

Yay to you!

So, you are a sustainable clothing brand. You know where your clothes are made, who made them under what conditions, for fair prices. You are keeping pollution down by saving on waste, water and CO2.

You seriously deserve some chocolate. Fairtrade of course.

But how do you make consumers choose your brand over the majority of fast fashion retailers?

We like to think that understanding how the human brain functions and how it makes decisions can help to motivate people to buy more sustainably. Throughout the day the brain is constantly exposed to an overwhelming amount of information which needs to be processed. This information is filtered and only a little bit remains to be used for actual choices. This 'Cognitive Psychology' philosophy is what has helped us design the following guidelines to help you motivate your consumers to buy your sustainable products.



A bit of background

Transparency and sustainability fit together like peanut butter and jelly. This transparency is needed to give consumers the right information so they can make all considerate decisions.

Simplified, your brain has two ways of processing information. On the one hand a quick route, based on habits and intuition, and a second slower route, based on analysis and reflection. The first route is our default as it takes limited effort so it saves our cognitive capacity for a bunch of other important things.

1
Default
Quick
Habitual
Intuitive

2
Activated
Slow
Analytical
Reflective

If you are shopping for a sweater and sustainability is always on the top of your agenda, using your quick route probably isn't so bad as your habit is to be sustainable. The problem is of course, that for most people the sustainable option isn't their habit!

Luckily there are ways to trigger a second processing route and motivate people to think beyond their habits. Providing information that is easy to understand and relevant is the way to do this. When the brain recognises information to be relevant, our brain is willing to use a bit more capacity and use its great analytical and reflective abilities.

Pollution

Much research has looked into the type of barriers that keep consumers from buying sustainable clothing. It turns out that people crave information which makes sustainable brands easily distinguishable from non-sustainable brands. Pollution is an important factor to make a sustainable brand stand apart.

There are three main parts of pollution that are important:

1. CO2 emission (production/transportation)
2. Water use or pollution
3. Waste

Do not just provide information on a general level by saying your brand has lower levels of pollution, but actually provide numbers that prove this! Give item specific information both online in item descriptions and offline on price tags or receipts.

For inspiration, take a look at sustainable brand Reformation, who have designed their own 'RefScale' where the pollution of each of their items is compared to industry standards. This scale is available with every online item description, and could be extended to in-store price tags.

RefScale



Carbon dioxide savings
7 lbs.



Water savings
2 gal.



Waste savings
0.8 lbs.

The Adele Dress released 26 pounds of carbon dioxide, compared to the industry standard of 33 pounds.

[Learn more](#)



Carbon dioxide savings
7 lbs.



Water savings
2 gal.



Waste savings
0.8 lbs.

The Adele Dress used 46.0 gallons of water, compared to the industry standard of 48 gallons.

[Learn more](#)



Carbon dioxide savings
7 lbs.



Water savings
2 gal.



Waste savings
0.8 lbs.

The Adele Dress created 0.7 pounds of waste, compared to the industry standard of 1.5 pounds.

[Learn more](#)

Supply Chain

Fast fashion brands are often completely unaware of their supply chains as they lose track of their production through constant sub-contracting. As a sustainable brand you are aware of where your products are made, so show of a little!

Go beyond a 'Made In' label as there is more to a product than just its last location. Track the product from raw material to final destination and supply your customers with information on working conditions and wages where possible.

Follow the lead of sustainable jeans brand Nudie Jeans who have designed an extensive production guide which includes details on all its factories, performed audits and its conditions. These guides are linked to all items in their online store.

Want to take it a step further? Thanks to companies as Provenance, technology is made available which makes it possible to optimally combine online and offline by including traceable codes on all price tags, linked to full supply chain coverage.

JEANS

> TUNISIA
ITALY



DENIM AUTHORITY

ADDRESS:
Bulevard de l'environnement

Ras Jebel, Bizerte
7070 Tunisia

PRODUCT GROUPS:
Jeans, Shirts

EMPLOYEES:
1334

WEBSITE:
<http://www.denimauthority.com/>



Audit summary



START / Share

Audit Procedures / Material & Transport

A Nudie jeans supplier since 2012

Denim Authority is one of our denim supplier. They are a vertically integrated company; which means that they are in charge of the whole process within the company, from stitching to laundry and packing. This enables us to have a great overview of the full production. Nudie Jeans production counts for 8% of Denim Authority's total production. The factory is accredited SA 8000 Standard Social Accountability International and also ISO 9001 and OHSAS 18001 accredited.

