



SCHOOL ACTIVITY PACK

GET REDRESSED MONTH 2020 SPONSORS



Gap Inc.



WHO ARE REDRESS?

Redress is a pioneering Hong Kong based environmental charity that is working to prevent and transform textile waste, find solutions for unwanted clothing, and divert it from landfills. Founded in 2007, Redress has a successful track record of working directly with a wide range of key stakeholders, including government bodies, industry bodies, educators, designers and consumers, to tackle the problem of clothing and textile waste and ultimately reduce fashion's carbon, water and chemical footprints.

Get Redressed Month is our annual public awareness campaign that encourages Hongkongers to find out more about how what we wear impacts the environment and how keeping our clothes in use for longer can make a big difference.

Throughout October we run a series of activities across Hong Kong for corporates, schools and individuals to get involved in. This Activity Pack has been created by Redress to give teachers and students information on how they can take part in Get Redressed Month.

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“

Our whole school community was involved in contributing to the Get Redressed Clothing Drive and as a community we held a Get Redressed Day for students. These were great events which got our families thinking about the amount of textile waste people generate and ways we can reuse or repurpose clothing. Students came to school wearing creative clothing combinations and most could articulate the history behind their chosen clothing e.g. It was handed down from grandma or it had been mended etc.

”

- Bradbury School



WHY DOES GET REDRESSED MONTH MATTER?

The fashion industry is one of the most polluting industries in the world, affecting everything from our land and water to the air that we breathe:

The fashion industry causes **around 10% of the world's greenhouse gas emissions** - more than the aviation and shipping industries combined - and is the second-biggest polluter of clean water. It also uses significant amounts of natural resources like water, land, trees and oil, many of which are scarce or nonrenewable.

Globally, one garbage truck full of textiles including clothing is landfilled or burned every second, and in Hong Kong alone we **dump 392 tonnes of textile waste into our landfills every single day**, 50% of which is clothes (that's 196 tonnes of clothing entering Hong Kong's landfills every day!).

Yet **95% of textiles** that are thrown away every year could be **reused, recycled or repaired**.

The world's appetite for cheap and fast fashion, business models that promote new clothing in stores every week (as opposed to every season), and our habits of wearing clothing only a handful of times before throwing it away are making the problem worse; with **100 billion new garments being made** and consumed every year around the world.

One of the simplest ways to reduce the environmental impact of our clothing is to keep our clothes in use for longer and make use of what we already have. If we doubled the amount of time we kept clothes in use for, the carbon emissions from those clothes would be 44% lower.

By choosing to cherish and look after our clothes, we can save precious natural resources like land and water, reduce carbon emissions, and help stop fashion waste from ending up in our overflowing landfills.



GET REDRESSED CLOTHING DRIVE

Take part in Hong Kong's biggest environmental clothing drive

Our clothing drive has two main purposes:

1. Provide a direct solution to keep unwanted clothing in use for longer: We work with over 20 local charities to distribute clothing for those in need.
2. Educate consumers about clothing sustainability: The drive is part of a wider campaign that directly raises awareness about the environmental impact of fashion.

In October we run the city's largest environmental clothing drive - collecting unwanted clothes from over 100 companies, clubs and schools. We focus on getting unworn and unwanted clothes out of our wardrobes and back into use by those who want or need them.

Through the clothing drive and wider Get Redressed Month campaign, we are aiming to create lasting change in consumer behaviour and disposal habits.

It is very easy for your school or class to participate and requires no donation fee. Redress will provide your school with clothing collection boxes, promotional posters and email templates to send to teachers and parents, and will even organise all the logistics for drop off and collection.



HOW DO I TAKE PART?

Choose your preferred clothing drive dates in October:

5TH - 16TH OCT

19TH - 30TH OCT

Make sure a teacher or adult completes this **online form** with your preferred dates to register your school participation by 4th September 2020.

Redress will deliver clothing collection boxes to your school the week before the clothing drive commences. We will also email you electronic versions of posters and letter templates you can use to promote the clothing drive around your school.

At the end of the clothing drive, Redress will organise collection of your clothing collection boxes. Please make sure to **clearly label the boxes with your school name** so we can tell you how much clothing your school collected in our impact report! The impact report will be sent out in December 2020 after all weighing and sorting has taken place.

