



#### **Brief set by**

Do the Green Thing

#### **In collaboration with**

Katee Hui & Ashley Johnson  
(Pentagram & Do the Green Thing)

## **Sustainability is always in style**

#### **Related Disciplines**

Open Brief

#### **Deadline**

22 March 2022, 5pm GMT

#### **Additional Prizes**

Paid placement opportunity with  
Do the Green Thing at Pentagram

#### **The backstory**

[Do the Green Thing](#) is a public service for the planet that uses creativity to tackle climate change. We all need to roll up our sleeves and take issue with modern life, challenging all the assumptions and behaviours that lead us to make eco-unfriendly choices so often. Do the Green Thing's goal is to make sustainable choices as desirable as unsustainable ones through compelling creative.

By looking at life a little differently – at its culture, or behaviour or politics – and offering thoughtful, provocative alternatives, Do the Green Thing empowers everyone to live a little greener every day.

The fashion sector produces 60 million tonnes of garments a year, and employs 60 million people around the world, mainly in developing countries.<sup>1</sup> As of now, the industry constitutes one of the biggest threats to our climate. It is the second biggest polluting industry after fossil fuel, emitting more carbon than international flights and maritime shipping combined.<sup>2</sup> Do the Green Thing want to find big, radical ideas that can change the culture of fast fashion and make an impact before it is too late.

It is up to consumers to educate themselves and direct their spending to sustainable fashion and reshape the industry, all the while the industry itself needs to discover how to turn once-polluting manufacturing processes into sustainable ones. So how can Do the Green Thing not only raise awareness of these issues, but create lasting change?

#### **What's the challenge?**

Develop a response that not only raises awareness of the polluting effects of the fashion industry, but also drives change. Many retailers are already spreading messages about vintage/rewear/recycle, but how can your idea go further? How can you change a culture where fashion is so iconic, and aspirational, but still be ethical and sustainable?

What exactly this looks like is up to you - it could be anything from a new service, a large-scale advertising campaign, through to an online tool. But whatever you create needs to be simple, tangible, realistic, and showcase how it could deliver real change in attitudes and shopper behaviours.

#### **Who are we talking to?**

Your idea should target all consumers of fast fashion, both male and female, predominantly in western economies. They feel pressure to have the latest fashions, post their outfits on social media and express their identity through what they wear.

But they are also likely to care about the planet, are eager to see better practices and might not be aware of the true extent of the damaging effects of the fashion industry. They also might not be aware of what actions could make a difference.

#### **Things to think about**

##### **Change the system with creativity**

Do the Green thing are passionate about the possibilities creative work can achieve to change the system. They're looking for ideas that are brave and surprising, so be bold with your approach.

##### **How to encourage action**

Awareness is hugely important, but it can only go so far in changing people's habits. How can you ensure your idea calls people to arms to actively take on your solution? What is the incentive?

##### **Make it engrained**

One of the toughest challenges is how you can make sure your behaviour change is deeply ingrained across all parts of the industry. For example, social media is a huge driver in promoting and glamorising fast fashion, but this behaviour also still lives in the real world. How can you create a solution that tackles both online and offline behaviours?

##### **Stay green**

Remember, this idea is all about tackling climate change, so you must ensure your idea does not negatively affect the planet in any way, and ideally be climate positive.

##### **Things to avoid**

You should avoid focusing only on the act of buying from fast-fashion retailers. All types of fashion contribute to pollution, so how can you instead put the focus on changing the system and the mindset?

You should also consider the wider implications of changing the fashion industry. This isn't about stopping it in its tracks. Fashion is a major employer around the globe (especially for women in developing countries), so can your response also offer a way to make fashion more planet-friendly without sending millions of people into poverty?

#### **The important stuff**

It's up to you what form your idea takes, but your response should cover how you'll reach your audience, and an explanation of how your idea will go beyond just creating awareness to achieve a real and tangible impact and change in people's shopping habits and behaviours.



**D&AD  
New Blood  
Awards**



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**What and how to submit:** Read ***Preparing Your Entries*** before you get started for full format guidelines.

**Main** (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

**Optional** (judges may view this if they wish):

**Interactive** work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

**Further Information**

**Helpful Links**

Do the Green Thing  
[dothegreenthing.com/about](https://dothegreenthing.com/about)

**References**

1. [connect4climate.org/initiatives/fashion4climate](https://connect4climate.org/initiatives/fashion4climate)
2. [businessinsider.com/fast-fashion-environmental-impact-pollution-emissions-waste-water-2019-10?r=US&IR=T](https://businessinsider.com/fast-fashion-environmental-impact-pollution-emissions-waste-water-2019-10?r=US&IR=T)