free.** Located in neighborhoods, public libraries offer **convenience, community engagement, education, and curated collections** - making these familiar and trusted institutions ideal partners for this initiative.

Beyond the commoning of clothing, the Clothing Library aims to **make sharing attractive** and **spark a cultural transition** by offering outfits at no cost to save time and money. **By making borrowing easy, consumers don't have to sacrifice their style or sustainability values.**

During the **six-week pilot** from December of 2023 to January of 2024, **the Clothing Library demonstrated that a borrowing program can influence behavior from overconsumption to voluntary simplicity** and that there is an **appetite for degrowth** in the context of fashion.

TABLE 1 Thesis Segments: Introduction, Initiative, Implementation, Impact + Insights

INTRODUCTION	INITIATIVE	IMPLEMENTATION	IMPACT	INSIGHTS
				
<i>Weaving Connections</i>	<i>Sewing Seeds</i>	<i>Threading the Needle</i>	<i>Deep What We Sew</i>	<i>Fabric of the Future</i>
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Closets to Climate Crisis	Lending and Learning	Sustainability Strategy	Fashion Findings	Borrow Not Buy Behavior Change