



TPSA Project Launched Cleaner Production and Sustainable Fashion Campaign on Fashion Revolution Day

Increased awareness of the importance of cleaner production and sustainable fashion by SMEs and the public will help Indonesia promote greener apparel and footwear industries.

Background

One of the objectives of the Canada-Indonesia Trade and Private Sector Assistance (TPSA) project is to increase the environmental awareness of SMEs and the general public. This has been pursued through improved information flows, targeted training and technical assistance, and field studies. For example, TPSA has been assisting selected apparel and footwear SME exporters with cleaner production (CP) training and technical assistance (on-site coaching).

TPSA is also promoting the concept of a circular economy, both to those SMEs and to the wider public. A circular economy is one part of a green economy, wherein production and consumption patterns generate as little waste and emissions as possible, and production and end-use waste and emissions are recycled, reused, or reacquired as raw materials for other products. This is the opposite of the conventional linear economy (take, make, use, dispose) that often creates heavy pollution.

To increase SME and public awareness of the importance of cleaner production, a circular economy, and sustainable fashion in the apparel and footwear industries, TPSA conducted a cam-



Fashion Revolution Day poster.

campaign day on April 24, 2018, which was designated as a world "Fashion Revolution Day." Fashion Revolution is a nascent global movement attempting to transform the current, heavily polluting, and resource-intensive "fast fashion" paradigm into more environmentally and socially responsible "slow fashion." The adoption of circular-economy practices will help to achieve a greener and more sustainable fashion industry.



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The campaign has two objectives: First, to advocate for and disseminate information about more environmentally friendly apparel and footwear production and consumption patterns (circular economy) to a wider SME audience and to the general public; and second, to provide a networking forum for like-minded apparel and footwear SMEs interested in greener production. These objectives support the Indonesian and Canadian governments' sustainable and inclusive economic growth policies.

Fashion Revolution Day Activities

TPSA's public campaign to advocate for environmentally friendly apparel and footwear industries was held in the Bandung Creative Hub building, in collaboration with the Business Export Development Organization (BEDO). TPSA has been working with BEDO to offer SCORE Cleaner Production training to its partner apparel and footwear SMEs. A Bandung-based non-profit organization, Re, provided considerable assistance with logistics.

The campaign primarily targeted apparel and footwear SMEs, as well as youth. The TPSA-supported SMEs who have received cleaner-production training and technical assistance had the opportunity to exhibit their products at booths in the Creative Hub. Three of the SMEs also gave presentations and shared their experiences implementing the SCORE Cleaner Production program. Several SMEs from Bali and Yogyakarta that have already begun upcycling also participated in the exhibition. Upcycling is the process of transforming used or waste materials into enhanced products.

The campaign day was free for the public, with some fashion design schools in Bandung specifically invited to attend. Twenty SMEs participated in the exhibition, which drew approximately 200 visitors.

Campaign preparation began two months prior, led by Jeff Kristianto and Rahmi Fajar Harini of BEDO, and included disseminating information and posters about the campaign day and promoting an upcycling fashion-design contest via social media. Eight applicants registered for the design contest, which targeted students. Applicants were required

to send a short video highlighting their design, the story behind it, and a brief personal background. A press release was also disseminated to mass media in Bandung and Jakarta a week prior to the event.

Campaign day activities included SME product exhibitions, presentations by select TPSA-supported SMEs on cleaner production, circular economy talks, film screenings, an upcycling fashion show, the student design contest, and natural dye and upcycling workshops. The SMEs' exhibition booths were located in the same area as most other major activities, and therefore drew a large audience. TPSA also exhibited documentation about its completed activities.

"Fashion Revolution Day is an international event, and we are thankful to have been given the opportunity to participate in this activity. The event provided new information about ecologically sustainable fashion trends and inspires us with creative things we can do in the future."

—NOVIAH, BULÉ-BULÉ
Solo (apparel SME)

The Fashion Revolution campaign day was opened by Madame Atalya Praratya Kamil on behalf of Bandung's mayor Ridwan Kamil. After the opening, Madame Kamil toured the exhibition area, visited each booth, and spoke with the participants. She enthusiastically examined the SMEs' products and asked questions related to greener products and production processes. She was supportive of green-economy initiatives and hoped that projects like TPSA would continue to work with the Bandung local government.

