

**TABLE 2 Program Launch Model for the Clothing Library Pilot**

<i>What We Need</i>	<i>What We Do</i>	<i>How We Deliver</i>	<i>How We Measure</i>	<i>Why It Matters</i>
<p><b>PUBLIC LIBRARIES</b> Infrastructure + Resources</p> <p><b>SECONDHAND SUPPLIERS</b> Continuous, Donated Inventory Stock</p> <p><b>COMMUNITY ENGAGEMENT</b> Pilot Participation in Programs + Events</p> <p><b>STAKEHOLDER SUPPORT</b> Co Founders + Volunteers, In-Kind Sponsors</p>	<p><b>PRODUCE PROGRAMMING</b> Develop Lending + Learning Programs</p> <p><b>CURATE COLLECTIONS</b> Meet Consumer Size + Style Criteria</p> <p><b>BUILD COMMUNITY</b> through the Commoning of Clothing</p> <p><b>INVOLVE STAKEHOLDERS</b> in the Co-Creation of a Clothing Library with Like-Minded People</p>	<p><b>LAUNCH 'BORROW NOT BUY' PILOT</b> Eco- Events, and Mending Workshops</p> <p><b>CREATE BORROWING 'BUNDLES'</b> to Save Consumers Time + Money</p> <p><b>RAISE AWARENESS</b> Events, Social media, Press, Newsletters, Website</p> <p><b>PROVIDE 'DO GOOD' OPPORTUNITIES</b> Process Inventory, Create Content, Evangelize Programs</p>	<p><b>COMMUNITY FEEDBACK</b> Gauge Feedback Gathered On/Offline</p> <p><b>ANALYTICAL TOOLS</b> Evaluate Borrowing Behavior via Software, Surveys + Interviews</p> <p><b>COMMUNITY PARTICIPATION</b> Record Attendance, Follows, etc.</p> <p><b>STAKEHOLDER PARTICIPATION</b> Record Sponsors, Volunteers, Donations, etc.</p>	<p><b>MISSION</b> Curb the Negative Impacts of the Fashion Industry by <b>Making It Easy and Stylish to Borrow Not Buy Clothing</b></p> <p><b>VISION</b> Realize a World Where <b>People &amp; the Planet are Prioritized Over Profits</b></p>

# Threading the Needle

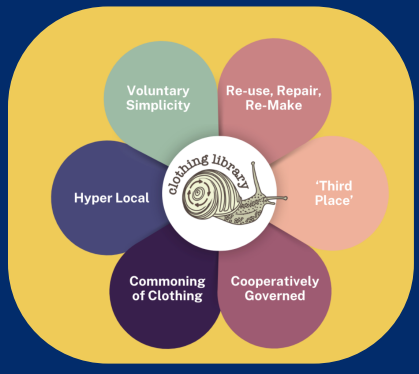
## Implementation - Sustainability Strategy

The Clothing Library is designed to be a **non profit cooperative, locally co-founded** and operated by residents of the community and **each networked together as a collective** - to share knowledge and resources - as it expands through the existing public library system. The Clothing Library will continue to iterate and is meant to serve as a **flexible model** for cities and towns that can **adapt its framework and strategies as needed**.

The pilot was developed to **test the clothing lending** concept and the **learning programs** (workshops, eco-events, etc.) via participation and engagement **measured by surveys, interviews, data analytics tools and observations**. The **future non profit cooperative** will incorporate a **freemium model** (base membership is free with paid premium tiers ) in addition to **styling and mending services**. This **business model will be tested** as soon as **funding is raised** for its launch.

## STRATEGY #1

### Develop Degrowth Business Pilot



Understanding what drives people to overconsume is critical to realizing an individual and collective mindset shift and behavior change for a cultural transformation to occur.

The Clothing Library was designed with two concepts in mind - build its foundation based on degrowth principles and its programming based on behavior change. The table below describes the degrowth principles put into practice alongside strategies based on the [Stages of Change Model](#) developed by researchers Prochaska and DiClemente to explain the stages of habit change.

