



Fashioning more  
with less

The **23%**  
Campaign

**#23percent**

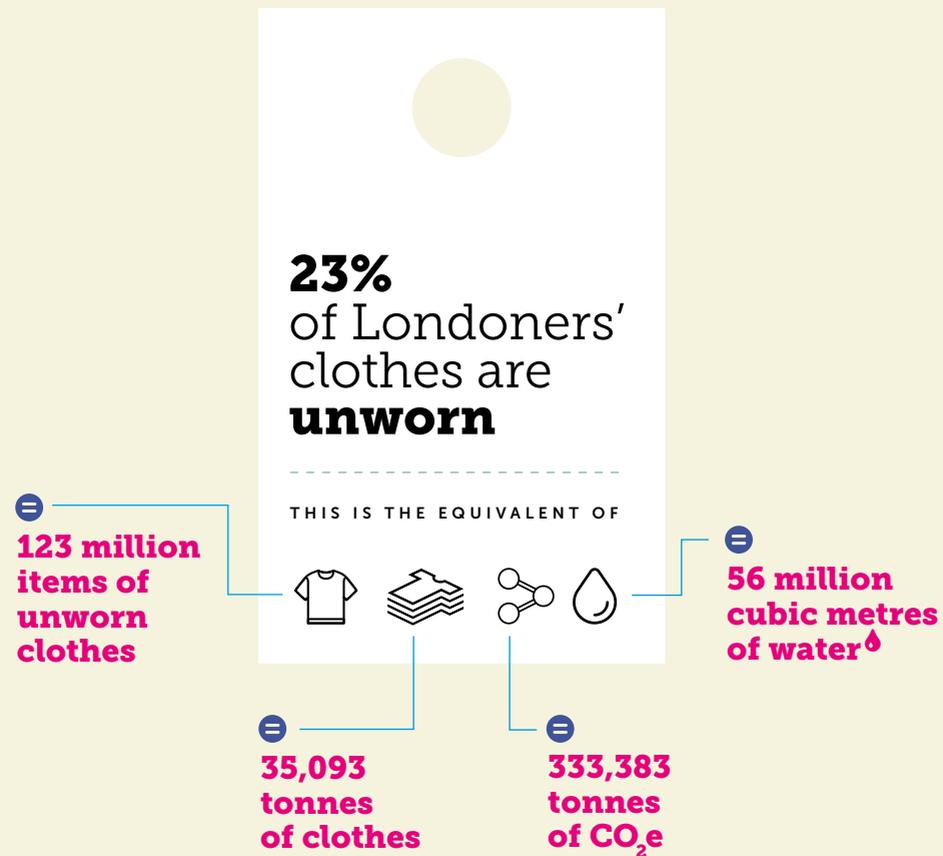


## **23% of Londoners' clothes are unworn. That's unsustainable. But we can fix it.**

By passing on these clothes for someone else to use, Londoners can help to advance and champion the **United Nations Sustainable Development Goal Number 12 – to ensure sustainable consumption and production** and spark positive change for our planet and its citizens.

Whether as industry or consumers, we are all waking up to the fact that too many clothes have negative environmental and social impacts – from accelerating climate change to increasing pollution. We can all play a part in changing this.

Taking the simple campaign action to **put London's 23% of unworn clothes back into use** is a practical step which dramatically reduces the carbon, water and waste footprint of clothing consumption while engaging industry and consumers in the global effort to produce, consume and use clothes more sustainably.



💧 It would take the entire population of London 15 years to drink the water used to produce these clothes!

If **only 2% of Londoners** passed on the 23% of clothes they don't wear to TRAIID we'd reduce our clothing footprint by:

- **702** tonnes of clothes
- **2,456,514** items of clothes
- **6,669** tonnes of carbon saved
- **1,123,200m<sup>3</sup>** of water saved

All while **funding projects** to train cotton farmers to grow sustainably without using hazardous pesticides

## Why do we need the campaign?

In 2015, the United Nations member states, including the UK, agreed to implement 17 Sustainable Development Goals to end poverty, protect the planet and ensure prosperity for people everywhere in the world by 2030. It's a fantastic global commitment to sustainability that ensures everyone in the world is working towards the same aims. And, we all stand to benefit.

