



The Hidden Treasure

Junior Commissioner Project by Alexander Campo, Gabby Buchmann, and Allie Park





TABLE OF CONTENTS

01

Overconsumption

03

**Comparisons and
Misconceptions**

02

Solution

04

Our Project!



ABOUT US



Gabby Buchmann

**Senior at Ramapo
High School**



Alex Campo

**Junior at Bergen
County Academies**



Allie Park

**Junior at Ramapo
High School**

**A big thanks to our mentors: Beth
Fischer, Danyel Competiello, and Lisa
Koeber**



Overconsumption



What is overconsumption?

Overconsumption is excessive consumption or use of goods and services (energy, land, water, or materials) that cause harm or detrimental effects to humans and/or the environment.

How does it affect us?

Overconsumption worsens climate breakdown and increases air pollution. It exhausts the planet's life support systems like the ones that provide us with fresh water, and leaves us short of materials that are critical to our health and quality of life.

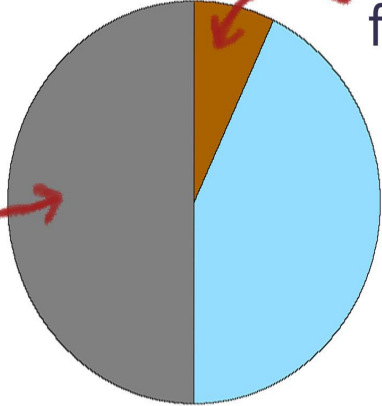
Why does this matter now?

Overconsumption doesn't just affect our planet negatively, but it also indirectly supports child labor and slavery in other countries. By second hand shopping, we can limit the amount of business those countries get (like china, vietnam, etc.).

Overconsumption

Global Carbon Dioxide Emissions

from the
richest
7%



from the
poorest
50%

The world's richest people (7%) are responsible for 50% of the world's carbon emissions - while the poorest 50% of people are responsible for just 7% of emissions.

2nd Hand Shopping - the Solution

What is it?

Second hand shopping is simply buying used goods.

Why is it the solution?

1. Purchasing pre-owned items helps prevent them from ending up in landfills, thereby reducing overall waste generation.
2. Conserving resources: Buying secondhand items reduces the demand for new products, which in turn decreases the amount of resources needed for production.
3. Not only does it help the environment, but it helps YOU save money!

Statistics

In the United States, now as many as 60 percent of respondents say they have made at least one second-hand purchase in the past year.

The global secondhand apparel market will grow 127% by 2026 – that's three times faster than the global apparel market overall. Also, the U.S. secondhand market will more than double by 2026, reaching \$82 billion.



Market Value Worldwide (billions)

