

GET
REDRESSED
MONTH
2021



JOIN
Get Redressed
MONTH!

SCHOOL ACTIVITY PACK

Updated July 2021

GET REDRESSED MONTH 2021 SPONSORS



LF LOGISTICS



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SWIRE PROPERTIES



T.RowePrice 普德仕



WHO ARE REDRESS?

Did you know that around 170 tonnes of unwanted clothes are dumped in Hong Kong's landfills daily? Redress is a pioneering Hong Kong based environmental charity that is working to find solutions for unwanted clothing and divert it from landfills through reuse, resale and recycling.

ABOUT GET REDRESSED MONTH

Get Redressed Month is our annual October campaign with schools, companies and individuals across Hong Kong that aims to reduce clothing waste and encourage mindful consumption.

This Activity Pack contains everything you need as a teacher or students to easily get your school involved in Get Redressed Month.

Price and Application Process

We don't charge schools and students to participate in any of the activities mentioned in this pack. If you are interested, you can simply **SIGN UP HERE** and we will follow up shortly. If you have any queries, we always welcome you to contact us at corane@redress.com.hk!

“

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.

”

- Bradbury School

WHAT'S IN THIS PACK?

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“

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.

- **Island School**

”



Hong Kong's biggest clothing collection event

JOIN THE GET REDRESSED CLOTHING DRIVE

Sign up to take part and we will send you everything you need to run your own clothing collection campaign in October, including collection boxes, posters and email templates for students and parents. Redress will also organise the box drop off and collection from your school, and at the end of the campaign we provide each school with an impact report so the students can see what happened to the clothes they gave to Redress.

[SIGN UP HERE](#)

WHAT KINDS OF CLOTHING DOES REDRESS COLLECT?

We accept any type of unwanted clothing and fashion accessories (e.g. scarves, hats, bags) for men, women and children. Please make sure that you wash any clothing first! We do not accept shoes or home textiles like cushions, towels or bedding.

WHERE DO THE CLOTHES WE COLLECT GO?

Once all the clothes are collected across the city we will carefully sort them into 20 sorting streams based on their type and condition. The main streams are re-use by our 20+ local charity partners, resale at the Redress Closet charity shop, and recycling/downcycling. Find out more here.



HOLD A GET REDRESSED DAY

Get Redressed Day is an environmentally friendly 'non-uniform' or 'mufti day' that promotes healthy attitudes towards our consumption of fashion and celebrates alternatives to buying new such as borrowing, swapping and buying secondhand.

You can organise your day to have a theme (like the ones below) or make your own! Invite students to participate by making a small HKD10 donation each to Redress and put our poster (see later in this pack) up at your school. Then let us know by emailing corane@redress.com.hk. Money donated by students goes towards Redress' year-round educational work to reduce clothing waste entering landfills in Hong Kong.

SUGGESTED THEMES INCLUDE:

- **Reuse:** Wear something you purchased secondhand
- **Repair:** Wear something that has been fixed e.g. patched, altered, darned, new zips/buttons sewn back on
- **Restyle:** Wear something that has been borrowed from or swapped with a friend/family member
- **Rewear:** Wear the oldest and most loved item in your wardrobe
- **Receive:** Wear a hand-me-down
- **Repurpose:** Wear something homemade or up-cycled clothes
- **Recycle:** Wear something made from recycled yarns/recycled material

IS GET REDRESSED DAY



In HK we throw away the equivalent of 1.2 million T-shirts every day.

Take **RESPONSIBILITY** for the planet by **REWEARING**, **RETYLING** 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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RUN YOUR OWN SECONDHAND CLOTHING SHOP

Buying and wearing secondhand clothes is one of the easiest ways to help reduce clothing waste. There are lots of shops that you can buy secondhand from in Hong Kong, like our own store The Redress Closet and Retykle.

A fun way for children to understand the concept of reuse and resale is for them to run their own secondhand clothing shop for members of the school community, with proceeds donated to Redress. Students can practise their business skills while making sure that good quality unwanted clothing gets another life - a must for any sustainable fashion lover and budding entrepreneur!

WHAT YOU WILL NEED

- **Secondhand Clothes:** You can use items received from the Get Redressed Clothing Drive. You will need to have access to the collected clothes a few weeks before your sale so that you can sort the clothes and choose which ones you will sell.
- **Shop Furniture:** Tables, clothing hangers, clothes racks, baskets and a safe box/till.
- **Marketing:** Print outs or paper and pens/paints to make posters, signs and price tags. It's important when marketing your event to let your customers know about the environmental benefits of 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!

