

SECONDHAND ^{ACTS OF GREEN™} SEPTEMBER CHALLENGE



IMPACT REPORT

SEPTEMBER 2021



Secondhand September Challenge

WHO WE ARE

RANDOM
ACTS OF GREEN[®]



A LITTLE BIT ABOUT US

Random Acts of Green is a women-led and women operated social enterprise that brings organizations and people together in an online community that empowers collective climate action. Through our app, social media channels, and website, we are mobilizing people to take action in big and small ways for our environment. We aim to help combat environmental issues like biodiversity loss, climate change, deforestation, air pollution, food waste, plastics in the ocean, and food & water insecurity.



Secondhand September Challenge

What is the Secondhand September Challenge?



The '**Secondhand September**' challenge encourages you to rethink buying new and try to find what you need pre-loved when possible. This resource you need may already exist and is awaiting someone like you to help keep it in use.

Participate in the circular economy and take action to help transform waste into resource!

Challenge Breakdown



99% of participants pledged to donate unused items at home.

79% of participants pledged to repair broken items before buying new.



Top Sources for Secondhand Items:

- 1** Thrift Shop
- 2** Local Buy/Sell Groups
- 3** Clothing Swap
- 4** Consignment service

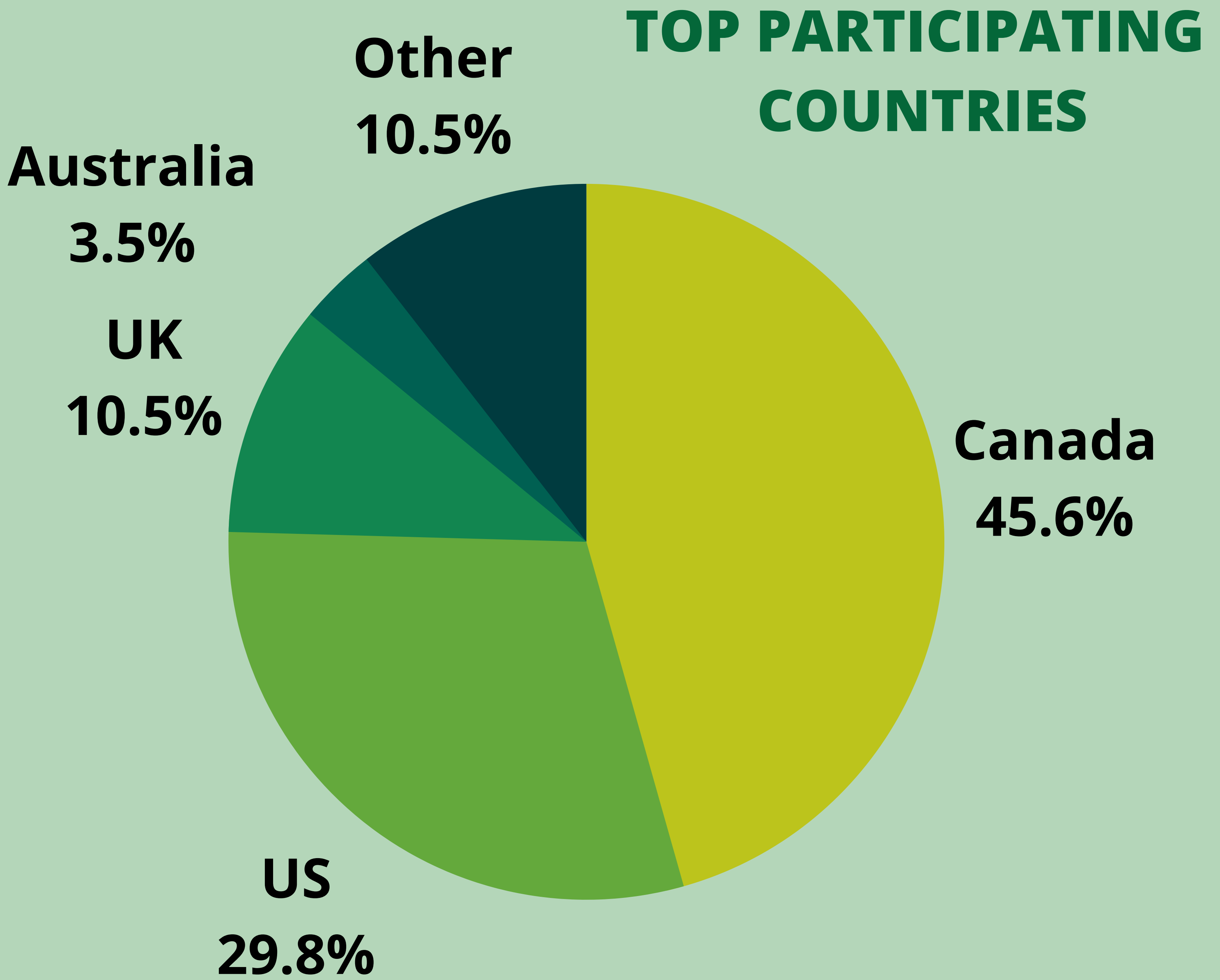
Top Reasons for Choosing Secondhand First:



- 1** Earth friendly
- 2** Save money
- 3** Fun experience
- 4** Support a non-profit



Secondhand September Challenge



10 countries and **58 cities** participated in our **Secondhand September Challenge**



82% feel part of **Random Acts of Green's** Collective Climate Action Community - where we all take action - **together.**



Secondhand September Challenge

WHO PARTICIPATED?

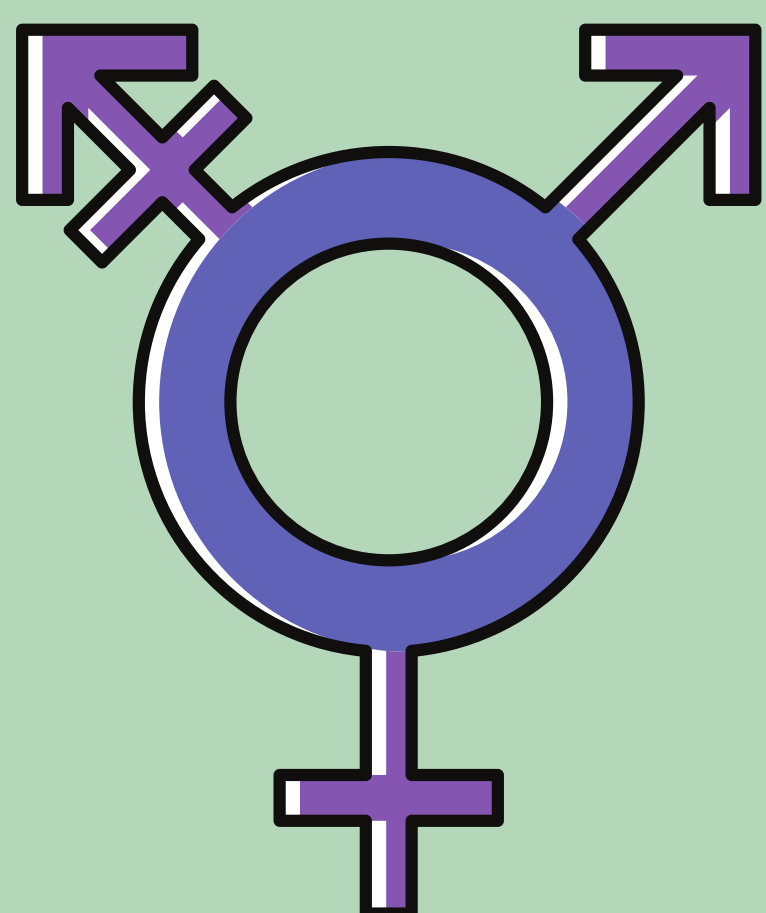


AGE:

55+ : 34%
45-54 : 18.9%
35-44 : 26.4%
25-34 : 15.1%
18-24 : 5.7%

OCCUPATION:

Administration: 25.6%
Education : 14%
Health Care: 16.3%
Retired : 18.6%
Entrepreneur : 16.3%
Retail: 9.3%



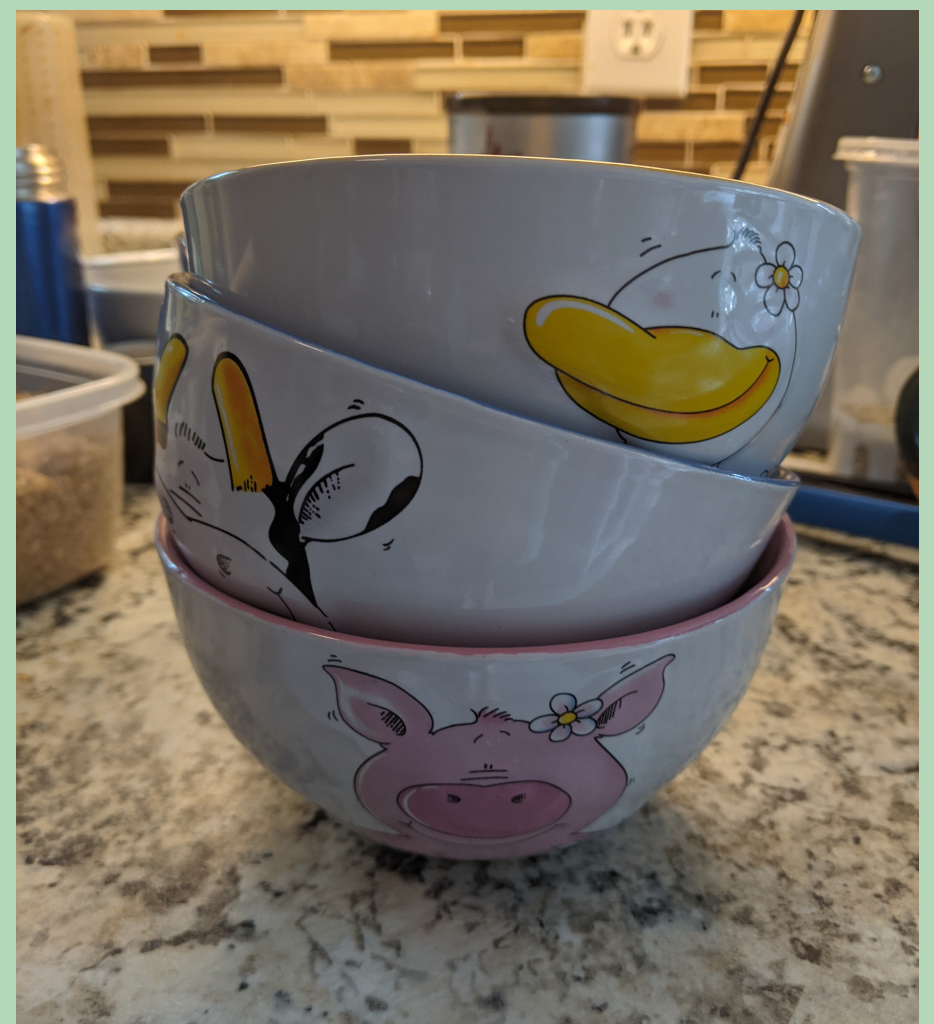
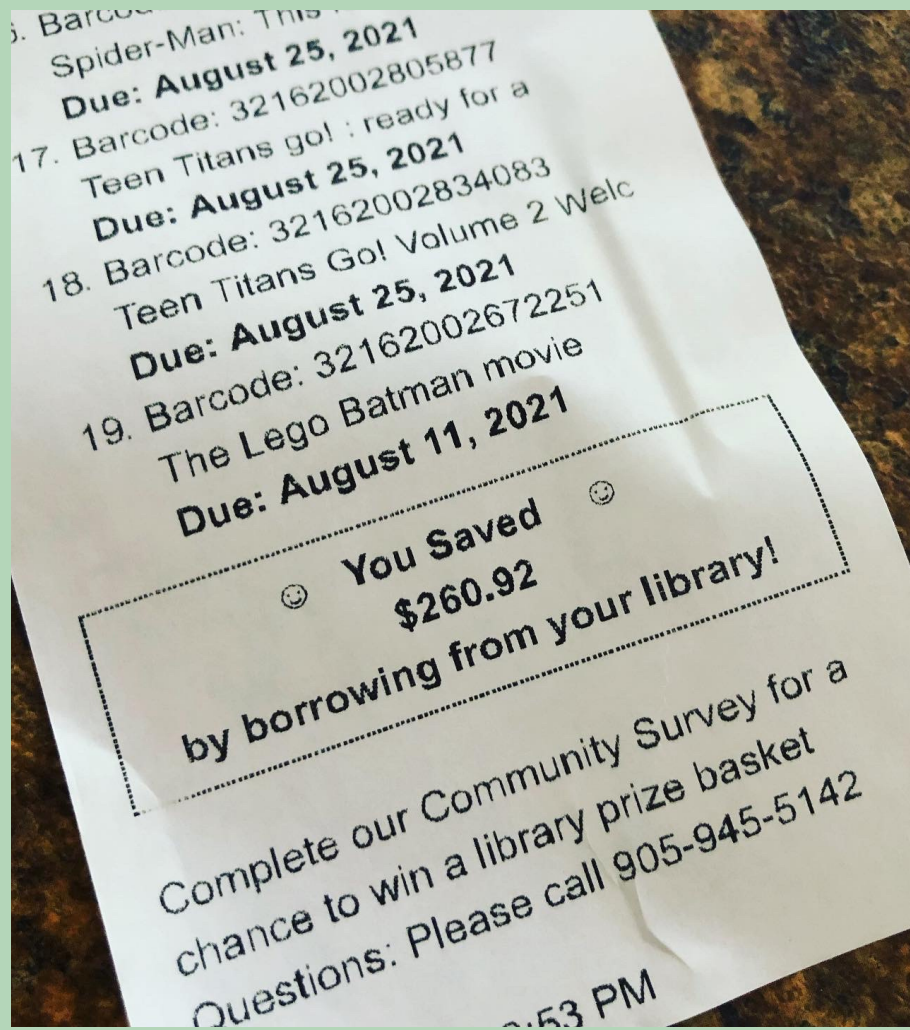
Woman: 81%
Man: 5.2%
Prefer not to disclose: 13.8%



