

Well Done: Responsible Apparel

Firenze, ItalyPrato, Italy

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Year Founded:

2015

Organization type:

nonprofit/ngo/citizen sector

Project Stage:

Idea

Budget:

\$50,000 - \$100,000

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Today the fashion industry is imposing a system of environmental and labor exploitation to increase profit.

The answer is to look locally, develop a network of supplier and designer to create a economically, socially and environmentally sustainable apparel brand.

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

What if a local sustainable way of production has global effects?

About Project

Problem: What problem is this project trying to address?

We willing to work in a specific production context: the textile district of Prato (Florence, Italy). The Financial Crisis, the new International division of labor, wrong industrial policies and a immigrant flows deeply effected the future of many PMI and of the Textile district itself. Beside that, big fashion brand are exploiting skilled Chinese illegal immigrant labour force to realize part of their products.

Solution: What is the proposed solution? Please be specific!

The solution could be to create a network of supplier at a local level involving the Chinese community and fashion entrepreneurs. The idea is to produce fashion creations within this network of suppliers that have to submit a Brand responsibility to be engaged in the production process. By brand responsibility we mean a accurate supervision of the enforcement of high standards on safety/labor rights, environmental protection, integration and equity, traceability, transparency and circular economy practices.

Awards

3rd place at the "premio start up Sociali" di Banca Prossima e San Patrignano, 13 giugno 2014

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

The idea is to collaborate with design students, young professional or big brand to create quality fashion creations. The first move is to build a up a

network of producer that will be part of process, working with them to reach the high standards they need to participate to the production process. Then, after we had selected a number of supplier, we have a range of possible technics, materials, and skills and we can go back to the design side, create a product and start with the production. Our aim is also to support small factories, laboratory and enterprises to become "fair producers" by collaborating with local government responsible offices and the Chinese community.

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

The textile district of Prato is facing a deep crisis. Many PMI are shutting down and many skillfull workers have been fired. The impact of this way of production could be massive and contagious. Produce less quantity, better paid and quality products using local resources and capabilities. This approach could represent an innovative solution to face the economic break down and even an effective incentive to boost quality and fair "Made in Italy" goods.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

Our Idea is to spread this practice of local sustainable and quality production generating an emulation of this ideas in different contest and even in different sectors. We want it to become a format of relations of production, a fair approach to approach social integration, reduce income inequality and pollution. We want to develop a strong cooperation between all the actors involved from the local government, sectors association, trade union, civil society, immigrant community. Our long term aim is to develop a community supported production model.

Sustainability

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

We plan to finance our project with our personal funds, crowd funding, regional, national or European Financial Aid for sustainable productions. We think we need a considerable budget at a first step. Once the project is running we plan to reinvest what we get by selling the collection on the project. Profit is useless if is not reinvested in the production process, consultancy, innovation.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

At the moment no one had the idea to develop this kind of brand.

Team

Founding Story

I was sick and tired to see how prices of cloths and fashion were driven by the law of profit. thinking about how workers were not gain from this profit make me think of a solution, starting from my community.

Team

Currently there are 4 people working at this project: An expert in global value chain, project management sustainability, Chinese culture and mandarin speaker, one sociologist that studied output of productions, a textile designer and a creative consultant, trend research and marketing. If a project grows I plan to get a labour law consultant and a chinese native speakear responsible to deal with Chinese community and develop a network with Chinese enterprises in China.

File attachments:

 [welldone.pdf](#)

Value Chain: Where does your work fit into the apparel value chain? [check all that apply]

Raw Materials, Manufacturing.

Your Role: What is your relationship to the apparel industry? [check all that apply]

Brand Representative, Non-profit Staff, Policymaker, Researcher, Sourcing Manager / Supply Chain Manager.

Target Population: What stakeholder groups do you engage or empower in your work? [check all that apply]

Brands, Designers, Factory Workers, Factory Owners, Policymakers, Retailers - Specialty Store, Supplier - contractor, Supplier - subcontractor, Trading Companies, Youth.

● Intervention Focus: What are you trying to achieve / influence? [check all that apply]

Access to Social Protection Services (i.e. Insurance, Pension, etc.), Conscious Consumerism, Environmentally Sustainable Practices, Labor Rights (i.e. Collective Bargaining, etc.), Gender Equality, Anti-forced Labor or Anti-Human Trafficking, Recycling or Circular Economy, Physical Working Conditions, Transparency.

Lever for Change: Select up to 3 ways your work is helping to transform the industry.

Advocacy, Capacity Building, Certification, Enforcement, Organizing, Standards.

Is your project targeted at solving any of the following key barriers?

Hidden from View: Conditions in Forests, Farms, and Factories are Only Visible to a Select Few, A Job is Not Enough: Low-Income Workers Cannot Secure Long-Term Well-Being, Consumers Aren't Motivated to Care: Neither Compelling Reasons Nor Easy Means to Change Consumption Habits, Sustainability is Not Yet in the DNA: Fast Fashion's Current Model Disincentivizes Value-Driven Economies.

Does your project utilize any of the innovative design principles below?

Unite More than Voice: Tap into Community Capital and Collective Resources, Activate Local Know-how for Driving Solutions: Build Opportunities for

Workers to Become Leaders, Disrupt Business as Usual: Target Key Players Who Can Influence the Bottom Line, Transform the Chain into a Web: Link Unlikely Sectors that Open New Pathways to Sustainability.

Innovation Inspiration: When you first conceived of your project, did you think of it as applicable to the apparel industry?

yes

If you answered "no" to the previous question, which industry was your project originally aimed at transforming?

● **Replicating in the Apparel Industry: If your project didn't initially target the apparel industry, how are you specifically tailoring it to do so now?**

Are you nurturing or inspiring others to be changemakers? If so, how?

everyday, focus on issues and try to find solution with people

● **Tell us about the partnerships that enhance your approach. How have you collaborated with others in the industry to increase your impact?**

collaboration among stakeholders, civil society, trade unions and local government is the core and essential part of our project

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