This is big change on an ambitious scale and for the Global Goals to succeed, we need all sectors of society to collaborate to implement them: from industry to government to individuals.

However, creating wider awareness of the Global Goals and empowering people to take action is critical. A recent YouGov survey (July 2018), revealed that 72% of Londoners had never heard of the Global Goals. Yet, when informed how the simple action of passing on unworn clothes helps accelerate more sustainable consumption and production (SDG 12), 61% of people said they felt happy, positive, inspired or empowered by helping to meet this goal.

**Given the chance, Londoners care and are ready to take action, if we help them.**

This is where you come in. With the launch of the 23% Campaign, TRAIID wants to build partnerships with NGOs, environmental groups, communities and individuals to engage your networks to support the Global Goals, and in particular SDG12, by encouraging, informing and inspiring people to pass on the clothes they no longer need.

# How you can take part

The 23% Campaign is an opportunity for us all to turn the goal of more sustainable consumption and production into a reality in our day-to-day lives. Achieving the UN Sustainable Development Goals, especially Goal 12, depends on working together to develop more sustainable modes of consumption and production.

- **Take the action!** Pass on clothes you no longer wear or need to TR Aid so someone else can use them. Clear your wardrobe and we'll come to collect from your home or workplace. Book a free fast collection online [www.traid.org.uk/23collect](http://www.traid.org.uk/23collect) or call 020 8733 2595. Other ways to donate include dropping clothes at one of TR Aid's charity shops, or into one of our textile banks
- For change to happen, we all need to get involved. Share the 23% Campaign with your networks, encourage everyone to take the action to pass on clothes to TR Aid
- Take the action and attend a free workshop "From Sustainability to Well-Being" delivered by TR Aid where we will explore how a more sustainable relationship with our clothes can help us meet the Global Goals
- Show your support. Take a photo or video of yourself taking the action to give clothes you no longer wear or need to TR Aid! Use the hashtag **#23percent**

# Keep clothes in use for longer

Reduce the water, waste and carbon footprints of our clothes

Increase the quantity of second-hand clothes in use so we don't need to produce and buy so many new items

Support projects creating more sustainable production in our fashion supply chains like training cotton farmers to grow sustainably

Advance the Global Goals, especially Goal 12 to ensure more sustainable production and consumption



Educating consumers on how to improve the usage of a garment improves its durability and prolongs its lifetime, lowering its overall footprint.”

Pulse of the Fashion Industry (2018)



Changing the production and consumption patterns of this sector (fashion) would have a domino effect on many aspects of development and provide a visible and meaningful contribution to the achievement of the 2030 Agenda for Sustainable Development. ...we as consumers do have a choice to make when buying a garment and can therefore influence the production and market.”

Paola Deda United Nations Economic Commission from Europe

## About TR Aid

TR Aid is a UK charity working for nearly 20-years to tackle and solve the problems caused by producing, consuming and disposing of clothes. Keeping clothes in use for longer is the core of our work. We do this by providing convenient ways for the public to reuse clothes (free home collections, clothes recycling banks and charity shops) and delivering education to people of all ages to raise awareness of the powerful environmental and social benefits of reducing our clothing footprint.

TR Aid completes the circle by committing the funds raised by giving longer life to clothes to global projects benefiting the people and places making our clothes. The work we support aims to improve environmental and social outcomes from supporting cotton farmers to grow organic to supporting retailers to eliminate child labour in their supply chains.

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Giving longer life to clothes by passing them on to TR Aid also encourages more sustainable production as well as consumption. TR Aid has committed £1,427,128 to date to train and support at least 13,000 farmers in Africa, India and Pakistan to reduce and stop using hazardous pesticides and develop safer more sustainable ways to grow cotton. As more brands pledge to use sustainably sourced cotton – 37 brands and retailers have pledged to use 100% sustainably sourced cotton by 2025 as part of the Sustainable Cotton Communiqué - it is essential that we continue to support cotton farmers to grow sustainably to meet growing market demand and help reduce the industry’s environmental impact.



23%



## Contact

Andrea Speranza  
Campaign Manager  
[andrea@traid.org.uk](mailto:andrea@traid.org.uk)

**Tel 020 8733 2591**  
**[www.traid.org.uk](http://www.traid.org.uk)**

  @TRAID  @TRAIDCHARITY

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