

Project WearEver – Call for Participation

Opportunity

Clothing provides its greatest benefit to society when it lasts longer, is used more frequently, and is re-used or recycled. The goal of The Sustainability Consortium’s Project WearEver is to use garment-embedded information technology to measure clothing use and create a market-based system that incentivizes demand for clothes that have superior emotional and physical utility and durability. Such a system will allow deeper, on-going engagement between brands, retailers, and consumers.

Project WearEver is implementing pilot studies in 2019 to demonstrate the use of technology to track clothing use and laundering, and prototype measurement standards, privacy policies, and analytics that create value and reduce risk for brands, retailers, and consumers. Pilot studies will take place in both home and office settings. Possible technologies to be demonstrated include RFID, NFC, and motion or thermal sensors.

Call for Participation

Project WearEver is seeking partners to provide financial, technological, and human resources. Initial seed funding and support have been provided by the Ellen MacArthur Foundation and the Rob and Melani Walton Sustainability Solutions Service. There are a number of different ways in which an organization can participate in the project.

- Gold Sponsor: Provide \$25K or more in financial support of the project.
- Silver Sponsor: Provide \$10K or more in financial support of the project; provide equipment worth \$10K or more (e.g. garments, RFID tags and readers, IT cloud storage) and provide technical consulting to deploy equipment; or, provide a site at which to run experiments.
- Observer: By invitation. Organizations that are TSC Members or participated in the planning phase of this project are invited as observers as well.

Quarterly (one-hour) webinars will be held for sponsoring and observing organizations, and the project will request feedback on developed standards and policies as needed. Sponsors will be highlighted in publicity about the work. Sponsors can work with TSC’s Marketing and Communications team to jointly create social media and web site communications about the project.

More information regarding technical specifications of the pilot studies can be found <https://bit.ly/2GTQhIF>.

For more information, contact Kevin Dooley (kevin.dooley@sustainabilityconsortium.org).