The latest audit at Denim Authority was made in September 2014. In addition to audits, Nudie Jeans representatives conduct production control visits on a regular basis. Denim Authority carry out production all year around and we visit at least two times/month, but during production peaks we normally visit four times/month. Nudie Jeans representatives are also present during audits we have at the supplier.

In December 2015 the factory participated in Workers Education Program with FWF team. The training was much appreciated and focused on communication and effective internal management.



JEANS



JACKETS



KNITS



SWEATERS



SHIRTS



TEES



UNDERWEAR



NUDIE JEANS

MARTINE JARLGAARD
LONDON

VISIT PROVENANCE.ORG
TO DISCOVER THE
UNIQUE JOURNEY
BEHIND THIS PRODUCT

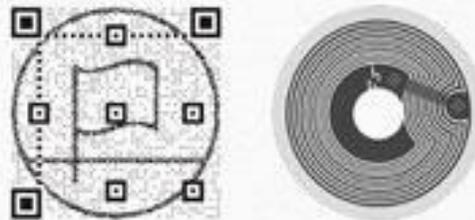


SP ... %
DRG ... %
COTTON ... %
ORGANIC ALPACA ... %
HEMP ... %
LINEN ... %
SILK ... %
VISCOSE ... %
POLYAMIDE ... %
POLYESTER ... %

UK SIZE

MARTINE JARLGAARD
LONDON

This garment has been tracked
using blockchain technology.



Scan the QR code or NFC tag to see
this item's journey from raw
material to finished garment.

PRESS18KN1001
Unable to scan? Enter the above ID
at provenance.org

Powered by
PROVENANCE



Knitted Jumper for Martine Jarlgaard

Knitted jumper with grey marl and camel
alpaca yarn sourced from Two Rivers Mill

BATCH ID: **preSS18KN1001**

QUANTITY: 1

PRODUCED: 6 days ago

CURRENT OWNER: Martine Jarlgaard

INFO

JOURNEY

a month ago



PRODUCT
Alpaca Skyfall (Camel Alpaca
Fleece)



REGISTERED BY
British Alpaca Fashion Company

Dulverton, United Kingdom

a month ago



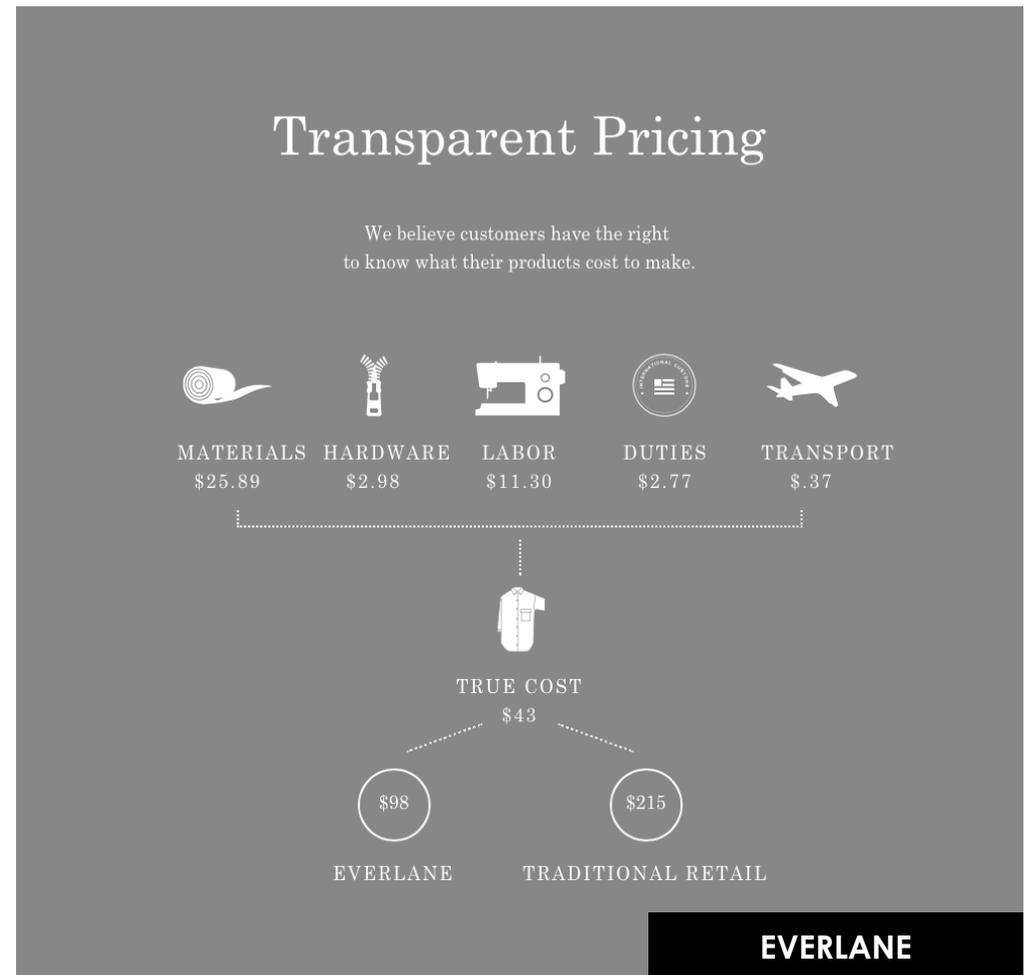
PRODUCT
Othello Alpaca (Black
Fleece)

