

Green credentials for charity retailers: You have a place in the sustainable fashion revolution

Things you could do to promote the sustainability credentials of charity retail:

Internationally/nationally/regionally

- Organise an international campaign, country-wide initiative or regional project
- Distribute a factsheet of sustainability data (such as how many items your organisation sold, and thus kept out of landfill, last year) to each store
- Create a poster explaining how you dispose of items that you can't sell

In store

- Organise an upcycling competition for staff and volunteers
- Display promotional materials such as flyers
- Initiate conversations about sustainability with customers
- Include sustainability messages alongside seasonal displays such as Halloween and Ladies' Day at Ascot

Community

- Engage with local press, radio and TV
- Run public challenges and competitions
- Support fashion students to integrate your items into end-of-year projects
- Supply fashion lecturers and textile teachers with bundles of unsold stock each term
- Work with school groups to collect outgrown school uniform for resale in your stores
- Offer Christmas jumper swap shops for businesses where you're a nominated charity
- Look for temporary pop-up store opportunities
- Create pop-up stalls at events such as carnivals and festivals
- Establish themed pop-ups with business partners ahead of fundraising events where there is a specific dress code
- Ask your staff what groups and organisations they belong to
- Provide fancy dress for youth group parties
- Put on mini fashion shows and a sustainable fashion quiz to women's groups such as the WI

Digital

- Use sustainable fashion hashtags such as #secondhandfirstchoice on your posts
- Create your own hashtag slogan such as #boughtatbhf
- Collaborate with customers and influencers to share social content
- Develop relationships with existing partners who have a strong social media presence