



YOU'RE WEARING THAT?

In textile production, the real fashion victim is the earth's resources.

Turning a raw material like cotton into a new garment or bedspread requires a huge amount of water and electricity. Textile production is estimated to contribute 20% of the world's water pollution. Synthetic fabrics, often made from petroleum-based products, have an outsized carbon impact while the global shipment of "fast fashion" burns up even more resources.

LAST YEAR'S LOOK IS SO DUMPY.

Despite our community's best efforts,
many textiles end up in landfill.

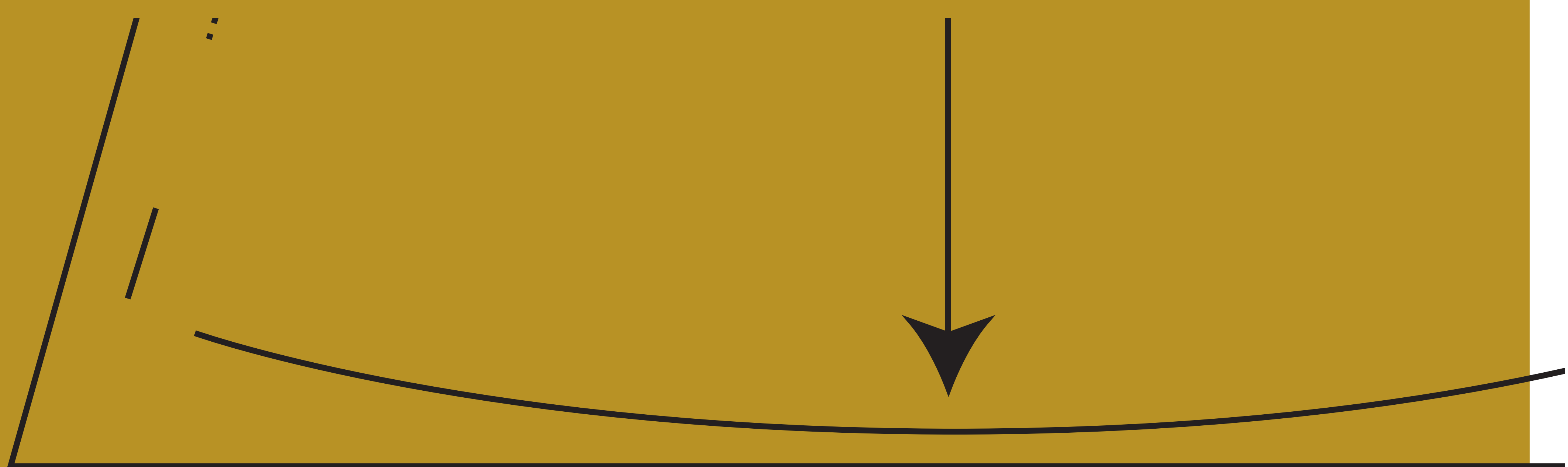
San Franciscans are still throwing away their used clothes and linens instead of donating or recycling them. Only about 40% of all goods donated to SFGoodwill are judged as high enough quality to be resold in their stores. Much of the remainder is sold to salvagers today at pennies on the pound despite having a much higher intrinsic value based on the resources put into it.



IMAGINE ZERO WASTE *by 2020.*

In six years, San Francisco plans to send nothing to landfill or incineration.

To reach this goal, the city will need to reduce or divert more than 400,000 tons of what's currently going to waste each year. Textiles rank in the top five landfill offenders overall (along with food, furniture, electronic waste, and soft plastics), and reducing textile waste is a top priority of the SF Department of Environment.



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HAIL THE REVALUE ECONOMY™

We can harvest the value of what's currently going to waste.

What if the waste leaking out of our economic system was thought of as a new resource? Instead of allowing that value to be buried in landfill, we'd find ways to get more uses out of every object our economy produces before the end of its lifecycle. As our natural resources diminish, the formation of a new economy around waste is inevitable and San Francisco should be its home.

START ME UP.

Most of the new businesses incubated here are product or service start-ups.

Many of the city's new businesses are social enterprises or "B" corps with a social commitment beyond the financial bottom line.

"From the Sunset to the Mission to right here in the Bayview, we are witnessing a rebirth of local manufacturing, fashion and artisanal food production that bear the label 'Made in San Francisco,' a stamp and mark of craftsmanship coveted by consumers around the world." —Mayor Ed Lee, State of the City Address, January, 2013

THE DISAPPEARING MIDDLE.

The fruits of our resurgent economy aren't reaching everyone.

As a two-tier economy emerges with high-wage, high-tech jobs at the top and minimum wage subsistence jobs at the bottom, San Francisco is in danger of losing its middle class.

“What still motivates me to work harder every day are the 30,900 San Franciscans who are still unemployed, who are not yet sharing in our vital, resurgent and strong San Francisco.”

—Mayor Ed Lee, State of the City Address, January, 2013

THE WORKFORCE *of* THE FUTURE

**New manufacturing and service jobs
for San Franciscans.**

For every job currently held by putting waste in landfill, nine to ten new jobs can be created by repurposing, reusing, or up-cycling the same materials. A 25% reduction in landfill in the U.S. could yield more than one and a half million jobs annually.

Welcome!

RAGS TO REVENUE

ImproveSF Design Jam

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