



## **GREEN2GREENER**

Green2greener (G2G) is a Hong Kong registered charity established in 2007 with the mission to promote sustainable living.

To achieve this, G2G works with businesses, communities and other NGOs to increase awareness, promote discussion and drive the implementation of more environmentally and socially sensitive practices. To date, G2G has worked with financial institutions, food retail outlets, manufacturers, textile companies, fashion retail outlets and multiple fashion designers to drive sustainable practices and philosophies into the heart of everyday living.

One of G2G's main educational initiatives is a high-profile, multi-designer fashion event called 'EcoChic'. Developed and launched by G2G in 2008, EcoChic events feature sustainable fashion on the runway in two forms: Eco-Couture and Ready-to-Wear. EcoChic Ready-to-Wear looks are selected from established sustainable fashion labels with fashion and accessory collections inspired by an ecological and ethical philosophy. The Eco-Couture designers are international designers who have been invited to design and create a dramatic showpiece look out of sustainable textiles specifically for G2G. In this way, G2G encourages and guides designers to make the transition to using sustainable materials.

When hitting the EcoChic runway, these garments demonstrate to the design, manufacturing and retail industries, as well as to consumers and fashionistas, that sustainability can be stylish and that one's fashion choices can, and do, make a difference. Furthermore, each aspect of the event encourages guests to consider how they can incorporate sustainability into their own everyday choices. All invitations and brochures are printed on recycled paper, the venue decorations and props are recycled wherever possible, much of the food and beverage is organic and all carbon emitted in producing the event is offset.

Looking ahead, G2G will continue their touring EcoChic events with new dates in Europe, Asia and the Middle East to be announced soon. We also look forward to continuing our collaboration with UNCTAD on meaningful events that can make a real difference not just for today but for tomorrow.

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