DO WE NEED TO PAY TO PARTICIPATE?

No, schools do not need to pay to participate. However if you would like to make **a donation** towards Redress or run a fundraising activity (suggestions in this pack) we would be very grateful.

WHAT CLOTHING CAN BE COLLECTED?

You can collect any type of clothing for **men, women and children**. Please ask your school to make sure that items collected are washed first! We do not accept shoes or bags.

WHERE DO THE CLOTHES WE COLLECT GO?

Once all the clothes are collected across the city they are sorted by an army of volunteers at our Get Redressed Sort-a-thon event. The donations are separated into 20 sorting streams, including re-sale, re-use, recycling/downcycling:

1 | Re-sale by Redress and Consignment Partners

Top quality items received are kept by Redress and are sold at our twice yearly Get Redressed Secondhand Pop-up Shops or through other secondhand clothing enterprises in Hong Kong, such as Green Ladies, Hula, Vestiaire Collective and Retykle. The purposes of re-selling top quality clothing are: firstly, to extend the life of good quality clothing; secondly, to encourage Hongkongers to reduce the carbon footprint of their wardrobes by buying secondhand rather than new; and thirdly, to help us raise critical funding towards our year-round operational costs.

2 | Re-use by our Charity Partners

Of the 20+ different clothing streams at the Sort-a-thon, the charity donation stream is the largest. Last year, Redress partnered with 19 charities to provide carefully sorted clothing that met the exact needs of their beneficiaries, as well as each organisation's individual capacity.

In 2019 clothing suitable for re-use was donated to the following 19 charities: Castaways Charity Shop (St John's Cathedral), Christian Action Centre for Refugees, Cornerstone International Church of God, Crossroads, Friends of the Earth, Green Ladies & Green Little, H. K. S. K. H. Tung Chung Integrated Services, Hong Kong Dog Rescue, Impact HK, J Life Foundation, Mission to New Arrivals, Oxfam, Pathfinders, Po Leung Kuk, Remar Association, Ronald McDonald House Charities, Run Hong Kong, The Salvation Army, and YWAM Tuen Mun.

3 | Recycling/downcycling

Some clothes that we receive are beyond repair and have reached the end of their "wearable" life (old underwear/socks, really worn out/stained clothes).

Redress works with The Billie System, a fibre-to-fibre recycling system in Hong Kong developed by Novetex Textiles Limited and the Hong Kong Research Institute of Textiles and Apparel, to recycle a small proportion of this "bottom layer". In addition, Redress sends some of this "bottom layer" to be processed into "RPF" in Japan - a fuel pellet made from paper, plastic and textile waste. RPF pellets are used in Japanese industry instead of coal, resulting in 33% less CO2 emissions, less consumption of natural resources, and less textile waste to landfill.

TIPS FOR MAKING YOUR CLOTHING DRIVE A SUCCESS!

1. Make sure you let everyone know about the clothing drive in advance. Send letters home, put up posters in school and remind your fellow students during school assembly.
2. Communicate what can and cannot be collected - this will help Redress when we sort all the clothes received. Remember - we only accept clothing so no toys, games or even food!
3. How will you promote your campaign? Will you use Redress posters or make your own? Don't forget to take part in our short story competition (next page!)
4. You could run an in-school competition between year groups, who collected the most? Who found something really special in their wardrobe that they had forgotten about?
5. Give an end of week update on your progress - let everyone know how many boxes of clothes you have filled.

“

The children were excited to be able to bring in their used clothes for the Get Redressed Clothing Drive, knowing the clothing would be reused. Our collection bins were quickly overflowing!

”

- Kellett Prep School (Kowloon Bay)



GET REDRESSED SHORT STORY COMPETITION

Win vouchers from
sustainable retail
platform Retykle



This year we are running a city-wide competition across schools for students to submit a short story, with a photo or drawing, of one of their oldest items of clothing from their wardrobes. A big part of our campaign to wear clothes for longer, is to find out more about your favourite items which you wear again and again. You can use the template on the next page to write and illustrate your story.

The winning stories will be featured in our shop front at 78 Ap Liu Street as part of an exhibition in November 2020, and all category winners will receive HKD800 vouchers to shop secondhand either at Retykle or the next Get Redressed Pop-up Shop.

There will be 4 age group categories entrants, each with a winner and runner up.

