

2023 ANNUAL REPORT

Fashion Takes Action is Canada's premier non-profit organization, launched in 2007, with a mission to advance sustainability, ethics and circularity in the entire fashion system through education, awareness, research and collaboration.

2023 has been no exception to our continued commitment and impact in this industry. Find out how –

photo: @andreaootizz





AWARENESS

FTA provides a platform for both industry and citizens to engage in meaningful discussions around the negative impacts of fashion, and to share and learn from one another in an effort to accelerate positive action.

47K+

global network

180M+

earned media reach,
including big names like –

VOGUEBUSINESS ELLE WWD



CBC THE GLOBE AND MAIL*

Our Founding Executive Director, Kelly Drennan, was invited to participate in **important conversations on global stages...**



EDUCATION

This year, we engaged with people aged 8-65+ via both our *My Clothes My World* youth education AND employee education programs. In 2023, we worked with brands like **Holt Renfrew, Joe Fresh, Tru Earth & KPMG.**

2.5K

students, young and old, about the Lifecycle of a T-Shirt

3.5K+

visits to our resources webpage

5K+

views of Fashion Impacts 101 videos

3K+

visits to our fashion facts webpage

90+

made a **7Rs Pledge** to reduce their fashion footprint



2023 EVENTS

We hosted a series of events in 2023 to raise awareness, collaborate, and share important information, amongst both industry and citizens.

Here's how they went –

WEAR '23

“

WEAR is one of the best conferences I've attended. It was honest, we had tough and thought provoking conversations, the mix of topical panels, workshops and breakouts was SO engaging, and the attention to the details (hello vegan food and no food waste) combined with networking and getting out into nature made this event exceptional. Hats off to entire FTA team, and thanks for having me. I'll be back!

23

panels,
keynotes, and
sessions

519K+

reach

150+

attendees

REMODE

871K+

media
impressions

600KG+

textiles diverted
from landfill

469K+

reach

“

The conference taught us more about the innovations and strides being made in the industry to be more conscious of its impact on the growing concerns around climate change.

CIRCULARITY

This year, we doubled down on circularity. Following our successful mechanical textile recycling pilot project, we launched the **CCTC** - Canadian Circular Textiles Consortium!

The goals of the consortium include:

- 1** Foster collective action through sharing key learnings, resources, and research to enhance and accelerate circular initiatives and projects in the textile industry; and
- 2** Reduce duplication of industry efforts towards a common North Star.



40
member
organizations

90
stakeholder
partners

5K+
Visits to
circularity
webpages

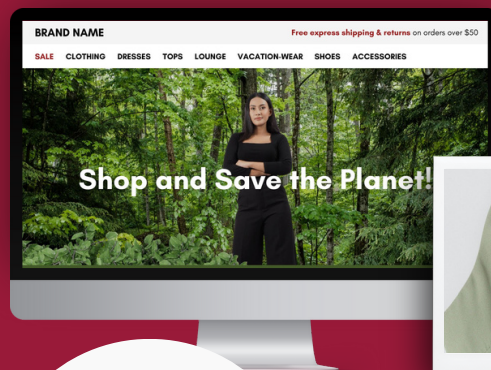
IN 2024, WE HOPE TO...

- Expanding the CCTC partner network,
- Finalize Year 1 project scope for each working group, and
- Host internal and external expert workshops.

GREENWASHING GRANT

Fashion Takes Action was awarded a grant to explore “Canadian Consumer Attitudes & Behaviour Toward Sustainable Fashion & Greenwashing” via Innovation, Science and Economic Development Canada's Contributions Program for Non-profit Consumer and Voluntary Organizations.

The results of this study will be published in 2024, and are expected to help demonstrate a need for more regulation of sustainability claims in Canada.



2K
national
survey
respondents

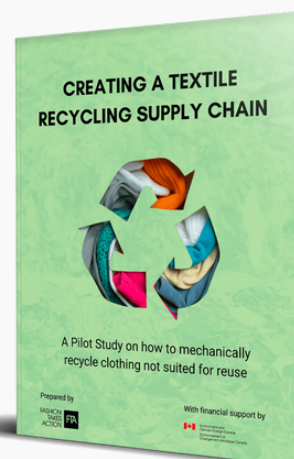
With funding from | Avec un financement du

Canada

GUIDANCE DOCUMENT

Nearly **500,000 tonnes of post-consumer textiles wind up in Canada's landfills each year**, many of which are garments made from fossil-based synthetic (or plastic) materials such as polyester, nylon and acrylic.

This year, we published a pilot guidance document focused on possible end market opportunities given the current state of infrastructure and available technologies in Canada. It showed that there is a feasible business case for recycling textiles that are not fit for resale or repair and turning them into a stylish and practical, consumer facing end product that was entirely made here in Canada!



Available for download at
fashiontakesaction.com

800+

visits to pilot
webpage

158

webinar
registrants



IN 2023, WE WERE GRATEFUL TO HAVE A FEW ADDITIONAL MEMBERS JOIN OUR TEAM..

Our team helped us to grow our online presence, our research projects, and launch our CCTC platform. Check out the people who supported our impact this year –



WINNIE MAY CHAN

Circularity Specialist &
Project Manager, CCTC

AUDREY HENDERSON

Communications
Specialist



ALEXANDRA HO

Research Assistant

DEVON VACCA

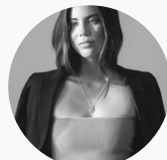
Education Coordinator



WE WERE ALSO JOINED BY SOME BRAND NEW BOARD MEMBERS...



A BRAND NEW ADVISORY BOARD,



AND SOME AWESOME YOUTH AMBASSADORS!



LEXI WRIGHT



NIDA SHAREEF



REET SIDHU



SOPHIA ARELLANO



photo: @andreaortizz

THANK YOU, 2023.