

Annexe 1

THE (G)OLD! ACTION

**CITIZENS**  **ACCELERATOR**

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# Introduction

To accompany the **Create your Action!** Booklet and its guidelines for planning and preparing a local action, this booklet is an example of an action that might provide inspiration and help you create your own action.

Together, we will go through four steps of planning and implementing **the local action (G)OLD!** to see how creating an action might look in practice.

The main steps are already familiar to you; they are:

1. Identify the local challenge
2. Prepare the action
3. Implement the activities
4. Evaluate and reflect

For each step, you will get an explanation of why we chose a particular activity, material or associate. In addition, in the attachments, you can find examples of materials and tools planned for this action (e.g. flyer, programme, evaluation form).



# Before the action

## Step 1: Identify the challenge

### What is the challenge?

To achieve sustainability goals set at European level, individuals are encouraged to act responsibly and become more aware of their actions and how they affect the environment. Therefore, one of the habits that should become an integral part of our everyday activities is recycling to help reduce and reprocess waste.

While searching the Internet, we discovered that fashion waste negatively affects the environment. The fashion industry, and its production, is growing rapidly. People buy clothes without thinking about whether they need a particular piece of clothing. Instead, it has become their hobby and part of their everyday routine. While buying new clothes, “old” ones are being ignored and thrown away after a year or two, which causes an enormous amount of waste affecting the environment and increasing pollution.

Since the percentage of people recycling in Croatia is still too low, we wanted to raise awareness of the negative consequences of waste on the environment. Currently, the main focus of recycling is on plastic, glass or paper. We wanted to focus on fashion waste because there is very little discussion about textile waste and how and for what purpose textiles can be reused or reprocessed instead of thrown away.

This challenge arose while talking with friends and family about shopping habits and hearing about how many clothes people have in their closets that they do not wear. They continually buy new clothes and throw out old ones without thinking about the consequences of the waste. They also lack the skills to re-use that waste and create new clothing or decorative items.

We used these methods used to identify local challenges:

- Desk research
- Local news
- Brainstorming with friends and family

### What is my goal?

Our general goal was to increase awareness of the amount of waste caused by fast fashion and to reduce fashion waste in the City of Rijeka by collecting and recycling old clothes and giving them to people in need.

### Who is this action for?

This action was aimed at all local community members:

- **Age:** people of all ages – children, youth, adults, elderly
- **Gender:** female, male, other
- **Working status:** employed, unemployed, students, pensioners
- **Social roles:** citizens
- **Profession:** all
- **Location:** the City of Rijeka and surroundings



## Step 2: Prepare the (G)OLD! Action

### What activities will I organise?

#### Volunteer activity: Collecting Donations (clothes)

First, we invited citizens to donate their old clothes that we would later give to organisations working with homeless people, neglected children or other people who are not able to afford new clothes. Damaged clothing items would be reused to create new ones during the creative workshop.

#### Workshop (indoor)

The workshop brought together women and men with good sewing and designing skills. We used old and damaged clothes to create new clothing items and donated them, together with other clothes collected during the volunteer activity.

### What materials and places do I need?

First, to organise a volunteer activity, we contacted legal authorities for permission to organise the activity in the city centre.

Later, we looked for a place to organise the workshop and began by contacting local organisations and asking them if they could provide us with a free room.

For each of the activities, we needed to prepare and buy specific materials:

<b>Volunteer activity</b>	<b>Workshop</b>
boxes for clothes	sewing machines
scotch tape	threads
markers	sewing tables
chairs	snacks and drinks
table	cutlery
vehicle	paper cups
gas	pens
boxes for clothes	participation list
scotch tape	sewing machines
markers	threads
	sewing tables

Our “shopping list” also included certain promotional materials such as:

- posters
- radio spot
- local newspaper article (digital and printed)
- digital flyers



## Who can help me?

Below is a list of potential associates that we felt could help us to prepare and implement the action (G)OLD!, together with a description of their role:

- **Volunteer organisations working with homeless people or neglected children, social welfare, etc.**
  - promoting the action
  - searching for volunteers
  - sorting out the clothes
  - renting a room for a workshop
  
- **Local authorities**
  - permission for action organisation in the city centre
  - promoting the action
  - searching for volunteers
  
- **Volunteers**
  - collecting and sorting out the clothes
  - sewing
  - promoting the action
  
- **Citizens**
  - donating clothes
  - donating/lending sewing machines
  - volunteering
  
- **Family and friends**
  - promoting the activity
  - participating in the workshop
  - volunteering

## Action Programme

For each activity, we prepared a different programme that included information about the date, time, location and main activities.

## Volunteer Activity

### When?

Every Saturday, October 7<sup>th</sup> - November 4<sup>th</sup> 2023, from 9am to 1pm.

### Where?

The city centre of Rijeka - Korzo (below the Hotel Bonavia).