Category One

**Primary
Age 4-7**

Category Two

**Primary
Age 8-11**

Category Three

**Secondary
Age 11-15**

Category Four

**Secondary
Age 16-18**



WHAT SHOULD YOUR STORY SAY?

The item featured in the story should still be actively worn and very much loved by the owner. We'd love to know more about why this is one of your favourite items of clothing. Tell us:

- How long have you owned it for?
- Where did you get it from? Was the item bought secondhand, swapped with a friend or passed down by a family member?
- Do you have any good memories or interesting stories when wearing the item? Is it a lucky item? Did you complete an important challenge in it?
- Did you wear it for a special occasion?
- Have you had to repair the item at all? Or have you made any adaptations so you can still wear it?
- What do your friends and family think about the item? Do they love it or perhaps even dislike it?! Perhaps your sibling is always trying to borrow it from you!
- Do you ever lend the item to friends or relatives? Do they wear it differently to you?

PHOTO/PICTURE SUBMISSION

You can either submit a photo of you wearing or holding the item or just of the item by itself. If you haven't got a photo don't despair - you can draw a picture of your item in the template below.

HOW TO ENTER

There are two ways to enter your story:

By Post: Send your photo and short story to **Redress, 78 Ap Liu Street, Sham Shui Po, Kowloon**. Please write your name, age, school and contact details on the back of the entry. Teachers - if you have a large number to send in one go, this method may be better rather than individually scanning them all in.

By Email: Send your short story and photo to us via email at **circular@redress.com.hk**. Please write your name, age, school and contact details in the email. Please hold onto the original story (if hand written into the template) as we will need it for our display should you win.

All entries should be received by **Friday 23rd October**.

TEMPLATE

We have included a template which you can use to write your story. If you would rather submit your entry without a template that is also ok.

GET REDRESSED SHORT STORY COMPETITION



Name: _____ School: _____



GET REDRESSED DAY!

Fundraise for Redress

Fundraise for Redress by holding a Get Redressed Day! This environmentally friendly 'non-uniform' or 'mufti day', promotes healthy attitudes towards our consumption of fashion and celebrates alternatives to buying new such as borrowing, swapping and buying secondhand.

By choosing to wear what we have rather than buying new clothes, we can save precious natural resources like land and water, reduce carbon emissions, and help stop fashion waste from ending up in our overflowing landfills.

CHOOSE YOUR THEME!

You can keep the theme of your Get Redressed Day very broad with children wearing all kinds of clothing that hasn't been bought from new or you may want to choose a particular theme.

For example, your class might decide to all wear old clothes handed down from a parent or all wear an item of clothing that has been repaired.

Themes include:

- **Revive:** Clothes purchased secondhand
- **Repair:** Clothes that have been fixed e.g. patched, altered, darned, new zips/buttons sewn back on
- **Restyle:** Clothes that have been borrowed from or swapped with a friend/family member
- **Rewear:** The oldest and most loved item in their wardrobe
- **Receive:** Hand-me-downs
- **Repurpose:** Homemade or up-cycled clothes
- **Recycle:** Items made from recycled yarns/recycled material



DONATION TO REDRESS

Suggested donation for participation is HKD10 or HKD20 per student. Money raised by pupils goes towards Redress' work to prevent and transform textile waste in Hong Kong. The funds raised help us with our public education projects and enable us to collect, sort, recycle and redistribute used clothing from our public takeback programme to over 20 charity partners.

If you have any concerns about running this as a fundraiser for Redress, please get in touch with us on circular@redress.com.hk

SHARE YOUR STORIES WITH REDRESS!

We love seeing your Get Redressed outfits - share them on social media and tag us using **#getredressed** or send in your photos.

 **RedressAsia**

 **GetRedressed**

 **circular@redress.com.hk**



IS GET REDRESSED DAY



In HK we throw away the equivalent of 1.3 million T-shirts every day.

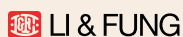
Take **RESPONSIBILITY** for the planet by **REWEARING**, **RESTYLING** and **SWAPPING** each other's clothes, and **REFUSING** to throw old clothes in the bin

Take action at www.redress.com.hk/getredressedmonth

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SECONDHAND CLOTHING SHOP

Last year one of our participating schools, The Peak School, decided to run their very own secondhand pop-up shop using some of the clothing they received during the Get Redressed Month Clothing Drive. They did such an amazing job and had so much fun learning about the value of secondhand clothing and commerce that we decided to make it easy for you to do the same!

