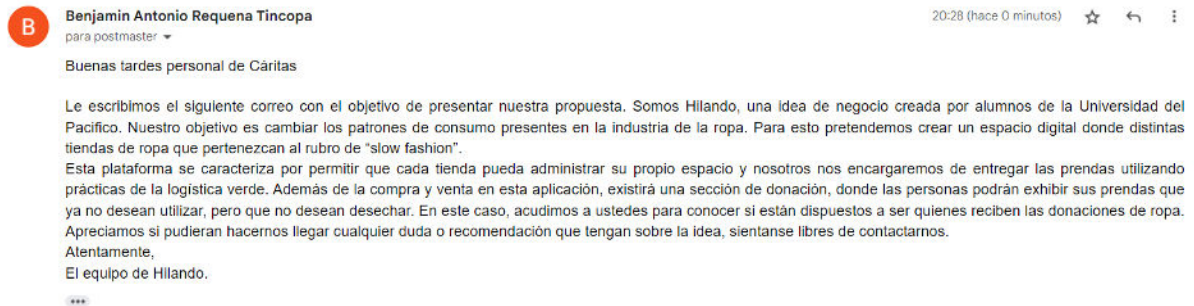


Social support campaign:

We decided to send emails to our main groups of stakeholders NGOs and slow fashion businesses.

We identified five NGOs that are recognized in Peru for receiving used clothes and giving donations.

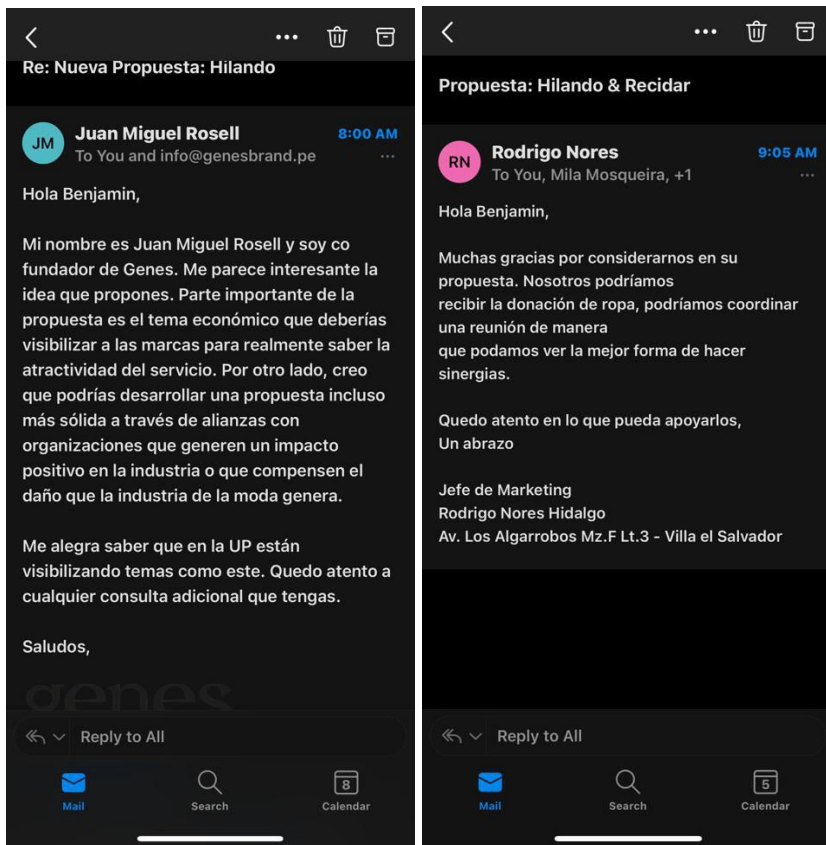
They were: [A caminar](#), [Recidar](#), [Traperos de emaus Lima](#), [Caritas](#) and [Recol](#).



As well we contacted 10 peruvian slow fashion brands. These companies use local resources like organic cotton, baby alpaca, etc. These businesses also encourage Peruvian cultural expression through their designs. The list of all the companies who received our email: [Mito studio](#), [Ayni](#), [Annais Yucra](#), [Escvdo](#), [Genes](#), [The 13 Snake project](#), [Blanca pukara](#), [Al Peso](#), [La Perulana](#), [Estrafalarío](#).



These were some of the answers that we received from our stakeholders via email (in spanish).



In order to study if we have the support of our third group, consumers, we have planned to carry out a focus group with 10 different university students. Here is a list of the questions that will be asked in the focus group that will be carried out in the next phase of the competition.

- ¿Alguna vez has comprado ropa por internet?
- **Have you ever bought clothes online?**
- ¿Qué opinas de las compras de ropa por internet?
- **What is your opinion about buying clothes on the internet?**
- ¿Crees que el origen de la ropa es importante?
- **Do you consider the origin of clothes when you are buying clothes?**
- ¿Alguna vez has donado ropa?
- **Have you ever donated your clothes?**
- ¿Qué es más relevante a la hora de elegir una prenda el precio o la calidad?
- **Between Price and Quality, which is more relevant for you?**
- ¿Alguna vez has comprado ropa de segunda mano?
- **Have you ever bought used clothes?**
- ¿Estás dispuesto a comprar ropa de segunda mano?
- **Are you willing to buy used clothes?**
- ¿Al momento de comprar ropa, te importa que su fabricación sea sostenible (cuidado del medio ambiente, ser socialmente responsable)?
- **When you are buying clothes, do you care if it's fabrication was sustainable?**

Here are the resources used for our video:

- Christopher Marquis. (2021). What Does Slow Fashion ‘Actually’ Mean? Forbes.
<https://www.forbes.com/sites/christophermarquis/2021/05/14/what-does-slow-fashion-actually-mean/?sh=1833aee773b4>
- TeleSurTV. (2018). Perú: Ola de frío provoca 700 muertos por neumonía.
<https://www.telesurtv.net/news/ola-frio-peru-700-muertos-20180712-0018.html>
- Wanderlust. (s.f.). Looking at True Cost of Sustainable Clothing. Wanderlust.
<https://wanderlust.com/journal/looking-at-true-cost-of-sustainable-clothing/>
- GOODWILL INDUSTRIES. (2023). About Goodwill Industries.
<https://www.goodwill.org/about/>
- Marta Igini. (2022). 10 Concerning Fast Fashion Waste Statistics. Earth.org.
<https://earth.org/statistics-about-fast-fashion-waste/>
- WARP.org, Extending clothing life protocol, 2016,
<https://wrap.org.uk/resources/guide/extending-clothing-life-protocol>