

# twyg.MANIFESTO

It's a journey of unfolding learning.

## CARE

Caring for people and the planet are fundamental to everything we do. In South Africa, we have to pay particular attention to the nexus of human need and environmental risk as we work with partners to promote equity and sustainability. And yes, accurate care labels are essential to your product lasting as long as possible.

## CIRCULARITY

We actively support the shift from the wasteful "take-make-dispose" linear value chain into a circular system where materials remain in the economy, circulating as long as possible at the highest possible value. We encourage the use of renewable resources, innovative circular business models, and promote the re-use and repair and repurposing of materials.

## CONTEXT

We want to scale back and slow down our hyper-consumer society, but we acknowledge that South Africa has to grow its economy on its path to transform the economy. We are interested in how we can grow the economy with sustainable and regenerative practices.

## DE-CENTRALISE

We're interested in decentering and decentralising the narrative. We maintain an interest in big brand stories, but we are excited by the innovation and experimentation of outliers and independents who break from the herd and who make a difference. We also share work

that gives voice and life to forgotten techniques and fabrications.

## ENVIRONMENT

We need to protect our biodiversity, keep our air and water clean, our soils and oceans healthy.

## ETHICS

We support and promote ethical labour practices. Are you paying your staff a salary they had some say in? Do they have benefits? Do your staff have freedom of association? Are the working conditions compliant with health and safety regulations? Does your organisational culture make people feel included?

## FACT NOT FICTION

As much as we love fiction, we aim to deliver factually correct, well-researched (and beautifully produced) content.

## FEEL

We are aware of how our practices, messages and stories make people feel. We want you to feel respected, included and challenged... Yet, we believe unapologetically that discomfort with the status quo and greenwashing is necessary.

## INNOVATION

We're interested in finding solutions, both new and borrowed from the past, that will solve our challenges.

## LOCAL

We are part of a wider world, but to nurture our own community we encourage localisation that shortens supply chains which are easier to trace

and which support our economy.

## MATERIALS

We look for materials that are as close to nature as possible and that will return to the earth causing as little harm as possible. We promote the use of mono-fibres as they are the easiest to recycle. We also support recycled materials as they keep waste out of landfill and in use for as long as possible.

## QUALITY

Product development, design and manufacturing should have quality and longevity as central goals. Creating and making products that last reduces waste and the wasteful use of natural resources.

## SOCIAL

An inter-sectional approach to sustainability is best suited to what we want to achieve: we need to address gender inequality, racism, economic transformation and climate change simultaneously.

## TRANSPARENT

As far as is possible, we want to understand the value chain. You might be doing the right thing, but your supplier might not be. Check and ask questions – this inspires positive change. We encourage transparency about practices which will also facilitate rapid and effective change.

## WASTE

Encourage the reduction of waste. Refuse. Reuse. Recycle. Upcycle. Repair. Redesign.