

GET
REDRESSED
MONTH
2024

YOUR CLOTHES, OUR PLANET.

INFORMATION PACK
FOR COMPANIES / RETAILERS

GET-REDRESSED.COM





ABOUT GET REDRESSED MONTH



We're buying more clothes, wearing them less often and throwing them away faster. These clothing could have been reused, resold or recycled but eventually end up in landfill.

From wasting precious resources to contributing to global greenhouse gas emissions, our poor choices continue to have a detrimental effect on our planet. However, with our actions as individuals and as a society, we can make a positive impact.

Since 2018, Get Redressed Month has been one of Hong Kong's largest consumer awareness campaigns about circular fashion. Organised by Redress, this local, annual campaign gathers 100+ companies, clubs, organisations, schools and the general public over a month to

- ❖ **Raise awareness** on the environmental impacts of our choices;
- ❖ **Shift attitudes** about clothing consumption to reduce fashion waste.



GRM 2024: YOUR CLOTHES, OUR PLANET.



According to our 2020 study, **two in five Hong Kongers discard their clothes after a year or less**. Many of them will end up in landfill, where we send an estimated 404 tonnes of textiles daily in Hong Kong, of which 50% is estimated to be clothing.

As part of Get Redressed Month in May 2024, we are introducing the theme "Your Clothes, Our Planet". It invites consumers in Hong Kong to emotionally reconnect with their clothes so that they may be loved longer, leading to reduced fashion waste.

In addition to our traditional activities for companies and schools, we are launching new initiatives for the general public. These activities include:

- ❖ Public exhibition and communication campaign (more in next slide)
- ❖ Public seminar
- ❖ 'Sip & Thrift' customer benefits programme



YOUR CLOTHES, OUR PLANET: PUBLIC EXHIBITION & COMMUNICATION CAMPAIGN

We have chosen 16 people from various backgrounds, including influencers, social leaders, sustainable fashion lovers, and everyday heroes, to tell us the story of their favorite piece of clothing. Whether it's a sweater given by a loved one or a dress bought over a decade ago, these clothes hold special memories and emotions.

Through these unique stories, we hope to inspire Hong Kong consumers to reconsider their relationship with clothing and the environment.

Follow our Instagram and Facebook accounts to discover their stories and the photos from February to May.

In May, we will host a public exhibition featuring these stories as well as an art installation that highlights the issue of clothing waste and the importance of sustainable clothing choices.





WHY SHOULD WE PARTICIPATE IN THE CAMPAIGN?

Get Redressed Month is about more than just clothes.

Companies joining as participants enable changes that:

- Inspire action for sustainability in fashion
- Help those in need and show your commitment to social responsibility
- Build a sense of community within your team and create lasting friendships through community service
- Expand your impact on future generations



GET REDRESSED MONTH 2022 KEY IMPACT

GET
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2024

CLOTHING DRIVE



120 PARTNERS



31 DAYS



178
LOCATIONS



16.2 TONNES
COLLECTED

SORT-A-THON



557 VOLUNTEER
HOURS



3 DAYS



400 CORPORATE
PARTICIPANTS

EDUCATIONAL TALKS



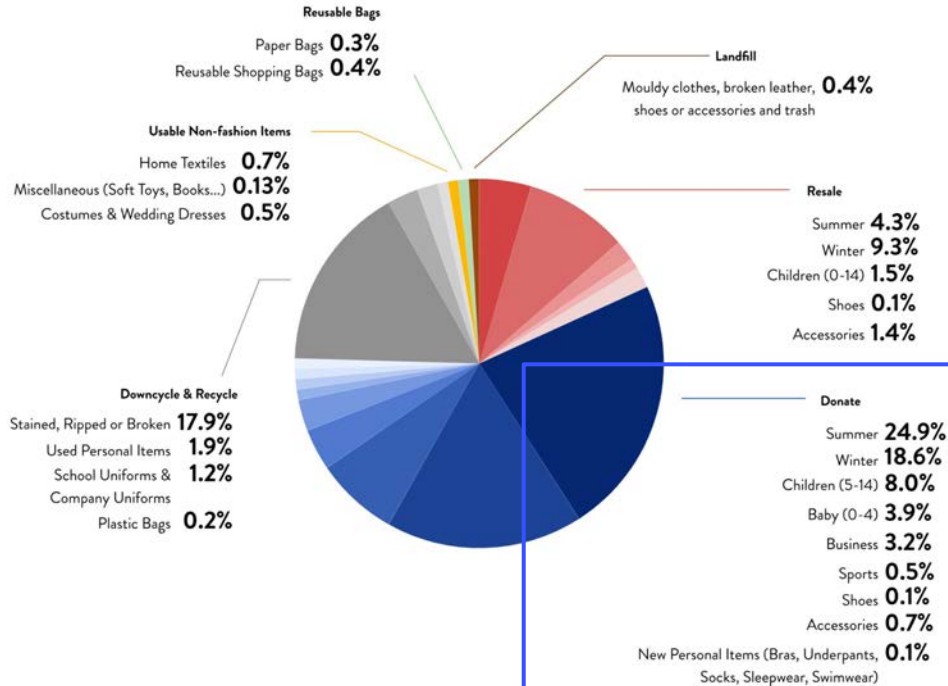
16 CORPORATE
TALKS



6,822
ATTENDEES

HOW WERE THE CLOTHES SORTED?

