



REDRESS DESIGN AWARD EDUCATION IMPACT REPORT

NOVEMBER 2020

TRANSFORMING TO A CIRCULAR FASHION INDUSTRY THROUGH EDUCATION

We at Redress have been working for over a decade to drive growth towards a circular fashion system. We believe learning and awareness is the first step of any change, and that by equipping the next generation of fashion professionals with the right information and tools, a critical shift in the fashion industry is possible.

The Redress Design Award, the world's largest sustainable fashion design competition now celebrating its 10th cycle, is key to achieving this vision. Education has formed the core of this multi-layered programme from the onset: from our home in Asia, we have delivered circular and sustainable design content online and in person to more than 50,000 individuals since the inaugural cycle catalysing positive change.

Our unique approach has also led to many extended opportunities for educational impact, including close relationships with select universities to deliver content directly to students across the globe; consultations with IFA Paris (France) and The Hong Kong Polytechnic University on Fashion Sustainability curricula; and the integration of our educational content into courses at multiple academic institutions.

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VF aims to inspire designers as together we champion the move toward a circular economy. Our hope is [the Redress Design] Award equips emerging designers with the skills and knowledge needed to turn the fashion industry on its head, leading us towards a more sustainable future.

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KEVIN BAILEY
 Executive Vice President and Group President, Asia Pacific Region and Emerging Brands, VF Corporation



The Redress Design Award has established itself as a recognised brand in the sustainable fashion design community by educating emerging fashion designers in order to drive growth towards a circular fashion system.



VICTOR TSANG

Head of Create Hong Kong The Government of the Hong Kong Special Administrative Region

50,000+

Over 50,000 reached globally with our education

140+

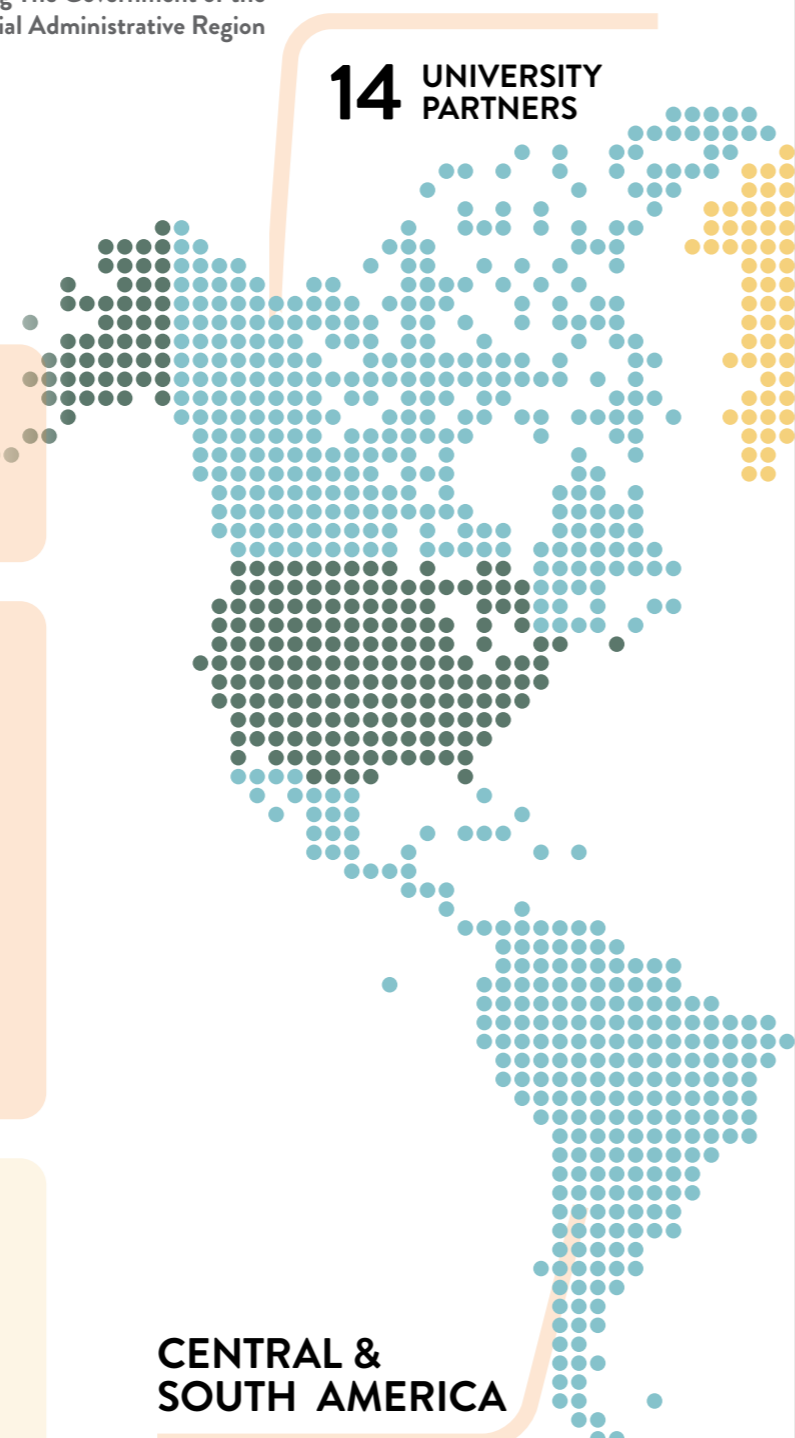
Supported by **140+** educational institutions worldwide, including The Hong Kong Polytechnic University (HK), Bunka Gakuen University (Japan), Donghua University (Mainland China), Aalto University (Finland), Sheffield Hallam University (UK), Parsons School of Design (USA), ESMOD (France), Central Saint Martins (UK), and more

