#STOP WASTE C%NIALISM

Speak Volumes FAQ

Why ask brands of all sizes and not just the Big Brands?

1. We need to destigmatize the conversation. This campaign is not about calling out the "biggest polluters" – we already know who they are – this campaign is about encouraging the industry as a whole to focus on the issues that matter most. Overproduction is a secret that the fashion industry cannot afford to keep.
2. Numbers don't mean much without context. Transparency from brands of all sizes allows for a comparison of different business models, encouraging a new perspective on what a fair production and consumption space looks like and informing policy makers on how to responsibly integrate volumes into policies such as EPR.

What are the goals of Speak Volumes?

1. Inspire at least 100 brands to Speak Volumes and add their logo to the StopWasteColonialism.org website by Black Friday, 2023 **in solidarity with Kantamanto**.
2. Encourage all brands to make production volumes part of their Sustainability / ESG / Impact reporting. According to Fashion Revolution's 2023 Transparency Index, only 12% of brands disclose their annual production volumes.
3. Show policymakers that the industry is ready to act on the issue of overproduction and that EPR policies can be a tool to incentivize the reduction of new clothing.
4. Reach new audiences with our Stop Waste Colonialism campaign.

Do people really care about volumes?:

Transparency on production volumes is the headline everyone is waiting for. Don't believe us? We tested this theory out on April Fools Day, publishing fake news stating that the biggest brands had gotten serious about fashion's ecological budget and published their production volumes. The response was clear - this simple act would represent real change – see the comments for yourself.