PLANNING YOUR EVENT

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STEP

1

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

2

Set a date

Choose a time and location to hold your secondhand popup 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

3

Collecting and Preparing Clothing

The clothing used to populate your pop-up shop, will be collected during the Get Redressed Month Clothing Drive.

Once the clothing has been received, you will need to sort through it and select items that you think your customers would like to buy. Make sure the sizes you choose will fit the customers coming to your shop.

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

4

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 Shop Set Up

5

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 Open your doors!

6

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.





INVITE REDRESS TO SPEAK AT YOUR SCHOOL

Effectively activating change in consumer behaviour, and developing the confidence that students need to drive positive change, requires knowledge and belief building.

Redress has a team of professional facilitators with solid knowledge in the sustainability field and experience in youth programme development who are available to speak at your primary or secondary school during Get Redressed Month. Both English and Cantonese are available upon request.

SIGN UP HERE

Join us to enable the creation of one of the most fun, interactive and stylish platforms for students to learn about environmental sustainability with Get Redressed Month today!

“ A very informative and interactive presentation highlighting the impact of the effect of the fashion industry on the environment. The students were all aware of Recycle but weren't familiar with Reduce and Reuse. It was extremely worthwhile and has had a really meaningful impact on the students' attitudes. ”

- **St. Johannes College**

“ The students were fascinated to find out that the clothing industry had such a large environmental footprint. This was the first time they had really thought about this. ”

- **German Swiss International School**

“ It was extremely well presented and kid friendly... The best virtual presentation we have had and really engaged the students by asking them to answer questions along the way. ”

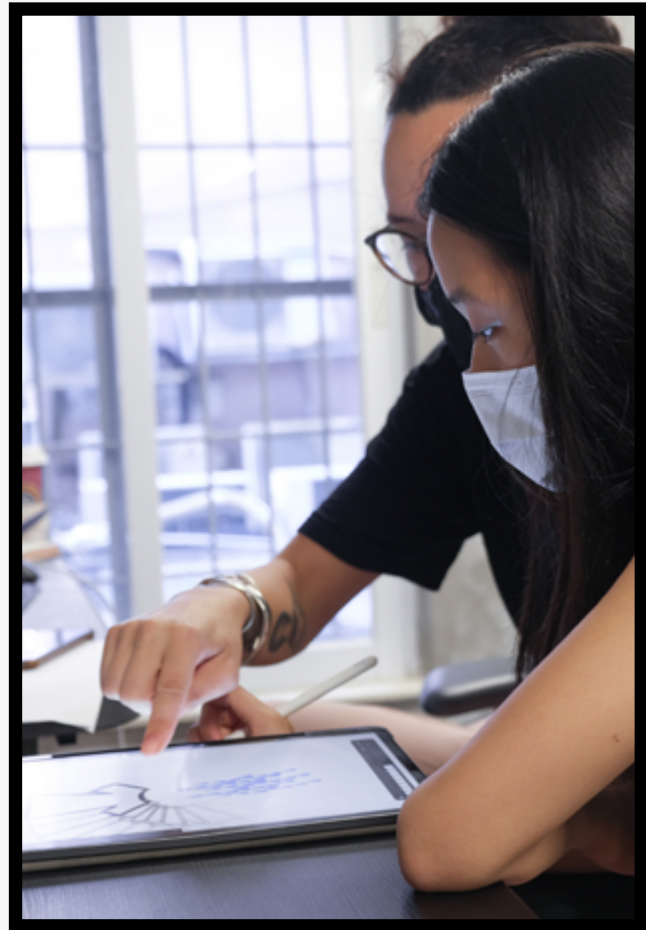
- **ESF Clearwater Bay School**

HOW TO INCORPORATE GET REDRESSED MONTH INTO CLASSROOM LEARNING

HOW TO INCORPORATE THE CLOTHING DRIVE INTO CLASSROOM LEARNING

- Share stories about something really special in their wardrobe they had forgotten about. What makes it so special?
- Make posters, videos or write stories that explore why we should give/share clothes we no longer want or need.
- Interview friends and family about what they usually do with clothes they no longer want. Do they donate to charity? Give to friends/family? Swap? Upcycle? Or throw in the bin (oh no!). Tally up the data as a class and make graphs to reflect what happens in your community. How could you encourage more people to reuse their clothing rather than throwing it away?

You can find more class activity ideas [here](#).



HOW TO INCORPORATE GET REDRESSED DAY INTO CLASSROOM LEARNING

- Ask students to draw pictures, write stories or make videos: what they wore on Get Redressed Day?
- Share stories with friends about the positive impact they make by participating in Get Redressed Day, including the donation and wearing the themed clothes.
- Make a campaign video for the school to communicate about the collaborative impact the school has made by organising Get Redressed Month on campus.

See [here](#) for more ideas.





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