**TABLE 3 Degrowth Principles + Stage of Change Model = Clothing Library Strategy**

Stages of Change Model	Clothing Library Strategy Stages of Change + Degrowth Principles		Degrowth Principles
<b>1. Pre-Contemplation</b> In this stage, people don't realize their habit is a problem and don't intend to take action.	<b>Communications Roll Out</b> Raise awareness through local media, social media and word of mouth to reach the community organically, help consumers go from precontemplation to considering taking action.	<b>Local Not Just Global</b> By shining a light on overconsumption locally, people can begin to connect the dots and see that the fashion industry's impact is not only a global problem.	<b>Localization</b> Localization encourages the production and consumption locally to reduce the impact of transportation.
<b>2. Contemplation</b> People acknowledge the behavior is problematic and weigh the pros and cons of change.	<b>Eco-events and DIY Workshops</b> Through education and engagement, consumers have an opportunity to see minimalism in a new light, and can reconsider their overconsumption habits.	<b>Education and Engagement</b> By providing opportunities to learn and put into practice sustainability efforts, people can understand and embrace the need to live within planetary limits.	<b>Ecological Sustainability</b> The ecological sustainability principle emphasizes the need to live within planetary limits.
<b>3. Preparation</b> People are ready to act and take small steps to make changes.	<b>Opportunities to Get Involved</b> Through volunteering, donating or becoming a member, consumers can dip their toes into degrowth.	<b>Space to Come Together</b> A physical space - Third Place - like the Clothing Library enables people to connect and develop trust that builds confidence and openness into trying new things.	<b>Social Wellbeing</b> Social well being prioritizes wellbeing over profits and fosters social cohesion, inclusivity and sense of belonging.
<b>4. Action</b> People have changed their behavior and have every intention of breaking their bad habits.	<b>Borrow Not Buy Program</b> The Borrow Not Buy program enables consumers to choose an alternative to shopping that's free.	<b>Voluntary Simplicity</b> The lending and learning programs support a mindset shift that necessitates behavior change and allows one to embrace the idea that stuff doesn't equate to happiness.	<b>Sufficiency</b> Sufficiency is the idea that it is possible to live a good life with less. It takes a mindset shift and behavior change to embrace 'enoughness'.
<b>5. Maintenance</b> Staying the course is what the maintenance stage is all about.	<b>Deliver Quality + Consistency</b> We must normalize lending by providing reliable and regular operating hours, as well as, consistently supply curated collections.	<b>Commoning of Clothing</b> By continuously redistributing discarded clothing for our curated collections, people can save money and time, supporting their borrowing versus buying habits.	<b>Redistribution</b> Redistribution refers to sharing the wealth and resources so everyone has equal access.
<b>6. Termination (Change)</b> People that have reached this stage have developed a new normal and can serve as an example that change is possible.	<b>Co-Founder Community Expansion</b> Invite people who have embraced voluntary simplicity to be co-founders to expand the movement and inspire others.	<b>Cooperative Governance</b> Each Clothing Library is to be co-founded and run by local residents, networked together as a non profit cooperative with democratic governance.	<b>Decentralization</b> Decentralization supports a true democracy where decision making is in the hands of the people.

### From Insights to Actions

While the stages describe where people are at the process of change, applying [behavioral insights](#) can nudge them along to the next stage. Our focus is primarily on a) **self-image** (individual factor), b) **saliency** (design factor) and c) **social norming** (social factor).

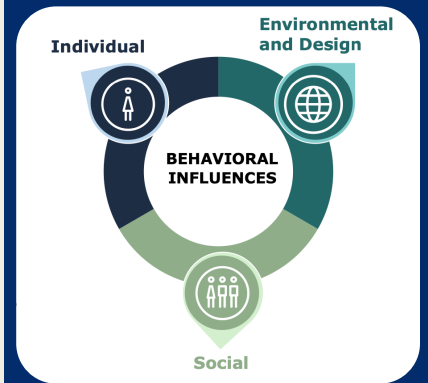
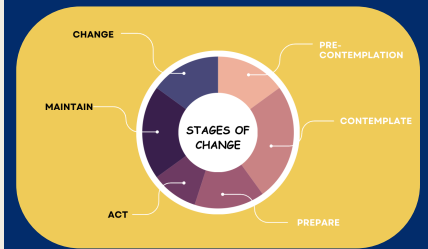
**A. Self Image.** How people see themselves is a powerful driver for behavior and we strive to make decisions based on **maintaining a positive self image**. By **making it easy to participate in our lending and learning** programming, or by donating or volunteering, people can feel they are **living their values**.

