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#ReFashionNow

Sustainable Textiles Campaign

European Commission
Directorate-General for the
Environment

Sustainable Textiles campaign - objectives

- to raise public awareness of the **EU Strategy for Sustainable and Circular Textiles** and its environmental, social, economic, health-related benefits; and illustrate sector's potential in **saving water, energy and other resources**; and **tackling pollution**
- to **position the Strategy as a necessary measure in the time of multiple crises**, incl. natural resource and cost-of-living crises
- to engage citizens, in particular young Europeans, in **making fast fashion 'out of fashion'**

Target audiences and geographical coverage

Primary audience

- 18-35 olds - youth professionals; young parents; and students (in target countries)
- 6 target countries: **Belgium, Greece, Italy, Lithuania, Romania, and Spain**

Secondary audience

- 18-35 olds living in all other EU Member States
- Key resources (website, SM, comms toolkit) to be available in all EU languages



Timeline

- Launch events: 25 and 26 January 2023
 - a) **Youth Policy Dialogue** in Brussels with Commissioner Sinkevičius (25/01) - in the context of the European Year of Youth: [recording](#)
 - b) **Launch event in Antwerp** (26/01) where designers, industry representatives, fashion sustainability experts, policy makers, young professionals from the textiles sector and students from around the EU shared the **best sustainable fashion practices** in Europe, discuss **how to avoid greenwashing** and the **role of circular business models** in driving fast fashion out of fashion; and how to address the numerous challenges this industry faces and **accelerate the implementation of the EU Textiles Strategy**. **SM coverage:** [#ReFashionNow](#)
- Implementation period: 2 months

Creative Concept

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- Focus on **individuals** and their actions
- Style & tonality: dynamic, modern, “cool”
- Hook: everyone can be a **role model** and help transform the textiles sector

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Key Visuals: 'Magazine cover'



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Issue 2023

#ReFashionNow

Long live the wardrobe – reuse, reduce, recycle

Make fast fashion out of fashion



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Issue 2023

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Good for you, good for the planet

Make fast fashion out of fashion



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Key elements

- [Website](#) in all EU languages
- **Social Media** activation: IG filter “magazine cover”
- Hashtag **#ReFashionNow**
- Collaboration with **content creators**
- A series of five **short videos** (as of February) focusing on different aspects of textiles (1) general campaign video; (2) waste management; (3) reuse; (4) recycling; (5) water consumption;
- **Media**: pan-EU; specific targeting of media from 6 target MSs
- Launch **events**
- **Outreach** to networks



Collaboration opportunity: Social Media - two types of content

1. Content generated by influencers (mainly on IG)
 - Posts/stories from influencers from 6 target Member States **in local languages**
2. Campaign posts on EC accounts on all platforms
 - Posts, reels, stories and videos
 - Organic and boosted

Social Media visuals

- Editable visuals available on the campaign [website](#)



Social Media activation: Instagram filter

- Social media filter to mobilize public to join the campaign, drive traffic to the website and raise awareness
- Promoted on the website to refer directly to IG



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Collaboration opportunity: Inspirational stories

- Section 'Get inspired' of the campaign website
- Event partners will contribute first
- Stories - both new and already published - from across the EU are welcome:
- **Focus on SMEs leading by example**
- Stories from other actors are welcome to contribute NGOs, research institutions, social enterprises, stakeholders etc.
- EU recognized/verified/labelled stories, to ensure reliability
- Template available on the campaign website ec.europa.eu/reset-the-trend – Media Corner section. **Submission: January and February 2023 to ResetTheTrend@gopacom.eu**



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THANK YOU!

Contact: ResetTheTrend@gopacom.eu