

Behaviour Change Scoping Report

To encourage recycling of clothing among 19- to
25-year-old women in Ipswich, QLD Australia

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Contents

Behavioural issue overview 3

PURPOSE and FOCUS of the behavioural change initiative 4

 Purpose 4

 Focus 4

Societal impacts and influencing factors (Macro analysis) 5

 PESTEL 5

Priority target audience & psychographic profile 7

Exchange analysis: barriers and benefits 9

 Barriers 9

 Benefits 10

SMART objectives 11

Theoretical lens guiding strategy development 11

Reference list 12

Behavioural issue overview

Consumption of clothing has increased greatly and there is the trend to keep clothing for a shorter term (Xie, 2021; Bianchi, 2012). The fashion industry is a segment with a high environmental impact in part due to the waste it generates (Jacometti, 2019). Reducing waste, recycling and product disposal were among issues of concern a parliamentary evidence session in England. (Russell, 2018) This concern is echoed in Australia (ABC, 2018). Globally the clothing industry has tailored its supply chains to reduce the environmental impact but recognises it needs to do more (Burton 2018). Researchers discuss the importance of a moving away from the 'fast fashion' model to circular fashion economy (Burton 2018; Bukhari et.al, 2018). The existing ways people dispose of clothing include discarding, burning, recycling, reuse, etc. Among these methods, it has been proven that the recycling and reusing method is the most effective disposal method, with the least impact on the environment (Xei, 2021).

Australia is one of the developed world's most wasteful countries (ABC, 2018). 6,000 KG of clothes are thrown out every 10 minutes in Australia and it goes straight to landfill. 36,000KG of clothes are thrown out every hour (ABC, 2018). Clothing waste takes 40 years to decompose (Upparel, 2022). Landfills are a topical issue in Ipswich, QLD with a great increase in the number of waste industry companies wanting to establish new landfill and resource recovery businesses in the Ipswich region (Giles, 2020). This is partly due a shortage of landfill space in Australia (Giles, 2020). To make matters worse in Ipswich, Council at one point were also dumping recycled waste into landfill (SBS News, 2018). There was public uproar upon one particular site with complaints about toxic fumes and foul smells across residential areas (Facebook, 2020).



Image one: Landfill site in Ipswich (Giles, 2020).

PURPOSE and FOCUS of the behavioural change initiative

Purpose

Reduce clothing waste being contributed to landfill by encouraging 19- to 25-year-old women in Ipswich, QLD Australia, to take unwanted clothing to opportunity shops.

Focus

To create a young society that sends more and better-quality clothes to the opportunity shop instead of throwing out. The motivation to do so is waste reduction and more clothing choice at a lower cost.




Societal impacts and influencing factors (Macro analysis)

Many charities sell second hand clothing in their opportunity shops (Planet Ark, 2020). There are many organisations, such as Lifeline, St Vincent De Paul, Red Cross and Salvation Army that have opportunity shops in Ipswich that collect and sell items including clothing (Planet Ark, 2022). It is important that although donating the quality of the clothing is considered. Charities are paying \$13 million a year to send sub standard donations to landfill, representing 60,000 tons of waste (Planet Ark, 2020).

There are Australian organisations such as GlamCorner that donate to the Red Cross, with every purchase the customer receives a prepaid satchel to donate and pre-loved clothing items (Ragtrader, 2018).

PESTEL

<p>Political</p>	<ul style="list-style-type: none"> • Poor labour conditions and pay in third world counties that produce fast fashion items (Oxfam, 2022).  <p>(Oxfam, 2022)</p> <ul style="list-style-type: none"> • The green bins of Ipswich only recycle glass, metal, plastic, cardboard and paper (City of Ipswich, 2022).
<p>Economic</p>	<ul style="list-style-type: none"> • The price of living in Australia is rising (Johnston, 2022). • It is cheaper to buy from an opportunity shop.
<p>Social</p>	<ul style="list-style-type: none"> • People are more values driven (Smith, 2022). • There is a culture of a throwaway society with 2013 research suggesting an industry dominated by fast-fashion and just-in-time production. (Pookulangara et.al, 2013). • Short term lifespan of the items manufactured for fast fashion.

