



REDRESS



GET REDRESSED

AMBASSADOR PROGRAMME • 2023/24

循環時尚校園大使計劃



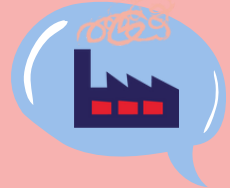
STAGE 4

Actualise ideas

(Get Redressed Month 2024)

STAGE 1

**Understand
the issue**



STAGE 3

**Create own
solutions**



STAGE 2

**Be inspired by
possibilities**

CONCEPT

Train students to become the ambassadors of Get Redressed Month 2024, in which they would be able to acquire the essential knowledge, skills and mindset to promote circular fashion in school.

SDG LINKAGE



LEARNING OBJECTIVES

Cognitive

- Concept of overproduction and consumption patterns
- Environmental and social impact brought by the fashion industry
- History of linear and circular economy
- Environmental and social opportunities enabled by clothing circularity

Socio-emotional

- Build empathy towards the environmental challenges brought by fashion waste, and learn the importance of more collective actions in Hong Kong
- Understand young consumer's responsibility with environmental sustainability
- Be committed to encourage their fellows to buy, wear, take care and dispose of clothes more sustainably

Behavioural

- Critical thinking skills: to evaluate and challenge the role as consumers to support fashion sustainability
- Problem solving skills: to suggest proposals of activities to educate the education sector
- Collaboration skills: to work with one another to 1) build individual ability to consider environmental and social factors before making a clothing-related choice; 2) nurture a school community that actively promotes circular lifestyles



Target Students

**Form
4-5**

HOW TO JOIN

**Nominate
2 students**



**Commit to join
Get Redressed
Month 2024***

* Schools that nominate students to participate in this ambassador programme are required to commit to organising Get Redressed Month in May 2024. To learn more about Get Redressed Month, please visit www.redress.com.hk/getredressed/impact-report/2022.

PROGRAMME TIMELINE



9 Jun

School Application (1st round) Deadline

22 Sep

School Application (final round) Deadline

28 Oct

Training Day 1 - Orientation*

Team Building

Goal Setting

Speaker Sharing

11 Nov

Training Day 3 - Site Visit at Redress Secondhand Pop-up Shop*



Jan - Apr 2024

Submit Action Plan to School and Preparation with Redress

Activities may include:
Campus Clothing Drive,
Educational Talk,
Secondhand Pop-up Shop, etc.

28 Aug

Send Student Recruitment Materials to Schools



By 30 Sep

Submit Ambassador Details

4 Nov

Training Day 2 - Service Learning at Redress clothes sorting service*



18 Nov

Training Day 4 - Campaign Planning*

Campaign Workshop

Proposal Writing

Self Evaluation

MAY

Get Redressed Month 2024!



* Due to the mix of international and local school students, trainings may be conducted in English.

FREQUENTLY ASKED QUESTIONS

Q: Why are we organising Get Redressed Ambassador Programme this year?

A: We witness how some schools forming student committees to lead the campaign in the past made a great success in mobilising student power to spread the message, thus with this window of time (where Get Redressed Month is taking a break this year), we hope to support schools with the ambition to nurture more leaders for sustainable fashion.

Q: What is the role of schools in this programme?

A: We would love schools to commit to participating in Get Redressed Month 2024 and be able to provide feedback to campaign proposals developed by your campus ambassadors, as well as supporting them in executing the campaign on campus. In the meantime, during the planning period, Redress is very excited to be the supervisor of your students, to ensure the effectiveness of the overall campaign.

Q: How many hours do the ambassadors have to commit to the ambassador programme?

A: The total training hours would be around 12 hours. When the training is completed, we would expect students to allocate not fewer than 6 hours to meet with Redress and the school to finalise the proposal, and depending on what they propose, another reasonable amount of hours should be expected to implement the campaign.

Q: Are there any follow up activities or programmes that we can organise after this campaign?

A: Part of the outcomes of this programme is to have your students organise Get Redressed Month in May 2024, which includes mandatory activities such as clothing drives and educational talks, and selective activities such as secondhand pop-up shops and non-uniform days.

Q: Do we have to pay to join this campaign and Get Redressed Month?

A: We are currently trying our best to look for sponsors to make this a free programme. However if schools have a budget, we would always welcome donations to support our operations.

Q: If I cannot nominate students for this programme, or my nominated students are not selected for this programme, can my school still join Get Redressed Month?

A: Absolutely! Our Get Redressed Month campaign is open to all primary and secondary schools in Hong Kong. Application details will be announced in early 2024.

FOR REGISTRATION

[https://bit.ly/
grambassador-2023](https://bit.ly/grambassador-2023)



FOR QUESTIONS

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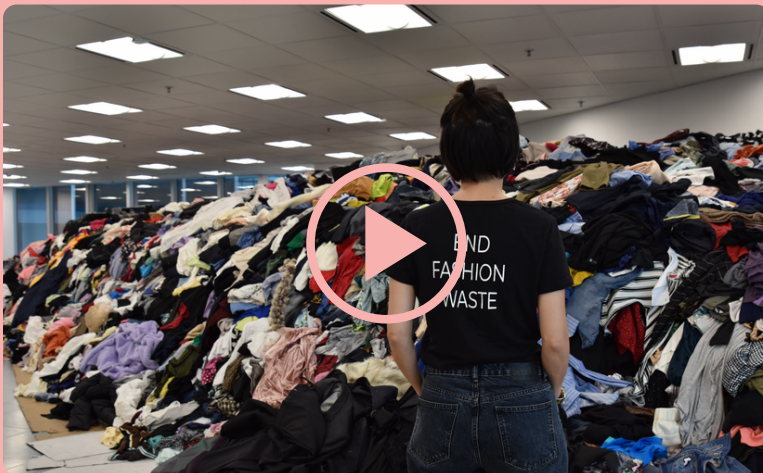
Learn More

 www.redress.com.hk

 [@GetRedressed](https://www.instagram.com/GetRedressed)

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**Watch our Get
Redressed Month
impact!**



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