

Wear it Wise: Lead a campaign about sustainable fashion

Tips to submit a successful Campaign Leader application

About Wear it Wise

The Wear it Wise Challenge is designed for people of all professional and academic backgrounds to connect their passion to an issue that impacts communities and environments worldwide: the fashion industry. Whether you already have a specific interest in sustainable fashion or you're just starting to explore the topic, you'll expand and amplify your interests through Wear it Wise.

The Wear it Wise vision: a generation of conscious consumers

Wear it Wise campaigns inspire young people to reflect on the full life-cycle of their apparel choices in order to spur lasting consumer behavior change. To reach this end, campaigns highlight both the challenges and the ways that audiences can take action to be conscious consumers.

Choosing a campaign format

Wear it Wise participants have the option of choosing from two different campaign formats: a live, in-person campaign or a digital campaign.

Live campaigns

Live campaigns are anchored by one or more in-depth events that reach 50+ people, and are supported by lighter awareness-raising activities such as tabling or educational visual displays that reach hundreds more. Events and activities will educate audiences about the social, environmental and economic impacts of the fashion industry and will raise awareness about more sustainable choices we can make. Live campaigns are ideal for participants who have some experience in event planning, promotion and execution, and access to partner organizations or networks to reach a large local audience over the course of their campaign. Past examples of live campaigns featured an educational sustainable fashion show, a panel event with industry experts, an interactive mending workshop, a sustainable fashion case competition, or anything else that Leaders believe will engage with the values of their local community. Event attendees will be surveyed before and after the campaign event in order to measure concrete changes in awareness and consumption patterns.



Digital campaigns

Digital campaigns are coordinated, creative storytelling opportunities to engage very large audiences of your peers in learning about this issue by creating engaging, original content. Digital campaign leaders are digitally savvy creatives; great campaigns can be led by people with interests in marketing/public relations/communications, visual arts/design/digital engagement, or passionate advocates from other backgrounds. Leaders will utilize the platforms most appropriate for their local audience such as social media, websites, blogs, video, or other creative ways to engage, inspire and inform their audience about their thematic focus. Examples of digital campaigns could be short, shareable videos about how to mend and extend the life of clothing, a series of shareable tips to buy better, a series of original interviews with voices from the apparel industry, or a digital game or contest to inspire consumers to take action.

Not sure?

Don't know which campaign format you want to do? Talk to the Wear it Wise team to help you decide.

Choosing a thematic focus

From human rights to environmental issues, the impacts of the fashion industry are widespread. Wear it Wise encourages Campaign Leaders to narrow their campaign focus to one issue area depending on your personal and professional network and interests. Why do you think your community should care about the fashion industry? For instance, is it the fact that so much clothing is thrown away after its first year of wear? Is it the hazardous chemicals or the amount of water required to produce new garments? Or is it the startlingly low wages of international workers and their working conditions?

Your thematic focus extends to the solutions and actions that you encourage your peers to take. What actions do you want consumers to take as a result of learning from your campaign's thematic focus? For example, if your thematic focus is on clothing waste that fast fashion generates, how can you educate and inspire people to buy better, longer lasting clothes and recycle? If it's on water usage, how can consumers be more water conscious through their maintenance and buying behavior? These solutions should be incorporated into your campaign design as digital content or your live events.

Your application to be a Wear it Wise Campaign Leader will be evaluated based on your campaign idea. It's expected-- even encouraged-- that your campaign design will shift once you are accepted and you have the help of the resources and webinar trainings provided by Net Impact and industry leaders.

Ready to apply?

[Submit your Campaign Leader application.](#)

Email wearitwise@netimpact.org with any questions.