### What activities?

Collect old clothes for people in need.

### Why?



The general goal is to increase awareness of the amount of waste caused by fast fashion and to reduce fashion waste in the City of Rijeka by collecting and recycling old clothes and giving them to people in need.

#### For whom?

All citizens are invited to join the action.

#### Special guests?

The activity will be organised in cooperation with local associations and volunteers.

## Workshop

#### When?

Monday, 13<sup>th</sup> November 2023, from 5pm to 9.30pm

#### Where?

The City of Rijeka, Volunteer organisation, Street 2, Floor 3.

#### What activities?

Reusing old clothes to create new clothing items. The main activities are sewing and redesigning.

#### Why?

Instead of throwing away old clothes, we want to reuse them, create new clothes and donate them to people in need.

#### For whom?

Volunteers, i.e. people with great sewing or designing skills. Maximum number of participants is 7.

#### Special guests?

We will prepare both programmes in digital form, publish them on social media and send them via email (Attachment 1). For the workshop, we are planning to have 7 participants and, therefore, individuals should fill out the registration form to attend it (see Attachment 2).



## Networking and sharing the story

As we have a diverse group of people whom we wanted to reach, we used various promotional materials and communication channels:

<b>Where?</b>	<b>How?</b>	<b>Who can help me?</b>
Social media	Posters	Friends and family
Local newspapers	Digital flyers	Volunteer organisations
Radio	Photos	Local authorities
Email	Conversation	Volunteers
Public places (posters)	Newspaper articles	
Mobile Apps (WhatsApp, Viber, etc.)	Radio spot	
Social media	Posters	





## During the Action

### Step 3: Implement the (G)OLD! Action activities

#### Volunteer activity

##### Before the activity

- Go through the checklist
- Make sure the boxes, tables and chairs are ready
- Check out the vehicle and refuel if necessary
- Count the volunteers – a minimum of two volunteers for each Saturday.
- Check the programme and discuss it with volunteers
- Discuss the action goal for better communication of our action with citizens
- Divide responsibilities and decide who will sort the clothes, drive the vehicle
- Agree the times we will meet and finish

##### During the activity

- Monitor the activities.
- Communicate with people donating the clothes. Ask their opinions about the action and the need for it in our local community
- Get feedback on why they decided to donate their clothes and what they usually do with them
- Communicate with volunteers to check how many clothes we have collected
- Take photos or videos of people donating the clothes; encourage them to take photos and share the action with their friends and families.

#### Workshop

##### Before the activity

- Go through the checklist, making sure there are enough sewing machines, sewing tables, chairs and threads
- Prepare food and drinks
- Prepare the introduction
- Prepare the participation list to count the number of participants and ask for their consent for taking their photos and videos during the workshop
- Read the programme to check the timing and activities.

##### During the action/event

- Monitor the activities.
- Communicate and network with participants
- Take care of food and drinks, refilling if needed
- Take photos or videos during the workshop; encourage participants to take photos and share the action with their friends and families.



## After the action

### Step 4: Evaluate the (G)OLD! Action and self-reflect

#### Participants' and partners' evaluation

We prepared an evaluation form using Google Forms (see Attachment 4) and sent it to our partners/associates to get their feedback on how satisfied they were with the action and our cooperation, and also to get their feedback on the impact the action had on them and their community.

Furthermore, we organised a group discussion at the end of the workshop to ask for feedback on the organisation, usefulness, satisfaction, learning content, emotions, suggestions and new ideas. Some of the questions we asked were:

- How satisfied are you with this activity?
- What are your thoughts about these kinds of activities?
- How has this activity affected you?
- Have you thought about this topic before? What was your opinion about it?
- How do you feel right now?
- How satisfied are you with the organisation of this workshop, its atmosphere, and its results?
- Do you think we need to organise similar activities in the future?
- What challenges do you think we could address next?

#### Self-reflection

At the end of our action, we asked ourselves some of the following questions:

- How satisfied are we with our action?
- Have we achieved our goal?
- How are we feeling right now?
- What have we learned during this process?
- What new skills have we acquired?
- Would we go through this process again?



# Attachments

## Attachment 1: Programmes for the action<sup>1 2</sup>

**(G)  
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!**

### Don't throw it, donate it!

You have so many clothes and shoes you don't need anymore and you are willing to get rid of them? Instead of throwing them away, you can visit our stand in the city centre where we will collect your clothes, reuse them and create a new pair of jeans or a T-shirt to give it to the ones in need.

In cooperation with associations in the City of Rijeka, we will donate newly created clothes to their members.

**WHEN?**  
7. 10. - 4. 11. 2023.  
every Saturday  
9 A.M. - 1 P.M.

**WHERE?**  
Rijeka, City Centre  
Korzo (below the Hotel Bonavia)

**WHY?**  
We are aiming at reducing the waste by collecting old clothes and reusing them. Thus we will raise awareness of the amount of waste caused by the fast fashion.  
In addition, our goal is to help the people in need who cannot afford themselves to buy new clothing items.



