

# THE JJ CHARITABLE TRUST

## **JJ Charitable Trust: Our approach**

The JJ Charitable Trust is a UK based foundation founded in 1992 to support education and environmental causes.

### Mission Statement

JJ Charitable Trust seeks to accelerate the transition towards a sustainable future both by communicating the value of sustainable, cleaner, long term choices in consumption using clever creative attractive strategies as well as enabling access to those choices.

Taking its lead from the DivestInvest campaign, JJ seeks to raise the awareness of the damaging impact of professional and public consumer choices, as well as highlighting the companies that aren't taking their impact seriously, whilst clearly signposting those consumers towards exciting alternatives, away from polluting and damaging choices to those that are non-polluting and sustainable for the long term.

Whilst this is the main focus of JJ's environmental programme, JJ also seeks to amplify the psychological and philosophical conversations that are ever-growing around how to deepen our understanding and respect of intrinsic values and 'living well' from a deeper human standpoint that could help underpin and drive our choices about what products and services we buy and build richer, healthier and more meaningful lives.

### This call for proposals

As part of meeting its mission, JJ has decided to develop a programme of work focused on changing the fashion system. JJ is conducting this call for proposals to find and fund communications, education and campaigning initiatives that will rapidly catalyse and expedite the establishment of a sustainable fashion system. We are looking for proposals that will:

1. Challenge and change supply and demand (reducing supply as well supplying different types of products, as well as reducing overall demand and changing customer preferences)
2. Identify and implement key levers for change
3. Build the movement for sustainable fashion including improving connections and sharing knowledge between organisations involved in sustainable fashion

In terms of levels for change, *we are open to hearing a wide range of suggestions for how projects intend to achieve change. Some suggested themes to focus on include:*

1. Public attitudes: Projects aimed at changing our relationship with fashion. These might be might be campaigns to 'contaminate' fast fashion or rank brands and retailers, apps to diagnose what sort of fashionista we are and what options we have to become more sustainable, increasing understanding about the mechanisms used to encourage to buy more, mechanism to help us pause and rethink before we buy, what are other ways to develop style/identity and enjoy fashion sustainably.
2. Corporate behaviour: Projects that make fashion brands, or related companies such as fashion media, establish a sustainable fashion system (not just a sustainable line within the

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business or projects that encourage customers to shift their business to more sustainable brands

3. Litigation: legal avenues to bring about a more sustainable fashion system
4. Policy and Regulation: Policy levers to affect change
5. Finance: Increasing investment in companies providing better options for sustainable fashion and decreasing finance for unsustainable fashion businesses. These might include new or different materials such as recyclable or compostable fibres, different business models (re-fashioning and re-use, leasing, repairing), high tech/ lower costs bespoke/made to measure designs
6. High quality and mainstream TV and media content: e.g., behavioural science which covers impulses and ethical choices, TV fashion series looking at new ways of doing fashion, revelations of the damage being done to achieve a 'Blue Planet' moment for fashion

In addition, we are seeking to fund a **review** of how unsustainable fashion is advocated through media content including TV advertising and programming, product placement, social media and influencers, magazines editorial and advertising and other advertising. The purpose of the review would be to increase customers' understanding about how our behaviour is influenced through different media and to 'hold up a mirror' to media companies about their role in driving unsustainable fashion.

The review would assess media content for the specified period, for example, January 2018-January 2019. It would assess what techniques are used to encourage purchasing and whether there are any recent trends or changes in customers' behaviour. The review should make recommendations for change. The proposal for this project should include how the results of the review will be communicated with the public and to the media to elicit a response and, in terms of the media, a recognition, that its practices may need to change and how it will go about that.

### Eligibility

To be eligible to apply you must be either a charity or show that your proposal has clearly defined charitable purposes in line with the trust's mission. The trust does not fund individuals. Regarding TV media content, it may offer development grants or production investment.

We'd like all proposals to show how they build the movement for sustainable fashion.

### How to apply

Applications should comprise a single document of no more than two pages.

- A brief description of your organisation stating its most recent annual income and expenditure.
- An outline of the proposal showing clearly how it:
  - challenges and changes supply and demand and /or
  - identifies and implements key levers for change
  - helps to build the movement for sustainable fashion
- The budget for the project – a breakdown of costs, the amount you are requesting, and any money raised so far if that's also relevant.
- The timescale for the project – when it will start and finish.
- How you plan to measure the success and impact of the project.
- The name and contact details of the person responsible for the application (this must include the full name, postal address and telephone number).

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For the review of media:

Applications should comprise a single document of no more than two pages.

- A brief description of your organisation stating its most recent annual income and expenditure.
- An outline of the proposal showing clearly how it will:
  - Achieve the purposes of the review
  - Undertake, report and disseminate the findings of the review
  - help to build the movement for sustainable fashion
- The budget for the project – a breakdown of costs, the amount you are requesting, and any money raised so far if that's also relevant.
- The timescale for the project – when it will start and finish.
- How you plan to measure the success and impact of the project.
- The name and contact details of the person responsible for the application (this must include the full name, postal address and telephone number).

### Budget

The trust usually makes grants between £15,000 and £100,000.

All applications must include a detailed project budget.

### Timetable

- Proposals should be submitted to [JJCT@sfct.org.uk](mailto:JJCT@sfct.org.uk) by Tuesday 23<sup>rd</sup> April 2019.
- Applicants will be informed whether the application is successful by Friday 31<sup>st</sup> May 2019. Trust staff may wish to contact applicants to discuss proposals in more detail.