GREEN
GUIDE TO MAINSTREAMING SUSTAINABLE FASHION
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RESEARCH!
Set objectives
Identify KPIs
Measure KPIs

SIMPLIFY!
Use simple language
Keep it short
Visualise facts

PERSONALISE!
Make it relevant
Reward

PROVE!
Be specific
Seek partners
Get certified

SURPRISE!
Be different
Challenge the green image
Go viral

NORMALISE!
Integrate green into
Existing patterns
Design first, green second

DISCLOSE!
Be honest
Be transparent

EDUCATE!
Give relevant information
Dose your information
Educate subconsciously
Back up your story

DEFINE!
Clarify terms
State facts

ENGAGE!
Involve customers
Be a leader
Listen
Collaborate

EDUCATE SUBCONSCIOUSLY
Back up your story

NARRATE!
Tell stories
Visualise

MIX IT!
Make it multi-channel
Be consistent

DEFINE!
Clarify terms
State facts

MEASURE!
Keep monitoring KPIs
Set measuring intervals

PERSONALISE!
Make it relevant
Reward

REWARD!

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