218 ALUMNI | **38** REGIONS

Ongoing support for our 218 talented competition alumni from 38 regions, empowering these change-makers and their work to transform fashion and join our educational efforts in their own regions

NORTH AMERICA

14 UNIVERSITY PARTNERS



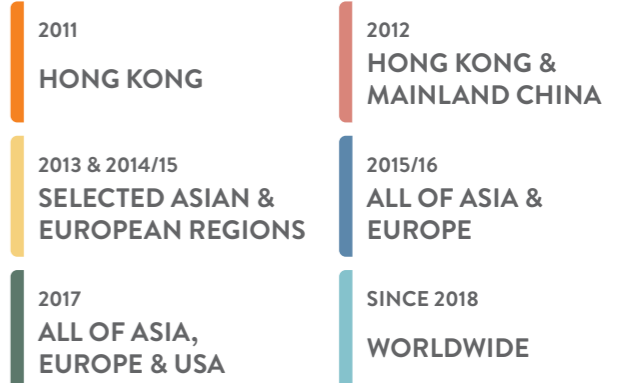
CENTRAL & SOUTH AMERICA

3 UNIVERSITY PARTNERS



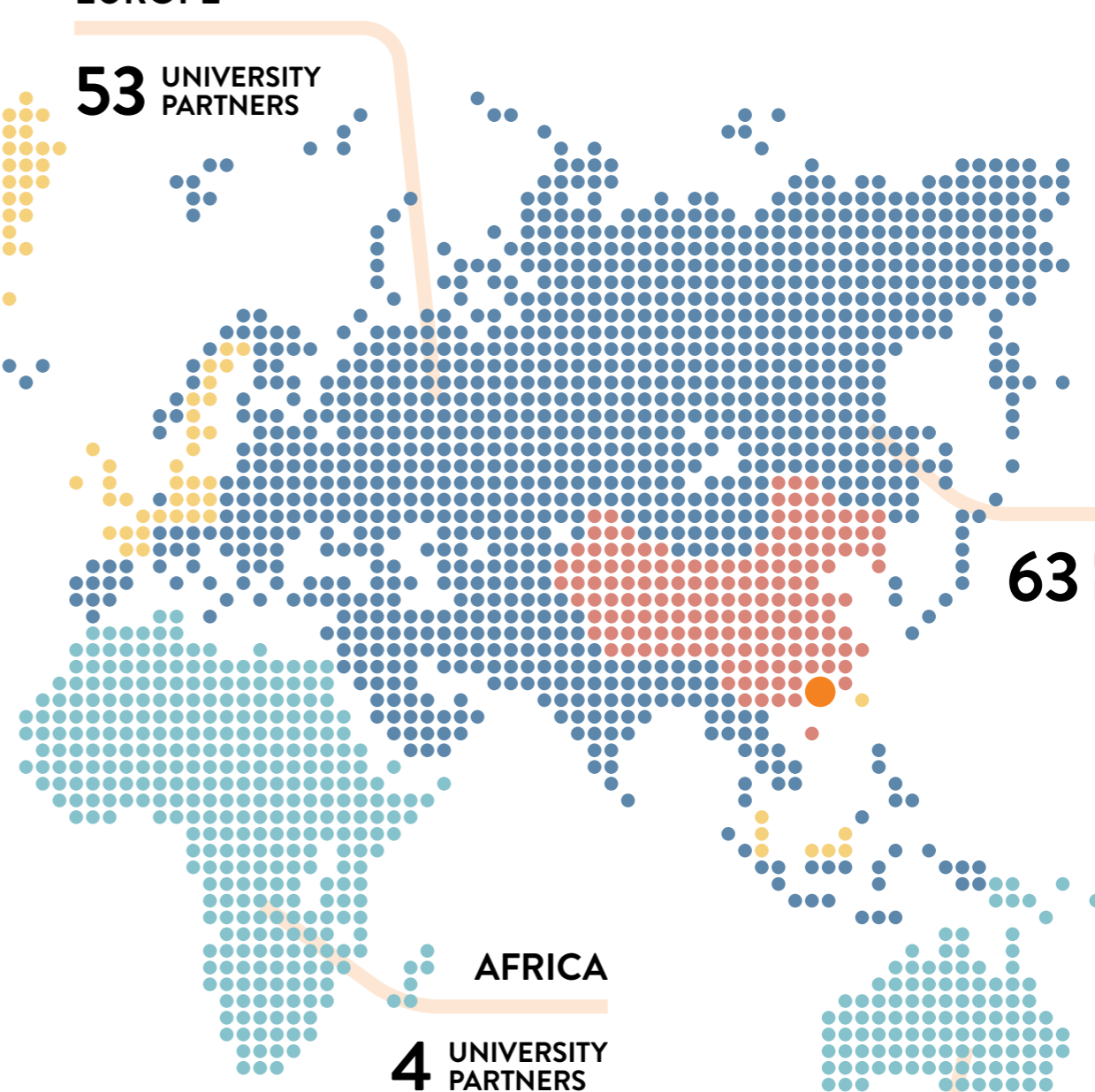
56 REGIONS

Applications from designers across 56 countries and regions since the inaugural cycle



EUROPE

53 UNIVERSITY PARTNERS



AFRICA

4 UNIVERSITY PARTNERS



ASIA

63 UNIVERSITY PARTNERS

OCEANIA

10 UNIVERSITY PARTNERS




With an initial focus on Asia, over the years our work has expanded its reach to now truly global audiences. Our strategic industry partnerships and unique positioning in Hong Kong – a hub at the heart of the world’s manufacturing region – has enabled us to shine light on the innovation and progress that is happening here, whilst supporting a vital exchange of knowledge within the region and across the world.

Our educational activities span three main methods of delivery designed to spark interest, support self enquiry, develop critical skills and techniques, and drive systemic change through educational institutions across the world. They include:

1 SELF-LED LEARNING THROUGH OPEN ONLINE RESOURCES

Our multilingual LEARN content continually evolves to address current sustainability topics in this rapidly changing industry. We provide a variety of downloadable resources and videos for educators and students, working to bridge the gap between the level of sustainability education typically provided by fashion universities and the growing needs of the industry – and nurturing the skills needed to transform it.

