



SEW NEW LIFE
CLOTHING & SUSTAINABILITY
CAMPAIGN ✨ ✨

Project for Secondary School Students

Training for the Textile Eco Calculator
 You can find it here → **SCAN ME** [QR CODE]

17 - 21 MARCH 2025 | **Register Now**

#SewNewLife #enoprogramme

ENO Environment Online | TEXCYCLE TEXTILE RECOVERY SOLUTIONS | PLATON SCHOOLS | ARISTOTLE UNIVERSITY OF THESSALONIKI

PREPARATIONS BEFORE THE EVENT:

1. **Visit the Campaign Page:** More details about the event and how to get involved are available on the ENO website. Be sure to check for resources and materials to help plan your event. Check also [campaign materials](#) for this campaign.
2. **Schedule:** The ENO Clothing and Sustainability Campaign takes place during the week 17-21 March (Global Recycling Day 18 March).
3. **Register your school or organization:** Ensure your school is part of this global movement by signing up for the campaign on the [ENO registration form](#). Registrations by 14 March 2025.
4. **Gather materials:** Ask students and teachers to bring old clothes that they wish to upcycle or repurpose. Encourage participants to be creative and bring any additional materials they think could be useful for redesigning their clothes (buttons, patches, ribbons, etc.).
5. **Choose a space for the event:** Make sure your school has a designated space for participants to sit, sew and work on their clothing items. Tables, chairs and tools such as sewing machines and scissors should be available. If possible, reach out to local businesses or community members to borrow sewing equipment or expertise.
6. **Contact fashion experts/tailors/sewers (optional):** Invite local fashion experts, seamstresses or sustainable fashion advocates to assist students and provide guidance during the event.
7. **Promote the event:** Share the event details on social media, newsletters or local media to encourage participation. This is also a great opportunity to spread awareness about the importance of recycling and sustainability.
8. **Prepare for documentation:** Plan to take photos and videos during the event to share with the global ENO community. These can also be used to document the creativity and success of your school's participation.
9. **Engage students and parents (optional):** Get students involved in organizing the event and spreading the message. Parents can help with providing clothing items and assist younger students in sewing or upcycling.

EVENT WEEK:

1. **Welcome Participants:** Start by gathering everyone for a short introduction to explain the purpose of the event and the importance of clothing sustainability.
2. **Upcycling Stations:** Set up stations where participants can work on their clothes. Each station should have sewing equipment, tools and guidance from fashion experts.
3. **Sewing and Creativity:** Encourage students and participants to get creative—whether it's converting trousers into shorts, adding patches to an old jacket or turning a t-shirt into a tote bag.
4. **Interactive Learning:** Throughout the event, fashion experts can hold small workshops or give tips on how to sustainably manage your wardrobe and avoid fast fashion.
5. **Showcase the Results:** Once the upcycling is complete, hold a mini fashion show or showcase where students can show their creations. Take group photos with everyone showing their upcycled items.
6. **Closing Remarks:** Close the event by reflecting on the importance of sustainability and how small actions, like upcycling clothes, can make a big difference for the environment. Invite a local guest or a representative to give a short speech on the subject.

AFTER THE EVENT:

1. **Sustainability Follow-Up:** Encourage participants to continue their journey toward sustainability. Share resources on how to care for clothes and extend their life, along with tips on sustainable fashion.

2. **Share on Social Media:**

Exhibit the works in a ENO Online Padlet -gallery:

https://padlet.com/ENO_Schoolnet/SewNewLife

ENO Teachers group:

<https://www.facebook.com/groups/461418417384956>

Social media hashtags:

#SewNewLife

#enoprogramme

#upcycledfashion

Instagram: @enoschoolnet

3. **Plan Future Events:** Consider organizing more events like this. Encourage students to spread the message of sustainable fashion and take these lessons home with them.