Costs

As a final piece of information it is recommended to make clear how the pricing of a product has come about. Our human brain has difficulty valuing future effects as it craves immediate gratification. After all, we like to avoid risks. This makes it difficult to assign more value to often more expensive sustainable products, as its positive effects are uncertain and only visible on the long-term. Especially when we are short on cognitive capacity our immediate response is probably to like that cheap shirt on the high street as it gives us immediate gratification in our wallet and closet.

Sustainable brands often have somewhat higher prices due to slower processing. As a sustainable brand you can explain to consumers that it is worth saving up for a sustainable product!

Take inspiration from sustainable brand Everlane. This brand has completely broken down its prices for each and every product they sell. They even compare this to traditional retail to show why sustainable fashion is worth more.



Positivity

Are you ready to give your consumers the complete lowdown on pollution, supply chain and costs? Then it is time to think about the tone of your information.

When talking about sustainability we tend to contextualise our efforts by bringing up melting poles, dying polar bears or plastic soups. Of course, these facts importantly inform about the consequences of our behaviour but it turns out this type of contextualisation does not actually change people's behaviours. Information like this often makes people angry, sad and hopeless. These negative emotions cause people to feel like they can't change the situation and makes them less creative and less focused on solving problems. In short, negative emotions basically take over all that cognitive capacity that is needed to analyse and reflect on the provided information.

POSITIVE EMOTIONS ARE THE KEY TO CHANGING BEHAVIOUR!

Remind people of the positive things they will gain or set in motion by sustainable consumption, instead of reminding them of the losses they will endure when not doing so. A good way to do this is comparing the gains from a sustainable buy to those of non-sustainable choices. This is what the examples of Reformation and Everlane are already showing by comparing their information to industry standards.

Combining Domains

The fashion industry is a major part of the negative sustainable consequences the world is enduring, but of course many other sectors are also making their fair contribution. Luckily many people are making some kind of sustainable change in one domain or another. Some people recycle their plastic, others might save energy or eat organic food. As a sustainable fashion brand you can pick up on these small sustainable efforts and turn them into something bigger!

Reminding people of previous sustainable behaviour, even when this behaviour was not driven by sustainable motivations, can make them choose more sustainable clothing options too. The key is to incorporate reminders of different kinds of behaviours to make people realise they are capable of being sustainable, or rather, they already are! Especially behaviour that is unique and effortful works well in motivating more sustainable behaviour.



Collaboration can be a great way to give such reminders. Working together with sustainable organisations in other sectors can motivate people and target them directly. Take a look at Mori Collective for inspiration. This sustainable brand designed a collection in collaboration with WWF, combining the target markets and motivating sustainable behaviour in throughout domains.

Take Action

To summarise all you can do based on these guidelines, here are five key tips:

1

Give detailed information on the pollution of your production, the level of CO2 emission, water and waste

2

Include the entire supply chain in product descriptions, including information on working conditions

3

Break down the price of a product by showing the true costs and mark-up

4

Keep it positive! Avoid doom scenarios that make people sad or hopeless. Instead, focus on capabilities and the gains of a sustainable buy.

5

Combine domains by reminding people of when they behaved sustainable in other sectors. Make them feel capable of being sustainable! Collaborate with organisations in other sectors to strengthen your efforts.