 **10,000+**
PEOPLE / YEAR

 **95,000+**
VIEWS

10,000+ people visit the LEARN platform annually, with educational videos seeing 95,000 views in total

SINCE 2013

 **1,100+**
INDIVIDUALS

78
REGIONS

1,100+ individuals from 78 regions have utilised the Educator Pack, a resource of ready-to-use teaching materials launched in 2016

SINCE 2016

2 TAILORED EDUCATIONAL ACTIVITIES

We facilitate knowledge exchange and enable interactions with a wide range of fashion stakeholders. Over 200 online and in-person educational events have been conducted across the globe, reaching predominantly students and educators, but also select professionals across the fashion supply chain. Most recently, in 2020 we launched an online Circular Fashion Design Pathway Course to support designers in submitting high-quality applications for the competition as well as increase general subject understanding. This course will continue to be an integral part of future cycles.

 **400+**
PARTICIPANTS

Over 400 participants took a deep dive into circular design strategies in the 2020 cycle through the new online course

BRAND NEW

3

IMMERSIVE HANDS-ON EXPERIENCES

In the lead up to the competition finale, all Redress Design Award finalists undergo an intensive educational ‘boot camp’, including a series of intensive design and business challenges in partnership with industry that provide an opportunity to apply circular and sustainable design strategies to real-life scenarios. In doing so, the designers gain deeper understanding of the topics and techniques as well as the importance of recognising different stakeholder perspectives when they apply them.

