



**A COLLABORATION TO
REDUCE WASTE IN FASHION**

THE PROBLEM

Waste in fashion

Did you know?

Collectively approximately
6,000kg of clothes get thrown out
every 10 minutes by Australians



That means...

36,000kg per hour
864,000kg per day
6,048,000kg per week
25,920,000kg per month

311,040,000kg per year



IT'S AN ISSUE WE CAN SOLVE, IF WE ALL WORK TOGETHER

Australian retailers have adopted ethical production, but this step towards slow fashion focuses **solely on the beginning** of fashion's life cycle.



The life cycle of a garment has been reduced to a single wear, Australians purchase over **27kgs** of new clothing every year.

83% of women have clothes in their wardrobe that they have only worn once or twice.



62% of women have clothes in their wardrobe that have never been worn or still have tags on.

DISCARDED



Australians are currently disposing of **6000 kgs** of fashion and textile waste every 10 minutes.

UPCYCLED



DONATED



Salvos stores currently divert **7.8 million kgs** of textiles through their stores each year.

AFTER ALL, EVERYONE'S TALKING ABOUT IT

THE AGE

NATIONAL

Fast fashion: Seventy five per cent
of Australians tossing clothing in the bin

 INDEPENDENT



THE ENVIRONMENTAL COSTS OF FAST
FASHION

The Guardian

Fashion

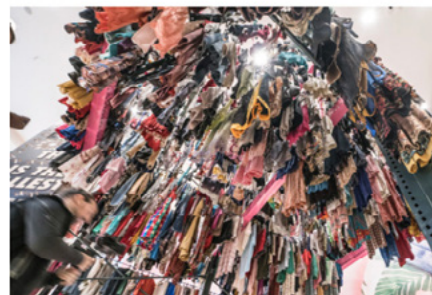
Landfill becomes the latest fashion victim
in Australia's throwaway clothes culture

GLAM CORNER.

The Sustainable Revolution –
A War on Fashion Waste

*World's Tallest Closet Filled With a Lifetime of Clothing
Demonstrates Scale of First-World Consumerism*

DECEMBER 26, 2016 BY JENNIFER HUN



Forbes

4,281 views | Sep 9, 2018, 04:43pm

Fashion's Dirty Little Secret And
How It's Coming Clean

PEOPLE SAY THEY WANT TO BE PART OF A SOLUTION, BUT THEY DON'T ALWAYS ACT



While we have been relatively good at getting people to believe in the importance of more sustainable behaviors, practices, and purchases, we have been unable to convert this belief fully into action.

GRACEANN BENNEATT & FREYA WILLIAMS,
MAINSTREAM GREEN

MAYBE IF WE MAKE IT EASIER, MORE PEOPLE WILL DO MORE TO HELP

“

*From my research experience, it's rare that people don't care about the environment. Rather, it's that in everyday life, we're trying to get things done and **solving those problems trumps solving larger ones...** It's not that people are lazy, it's that we're busy.*

DAN LOCKTON,
DESIGN WITH INTENT

THE COLLABORATION





A MOVEMENT OF BRANDS AND CUSTOMERS ALL WORKING TOGETHER TO CREATE LONG TERM CHANGE



ALL BASED ON THE COLLECTIVE IMPACT MODEL OUT OF STANFORD UNIVERSITY



Source: https://ssir.org/articles/entry/collective_impact



OUR SHARED GOAL

Increase textile diversion
from landfill **20%** by **2022**.





SIMPLE ACTIONS



Brands

Pledge to improve practices and encourage customers to join them in solving the problem.



Customers

Commit to donate or recycle to help reduce their personal fashion waste.



THE BRAND PLEDGE

Select at least one of the following

- ☐ Create a take back scheme for used clothes
- ☐ Encourage customers to donate unwanted fashion
- ☐ Create fashion recycling bins drop off point in stores
- ☐ Run content around extending garment life
- ☐ Offer a repair service
- ☐ Donate unsold goods to charities

COMPANY NAME

SIGNATURE



Your Brand

Signs the pledge, promotes the cause and commits to taking at least one action to help customers reduce fashion waste.



Charity Partners

Charities will ensure tons of additional textiles are diverted from landfill and sold in their store networks.



Moving the needle

Helps promote your brand as supporting the solution and brings new organisations on board to grow the impact.