**B. Saliency.** We pay attention to what seems more important so **how we deliver our message and to whom** influences our design. Given **secondhand shoppers and women ranging from 25-44 years** of age are more likely to embrace our messaging, our **targeted messaging** speaks to them directly.

**C. Social Norming.** Humans are social creatures and **we care about what people think**. Our third strategy **involves partnering with local, community influencers** as brand ambassadors that **evangelize the Clothing Library** and invite others to join them.

## STRATEGY #2

### Incorporate Behavior Change Strategy



## STRATEGY #3 Establish Mutual Benefit with Ecosystem of Stakeholders

The **success of our program depends on the ecosystem** that provides mutual benefit for the Clothing Libraries and the stakeholders.





The Clothing Library needs space within the public library to **house the collections** and provide **retail floor**, as well as, **co-promoting** the initiative to their existing membership base. Attracting new and engaging existing members was identified as a value to **Public Libraries as visitation is down**.

For **borrowers**, the Clothing Library is an alternate place for **consumers** to find the style they want and aligns with their sustainable values, and of course, they can **borrow not buy**. Given the pilot needs participants, providing **curated collections for free** that are size and style inclusive meets their expressed needs.

**Secondhand suppliers** (thrift stores, consignment shops and vintage boutiques), receive a lot of donated goods and/or have unsold or unwanted merchandise that **takes up valuable** sales floor or storage **space**. By regularly **freeing up** that space through weekly **collection pickups**, the Clothing Library can provide a needed service.

The Clothing Library offers a **fun, fashion related option to volunteer** one time to **do good** for communities and the planet. By providing **clear direction, targeted recruitment and a convivial environment**, we can engage and retain volunteers.

**TABLE 4 Needs and Values Proposed of Ecosystem**

Stakeholder	Clothing Library Needs	Stakeholder Value Proposed
 <b>LIBRARIES</b>	<b>SPACE + SUPPORT</b>	<b>MEMBERS</b> ENGAGE EXISTING + ATTRACT NEW
 <b>BORROWERS</b>	<b>PARTICIPATION</b>	<b>SAVE MONEY</b> BORROW NOT BUY
 <b>SUPPLIERS</b>	<b>ONGOING DONATIONS</b>	<b>FREE UP SPACE</b> DONATE SURPLUS GOODS
 <b>VOLUNTEERS</b>	<b>ENGAGEMENT</b>	<b>DO GOOD</b> FOR PEOPLE + PLANET

## Implementation Roll Out



The photo above captures the **Fashion Show Launch** - 10 models who strutted their stuff down the book aisles of the Dover Public Library.

*The 8 adult models were actual librarians!*

Based on the mid-January deadline the pilot was limited to 6-8 weeks. Working backwards from there, the launch time was proposed for December and lead time (to identify a library partner, inventory sponsors, etc.) was roughly 6-8 weeks, as well. **This large scale experiment involved 10s of sponsors, 100s of community members and 1000's of garments.**

The table below describes **each stage of the pilot - preparation** (launch), **operations** (lift off) and **close** (land). It should be noted that the 6 week pilot spanned 8 weeks (2 weeks closed due to holidays) and operating days were twice a week. What this means is that the **opportunity to borrow was just twelve days in total.** Despite the limited days, we saw a lot of engagement.

**Stakeholders recruited; marketing collateral created** (websites, pitch decks, social media posts ); **inventory collected**, edited, inventoried and curated; and **surveys + interviews** developed and **conducted** - were just some of the **myriad of actions taken** to bring the Clothing Library to life. See details below.