DONATIONS TO REDRESS

Takings from the secondhand sale will go towards Redress' work to prevent and transform textile waste in Hong Kong. The funds raised help us with our public education projects and

An educational fundraising project

enable us to collect, sort, recycle and redistribute used clothing from our public takeback programme to over 20 charity partners.

WHY ARE SECONDHAND SHOPS IMPORTANT?

Wearing used clothes is one of the best ways you can keep the environmental footprint of your wardrobe in check. Connecting over clothing by sharing and swapping amongst friends is also a fun way to experiment with your style. By wearing secondhand, you're giving clothes that might otherwise have ended up in landfills a new life, as well as reducing the demand for new clothing which takes a lot of resources to produce. It's also more sustainable for your wallet, too.

PLANNING YOUR EVENT

It's important when planning your event to let your customers know about the environmental benefits to shopping secondhand. This is a great opportunity to help change people's attitudes about wearing secondhand clothes - they will soon see that secondhand doesn't mean unstylish!

“

If everyone bought one used item instead of new this year, the carbon savings would be equivalent to half a million cars taken off the road for a year.

”

- thredUP

Step One: Choose a Committee

Decide how you are going to run the event, is it something that will be managed by a school club or a single class. In the committee you will need to assign everyone with the following roles:

- **Marketing Managers:** These are the people responsible for publicising and messaging your event. What will your main message be? How will you promote the event?
- **Finance Managers:** They will look after the budget, coordinate pricing with the Stock Managers and collect the final takings ready for donation to Redress. How will you decide on the best pricing strategy?
- **Retail Managers:** They are responsible for designing the shop layout, making it look nice and obtaining all the furniture you might need - like tables, clothing racks and hangers. How can you make your shop space look welcoming and trendy?
- **Stock Managers:** They will manage clothing collections and choose which will be used for the shop. They will also need to record and prepare clothing for the sale. How will you decide what to sell?
- **Research & Customer Service Managers:** They are responsible for making customer's feel at ease, and tell them about the story behind the shop. They can

ask customers questions about their attitudes towards secondhand clothing, and whether these have changed after visiting your store. Do you think that the event was a success? How will you share your findings after the event?

Step Two: Set a date

Choose a time and location to hold your secondhand pop-up shop. Decide whether you want this to be an event during school time or whether you would like to invite the wider school community. You could hold your event before or after school, or even at the weekend.

Step Three: Collecting and Preparing Clothing

If you are taking part in the Get Redressed Clothing Drive you can find stock for your shop directly from the clothing collection boxes. Look out for items that you think your customers would like to buy and make sure the sizes you choose will fit the customers coming to your shop.

If you are not taking part in the clothing drive, send a request for clothing collection for your shop to your fellow students and their families. If you are doing this remember to be clear about the types of items you'd like to receive (age, size, condition, type). Always asking for items to be washed in advance!

Once you have your selection of clothes you need to prepare them for resale. If some of the clothes are visibly dirty you might want to wash, spot clean or steam them before selling. Now that the items are in a good condition to be sold, we

have to decide how much to sell them for. Redress price items for our own pop-up shops we research similar items that are selling online. You may want to take a different pricing route, for example selling all t-shirts at one price, all skirts at another and so forth.

A great way to make your shop look more professional is to make your own price labels for each item, pinned on with a safety pin. Otherwise, you can organise items into price categories using coloured stickers/ribbons or even have different racks for different prices.

Step Four: Promotion

Now you've decided when you'll be holding your event, you need to take some time to let your prospective customers know when it will be taking place. Publicise your shop putting up posters around the school, sending a letter home to students, an announcement in school assembly or uploading a message on your online school noticeboard. What messaging will you use in your marketing materials? Be sure to let customers know that secondhand doesn't always mean second best!

Step Five: Shop Set Up

Often, people associate secondhand clothing with jumble and mess - let's change their opinions and make an effort to spruce up your shop! Your customers are more likely to buy things from a tidy and attractive looking store than from something that resembles a junk shop. Part of this project is about changing people's perceptions of what secondhand clothing looks and feels like - this is an opportunity to show them that secondhand clothes can be trendy and in-demand!

