



## Be part of the first clothes swapping app for students!

Dopplle is a student led start-up, which brings accessible and affordable sustainable living to students via a clothes swapping app!

Don't just swap it, Dopplle it!



### The Dopplle Aim

Dopplle is trying to change how the world views fashion, textile waste and the negative impact it has on the environment. Dopplle's goal is to reduce textile waste across the country by encouraging everyone to swap clothes to give them a new life. We've designed an app specifically for students, which gives them a platform to swap clothes within their university or college community, and allows them to look good while on a budget. Read more about Dopplle here: [www.dopplle.com](http://www.dopplle.com)

## Why should institutions get involved with Dopple?

### Covid-19 Compliant

We want to ensure that all students are comfortable and safe while swapping clothes, and so we have put a number of precautions in place to reduce contact between households. Dopple have adapted the app to make sure we are keeping all users as safe as possible by helping them in every step of their Dopple journey through the COVID-19 pandemic.

### Carbon Offset

For each student that signs up to our mailing list, Dopple will make their clothing carbon footprint neutral each month. This means their clothing they buy that month will have no impact\* on the environment every month they stay signed up! By partnering with Dopple, your institution will have access to this information and can use it to offset your institution's carbon footprint, as well as boosting your sustainability reports. Specifically, Dopple can provide your institution with tonnage figures for 2021 for all clothes swapped as well as the resulting carbon offset and landfill savings figures.

### First access

Get first access to the Dopple app for your students as we roll it out at institutions across the country.

### Influencer

Educate your student community on sustainability and your university or college will be seen as a sustainability influencer in the academic space.

## Insights

Subscribe to our newsletter for updates, articles & insights into sustainable fashion. You can use these insights when planning your own sustainable events and campaigns.

## Careers

Dopple will give your students amazing experience and transferable business skills through our voluntary Ambassador Scheme, which will set them in good stead for their future careers.

\* This is based on the national average of £300 spend on clothes annually per person

## How does the Dopple app work?

When students sign up to the app, they will be put into their university group alongside other members of the same university community. This means they will only swap with their peers! Users within the app will trade within a closed ecosystem. Dopple Coins are the virtual currency used within the app to keep track of how many items each user has swapped out vs swapped in to their wardrobe. For now, each clothing item is automatically valued at one Dopple Coin, however, users also have the option to change this to zero if they wish to gift an item by giving a new home and lease of life. In order to gain a Dopple Coin, users must upload then first swap one of their own items. The app is free to use with some premium features available for a small optional cost and there is the option to subscribe and become a premium member in order to get access to more features and more swaps per month!

## Sustainability

Decrease your institution's carbon footprint with Dopple. Shell is following in our footsteps, introducing their customers to carbon offsetting through their fuel purchases. When students sign-up to our mailing list, Dopple agrees to offset their wardrobes carbon footprint. So what is offsetting their wardrobes carbon footprint? Well, Dopple pays for their clothes' carbon footprint EVERY month they stay signed up to our mailing list. This means every month their wardrobe is carbon neutral and has no impact on the environment\*.

\* This is based on the national average of £300 spend on clothes annually per person

## Dopple Ambassador Scheme

We are looking for three volunteers to act as Brand Ambassadors at every university and college across the country, who will be promoting the Dopple app across campus and running bespoke events for the student community. In return they will get amazing experience for their CV, the opportunity to learn transferable business skills, access to a large network of entrepreneurial students and many more benefits. You can see more information here: [www.dopple.com/student-brand-ambassadors](http://www.dopple.com/student-brand-ambassadors)

## How will Dopple support you?

Dopple will support you with promotional materials throughout the academic year including:

- Posters
- Flyers (physical and digital)
- Social media assets
- Promotional images
- Content and blog posts
- Sustainability stats and insights for your university

We are also happy to tailor content specifically for you if it will help you meet your sustainability goals for the year.

## Swap Shops

We have been running swap shops in conjunction with other universities and colleges across the country over the past year. Each swap shop is unique with some offering free entry and others having a cost to enter in order to generate income for the institution. We understand that not everyone is comfortable running physical events at the moment due to the current situation with Covid-19.

If you do decide that you would like to collaborate on a Swap Shop or event in the future with Dopple, then we have a number of Covid-19 safe ideas and guidelines to make sure that everyone feels comfortable, including pre-arranged drop off points and clothes quarantining prior to the event. When running a swap shop in collaboration with Dopple, we will send you: roll-up banners, branded tablecloths, Dopple t-shirts, branded merchandise and more.

## Drop-off Points

Due to the social distancing measures that are in place at the moment, Dopple believes that the safest way for students to swap clothes is to introduce drop-off points. This point would ideally be located somewhere central to campus or in the Union building. We are asking for the help of institutions to make this happen and ensure that all students are safe and feel comfortable with the swapping process. Please let us know if you have a small space or existing shared area that you would be happy to dedicate to this. All items uploaded into the app have a unique ID so it is easy to label and organise the items as they get dropped off/picked up.

## Social Media

We would love to get the Dopplle name out there within the student community. We have various example posts as well as images to help promote the Ambassador Scheme which we would love to share with you. Please let us know if you would be happy to post these on your relevant social media groups and society pages on our behalf and we will send over the pack.

## Get in touch

Website: [www.dopplle.com/contact](http://www.dopplle.com/contact)

Email: [hello@dopplle.com](mailto:hello@dopplle.com)

Facebook: [www.facebook.com/dopplle](http://www.facebook.com/dopplle)

Instagram: [@dopplle](https://www.instagram.com/dopplle)

Linkedin: [www.linkedin.com/company/dopplle](http://www.linkedin.com/company/dopplle)

Twitter: [@dopplle](https://twitter.com/dopplle)

Pinterest: [www.pinterest.co.uk/dopplle](http://www.pinterest.co.uk/dopplle)