

Circular Challenge: TV Show

Submitter: Marion PUNCHES (Ecosavvy)

Track 1: Give textiles a longer life; prevention/new ways of thinking; idea/concept/product

Brief description of idea: TV shows and films are powerful. They offer new ways of seeing the world. They can introduce us to new ideas, new perspectives, and connect us with the past and to each other. Shows and movies across Scandinavia like *Sweatshop: Deadly Fashion*, *Skam*, *Into Eternity*, and *Occupied* thoughtfully tackle important social and environmental issues. We can use the innovative strategies of these shows to highlight other issues including, textile waste in the municipality of Copenhagen. About 5 years ago I saw the show *Sweatshop: Deadly Fashion*. Back then I was taking fashion design classes and imagining going to college and shaping a career around it. *Sweatshop: Deadly Fashion* made me re-analyze these dreams. It made me connect the ideas about sustainability to its impact on real people across the world. This show personally helped change my thinking and changed how I thought about the future I wanted, to really understand why sustainability matters.

Brief description of self: Marion PUNCHES is a English Conversation Assistant in Madrid and has a BA in Geography with a focus on urban planning and sustainability.

Contributing to a circular transformation: Each episode highlights different issues and sustainable solutions within various parts of the supply chain. The series emphasizes the need for individual, group, and large-scale solutions while highlighting the complexities of creating a sustainable, circular system. The series pilot begins by bringing awareness to the consequence of unsustainable behaviors: textile waste. The blanket fort party engages with the community in a fun and innovative way to show the scale of the issue in an interactive way. Each episode delves deeper into the history of this textile waste through challenges about each life cycle in order to uncover underlying and root causes of textile waste. The finale episode addresses - or undresses the environmental resource cost of creating textile products. By having a run that physically shows how much water goes into making something as simple as a t-shirt and imagining what else we could use that resource for.

Maturity/viability of concept: The concept for this show is highly mature/viable due to the multitude of factors and approaches considered and demonstrated. These factors range from human behavior/attitudes to show logistics to micro and macro scales.

Scaling: Logistically, the show contains all of the elements that a business would need to be scaled including evaluating the environment (social and physical), proper planning, funding, interest, technology, and staffing/human capital needed (Campbell, 2019). Scale is also a major part of the show as microscales are used to consider individual actions, steps, and symptoms while macro scales consider collective actions through organizations, businesses, as well as root causes and global systems.

Cost effectiveness: Most of the costs would be paying the workers (filming crew, engineers, interns, etc) as the show does not rely on material costs (except for the occasional location rental and planning supplies like notebooks for staff and contestants).

Potential Sponsor	Motivation
DR TV	<ol style="list-style-type: none"> 1. DR already produces and contributes financially to Danish films (DR, pg. 2). 2. “ DR has a public service obligation requiring [it] to present a wide choice of programmes for all age[s] and social groups.”(DR, pg. 2). 3. DR has listed globalization as a threat to their content given Denmark’s “humble” size as well as unique language compared to the global understanding of english (DR Audience, 2018. pg. 5). With my experience as a native english speaker, I would say that consumption of foreign media is based on access (legal access is very limited which leads to fans illegally creating networks to help other international fans access content), translation (if subtitles and dubbing are not included than the international community again relies on other fans), and interest (it has to be something unique that makes overcoming access and translation issues worth it). This series has the potential to be not just a show but a model of sustainability on so many levels which is rare, not just in Copenhagen, but the world. I would say that is worth watching.
The City of Copenhagen	Promotes a positive image of the city and seeks to improve how the city and surrounding areas function
Environmental Non Profits and Gofundme	Promoting environmentalism, educating the public, spreading awareness and social change

Technological barriers/realization:This show has no technological barriers as the technology needed for filming already exists and the show itself relies more on human capabilities in both production, marketing, execution, and audience willingness to engage. The only potential technological barrier would be for one of the proposed episodes “Creating Balance”, where use of technological engineering to create a mechanized game course could prove challenging, but technologically viable with a good team of engineers.

Plan for the cash prize: To begin paying back my parents for my Bachelors degree or to save for my Masters. I am considering a Masters in Barcelona, Berlin, or Hamburg (I plan on

exploring them during school holidays), and Copenhagen, Denmark (I studied abroad there in 2017 and absolutely loved the city) in sustainability, geography, and urban planning related programs. All of these locations would offer invaluable first hand experience in sustainable urban planning and geographic concepts.

Detailed description of idea

Show's Intent

- Track impact based on viewership and changes in attitude/behavior
- Attitude/behaviors to promote: better resource management, quality over quantity, the value of clothes, mindfulness, pragmatism, etc.
- Since the problem is Copenhagen Municipality textile waste production, the show will take place and focus on this issue within this geographical area
- We want to empower and challenge rather than overwhelm and depress

To see if this idea would be effective at reducing and preventing textile waste, we would measure change in attitude/behavior. This could be done more thoroughly though:

- A preliminary study to project the effectiveness of this idea comparing similar shows (*Tidying Up With Marie Kondo*, *Sweatshop: Deadly Fashion*), their viewership (perceived interest), and by surveying the attitudes/behaviors of viewers compared to non-viewers
- Since the survey sample sizing is limited, we would try to randomly select viewers and non-viewers from a similar/same sample pool (geographic region, culture, location)
- We would check the bias of viewers since the show's results are likely skewed (by how much) given the type of people that watch it are more likely to have a previous interest in these types of issues
- Compare the results of viewers vs. non-viewers
- Compare the results of viewers before and after (over time for more accurate results)