 **88**
DESIGNERS

88 finalist designers have benefitted from immersive industry activities

 **69**
MENTORSHIPS

Over 167 hours of mentorship have been delivered to 69 designers

 **12**
DESIGNERS

12 exceptional designers have benefitted from collaborating on sustainable collections with partners including VF Corporation (Timberland), The R Collective, JNBY Group, Shanghai Tang, Esprit, and The Langham Hotel

EMPOWERING EDUCATORS

The Redress Design Award Educator Pack, launched in 2016, was created to empower educators to offer sustainable and circular design content, thereby extending our educational reach beyond our organisation’s physical capacity. In addition, after consultation with educators and students with varying levels of knowledge in sustainable fashion, we uncovered an overwhelming and urgent need globally for resources to support educators in integrating sustainability into the fashion curriculum.

Now five subjects strong, the pack is made up of lecture content, exercises and project briefs. To date, over 1,100 individuals from 78 countries and regions have utilised the pack. An impact assessment conducted earlier this year revealed that by engaging with educators through this pack, we have increased the circular fashion content taught in fashion curriculums globally.

“ [The pack] is a convenient and user-friendly teaching tool with lots of [...] useful resources allowing educators to hand-pick sustainable teaching materials to support their curriculum. ”

JO LAU
Lecturer, Hong Kong Design Institute

Though not originally intended for use outside the classroom, we have also witnessed a high demand for this content from industry professionals (32% of downloads), who are equipping themselves and team members with circular fashion knowledge via our pack.

Alongside the pack we also run a number of educator workshops each year, with the dual purposes of developing our work by understanding the needs in sustainability education in relation to the local context, and providing a forum for educators to share their challenges and successes. Industry speakers are also invited, with the aim to create synergies and spark collaborations with our educator attendees.

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Exposing the European and US educators to case studies of best practice in Hong Kong and Mainland China is an advantage. It helps educators see the global picture, and how other countries are tackling the impacts of fashion in their region. The sustainability discourse is at times dominated by voices from the West so the Redress Educator Pack is a refreshing and important contribution to the field.

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ALISON GWILT
Associate Professor in Design at UNSW

Educators use our pack in:
Design related module (49%)
Non-design related module (30%)
Sustainability related module (21%)

Most of the respondents (77%) use the content from the pack because they were looking for supplementary information to what they know in sustainable fashion

(77%) agree the pack has inspired them to include sustainable fashion content in their teaching

(88%) agree the pack has enabled them to deliver sustainable fashion content in an engaging way to students

(85%) strongly agree the pack has saved time in their planning and teaching

(66%) have already and (31%) will recommend it to colleagues or other educators

Educator Pack Impact Assessment

Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

■ DRIVING THE VISION FORWARD

In this, our 10th cycle, we conducted a consultation to assess our own impact and the current and future needs of design educators helping to shift the industry toward circularity. Our findings indicated that educators pushing for more sustainability and circular fashion education still experience lack of support from institutions and colleagues. The review also identified a critical need for platforms enabling knowledge exchange, latest research findings and best practices.

Looking forward, Redress is committed to further strengthening our educational outreach and supporting our community of educators across Asia and the world to further respond to these needs. Collaboration is key to achieving transformation and we have enjoyed the support of numerous partners in our education work to date. We aim to grow our network of institutions, educators and experts and support the development of circular fashion education in their organisations.

We will continue to expand the depth and range of our sustainable and circular fashion education resources to address the need for accessible, adaptable information for students and educators wishing to tackle sustainability challenges within the fashion industry.

We also want to hear from educators to learn about success stories. We believe many solutions are already out there and we can learn from each other. Join us in driving growth towards a circular fashion system.

To explore education partnerships, please contact:

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For industry partnerships, please contact:

HANNAH LANE, Strategic Director of Partnerships and Communications | hannah@redress.com.hk

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Ellen MacArthur Foundation is pleased to see Redress bringing educators and professionals together, to understand circular economy approaches and explore ways to ensure it resonates with audiences. Design will shape the fashion industry's transformation to a circular economy, and Redress' open source learning materials are important resources for engaging designers directly.

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JIE ZHOU

Learning Projects and Research Manager
Ellen MacArthur Foundation



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