GET
REDRESSED
MONTH
2024



Our charity partners in 2022



100+ GET REDRESSED MONTH 2022 PARTICIPANTS

GET
REDRESSED
MONTH
2024



and more...

GET
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MONTH
2024

COMPANY ACTIVITIES 2024

DONATE
= WEARABLE CONDITION
FOR CHARITY BENEFICIARIES

KID'S CLOTHES

DO NOT INCLUDE:

- X Used Swimwear
- X Used Sleepwear
- X Event T-shirts
- X Used Underpants and Socks
- X School and Sports Uniforms
- X Costumes

REDRESS



ACTIVITY OVERVIEW

Activity	Regular Fee
	HK\$4,000*
Clothing Drive	HK\$1,000 for each additional location*
	* Maximum 2 boxes per location
Sort-a-thon	HK\$5,000 per team of 10 people max
Educational Talks	HK\$5,000 per talk with unlimited audience

Your funds will cover the cost of running this campaign and support schools in participating.

ACTIVITY 1: CLOTHING DRIVE

Organise a clothing drive in your office or store between 1–26 May 2024. Here's how it works:

You will receive from Redress:

- Collection boxes for your use, which will be collected back by Redress at the end of May
- All marketing materials needed to participate in the campaign

If you are a **retailer**, your participating stores will appear on our map of public collection partners. You will also receive free retail staff training in English or Cantonese.

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ACTIVITY 2: SORT-A-THON

Our largest employee engagement event of the year! Join one of the 8 clothes sorting sessions between 6-8 June 2024:

- Form **teams of 10** to join this hands-on volunteer activity
- Each session last for 3 hours
- Provide much-needed support to our clothing redistribution efforts
- Gain insight into fashion's environmental impact
- Create unique bonds with your teammates by participating in a fun and meaningful event together!

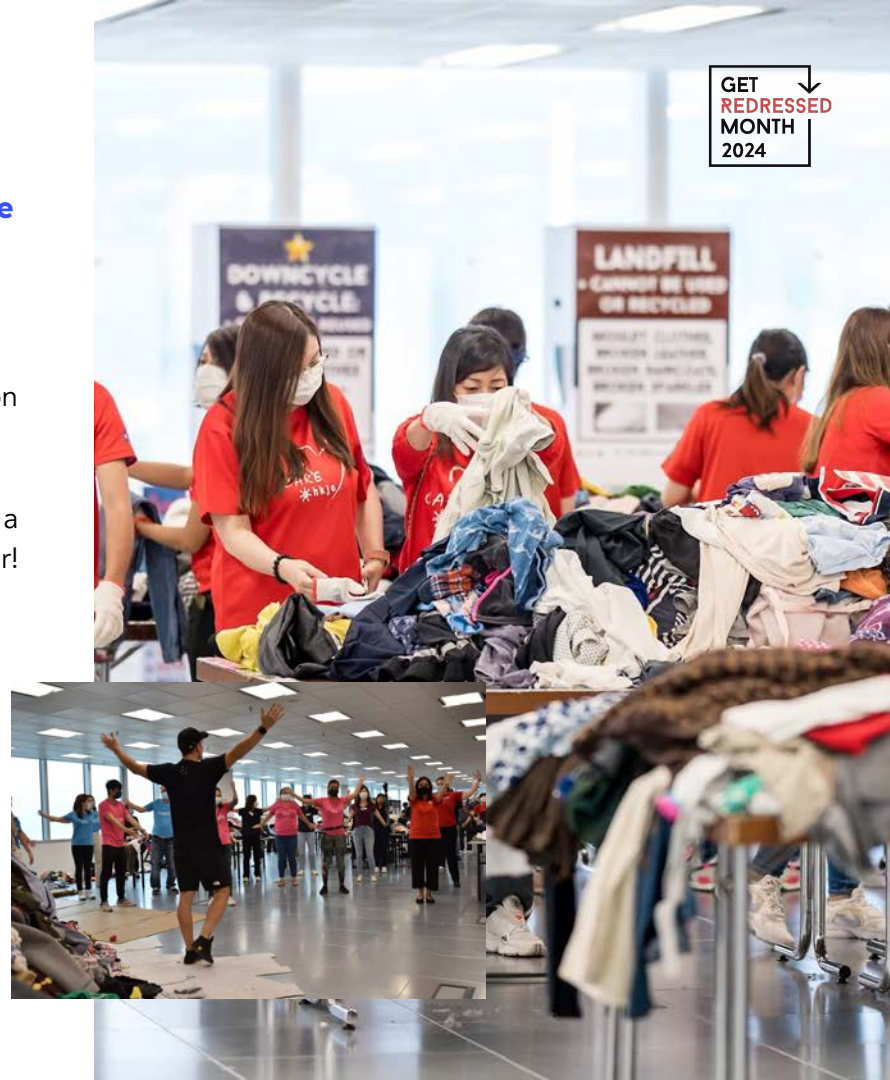
Before and during the event, the Redress team and our volunteers will:

- Weigh the clothes and manage the space
- Provide a detailed briefing and support to your group
- Prepare food, beverage, music, and fun games!
- Be available at all times for any questions or needs

Watch what our participants said about the experience [↓](#)

<https://youtu.be/frV7ri1LUIE>

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ACTIVITY 3: EDUCATIONAL TALK

Pick a day from 24 April to 31 May to facilitate your clothing drive with a one-hour talk by a member of the Redress team.

