

THE ECO-LIFESTYLE EVENING - IMPACT REPORT -

A transformative experience designed to educate on conscious consumption, the environmental impact of purchasing decisions and raise awareness about the pollution caused by fashion waste in landfills and the atmosphere.

January 24th, 2024 - Event hosted by Thinking Beyond Business
& The Exchange Project
Venue: Caro Home Showroom, Stamford, CT

EDUCATION/INSPIRATION



Moderated by sustainability experts at Thinking Beyond Business and with the participation of Haley Lieberman as a main speaker, the event provided an educational component aimed to raise awareness, and provide content and meaning to the clothing swap performed during the event. Through engaging content and insightful discussions, participants gained a profound understanding of the impact of their purchases, and the importance of adopting a more mindful and circular approach to fashion.

CONSCIOUS WASTE

The evening was meticulously planned to minimize its environmental footprint. With a remarkable 95% of waste diverted from landfills, every aspect of the event was thoughtfully considered. Attendees experienced an eco-friendly atmosphere with reusable cups, sustainable packaged food and wine, and an overall emphasis on reducing single-use plastics. This conscious-waste approach ensured participants engaged in sustainable fashion practices and actively contributed to creating an event with minimal environmental impact.



ALIGNED PARTNERS

It was a convergence of like-minded sponsors who shared a common commitment to sustainability, conscious consumption, and a healthier planet. Each sponsor played a pivotal role in bringing our mission to life.