**Note:** The enormity of this pilot and the short timeline prevented the founder from adhering to the 32 hour, degrowth work week and prioritizing wellbeing over production! **But it was worth it.**

**TABLE 5 Roll Out Implementation**

<b>Roll Out</b>	<b>Launch</b> (8 weeks pre-Pilot)	<b>Lift Off</b> (6 week duration / 12 operating days)	<b>Land</b> (2 weeks post-Pilot)
<b>Operations</b>	<ul style="list-style-type: none"> <li>- Secured Dover Public Library Partnership</li> <li>- Created sponsor decks</li> </ul>	<ul style="list-style-type: none"> <li>- Opened doors Dec 3rd, Sundays + Mondays</li> <li>- Developed Surveys + Stakeholder Interviews</li> </ul>	<ul style="list-style-type: none"> <li>- Doors closed Jan 22</li> </ul>
<b>Inventory</b>	<ul style="list-style-type: none"> <li>- Secured Inventory Software Sponsor</li> <li>- Secured 10 Secondhand Retail Partnerships</li> <li>- Secured 2 Recipient Organizations for surplus</li> <li>- Secured Laundry Sheet Partnership</li> <li>- Acquired donations from individuals for racks, hangers, storage bins, etc.</li> <li>- Transport to Dover Library</li> </ul>	<ul style="list-style-type: none"> <li>- Ongoing Inventory Collections + Processing with Retail Partners + individual donors</li> <li>- Ongoing Iterations/Edits of Collection from feedback</li> </ul>	<ul style="list-style-type: none"> <li>- Last Day for Returns January 28th</li> <li>- Outstanding Loans Collected by Feb 2nd</li> <li>- Transport to barn for storage Jan 22nd</li> </ul>
<b>Staffing</b>	<ul style="list-style-type: none"> <li>- Recruited co-founder</li> <li>- Recruited 14 inventory volunteers</li> <li>- Recruited 4 for transport of inventory to library</li> </ul>	<ul style="list-style-type: none"> <li>- Recruited Content Creators (ongoing)</li> <li>- Co-founder unable to do anything in person due to injury (focused on marketing)</li> </ul>	<ul style="list-style-type: none"> <li>- Recruited 2 transport volunteers to bring inventory to barn</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>- Designed + launched clothinglibrary.org website</li> <li>- Secured + began social media marketing on IG + FB (@freeclothinglibrary)</li> <li>- Designed + launched weekly newsletters</li> <li>- Garnered pre-pilot press Seacoast Online</li> <li>- Received Pro-Bono Sign 2X7' Clothing Library</li> </ul>	<ul style="list-style-type: none"> <li>- Received Pro-Bono Logo snail + Clothing Library</li> <li>- Social Media Posting Awareness, Recruitment, Events</li> <li>- Weekly Newsletters Updates + Asks</li> <li>- Garnered post-show press The New Hampshire</li> <li>- Partnered with Influencers Emmy-nominated casting director + NH actress</li> </ul>	
<b>Events</b>	<p><i>Fashion Show</i></p> <ul style="list-style-type: none"> <li>- Recruited models: 8 librarians and 2 teens</li> <li>- Recruited talent: 2 hair, 2 makeup, DJ, emcee, photographer</li> <li>- Recruited 10 volunteers: Set up/breakdown</li> <li>- Conducted fittings + rehearsals 8 librarians and 2 teens</li> <li>- Secured Sponsorship Food, drinks, flowers</li> </ul> <p><i>Workshops</i></p> <ul style="list-style-type: none"> <li>- Recruited Educators</li> </ul>	<ul style="list-style-type: none"> <li>- Launched Fashion Show December 1st</li> <li>- Produced 3 Workshops Mending - buttons, hems darning</li> </ul> <p><i>Eco-Panel</i></p> <ul style="list-style-type: none"> <li>- Recruited 4 Panelists for Closing Eco-Panel</li> <li>- Recruited 6 Volunteers or Closing Eco-Panel</li> <li>- Secured Sponsorship Food and drinks</li> </ul>	<ul style="list-style-type: none"> <li>- Launched Eco-Panel January 25th</li> <li>- Created presentation deck of highlights for eco-panel</li> </ul>