	<ul style="list-style-type: none"> • The lifetime of garment utilisation in the UK is 3 years on average. The environmental impact created by waste clothing could be significantly reduced if it were possible to extend the lifetime of garment utilisation (Xe, 2021). • A study shows general recycling of clothes behaviour in Australia is significantly related to donating to charities rather than giving away to family and friends (Bianchi, 2012). • There is still a stigma around buying second hand clothes (Scotter, 2022).
Technological	<ul style="list-style-type: none"> • People are fatigued by social media, by influencers and ads in general (Smith, 2022).
Environmental	<ul style="list-style-type: none"> • Clothing contributes greatly to our waste but people aren't educated about this (Jacometti, 2019)



Priority target audience & psychographic profile

<p>Demographic</p>	<ul style="list-style-type: none"> • Females aged 19 – 25. • This audience is broadly considered to be Generation Z, being born in 1996 and are aged up to 24 years old (Rahilly, 2020). • The age group save their money (Classy Blog, 2017). • Educated (Sklarow, 2022) • Approximately 50% of the Ipswich population is female (Census, 2016). • By 2020 Generation Z accounted for approximately 20% of working adults (Rahilly, 2020).
<p>Geographic</p>	<ul style="list-style-type: none"> • Ipswich, QLD Australia • Ipswich is a 1,090 km2 area, an area with high population growth with a projected 520,000 by the year 2041 (Ipswich, 2022).
<p>Psychographic</p>	<ul style="list-style-type: none"> • Generation Z are the influencers of today, having a big impact on both millennials and Generation Xers, in terms of what they buy (Rahilly, 2020). • With high social conscience and focus on values, the Generation Z want breathe life into what CSR looks like (Rahilly, 2020). • Value sustainability (Rahilly, 2020). • Grew up when things could be difficult both geopolitically and from a climate change perspective (Rahilly, 2020). • Like to be known as themselves and not fit into a certain crowd (Rahilly, 2020). • Use social media but can filter it. Listen to credible family and friends. Look to influencers and experts whose points of view align with theirs (Rahilly, 2020). <div data-bbox="469 1129 1102 1764" data-label="Image"> <p>The infographic shows a profile of a human head in shades of green and blue. Inside the head, various icons and text labels represent characteristics of Generation Z: 'connected' (with a paperclip icon), 'technology' (with a lightbulb icon), 'social' (with a play button icon), 'educated' (with a graduation cap icon), 'visual' (with a clock icon), and 'realist' (with a gear icon). Other icons include a globe, a pencil, a speech bubble, a thumbs up, a location pin, and a document.</p> </div> <p>Source: (Sklarow, 2022)</p> <ul style="list-style-type: none"> • The age group grew up adapting to changing technologies and have been the early adopters of each innovation (Sklarow, 2022).

Behavioral

- People turn to word of mouth from friends and look to TV personalities and socialites for styling tips (Smith, 2022).
- Education for today's students is life long, Generation Z is a more educated consumer (Elliott et.al 2018).
- Elmas (2018) suggests that women aged 14-24 spend on average 822 minutes per week on social media.