Second-Hand

Fast Fashion

\$96

2021

2021

\$91

\$119

2022

2022

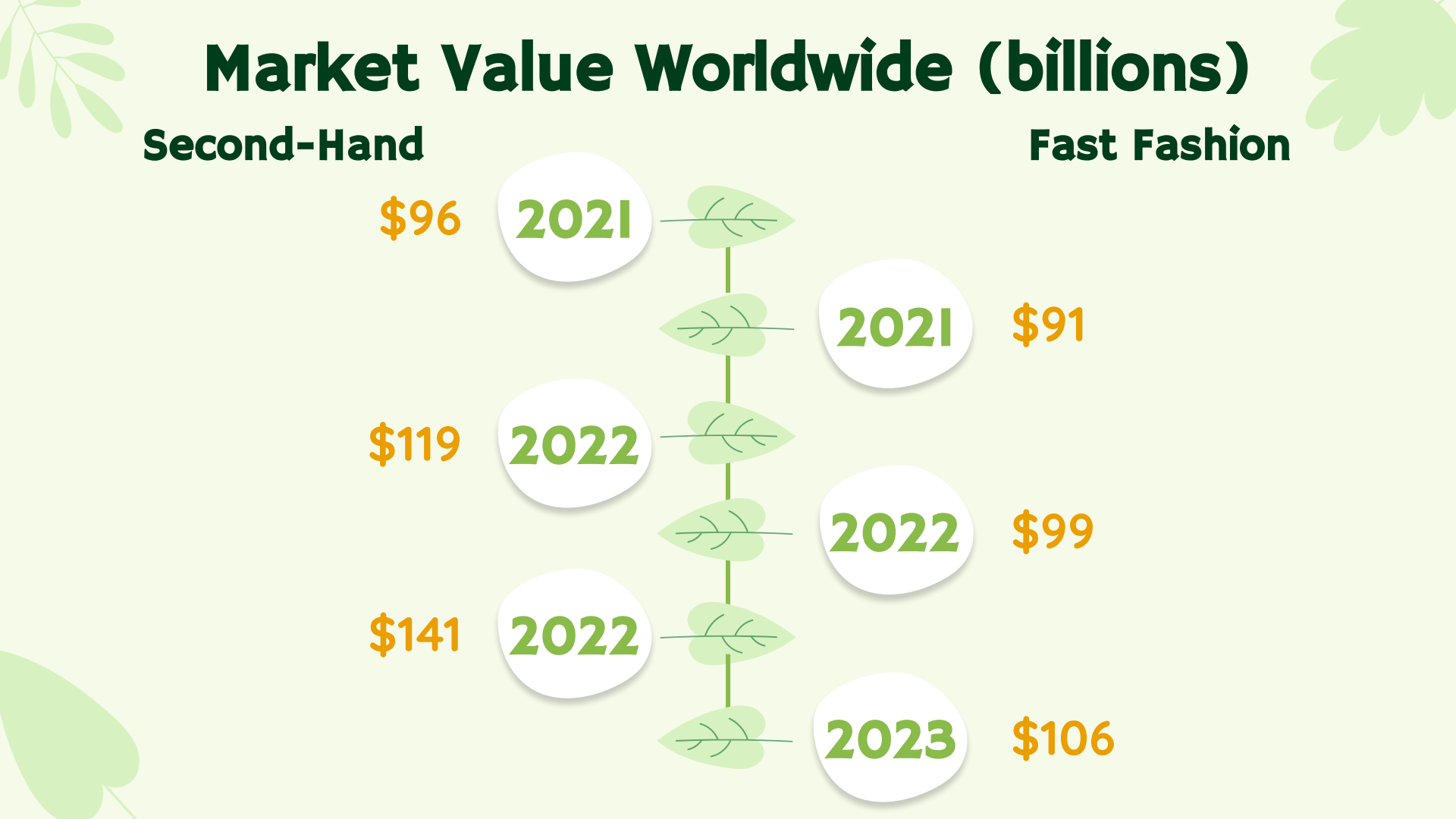
\$99

\$141

2022

2023

\$106



Common Misconceptions

- **Luxury Brands are more ethical or sustainable than fast fashion**
 - They use the same sweatshops and employ the same workers as fast fashion companies
 - They rely on polluting fabrics like synthetic fibers
- **They are more expensive**
 - Most second hand clothes are cheaper than their counterparts
 - Clean Clothes Campaign report that it would cost brands as little as 10 cents more per T-shirt to give workers a livable wage
- **Online returns are sold to other customers**
 - It's cheaper for companies to incinerate or throw out the clothes you return rather than inspect them
 - Important to go to a store and try on clothes to be sure they fit and you want them

What is our Project

- **We chose to highlight our town's thrift store known as the Wyckoff PTO Economy Shop**
- **We created a 5-minute video to help promote and showcase what the store offers**
- **We made a shorter 2-minute video that can be easier to show to encourage more people to shop**

Video - 5 minute Version



Video - 2 minute Version



The image features a light green background with decorative elements in the corners: a cluster of leaves in the top-left, a branch with leaves in the top-right, and a few leaves in the bottom-left. The central text is in a bold, dark green font.

**Helps the
Schools**

Our Target Audience

Who we are emailing?

- We are sending it out to all the schools in the Ramapo-Indian Hills School district, so that the video can be shown on Earth Day every year (5 minute version)

Who we are sending the video to and why?

- Video will also be shown at Back to School Night in the beginning of the year to encourage parents to help volunteer to raise money for the school (2 minute version)
- Shown to high school students to earn volunteer hours

The background is a light green color. There are decorative elements in the corners: top-left has a cluster of leaves and a round fruit; top-right has a branch with small leaves and a heart-shaped leaf; bottom-left has a large leaf and a smaller one; bottom-right has a small leaf.

Thank you!