

Swap Shop at UGA Final Project Report

Completed by Avery Lumsden and Jenna Franke, June 2021

Project Description

The Swap Shop at UGA is a place to trade goods at no cost to consumers. This encourages reuse of items while eliminating accessibility barriers. The Swap Shop was opened March 5th, 2021 in MLC room 278. The shop was open on Friday's from 10:30 am - 3:30 pm during the Spring semester and will reopen in the Fall. The Shop participated in 3 outreach and tabling events throughout the semester including the Earth Day fair at Tate, Earth Day fair at Southern Brewing Company, and a pop-up shop on reading day at O-House. The Swap Shop also coordinated two spring cleaning collection drives with Greek Goes Green and Franklin Residential College. All infrastructure for the shop was donated second hand from the surplus property listserv at UGA, CHaRM, and the Red Zone in Athens. Additionally, the Swap Shop at UGA team expanded by bringing on three volunteer positions which will continue into the Fall and Spring semesters of the 2021-22 school year.

This project was completed because we saw a need on campus for second hand items to be available to students at no cost. Student life is extremely transient and items related to student life are often in our lives for short periods of time. This space takes these items and recirculates them back onto campus and into the hands of students. Additionally, this space closes the transportation gap between off campus second hand stores and campus. The Swap Shop at UGA is a clear and visible sustainability measure that furthers UGA's efforts toward waste reduction and community support.

This project directly relates to the UGA 2020 strategic plan goal 7g. 7g highlights the reduction of waste to the landfill by 65% by 2020. This project redirects used items from typical waste streams and brings them back to campus to encourage reuse. This project also directly relates to the 2025 strategic goal 1.4. Goal 1.4 states "promote academic access and success for all students, with particular consideration for underrepresented, rural, first-generation and other underserved students." The Swap Shop would support underrepresented, rural, first-generation, and underserved students by providing access to items that are required for comfortable and successful student life. Purchasing new is oftentimes expensive and many students lack the resources to buy essential items. Furthermore, students without a car have a higher barrier to participate in sustainable purchasing decisions and donations, the Swap Shop would eliminate this barrier with on campus access to this key sustainability measure. This shop, again, would house items directly related to student life and provide said items at no cost. Other student groups that would greatly benefit from this are international students. Students in this demographic are typically only here for a short amount of time and purchasing items for comfortable living doesn't always make sense and, again, encourages a disposable society.

This is an ongoing project and the Swap Shop at UGA will be open beginning again this Fall, hopefully with expanded hours.

Project partners included the Swap Shop executive team: Avery Lumsden, Jenna Franke, Casey Serrano, Claire Waszinski, and Isabella Canales-Claudio, UGA Libraries staff: Shannon Bennett and Kathleen Kern, Sustainability Certificate Director, Tyra Byers, Housing Coordinator: Christy Tweedy, ACC Solid Waste Department: Mason Towe, and many others for outreach and tabling events.

Project Expenses

[Here is the Google Sheet](#) outlining all of our project expenses broken up into three categories: Supplies, Equipment, and Personnel.

Academic Impact

FCID 4200, Sustainability Seminar participated in a Swap Shop work day for service credit for the class on April 19th. This class is taught by Tyra Byers.

Research Value

There were no specific research questions addressed in the implementation of this project, but with careful tracking of the items taken from the shop one could use our data to investigate the consumer behavior of college students surrounding second hand items.

Engagement

Partnerships:

UGA Libraries - Shannon Bennett and Kathleen Kern

Sustainable Housing - Christy Tweedy

Greek Goes Green - Sarah Corbin

Franklin Residential College - Mackenzie Kaye Bumgarner

ACC Solid Waste Department and Red Zone - Mason Towe

UGA Strike Magazine - Tara Anastasoff

Sustainability Certificate - Tyra Byers

UGA Professional Clothing Closet -

UGA Office of Sustainability - Kevin Kirsche

Beneficiaries:

UGA Community

- Students
- Faculty
- Staff
- Alumni
- Family

Outreach events, activities, or media:

[Swap Shop Instagram](#)

463 followers, average of approximately 55 likes on each post

Earth Day Concert at Southern Brewing Company

Earth Day Fair at Tate Plaza
Mini Pop-Up Shop at O-House
[Red & Black Article](#)
[Sustainable UGA Story](#)
[Landing page on OoS Website](#)
[CAES Newswire Article](#)

Project-specific Metrics

From March 5th to our Spring end date (May 4th), Swap Shop at UGA facilitated 322 swaps totaling 222.4 pounds of items that might have ended up in the landfill. We engaged with a countless number of individuals during our opening hours and at outreach events, but did not track this specifically. You can see the characterization of items swapped chart below.