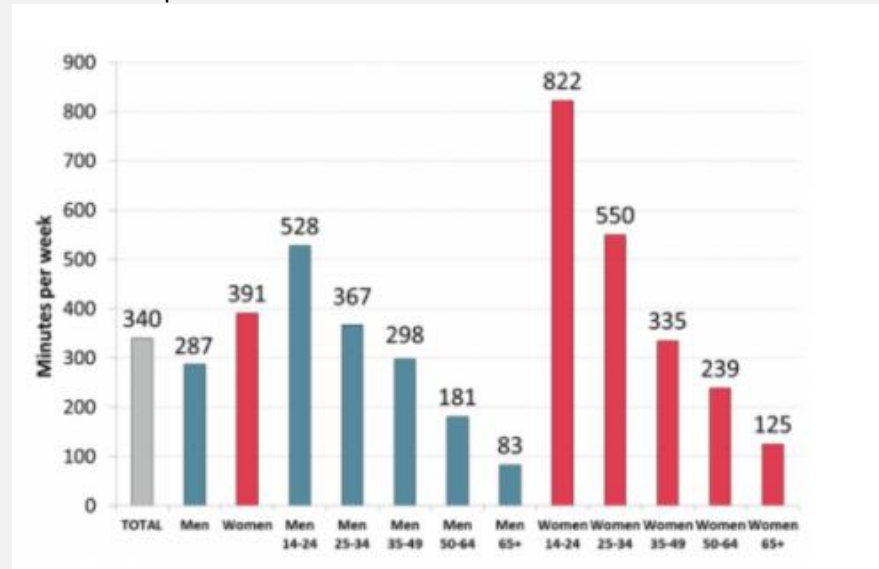


Table one: Minutes per week spent on social media (Elmas, 2018).

- Generation Z look beyond the product to look at the company, what it does and what its mission and values are and trying to build us as a society. (Rahilly, 2020).
- Willing to spend on luxury but not necessarily brands (Rahilly, 2020).
- Generation Z seek to know and understand who they're buying from (Rahilly, 2020).
- Generation Z is seeking to shift towards bricks and mortar clothes shopping rather than online (Rahilly, 2020).

Generation Z have a passion for social change. Generation Z grew up with the issues of unstable economies, climate change and humanitarian challenges around the world (Classy Blog, 2017). 32% of Generation Z donate their own money, 26% of the older Generation Z practiced volunteering on a regular basis in their teen years, 50% are looking for a job in volunteering and 10% want to start their own not for profit (Classy Blog, 2017).

Theory suggests there are three ways to engage Generation Z (Classy Blog, 2017). Firstly keep everything simple and concise, have a clear website with reasons why they should help you, secondly demonstrate how you contribute to society by telling a compelling story, finally engage social media with nonprofit photos and stories (Classy Blog, 2017).

Exchange analysis: barriers and benefits

The value exchange that happens is 18 to 25 year old females in Ipswich, QLD donate their clothing to charity and they have a number of rewarding factors. They reduce clothing waste in landfill and help the environment and they create opportunity shops with more clothing range available for that particular group. The group has the benefit of now saving lots of money because opportunity shops clothing is sold at a much lower margin than new fashion outlets.

Barriers

Recycling not associated with clothing	Generation Z is already a cohort of donors, volunteers and charity supporters (Classy Blog, 2017). However, a study has shown that general awareness of the environment is not related to donating to charities in Australia (Bianchi, 2012). A study by Bianchi (2012) found that in Australia consumer awareness of the environment is positively related to consumer recycling behavior but that is typically glass, metal, plastic, cardboard and paper.
Ease to do	“If more collection points or home collections were set up by charities, more people would be willing to donate their clothing and less would be thrown out” (Bianchi, 2012). Some countries and brands already take action to donate waste clothes (Bianchi, 2012). In China for example many cities have recycling bins linked to public organisations that sell second hand goods (Bianchi, 2012). There are tax incentives from the government for USA citizens, charities clean waste clothing and donate it (Bianchi, 2012). Some companies in Australia offer satchels to send clothes to charities.
Lack of communication	To achieve higher rates of clothing donation by consumers, educators, the media and charities as well as fashion retailers we must encourage consumers to engage in recycling behaviours. Effective communication strategies are fundamental to achieving sustainable forms of clothing disposal. (Bianchi, 2012).
Unattractive opportunity shops	Exploring the opportunity shops of Ipswich and Brisbane, Ipswich offers large warehouses with some clothes aimed at the 19-25 year old cohort but they don’t compare to the boutique style opportunity shops that sell the more fashionable clothes in Brisbane. Ipswich needs more clothing in their opportunity shops that is quality and fashionable.
Stigma	There is stigma amongst the population to shop at opportunity shops (Scotter, 2022).
Uneducated shopper	According to the NPG Group there still a long way to go to sufficiently educate shoppers on the subtle issues surrounding sustainability in the fashion industry.” (Styles, 2018).
Fast fashion readily available	Fast fashion retailers are introducing new lines every 2–3 weeks at very low prices, to maximize sales through impulse purchasing (McAfee, 2004; Foroohar, 2005). As a result, many consumers expect constant change so new products to be available on a frequent basis (Bruce, 2006).
Sub standard donations	Many opportunity shop outlets find that substandard stock is donated wasting staff time by having to sift through to find quality products.
Donation behaviour	A study by Bianchi (2012) found that Australian female consumers with

higher levels of environmental awareness are more likely to give away their clothing to family and friends, rather than donate to charity organisations.