## (G)OLD!

You have great sewing skills or enjoy designing clothes? Join our workshop where we will reuse old clothing material and create new and fresh clothing items!

Newly created clothes will be then donated to the people in need in our local community.



### Programme

5.00 - 5.10	Greeting the participants
5.10 - 7.30	Sewing and designing clothes
7.30 - 7.45	Coffee break
7.45 - 9.20	Sewing and designing clothes
9.20 - 9.30	Closing and evaluation

**Rijeka Volunteer Organisation**  
Street 2  
Floor 3

**13. 11. 2023.**  
5.00 - 9.30 P.M.

**7 participants**

**APPLY!**



<sup>1</sup> Volunteer Activity Programme - Created in Canva:

[https://www.canva.com/design/DAFyXGuWmJl/cI44s1bCKL8S0UX3OfJtvA/view?utm\\_content=DAFyXGuWmJl&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=editor](https://www.canva.com/design/DAFyXGuWmJl/cI44s1bCKL8S0UX3OfJtvA/view?utm_content=DAFyXGuWmJl&utm_campaign=designshare&utm_medium=link&utm_source=editor).

<sup>2</sup> Workshop Programme - Created in Canva: [https://www.canva.com/design/DAFyD77mcJg/JjJEAggr9WrLai-HdpSQsg/view?utm\\_content=DAFyD77mcJg&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=editor](https://www.canva.com/design/DAFyD77mcJg/JjJEAggr9WrLai-HdpSQsg/view?utm_content=DAFyD77mcJg&utm_campaign=designshare&utm_medium=link&utm_source=editor).

## Attachment 2: Registration Form

**(G) OLD!**

Thank you for your interest in participating in our workshop (G)OLD!

As there is a limited number of participants, we are kindly asking you to register in advance by filling out this form. We will contact you when we receive your application and let you know if there is still an available spot for you.

[Sign in to Google](#) to save your progress. [Learn more](#)

\* Specifies a required question

**Name**

My Answer \_\_\_\_\_

**Surname \***

My Answer \_\_\_\_\_

**How would you assess your sewing skills? \***

1    2    3    4    5

Not good at all                        Excellent

**Why do you want to participate in this workshop? \***

My Answer \_\_\_\_\_

**Age \***

18 - 25

26 - 35

36 - 45

46 - 55

56 - 65

65+

**Email \***

My Answer \_\_\_\_\_

**Phone number \***

My Answer \_\_\_\_\_

**Send** Delete all entries



## Attachment 3: Participation List

### (G)OLD! Workshop

Volunteer Organisation, November 13, 2023

5.00 – 9.30 P.M.

	Name and Surname	Contact (e-mail/phone number)	Signature (participation)	Signature (consent*)
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				

\* By entering the event grounds, the participant authorises the taking of photographs, audio and video recordings, etc. The images, photographs and/or videos may be used to highlight this event in the future. Your e-mail and/or any other personal information is confidential and is intended solely as evidence of your participation in this event.



## Attachment 4: Evaluation Form

### (G)OLD Action Evaluation

Dear partners,

Thank you for your cooperation and support during the (G)OLD! Action. It was a pleasure working with you and supporting each other in this dynamic and inspiring process.

To assess the achievement of this action's goals, improve our further work, and identify more challenges in our local community we need to address, we are kindly asking you to fill out this five-minute evaluation form and give us your feedback on your satisfaction with this action and our cooperation.

Thank you in advance!

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On a scale from 1 to 5, mark the extent to which you agree with the following statements (1 - strongly disagree; 5 - strongly agree).

This action is relevant to our local community.	1	2	3	4	5
This action can contribute to achieving its main objective.	1	2	3	4	5
This action is sustainable.	1	2	3	4	5
This action helps increase the life quality of our local community.	1	2	3	4	5
The action activities were relevant to my organisation/me.	1	2	3	4	5
The action activities were meaningful for the people I work with.	1	2	3	4	5
The action was useful to me/my organisation.	1	2	3	4	5
The action activities were innovative.	1	2	3	4	5
I would like to continue our cooperation.	1	2	3	4	5

If you would like to continue our cooperation, write in what activities/aspects of your work you would like us to cooperate.

---

What can we improve in the following work?

---

What were the most positive results of this action?



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What other challenges should we address in our local community?

---

Do you have any other comments/suggestions?

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If you want to continue our cooperation or receive information about this or upcoming actions on this topic, please write us your email address so that we can contact you:

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# CITIZENS ACCELERATOR

**act:onaid**  
για έναν κόσμο πιο δίκαιο

**vhs**  
Volkshochschule  
im Landkreis Cham e.V.

**AONTAS**  
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**cesie**  
the world is only one creature

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**EUR** ADULT  
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