



IMPACT REPORT 2024

FASHION
TAKES
ACTION



OUR STORY

OUR MISSION

Fashion Takes Action (FTA) is a registered Canadian non-profit organization founded in 2007 with the mission to remove barriers to sustainability and engage the fashion ecosystem to create systems change. We achieve this through education, research and collaboration, and currently operate under these 4 key strategic organizational pillars:

1. Responsible Consumption
2. Circularity
3. Canadian Policy
4. Education

OUR PURPOSE

Fashion Takes Action is leading Canada in its transition to a fair and sustainable fashion system.

IN 2024...

Our second annual ReMode event showcased circular fashion solutions, while our growing media presence and expanded community engagement helped us inspire and educate even more people. Our participation in global networks like the **GFA Global Textiles Policy Forum**, and the **G7 Alliance for Resource Efficiency Circular Textiles Agenda** strengthened our efforts to drive sustainable policy change on a broader scale.

Beyond that, the growth of our team and partnerships has expanded our capacity to support our mission; empowering individuals and organizations to embrace sustainable practices and build a more sustainable and circular fashion system in Canada and beyond.

RESPONSIBLE CONSUMPTION

We were able to raise awareness and educate the public through our virtual community platforms, and in-person events.

REMODE

ReMode is our flagship event **dedicated to keeping clothes in use for as long as possible** by embracing the 7R's of Fashion: Reduce, Reuse, Repair, Repurpose, Resale, Rent, and Recycle. Our second annual event featured inspiring Talks, a vibrant Marketplace, and a bustling Clothing Swap.

With **1,098 registered attendees**, ReMode saw **949 items clothing items swapped**, and 320 unswapped pieces donated — **diverting a total of 1,296 items or 648 kg of textiles from landfills**. Altogether, this saved an estimated **2,074 kg of CO2 emissions**, making it a powerful example of how small actions can create a big impact.

8K+

Newsletter
Subscribers

50K+

Engaged social
community

23

Speaking
engagements

86

7Rs Pledge
Participants

145M+

Global
Media Reach



PSST!

**In 2025, ReMode will be expanding to
MONTREAL!**

WE PUBLISHED SOME THINGS



YOUR GUIDE TO GREENING THE JUNOS RED CARPET

In partnership with Music Declares Emergency Canada, we **authored the official Guide to Greening the JUNOS Red Carpet for the 53rd annual JUNOS in Halifax**. This resource provided tips for nominees to make sustainable fashion choices and encouraged viewers at home to celebrate the Canadian music industry's efforts to go green. Together, we helped shine a spotlight on sustainability in the music industry!

CANADA'S IC&I SECTOR TEXTILE WASTE STUDY

Our Industrial, Commercial & Institutional (IC&I) Textile Waste Report reveals that Canada's institutional sector generates over 10,000 tonnes of textile waste annually, with 96% coming from Linen and Laundry Services. By analyzing waste streams and launching a recycling pilot with Fanshawe College and Western University, **we're exploring circular solutions like converting textiles into biochar to reduce landfill impact and drive sustainability.**



COMING UP IN 2025:

FTA will be publishing the CANADIAN CONSUMER PERCEPTIONS OF SUSTAINABLE FASHION & GREENWASHING REPORT

CIRCULARITY

CCTC

(Canadian Circular Textiles Consortium)

In 2024, the Canadian Circular Textiles Consortium (CCTC) grew to 52 member organizations, welcoming 11 new partners, including *Public Services and Procurement Canada*, *Accelerating Circularity*, and *Canopy Planet*. These collaborations are essential for driving circularity across Canada's fashion industry.

Key projects include developing Circular Design Guidelines, expanding youth education on circular fashion, and assessing alternative textile waste pathways. The CCTC is also exploring innovative solutions like Biochar for converting textile waste into soil amendments.

Through strategic initiatives and partnerships, we are advancing Canada's transition to a circular textile economy.

“Participating in the Canadian Circularity Textile Consortium (CCTC) has influenced our approach to circularity in apparel. Through the CCTC, we’ve formed new partnerships, launched pilots, and gained valuable insights to enhance our sustainability efforts. Joining the CCTC has been a key step in advancing our commitment to sustainable practices. While the journey toward circularity is challenging, with CCTC’s support, we are confident in making impactful, systemic changes.”

– Marijke McLean
Manager ESG, Product Impact and
Circularity, **Canadian Tire Corporation LTD**

52

Member
Organizations

110+

Stakeholders

4

Member-Only Learning
Series Hosted

6

Active CCTC
Projects

EDUCATION

EMPLOYEE ENGAGEMENT

Fashion Takes Action's Sustainable Fashion 101 program engages employees in understanding the social and environmental impacts of the fashion industry. Delivered both virtually, and in person when possible, this Lunch 'n' Learn style program covers key topics like the Life Cycle of a T-Shirt, Human Rights & Ethics, and Circular Business Models. Offered to both fashion brands, and non-fashion businesses alike, we work with you to customize these sessions to meet your company's goals.

This year, we conducted **8 Employee Engagement presentations** to organizations including **Microsoft, Mondetta, Crowe MacKay LLP and Ardene.**

SOLUTION SERIES

FTA's mission is to identify and remove barriers to sustainability, for the entire fashion system. One of the ways we do this for Canadian brands and retailers is by leveraging our connections and convening groups through educational workshops.

Our global network includes several partners who have solutions/services to help brands overcome obstacles and achieve their goals. In 2024 our Solutions Series included sessions co-hosted with **Mendt, Testex and Natural Products Canada.**

BILLIE EILISH

Thanks to REVERB's Eco-Action Village, we were able to engage **hundreds of fans at Billie Eilish concerts in Toronto and Vancouver!**





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