Secondhand September Challenge



Admire the Secondhand Finds Submitted by Our Participants!





Secondhand September Challenge



Vintage



DIY Upcycle



Rent or borrow

SECONDHAND SEPTEMBER

Consider where you source your pre-loved goods.



Clothing Swap
Hand me downs



Thrift Stores
Consignment
Shops
Buy-back
programs



Peer-to peer
Buy, Sell, Swap or
Freecycle
Groups & Apps

No matter how big or small your secondhand swap is - we will embrace them all. Join us in the conscious consumption revolution!

RANDOM ACTS OF GREEN®

DOWNLOAD OUR APP!



Log Your Secondhand Actions on the Random Acts of Green Mobile App

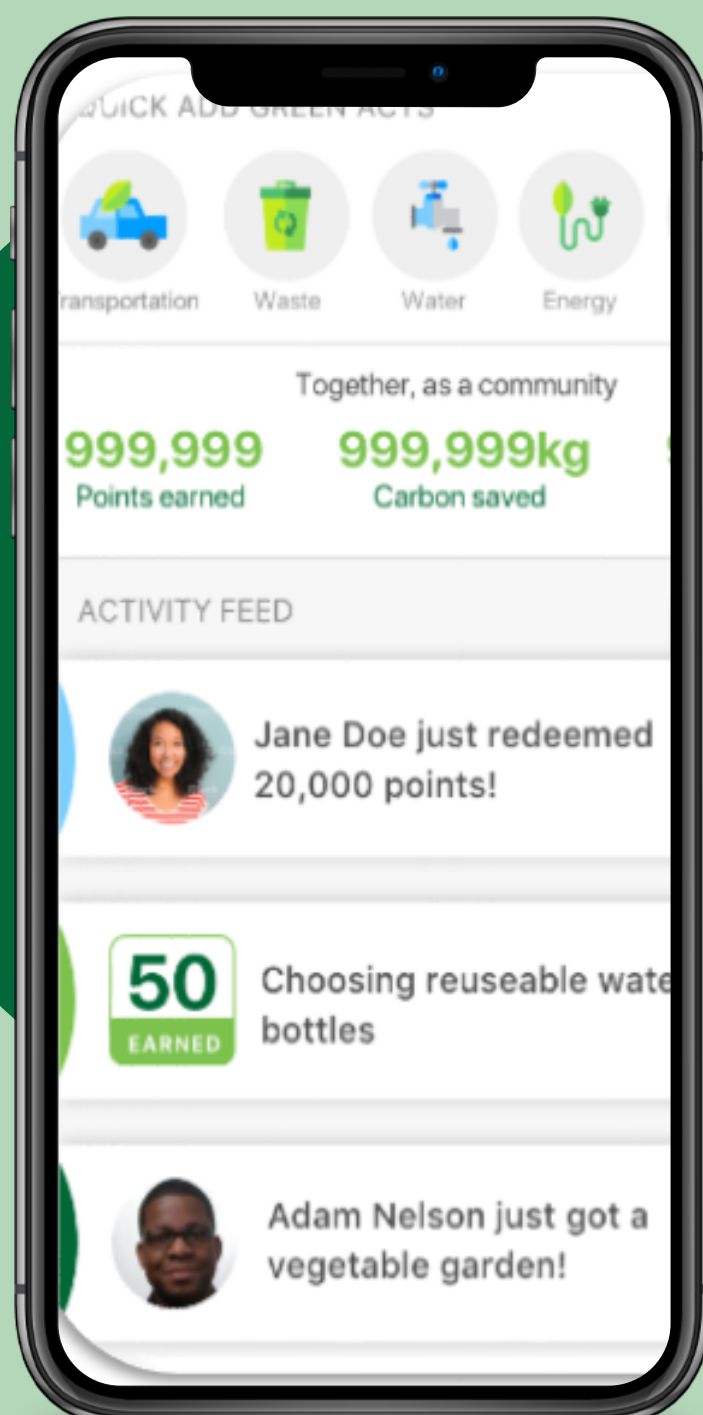
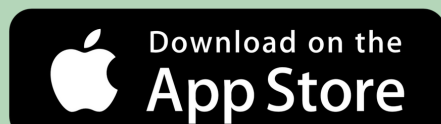


OUR APP WILL HELP YOU
CALCULATE THE CO₂E
REDUCTIONS EACH TIME YOU
CHOOSE TO BUY
SECONDHAND OR REPAIR
RATHER THAN BUY NEW

Track your
impact,
motivate
others, and
get **rewards**.

RANDOM ACTS OF GREEN'S

**DOWNLOAD
OUR GREEN APP**



UNDERSTAND YOUR
IMPACT AND LEARN NEW
GREEN ACTS.

LOG DAILY GREEN ACTS
AND GAIN REDEEMABLE
POINTS.

REDEEM POINTS AT OUR
GREEN BUSINESS
DIRECTORY.

USE A GROUP CODE TO
BRING OTHERS IN ON THE
FUN.