Think about how you will categorise your clothing - by price, style, colour or age? You might also want to decorate the shop with posters that explain why buying secondhand is good for the environment.

Step Six: Open your doors!

Now you should be ready to start your secondhand sale. Make sure you have assigned all your committee members with a role on the day. You will need people supervising the sales desks, talking to customers, keeping the shop floor tidy and managing the changing rooms. Take time to explain to customers why you are holding the sale and why you want to promote the sale of secondhand clothes.

Post Event

Count your takings and contact Redress to send your donation in. We are happy to come to your school as part of an assembly or talk - just let us know in advance.

Fold unsold items and put them back in the Get Redressed Clothing Drive clothing collection boxes, or if your school is not participating in the clothing drive, contact Redress to donate the remaining clothes.

Let your customers know how the event went - send a wrap up email/letter. How much money did you raise? What was some of the feedback collected about wearing and buying secondhand clothes? How many clothes did you sell? Do you have any photos of anyone wearing their new outfits?

Evaluate whether you think the event was a success - what did you all learn about unwanted clothing? What would you do differently next time?

Items You Will Need

- **Secondhand Clothes:** If you are taking part in the Get Redressed Month Clothing drive we suggest choosing items directly from your clothing collection boxes. Alternatively, you will need to send a clothing collection request out to the school community. You will need to have access to the collected clothes well in advance of your sale.
- **Shop Furniture:** Tables, clothing hangers, clothes racks, baskets and a safe box/till
- **Marketing:** Print outs or paper and pens/paints for poster creation



THE GET REDRESSED SECONDHAND GIFTING MISSION

**And rediscover old clothes
by doing a wardrobe edit**

16% of clothes purchased by Hongkongers have never or seldom been worn. That means there may be a whole pile of clothes hiding in the back of your wardrobe that you have never worn. These unwanted clothes could very easily be worn by someone else, or collected through the Get Redressed Month Clothing Drive.

THE GET REDRESSED SECRET SECONDHAND GIFTING MISSION

Buying or receiving a secondhand item of clothing doesn't mean second best. Our clothes continue to hold value even when we

are finished wearing them. This Get Redressed Month we want you to help us showcase this value by gifting a special item that you no longer wear any more to a friend or relative. You can find the item by doing a full wardrobe edit (instructions below) or by having a quick look through your wardrobe.

Once you have the chosen item and recipient in mind, post it or gift it directly to them with the following note, letting them know why you are giving it to them.

THE GET REDRESSED SECONDHAND GIFTING MISSION



Dear _____

As part of Get Redressed Month I would like to gift this secondhand _____ to you. Unfortunately I can no longer wear it because _____.

I don't want it to sit in my wardrobe unused because it is still in really good condition, and I know it can be loved by someone else. I thought you might like wearing it because _____.

I hope you enjoy wearing it as much as I did!



From _____

redress.com.hk | RedressAsia | GetRedressed | RedressAsia

Dear _____

As part of Get Redressed Month I would like to gift this secondhand _____ to you. Unfortunately I can no longer wear it because _____.

I don't want it to sit in my wardrobe unused because it is still in really good condition, and I know it can be loved by someone else. I thought you might like wearing it because _____.

I hope you enjoy wearing it as much as I did!



From _____

redress.com.hk | RedressAsia | GetRedressed | RedressAsia

HOW TO DO A COMPLETE WARDROBE EDIT

Setting a few hours aside to do your very own wardrobe edit will help you to

- Rediscover clothes that you've forgotten
- Wear what you already have
- Give a new life to the clothes we no longer want

Here's how to start your very own wardrobe edit.

1. Preparation: Have some bags and/or boxes ready for the items you will no longer want to keep. You might also want to ask a parent or friend to help you.
2. Empty out your whole wardrobe (yes all of it!) onto your bed or bedroom floor. Seeing everything together will help you re-discover things you'd forgotten, identify double-ups that you don't need (e.g. five white t-shirts!) and spot new outfit combinations you'd not thought of.
3. Next, carefully look through all your clothes. Try the ones on you're not sure of in a full-length mirror and ask yourself: do you really love it? Does it fit? Have you worn it recently? Will you really wear it again?
4. Make two piles: "yes" (keep) and "no" (say goodbye) - remember, it's important to be honest!
5. Put the "yes" pile back into your wardrobe, but the "no" pile needs a little more attention...

