

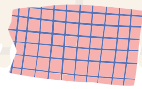


REDRESS



# WEAR SECONDHAND DAY 二手服裝日

Looking to engage your students in sustainable fashion? Have your students join a 'non-uniform' day to educate them about secondhand clothing!



**Tuesday,  
17 October,  
2023**

at your school with  
fun activity ideas  
throughout the day



**\$10**

donation\* per  
student encouraged.  
Get creative with  
secondhand outfits!



\* \$10 is just a suggestion here. Students can choose to donate any amount they deem appropriate. Funds raised will be used to support the campaign operations and Redress long-term student education work to reduce clothing waste in Hong Kong.

**With education materials provided  
by Redress, students will...**



understand how fashion is affecting the environment and requires immediate actions from consumers



break personal bias on secondhand clothing, experience and be willing to replace new clothing with secondhand clothes



be empowered to make changes not only in themselves, but also build the confidence to share their knowledge to family members



# WHAT REDRESS WILL PROVIDE\*



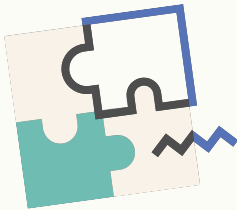
## Campaign Video

You can use it to kick off the day during the assembly



## Education Slides

Share these slides to teach your students about the topic



## Promotion Materials

Posters and flyers that you can stick around or circulate with the parents



## Activity Guide

More activity ideas that you can organize for your students

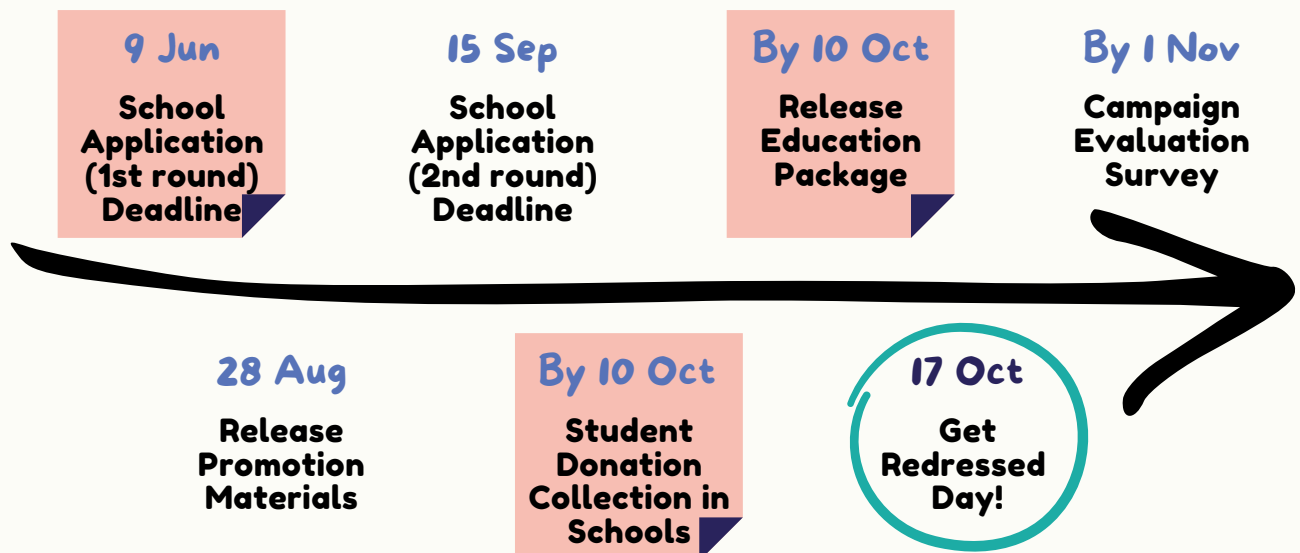


## Certificate Template

A certificate of appreciation template for you to customise for every student to make a donation

\* To support local school curriculum, some materials will be available in both English and Traditional Chinese.

# ESTIMATED TIMELINE



# FREQUENTLY ASKED QUESTIONS

## Q: Why are we organising Wear Secondhand Day this year?

**A:** Wear Secondhand Day is formerly known as Get Redressed Day. It is a signature event that schools in Hong Kong organised with Redress to promote the topic of circular fashion. This year with a theme of 'Choose Secondhand', we hope to encourage children to choose secondhand over new, as a way to reduce clothing waste in Hong Kong.

## Q: Which group of students are you targeting?

**A:** This event is open for public including corporates, but we also specifically target primary schools as a key partner. We believe this is a fun way to engage primary school students in the topic at an earlier age. If you would like to engage your secondary section, talk to us - we have something else for them!

## Q: Do we have to pay to join this campaign?

**A:** The event is free but students are encouraged to make a donation (with no restrictions to the amount) to support us running the campaign and long-term education work. If schools do have a budget, we welcome that too!

## Q: Are there any follow up activities or programmes that we can organize after this campaign?

**A:** We have our annual campaign, Get Redressed Month, scheduled for May 2024. Feel free to check out our Impact Report to understand what it is! We also provide year-round educational talks and workshops. You can always contact us for more details.

## FOR REGISTRATION

<https://bit.ly/grd-2023>

## FOR QUESTIONS

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## Learn More

 [www.redress.com.hk](http://www.redress.com.hk)

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

 [@RedressAsia](https://www.facebook.com/RedressAsia)

 [@RedressAsia](https://www.youtube.com/RedressAsia)