Thank you to our sponsors



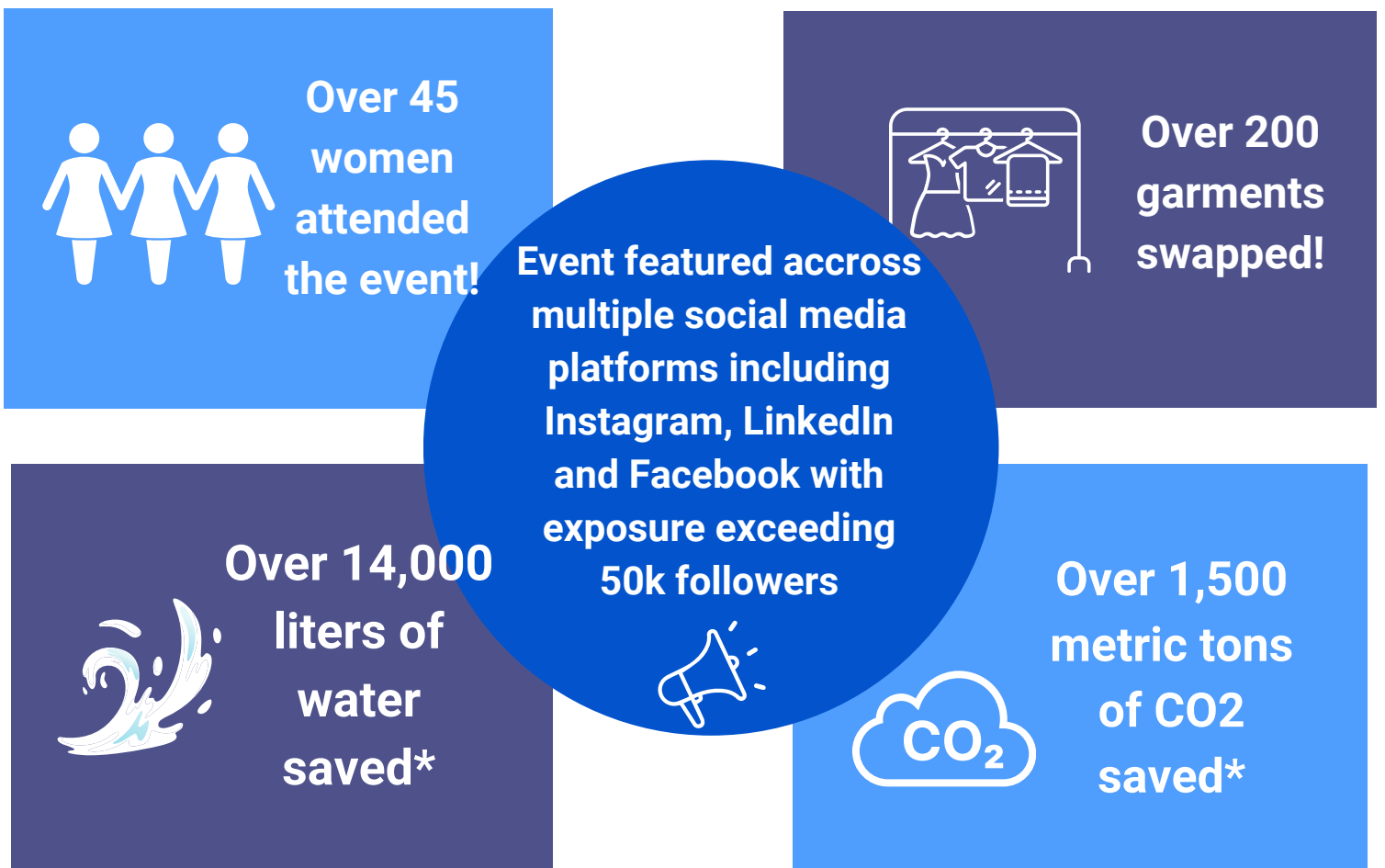
CLOTHES- SWAPPING

The event culminated in an enthusiastic clothing exchange with garments styled by The Exchange Project team, symbolizing a shared commitment to sustainable practices and the transformative power of embracing conscious consumption within a circular framework.



IMPACT OVERVIEW

The success of our event transcends mere numbers; it's a testament to the profound impact achievable when a community unites for a shared cause. Over 45 women came together to swap clothes and be catalysts for change in conscious consumption. In the vibrant exchange of over 200 garments, we witnessed a transformation. Each item carried the weight of conscious decisions, symbolizing our commitment to a more sustainable and circular future.



(*) Source ThredsUp Carbon Footprint Calculator

The Eco-Lifestyle evening was not just about fashion; it was a conscious effort aligned with the **United Nations Sustainable Development Goals (SDGs)**.

It inspired sustainable practices aligning with SDG 11 (Sustainable Cities and Communities), promoted responsible consumption under SDG 12 (Responsible Consumption and Production), contributed to climate action through conscious-waste initiatives for SDG 13, and showcased partnerships for common goals in support of SDG 17 (Partnerships for the Goals).



This report serves as a testament to the success of the clothing-swapping and educational event and highlights the meaningful contributions of our sponsors. Beyond showcasing the positive environmental and social impact, this report is a reflection of our commitment to driving change and fostering sustainable practices.

“One of the central goals of the event was to serve as a call to action, using the educational component as the 'aha moment' and the clothing swap as a fun yet impactful step towards positive change.”

We hope that attendees left with a renewed perspective on their consumer behaviors, sparking reflections on how to be more responsible stewards of our planet. This event and the ongoing work of Thinking Beyond Business aim to inspire individuals and businesses alike to embrace sustainability, making a collective impact that resonates far beyond the boundaries of a single event.

Thank you for being an integral part of this journey!

Silvina & Soledad



THE EVENT IN PICTURES



Carbon Emissions
Buying secondhand clothing instead of new reduces carbon emissions by an average of 25%

Excessive Consumption
400% increase in spending on clothing compared to 1980's

Water
It takes 20,000 liters of water to produce one kilogram of cotton.

Landfill
The average US consumer throws away between 60/80 lbs of clothes every year

Stats in the US!
Clothing being discarded
73% of apparel is sent to landfill or incinerated, 95% of which could be reused or recycled

TBB



The 5 Principles of Responsible Fashion!

- Refuse
- Reduce
- Repair
- Reuse

IBB