The talk can be conducted:

- In Cantonese or English
- Online or in-person
- With an unlimited audience

Topics your colleagues will learn about:

- Clothing waste and its significance in Hong Kong
- The life cycle of clothing and its effect on the environment
- How we can be part of the solution as companies and individuals



ACTIVITY TIMELINE



13 Dec 2023 - 26 Jan 2024
Early-bird application

Throughout Apr 2024
Campaign Preparation: box delivery, session scheduling, etc.

6–8 Jun 2024
Get Redressed Month: Sort-a-thon

Jul - Aug 2024
Impact Report release

Feb - Mar 2024
Regular application

May 2024
Get Redressed Month: clothing drives*, educational talks, etc.

Jun 2024
Get Redressed Summer Secondhand Pop-up Shop

*Collected clothing will only be picked up in the week of 27–31 May 2024.

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HOW TO SIGN UP

Get Redressed
CLOTHING DRIVE

GET
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MONTH
2021

ELLIE FURUYA AND
ALEX LAM GIVE
SECONDHAND
A TRY



ELLIE FURUYA, 林樂儀及
ALEX LAM 為香港
第二手衣



ELLIE FURUYA, 林樂儀及
MINNIE WONG

REUSE

Give clothes a new life!

FIND OUT MORE  了解更多

✓ WE ACCEPT
Men, women and children clothing
and fashion accessories
我們接受 男裝、女裝、童裝及時尚配飾
Please wash items before donating.
請先清洗衣物及配飾

✗ WE DO NOT ACCEPT
Shoes or home textiles including
drapes, curtains and towels.
恕不接收 鞋履或紡織品、窗簾及毛巾等家居布料
Do not donate mouldy items.
請勿捐出任何霉腐物品

REDDRESS

▲ 重複使用 ▲ 重複穿著 ▲ 回收
GET REDRESSED 關注月

在香港，我們每日將大約
130 噸衣物扔進堆填區。

相等於120萬件T恤。衣物被扔進堆填區不但污染環境，
生產衣物更需耗用大量本已十分有限的天然資源。
因此，我們必須盡可能重用衣物。



REDDRESS

SIGN UP ONLINE

- Submit your details via [this Google Form](#) by 29 March, 2024
- Redress will be in touch shortly to provide the confirmation and payment details
- We accept bank transfer and cheque payments

NEED HELP?

Corane Chu, Circular Fashion Programme Manager

corane@redress.com.hk | +852 2861 0360

Or check out our event webpage

www.get-redressed.com



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MORE ABOUT GET REDRESSED MONTH 2024

ENABLING SCHOOLS' PARTICIPATION

We recognise that involving young generations is pivotal for establishing a sustainable fashion system as they are the consumers of the future. Thanks to fees paid by corporate participants, we are able to offer the Get Redressed Month campaign to primary and secondary schools free of charge each year.

This enables us to not only create educational resources and communication materials for clothing collection, but also supports our team in delivering educational talks in schools, and students in creating their own activities.

In 2022, corporate fees supported:



40
SCHOOL
CLOTHING
DRIVES



21
SCHOOL
TALKS



6,000+
STUDENT
ATTENDEES



39
INTERACTIVE
ACTIVITIES



HOW ELSE CAN YOU SUPPORT THE CAMPAIGN?

Join forces with us beyond participating in the campaign.

In addition to taking part in the campaign, companies can consider supporting the campaign in the following ways:

- Joining as a key financial sponsor (Gold, Silver, and Bronze packages available with prominent branding benefits)
- Providing in-kind support such as catering, printing, music, and logistics
- Media collaboration to reach a wider audience

Please email john@redress.com.hk for more information.

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ABOUT REDRESS

“Accelerate the change to a circular fashion industry by educating and empowering designers and consumers”

Redress is a Hong Kong headquartered, Asia focused environmental NGO with a mission to reduce clothing’s negative environmental impacts.

Our dynamic programmes aim to

- ❖ Minimise the negative impacts of fashion
- ❖ Promote innovative new models
- ❖ Drive growth towards a more sustainable industry via the circular economy.

Working directly with a wide range of stakeholders, (including designers, manufacturers, brands, educational bodies, government and consumers), Redress aims to create lasting environmental change in fashion.

Visit our Redress Annual [Impact Report 2022](#).



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**JOIN US
THIS MAY!**

Follow the campaign on:

Homepage | www.get-redressed.com

Instagram | [@GetRedressed](https://www.instagram.com/GetRedressed)
[@TheRedressCloset](https://www.instagram.com/TheRedressCloset)



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