THE CUSTOMER COMMITMENT

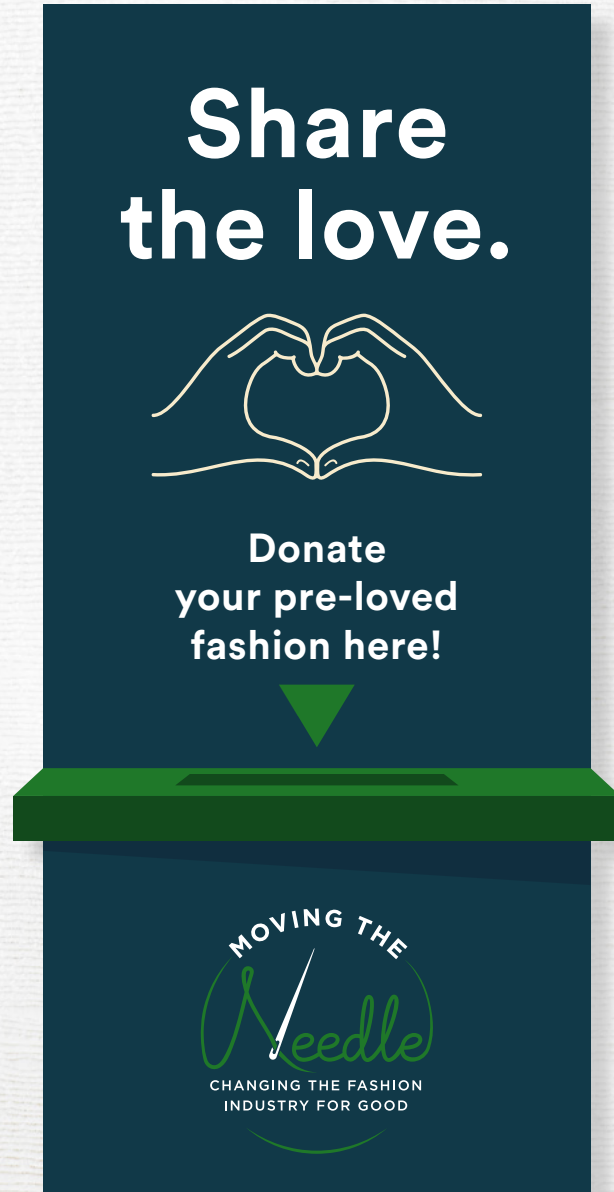
“

Make a conscious choice around what I will do with my fashion when I no longer need them: donate, recycle or turn it into something new.

”

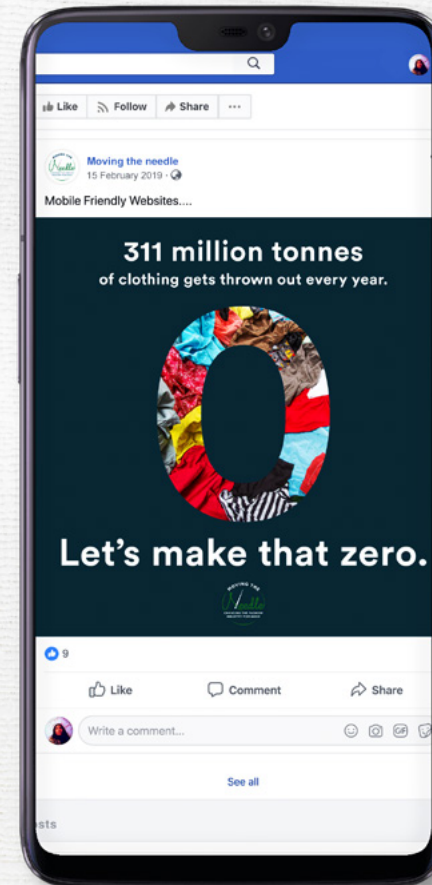
COLLATERAL MOCKUPS

In-store donation box



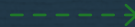
Partners will receive artwork for social tiles and two in-store elements. Artwork for an in-store donation box will also be developed. The cost associated with print and any supporting media buy will be at partner's own cost.

Facebook Tile



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DISCARDED

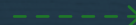


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**LESS
DISPOSAL**



**MORE
DONATION**



LET'S JOIN THE WORLD IN FINDING CREATIVE WAYS TO MAKE SURE GOOD FASHION DOESN'T GO TO WASTE

The logo for the Global Fashion Agenda is presented within a white rectangular frame that is slightly tilted. The text "GLOBAL FASHION AGENDA" is written in a dark purple, serif typeface. "GLOBAL" and "AGENDA" are in all caps, while "FASHION" is in title case. The words are stacked vertically, with "FASHION" being the largest and most prominent.

GLOBAL
FASHION
AGENDA

Moving The Needle helps deliver on the action points from the Global Fashion Agenda.

So it's great way to be part of a global initiative at a local level.

HELP MOVE THE NEEDLE ON FASHION WASTE



1.

Join
the movement.



2.

Sign
the pledge.



3.

Encourage your customers
to donate or recycle
pre-loved fashion.

THEN...



**THE FUTURE OF TEXTILE WASTE
IS IN OUR HANDS.**

**LET'S BUILD THE FUTURE
TOGETHER.**



LET'S TALK

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