While Madame Kamil was touring, other visitors enjoyed a screening of the documentary film *True Cost*. The film describes various aspects of fast fashion, including garment production, which often employs low-wage workers (mostly women) in developing countries, and the industry's negative impacts on the environment (such as water and soil pollution and pesticide contamination).



Circular economy fashion show.

A panel discussion followed, featuring Rita Lindayati, TPSA senior environment expert, Safina Maulida, Indonesia's ambassador for the Fashion Revolution movement, Jeff Kristianto of BEDO, and Marina Chahboune, a sustainable-development consultant who works extensively on circular economies. The conversation was lively and the audience asked many questions related to upcycling, the circular economy, and sustainable development.

Ms. Maulida shared her story and research experiences with garment workers (mostly female) who earn below minimum wage with dismal working conditions. This drove her to become a Fashion Revolution activist. There was also some confusion about the difference between a circular economy and sustainable development. Ms. Chahboune explained that circular economy is a relatively new concept that supports sustainable development. Current excessive production and consumption patterns have had negative effects on the planet. Natural resources are over-exploited, and pollution has choked the air, water, and soil. This unsustainable trend must be reversed, and people must adopt circular economy practices of reducing, reusing, and recycling (3 Rs) what they produce and consume.

Ms. Lindayati shared Canadian 3 R practices and explained that Canada's recycling system is gaining traction, especially in big cities, but is still far from solving the problem of exponentially mounting waste. She said there is a need for societal transformation in thinking about and handling the gargantuan waste problem.

The panel discussion was followed by cleaner-production presentations by three of TPSA's targeted SMEs: PT. Raimondi Mandiri Utama (McLacy), PT. Maine St. Gaya Kreatif, and PT. Restu Ibu Mandiri. They shared their experiences in implementing the TPSA-supported SCORE Cleaner Production program. They showed before-and-after photos to highlight the advances their companies have made after seven months of participation in the program. All three companies were noticeably more orderly, organized, and spacious, giving their workers more comfortable working areas and easier access to supplies. PT. Raimondi Mandiri Utama and PT. Maine St. Gaya Kreatif also described the money they saved as a result of practicing more efficient energy use and adopting a better inventory system. The former has saved nearly Rp 5 million on their monthly electricity bill, while the latter earned additional revenues of more than Rp 24 million by selling unused inventory.

"Fashion Revolution Day, in my opinion, is motivational and very inspiring to us. SMEs should know the importance of keeping the environment sustainable and how sustainability can benefit us."

—LISA YUMI

Maine St. Gaya Kreatif, Jakarta (footwear SME)

Some business audience members asked for practical tips on how to be more efficient. There were also questions on how to motivate workers to be more productive and to work more safely. Mr. Hendry Lee, the Director of PT. Raimondi Mandiri Utama, said that in his experience, motivating workers is not an overnight process, but when owners and management show that they genuinely care about workers' well-being, they are less resistant to change.

The SME presentations marked the end of the morning session. The afternoon included workshops on natural dye techniques and upcycling apparel, a screening of the film *Frontline Fashion*, a talk on the circular economy, an upcycling fashion show, and jury selection and interviews with student fashion-design contest winners.



Upcycling workshop.

SMEs from Yogyakarta demonstrated natural dye methods that use locally grown tree bark. The bark is finely shredded and boiled for several hours until the water reaches the intended colour. The prepared fabric then soaks in the coloured water for about 30 minutes.

The upcycling workshop, facilitated by Bali-based apparel SMEs, demonstrated practical ways to transform leftover fabric into fashionable tops and other accessories, such as necklaces and bracelets.

"I gained broader knowledge of the global garment industry and was inspired by what I learned. On the one hand, the industry is seemingly in the race of producing goods, but on the other hand, its waste threatens the planet. The presence of creative people who can utilize the industry's waste and used products will hopefully help businesses address these issues."