Characterization of Items Swapped March 5th - May 4th

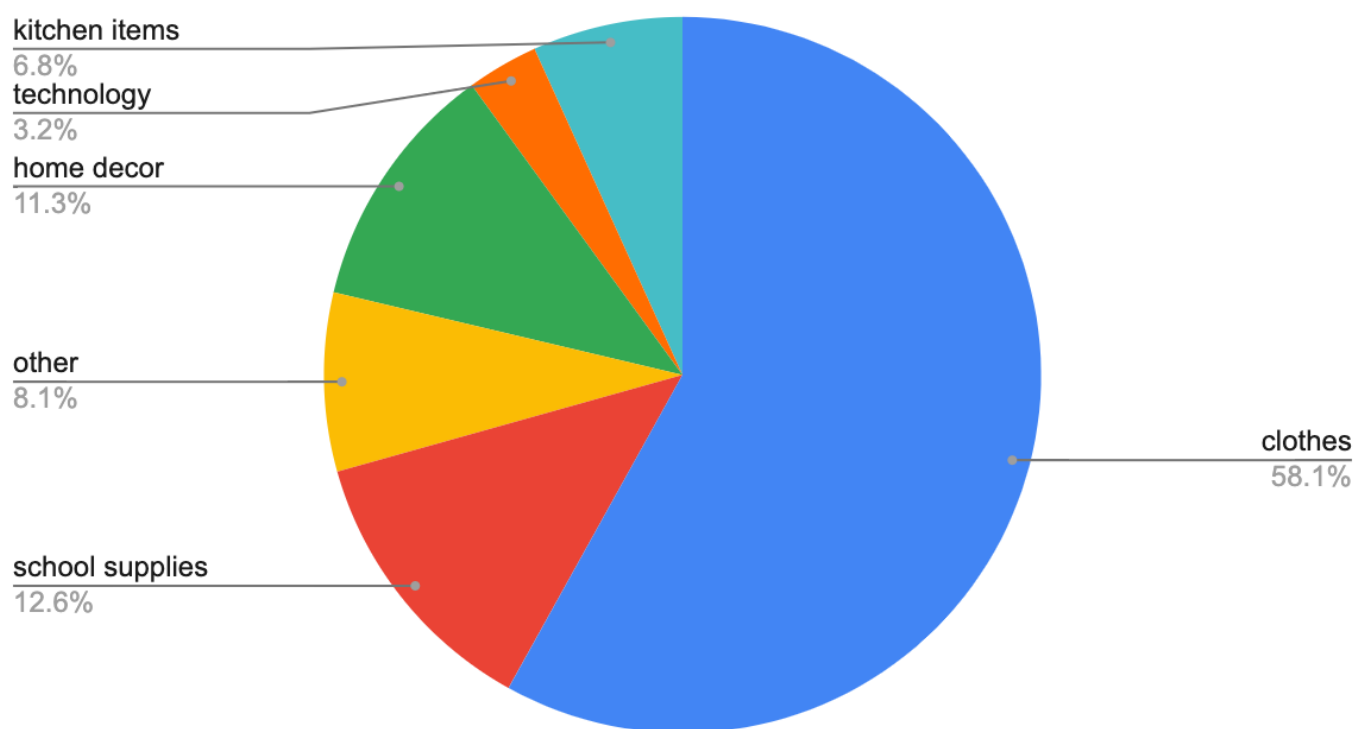


Figure 1: Characterization of Items Swapped March 5th - May 4th pie chart

Photo / Video Documentation

Swap Shop



Where to Find Us Video:

<https://drive.google.com/file/d/1wvCvEvLZJLW8ovOgkePy3Jgc-tqUzcbM/view?usp=sharing>

Swap Shop Logo and Graphics:



Project Assessment

Avery Lumsden Assessment:

This project was so worthwhile. I learned so much about project management and how to start a program from the ground up. Starting with the proposal stage, we had to put something together in only two days. This required working fast and having close attention to detail. It also required buy in from essential stakeholders, like UGA Libraries. The networking and support needed from many different areas of campus was such a great way to learn and practice necessary communication skills. Early in the proposal stage of this project, I had to practice and perfect my project pitching skills to gain the necessary support from UGA Libraries. This was something that I hadn't done before and was a scary thing to do, but it worked! I also learned how to interview and create a strong, cohesive team to run the shop. Being part of this interviewing process to build our executive team was also something that I hadn't done before and was challenging, but rewarding in the end. Implementing this project taught me so much and I feel it is such a valuable asset to the UGA community and beyond. I am sad I am not able to be on campus to watch the shop grow, but I am so excited to see how it expands and continues to benefit the UGA community and beyond.

Jenna Franke Assessment:

I loved working on this project. I learned valuable skills like project management and coordination with multiple parties. While I had filled out grant applications before, this was the first one I only had 2 days to complete. Thankfully, Avery and I took it as a team and got it done! The process of actually opening the Swap Shop led me to a lot of new leadership experiences; hiring the student volunteers was the first time I had to read through applications and conducted interviews, working with such a diverse network on campus taught me about communication and presenting my ideas, and actually running the shop taught me how to think on my feet and solve problems creatively. One of my favorite experiences was tabling at the Earth Day Concert at Southern Brewing Company. It was cool to take the Swap Shop mobile and interact with other like-minded individuals in the community. Thankfully, UGA Libraries

provided us with a fantastic spot we can use long-term, but it is nice to know we are capable of taking the Swap Shop all over campus and spreading knowledge about sustainability all over. It was great to know that we started something from scratch that is going to help the UGA community and prevent unnecessary waste. I am looking forward to continuing the shop in the Fall and seeing it grow.