



Fashioning more
with less

The 23%
Campaign

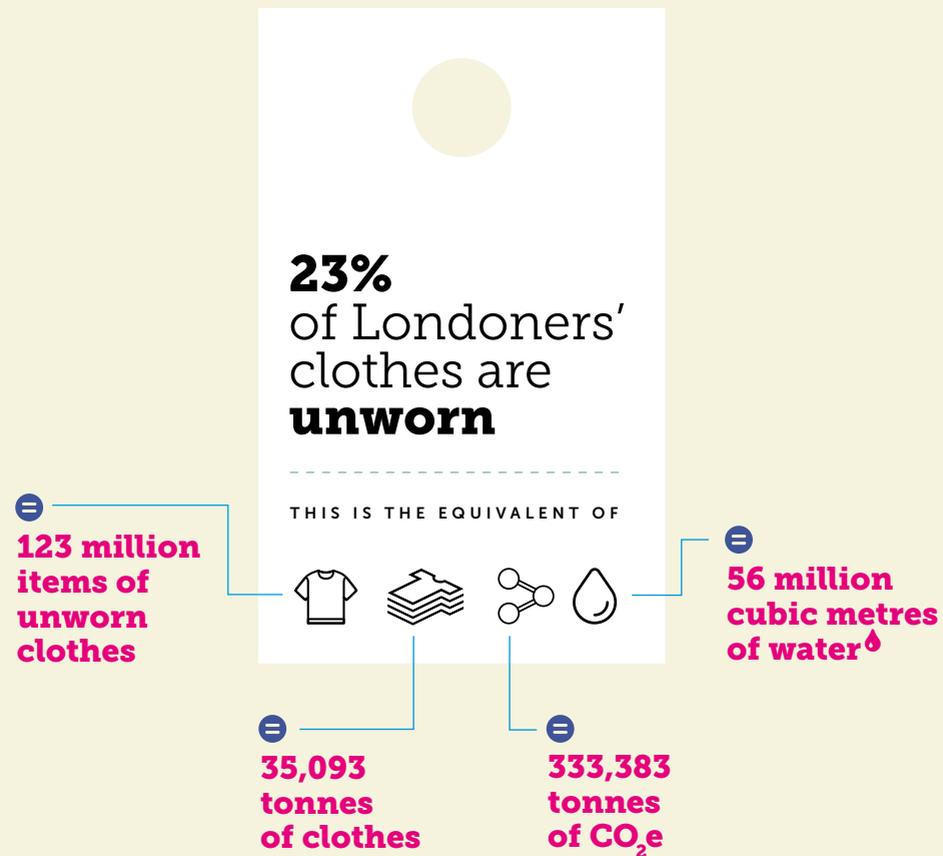


23% of Londoners' clothes are unworn. That's unsustainable. But we can fix it.

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
- **1,123,200m³** 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 innovative partnerships with leading UK retailers to engage your customers to support the Global Goals, and in particular SDG 12, by encouraging, informing and inspiring your customers to pass on the clothes they no longer need.

How to take part

The 23% Campaign is an opportunity for the fashion industry and consumers to turn the goal of more sustainable consumption and production into a reality in our day-to-day lives. You can help to set a more sustainable pathway by working with us to engage, inform and persuade your customers and employees to give longer life to our clothes.

TRAID will work with you (according to your requirements) to:

- Create co-branded materials to engage your customers about the benefits of giving longer life to clothes. This could include leaflets, bag inserts, back of receipt copy, website content. These tools will give simple information about the campaign, the Global Goals, how to take action to pass unworn clothes to TRAIID and the potential CO₂e, waste and water savings made by taking the action.
- Make it as easy as possible for your customers to take the campaign action to give clothes they no longer need to TRAIID by offering our free fast home collection service.
- Offer customers taking the action the chance to attend a free workshop 'From Sustainability to Well-Being' delivered by TRAIID exploring how a more sustainable relationship with our clothes can help us meet the Global Goals.
- Offer clothes repair workshops (for example as in-store events) to engage your customers with practical ways to give longer life to our clothes.



Benefits for your brand in supporting this campaign include:

- Reports detailing how many of your customers have taken the action and the water, waste and carbon savings made. These could be used on your website, CSR reporting and communications with your customers and employees.
- Training and workshops for your staff about the Global Goals delivered by TRAIID's award winning educational department to spread sustainable development knowledge.
- Co-branding of all materials including a home collections van (a full livery wrap), especially for this partnership to promote you and your customer's support of the 23% Campaign.
- Aligning your brand with the Global Goals and in particular, SDG 12 to ensure more sustainable consumption and production. This is a way for your brand to start implementing and taking action to meet one of the most relevant Global Goals for the fashion industry.
- Demonstrate to your customers and employees that your business is part of the global effort to take care of the planet and society.



Consumers can strongly influence progress within sustainability via their purchasing decisions and care for products. 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)



...extending product lifetimes is the first preference when it comes to actions to improve clothing’s sustainability.”

WRAP, Valuing Our Clothes: the cost of UK fashion (2017)

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%



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