Dealing with your 'no' pile

It's time to tackle the "no" pile. You can make sure the life of the clothes in your no pile is extended beyond your use. Let's start with care and repair. Separate this pile into these 5 smaller piles by asking yourself the question, "why don't I wear it?":

1. Care: it needs stain treatment or special washing and repair: e.g. zip, missing button, fallen hem.

Does your "no" pile include items simply because they had a missing button or a small stain? It's true that it's often cheaper and easier to buy new than to fix what we have. But bringing what we already own back to life is by far the most sustainable option.

YouTube has plenty of "How To" videos to get you started on simple fixes. And to avoid similar problems in the future, choose clothes that are both quality and can be easily washed!

2. Alter: it's too long/too big e.g. sleeves need taking up.

These are the items that don't fit us anymore, maybe because our body has changed or because we bought it online or secondhand. Clothes in this pile should either be altered professionally (or by you if you have the knowhow) so that they fit, OR donated/swapped/re-sold.

3. Give/Resell/Swap: you don't love it, it doesn't fit or you have too many pieces that look the same

First, check through your pile again, making sure everything is in good enough condition for someone else to wear it, and that everything is clean and washed.

Now here's the fun bit - decide who their next owner will be!

You might:

Give: During October you can donate your unwanted clothes to the Get Redressed Month Clothing Drive. You might have boxes in your schools, but if not check the Redress website for your closest location. You might also gift to a friend/family member.

Resell: You can re-sell children's clothes online in Hong Kong through **Retykle**. If adults are getting involved too you can check out these other re-sale platforms: **Vestiaire Collective**, **HULA** and **Carousell**.

Swap: Host a clothing swap with friends and share your photos with us on Instagram **@getredressed**.

You did it!

A closet edit is a mammoth job, but rediscovering what you already own has big rewards - for the planet, for your style and for your wallet! Share your 'before and after' pics and any other gems you might have rediscovered with us and tag **#getredressed!**

OTHER CLASSROOM ACTIVITIES AND RESOURCES

COMING IN AUGUST 2020: ECF CIRCULAR FASHION EDUCATION PROGRAMME

In August 2020 we are launching a brand new bilingual online toolkit for local and international primary and secondary schools, designed for teachers and students to:

- **Explore** issues around how we make, buy, use and dispose of our clothes, the impact fashion is having on people and the planet, and innovative new technologies and business models;
- **Connect** the problems and opportunities around fashion waste with multiple discipline areas such as social studies, language, arts, maths science and design & technology;
- **Empower** teachers and students with resources for further research and discussion; and
- **Inspire** students to take an active role in driving change.

The toolkit is funded by the Environment and Conservation Fund and the Environmental Campaign Committee and is being designed in partnership with teachers and curriculum advisors from Hong Kong schools who have provided us with invaluable guidance and feedback.

For now, you can check out our **2019 School Resource Pack**.

“

We were proud to be part of such a worthwhile cause. Firstly, Redress Day was a lot of fun whilst raising awareness to our community about how the textile industry is impacting our world. Subsequently the clothing drive has inspired a whole year level to inquire deeper into circular economy and sustainability. Redress have outdone themselves with easy to access resources for teachers and students. Thank you Redress for providing such an authentic learning experience for our entire learning community! Get Redressed Month has been a valuable learning for us all!

”

- The Peak School

INVITE REDRESS TO YOUR SCHOOL!

The Redress team are available to come to your primary or secondary school to run talks and workshops. Email us at circular@redress.com.hk to make a request.

“

We really enjoyed the collaboration with Redress here at Stamford American Hong Kong. The presentation by Kay on the impact of the fashion industry on our environment was eye-opening to our student and parent audience. We want to thank Redress for their outreach efforts, including us in their educational program, and the clothing drive!

”

- **Stamford American Hong Kong**

“

Island schools Elements class “Fashion Forward” participated with The Redress Clothing Drive in 2019. This worked well with their deep learning under Citizenship where they demonstrate their ability to think like global citizens, consider global issues and real-world problems that impact human and environmental sustainability. The students were inspired by their meeting with Redress, who gave an informative presentation on their work, links with other charities within Hong Kong and their support for Designers who address sustainability issues in their work.

”


- **Island School**

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