—LIA MARLIANA
CV. Prisma Dwi Lestari, Bandung (apparel SME)

The documentary *Frontline Fashion*, made by a Hong Kong-based environmental NGO working to reduce fashion industry waste, aims to educate and inspire young fashion designers and inform consumers. It followed designers as they were competing in the annual Sustainable Design Award Competition, the world's largest sustainable fashion competition. The documentary showed the



Upcycling fashion show.

immense scale of clothing waste and how these designers sourced materials for the competition's upcycling clothing design. It highlighted the challenges the designers faced in reusing waste. The nature of fabric makes it nearly impossible to mass-produce upcycled fashion. One of the documentary's messages was that sustainable fashion depends on consumers who are mindful of their fashion purchasing habits, including choosing good-quality, longer-lasting fashion (known as slow fashion).

After the film screening, Paula Cannuciari, BEDO's environment advisor, and Ms. Chachboune led an open discussion on sustainable fashion and the circular economy. Ms. Cannuciari recounted the Rana Plaza tragedy in Bangladesh, the event that triggered the Fashion Revolution movement. That tragedy mobilized ethically conscious consumers to demand more transparency from the fashion industry, especially related to their social and environmental performance. Ms. Chachboune explained that the circular economy concept has begun to spread, in part due to campaigns highlighting the industry's adverse social and environmental impacts.



The discussion was followed by a fashion show of upcycled apparel and footwear created by young designers from Yogyakarta and Bali. Their creative designs came in many forms, such as unused denim fabric transformed into stylish tops, fashionable mid-calf boots, casual dresses, and classic nightgowns. A jury selected three winners based on design aesthetic, innovation, functionality, scalability, raw-material sources, and waste-reduction potential.

Key Learnings

Increasing environmental awareness among SMEs, especially in the apparel and footwear industries, is one of TPSA's major environmental objectives. TPSA's sustainable-fashion public awareness campaign was conducted on Fashion Revolution Day, supporting the global movement for a more ethical and sustainable fashion industry.

Sustainable fashion is a relatively unfamiliar concept among Indonesian SMEs and the Indonesian public, as are the circular economy and leaner and cleaner production. Many questions about these concepts were raised during the panel and open discussions, including what they mean, how they are connected, and how they can be implemented. The panelists were excellent resource persons and explained these concepts clearly.

Other campaign activities including upcycling workshops, film screenings, and a fashion show provided hands-on examples of how to support sustainable fashion. The workshops and fashion show were organized by the SMEs themselves, demonstrating an emerging business environmental awareness.

The campaign provided visitors with new knowledge of global sustainable fashion trends and inspiration on how to get involved.

About the TPSA Project

TPSA is a five-year, C\$12-million project funded by the Government of Canada through Global Affairs Canada. The project is executed by The Conference Board of Canada, and the primary implementation partner is the Directorate General for National Export Development, Indonesian Ministry of Trade.

TPSA is designed to provide training, research, and technical assistance to Indonesian government agencies, the private sector (particularly small- and medium-sized enterprises, or SMEs), academics, and civil-society organizations on trade-related information, trade policy analysis, regulatory reforms, and trade and investment promotion by Canadian, Indonesian, and other experts from public and private organizations.

The overall objective of TPSA is to support greater sustainable economic growth and reduce poverty in Indonesia through increased trade and trade-enabling investment between Indonesia and Canada. TPSA is intended to increase sustainable and gender-responsive trade and investment opportunities, particularly for Indonesian SMEs, and to increase the use of trade and investment analysis by Indonesian stakeholders for expanded trade and investment partnerships between Indonesia and Canada.

The expected immediate outcomes of TPSA are:

- improved trade and investment information flows between Indonesia and Canada, particularly for the private sector, SMEs, and women entrepreneurs, including trade-related environmental risks and opportunities;
- enhanced private-sector business links between Indonesia and Canada, particularly for SMEs;
- strengthened analytical skills and knowledge for Indonesian stakeholders on how to increase trade and investment between Indonesia and Canada;
- improved understanding of regulatory rules and best practices for trade and investment.

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