Benefits

Reduction in clothing going to landfill	Environmentally positive outcomes.
Cheaper clothing for 19-25 year olds	Passport (2022) indicates consumer expenditure on clothing has been growing rapidly since 2016 with the 2021 figure showing 31,865 million dollars was spent in the Australian market. Opportunity shops sell second hand clothes at low costs to generate money for social objectives.
More quality variety for 19-25 year old	The more of the target audience that donate means a larger variety of their style clothes in the shops to buy.
Assist not for profits with their social objectives	All profits must go back into the services the organisation provides and must not be distributed to members (Australian Government, 2022). "Nonprofit organisations exist mainly to provide help or resources to a target audience with a specific need. They usually serve a public purpose such as enriching the lives of people in the community, and enjoy special considerations in terms of tax, legal status and accountability. A nonprofit organization is mission-driven, which requires the management and board to set objectives aimed at achieving the organisation's stated mission" (Sandilands, 2019).
Reduction in demand for fast fashion	It can be argued that consumer preferences are already changing. Consumers are educated to some extent about the circular economy.
Sustainable clothing Industry	In Australia the consumer recycling behaviour is a strong and direct driver of donating to charity (Bianchi, 2012). Results find that consumer awareness of the environment and consumer age affect donating behaviour. The findings have value for fast fashion retailers, marketers, environmental activists, ecological researchers, charity institutions and public policy makers (Bianchi, 2012).
Manufacturing processes	The consumers emerging are more educated and environmentally conscious that discuss the impact the manufacturing of the garments has on the environment and ensure there are sustainable practices. (Burton et. Al., 2018; Correia et. Al., 2018; Elliott et al., 2018).
Local economy increases	Have money input into the local economy whilst securing local jobs.
Labour conditions aren't compromised	There has been a growing unease about exploitative working practices in the apparel manufacturing industry (Hammer, 2019). A conundrum of global sourcing results from the need to adjust product and process standards along the value chain to the requirements set by lead firms. The wide range of codes aiming to regulate minimum labour standards in apparel manufacturing testify to the intractable nature of coordinating standards along the chain, between the standards set by lead firms and actual workplace practices.
Changing policy	Policy can effectively promote waste-clothing recycling by producers, and enable consumers to accept reused products (Xie, 2021). Producers also take corresponding actions to recycle clothing (Xie, 2021).

SMART objectives

Reach 50% of 18 to 25 year old females in Ipswich, QLD to educate them that clothing waste contributes to landfill and is a significant environmental hazard within 12 months.

Objective one is a knowledge SMART objective aiming to increase the knowledge of the target audience. They are already an environmentally aware group with a social conscience and if they are aware of the problem are likely to change their behaviour.

Increase by 10% the number of 18 to 25 year old females in Ipswich, QLD actively donating their clothes to opportunity shops within the next 12 months.

Objective two is a behavioural SMART objective requiring a change in the target audiences actions.

Change the perception of 40% of 18 to 25 year old females in Ipswich, QLD to positive and that shopping at opportunity shops is a benefit within 12 months.

Objective three is an attitude SMART objective aiming to reduce the stigma associated with shopping at opportunity shops.

Theoretical lens guiding strategy development

The planned and expected behavioural change is to increase 18 to 25 year old females in Ipswich, QLD to dispose of their clothing by donating to opportunity shops instead of throwing out. It has bearing on the social cognitive theory where by the personal factors that determine human behavior is knowledge and attitudes. It is proposed with education that recycling practices as they stand are not enough and that clothing considerably adds to land fill. This cohort already has strong environmental values and look for good causes to buy from and aid.

The second part of the theory that is relevant is environmental factors and influencing their own environment. Landfills are a contentious issue in Ipswich and if the cohort can make a difference to environmental outcomes they will change their behavior.

The behavioural factor that will influence the cohort is self efficiency. The target audience will see a personal win-win situation, they help the environment and they work within their own value system therefore they donate clothes and behavior changes.

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