Making the show:

- Plan to air episodes on DR TV since it is "Denmark's oldest and largest electronic media enterprise" (DR. pg. 3).
- Post episodes for free on YouTube or other online platforms to get more international reach (this was how I was able to access these Scandinavian shows and it also strengthens Copenhagen and Denmark's image abroad)
- Get advice from the people who made *Sweatshop: Deadly Fashion* and maybe hire some of them on as part of the team
- Involve Copenhagen universities in the process to make the project socially sustainable and to improve public outreach, like local film and engineering students and professors
- Have Copenhageners be the stars of the show to really involve the community

Ideas to grab audience:

- Needs to be exciting, have audience interaction (like *Skam*), comedy and drama

- Game show/contest/competition (like *Sweatshop: Deadly Fashion*) genre but with different supply chain challenges
- Answer the question: How did we get here? Show the scale of textile waste
- Where do we go? Challenge viewers to imagine what would happen if things were different

Episode Ideas

- A no prize competition or have prizes for challenges, let them be experiences rather than things or money, since one of the core themes of the show is reducing unnecessary consumption
- The set up will be a recurring group of participants *or* a new group each week
- Recurring group pros: the audience has more time to relate/connect with members
- New group each week pros: more contact with the community (broader personal reach)
- All participants should be from various non-environmental backgrounds so that viewers can learn with them
- Participants will be interacting with a variety of textile waste related experts
- Participants should be differing ages and backgrounds to make them more relatable to a broad audience as well as showing that it takes all of us to contribute to a more sustainable future
- Have the challenges be team building (again to reinforce that it takes all of us)
- Film during the summer as people tend to have more time off to participate

Here are some episode ideas:

- Pilot/ First Episode Launch: The contestants are asked to organize a giant blanket fort building event using the public's help, highlighting the scale of textile bedding waste
 - Advertise the event for kids and kids at heart
 - Attempt world record biggest blanket fort, (unless it would be too distracting from the event's main purpose)
 - Contestants will ask guests mindful questions during the event about textile waste
- Scavenger Hunt: In teams of 2-3 contestants race to unravel the sources of textile waste in this scavenger hunt challenge
- Job Shadow Day: Each contestant is randomly assigned a different textile waste related professional. At the end of the day they meet up to discuss what they learned from the various jobs and compare notes
- Tis the Microseason: Working in collaborating groups, contestants are asked to explain/describe/draw what they think are the 25 seasons (fashion seasons) and what you would wear for each. An expert on fashion seasons comes in to explain the shift from two fashion seasons to 50-100 (2-4 times what contestants were asked to imagine) and how this is used to sell more product (WRI, 2017)
- Path to a Sustainable Future: The only way through the maze is following the path to a sustainable future. Working in pairs, each group works their way through the maze by

solving textile waste trivia questions, with wrong answers leading to dead ends. The first team out wins

- Creating Balance: Divided into 3 teams contestants must work to find balance between energy output and environmental and human costs. The two ends of the scales must be balanced by the consequences and solution blocks. Each block weighs a specific amount and only combinations that successfully meet the energy demands of the city and account for the environmental and human costs will balance the scales
- Season Finale: Contestants are asked to host the Shirt or Water run. According to the World Resource Institute, “It takes 2,700 liters of water to make one cotton shirt, enough water for one person to drink for 2 1/2 years” (2017). This event is meant to symbolize the externalities of creating a T-shirt, to show the value and cost of textile waste. Participants are asked to go shirtless during the race (For women this can include wearing sports bras or other breast covering wear, however for women wanting to participate completely topless, more research will need to be done to make sure that it does not violate indecency laws). As the participants run the designated water stops will have paper snow cone cups (for sanitation) and recycling bins. The water tanks display how many shirts the water would have contributed to (for example an 8 liter container would say “0.3% of a T shirt” or a 27 liter container would be just “1% of a T shirt”)

Sources

Campbell, Anita. “How to Scale a Business”. SCORE. July 15, 2019. Web.

<https://www.score.org/blog/how-scale-business>

DR. “FACTS on DR”. DR TV since 1951 - DR Radio since 1925. n.d. PDF.

www.dr.dk/NR/rdonlyres/E8557E81-BA44-455C-88AB-237105D3F291/723343/2007FACTSONDR1.pdf.

DR Audience Research Department. “Media Development 2018”. DR, 2018, PDF.

https://www.dr.dk/static/documents/2019/03/01/2018_dr_mediadevelopment_5b0ba96a.pdf

WRI blog Drew, Deborah and Yehounme, Genevieve. “The Apparel Industry’s Environmental Impact in 6 Graphics”. World Resource Institute. July 05, 2017. Web.

<https://www.wri.org/blog/2017/07/apparel-industrys-environmental-impact-6-graphics>

More Information About Textile Waste

Carbone, Christine... and Morales, Leah. “Textiles: From Waste to Resources in Denmark”. Danish Waste Association (Dansk Affaldsforening). April 29, 2016. PDF.

https://web.wpi.edu/Pubs/E-project/Available/E-project-050216-123526/unrestricted/Textiles_Final_Paper.pdf