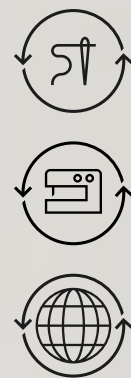


4F change

GUIDE

HOW TO BECOME A CHANGEMAKER





New year, new us – full of fresh ideas, energy to act, and hope that this year there will be even more of us! Us, meaning? Brave people! Because according to Magda (Logistics Operations Specialist) *„Being a Changemaker means being brave. It's somebody who's taking care of the planet in a world that doesn't encourage such actions. A Changemaker doesn't choose easier solutions but bravely chooses those that are good.”*

WHO IS A CHANGEMAKER IN 4F?

The Changemakers movement is a bottom-up project, started by the employees from different departments who wanted to have an impact on what is happening in the company, mostly with respect to the environmental protection. We are constantly looking for new ways to reduce the impact we have on the planet, seeking ideas for more sustainable practices in our personal lives and encouraging others to do the same. After 3 years since the beginning of the movement, there are 76 Changemakers in 4F, but these are just the regular members. In fact, there are many more of us! In most projects and volunteer works we can count with the rest of OTCF employees, as well as with the athletes, activists and influencers.

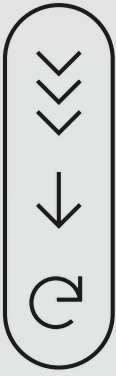
CHANGE STARTS WITH US

Frustration, lack of control, helplessness – these are the feelings that often accompany us when we think about climate change. And yet, when it appears that there's nothing we can do, there is – US. The only thing we really have an impact on.



"When you start thinking about being more eco, you may have the impression it's difficult. But I assure you that if you introduce a few new habits into your daily routine, you'll see the change really quickly. That's how I did it. Do you know that fruits and veggies don't have to be packed in plastic bags? They have peel that can be easily washed. By choosing an energy-saving light bulb, you not only consciously administer the energy, but also save money. A walk instead of a drive? Small steps lead to big changes, because what you do matters. The planet will survive without humans but humans won't survive without the planet."

– suggests Katarzyna,
Junior Operations Manager



The importance of small steps, that anyone can make, is also mentioned by Wojciech, board member of OTCF SA and 4F Pomaga Foundation:

"You want to be a Changemaker? Then you need to believe that every single step, even the smallest one, counts. Small steps make the big change. If the initiatives for environment are to work and make a change, we all need to engage in them. We need to start by raising awareness and changing the mentality and the best way to do it is to set an example. (...) If we want to change the world, we need to start with our own surroundings."



The same message comes from Marta, our Sustainability Specialist, who works towards a healthier planet both privately and professionally:

"Small steps lead towards bigger goals. I try to use the environment responsibly. I segregate my waste, buy plants on sale and give them a second life. In my professional life, I work on sustainable development of our company, I calculate its carbon footprint and prepare the non-financial ESG reports."



Add consistency to these small steps and here's a recipe for how to believe that we actually can do something:
"For me, being a Changemaker means being consistent with all the small steps I've already made. In other words: changing bad habits into good ones."

– Anna,
Head of Visual Merchandising & Trade Marketing



SO HOW TO START?

Consciously. Consequently but not obsessively. If you happen once to take a plastic bag in the shop, it's not the end of the world. The most important is to keep going and to introduce to your everyday life as many good habits as possible.

Recycling

Segregate your waste but remember that recycling is actually a last resort – the idea is to not produce waste at all. Use reusable bags, containers, any kind of goods – disposability is one of the biggest problems of our planet.

Zero waste

Try not to waste anything, don't buy food you won't eat, use those parts of plants that you normally throw away. Repair your clothes, create, invent and make upcycling part of your everyday life.

Shop consciously

Don't buy anything in excess, don't waste food, check composition labels when buying clothes, toys or actually any other products. See where they were produced – the closer, the smaller their carbon footprint.

Reduce meat consumption

Nobody wants you to become vegetarian from one day to another. If we all simply reduced meat consumption, this world would be a better place! Make a new year's resolution: a day (or maybe two?) on a plant-based diet.



Reduce car use

If it's possible, choose train. Commute by bike. Don't go by car if the place you're heading to is a walking distance away.

Educate others

Give example and educate your friends, family and colleagues.

Save water and energy

Drink tap water, don't leave the water running when brushing your teeth. Turn on the dishwasher and washing machine only when they are full. Unplug your charger when charging is complete.



CHANGEMAKERS IN CLOTHING INDUSTRY

As a company, we of course focus mostly on what's related to clothing industry. We strive at improving the composition of our clothes, develop upcycling projects and try to close the loop of our products' life cycles. Remember that now, in every 4F store, there's a container where you can leave the clothes you don't use anymore. Together with our partner, Ubrania do Oddania, we will give them a second life – we'll clean and repair them and then re-sell them in our Wear_Fair zones or UDO's shops.

AND WHAT CAN YOU DO?

Borrow, lend and exchange clothes

You really don't need a new outfit for every wedding you attend.

Give away

You can bring them to 4F stores or send them to Ubrania do Oddania!

Check composition labels and take care of your clothes

The higher the quality of the clothes, the longer they will serve you.

Repair and upcycle

Throwing away clothes the moment they become a bit worn out is simply producing waste. Disposing of them just because you don't like them anymore – the same, so exchange, borrow and upcycle.



Sell

You don't wear your clothes anymore?
Hand them over to somebody and give them
a second life. There are plenty of internet
platforms and groups where you can sell your
unwanted clothes.

Buy second-hand

In thrift stores, in circular boutiques by UDO,
on the internet platforms or in our Wear_Fair
zones.

For a full guide on how to become Changemaker, click [here](#).

SMALL STEPS TOWARDS A BIG CHANGE

„My actions will not change anything” – said 37,5 million Poles... Small gestures won't change much from the perspective of one person, but multiplied by thousands, they will create a scale effect and make a difference. Becoming a Changemaker truly doesn't require turning your life upside down. It's about introducing small yet significant habits into our everyday lives and inspiring others to do the same – because the more people you inspire, the better the end result!



"Everything starts with the change of the way we think. We all have our own pace of doing so. If my attitude will make at least one person per month change their habits, I'll consider it a success."

– Agata,
Retail Area Manager

JOIN US!

Subscribe to our newsletter, check out regularly the News tab on 4fchange.com and follow us on Instagram @4f_change. We try to notify our readers about what's new in sustainable fashion – and there's more and more going on! We want to educate and show changes, both related to our company and the global ones, on the level of European directives. Make sure you follow the accounts of our partners, i.e. @ubrania_do_oddania and @fundacja_4f_pomaga, where you'll also find plenty of interesting news and inspirations. You can also get inspired by different actions we organize or take part in. Discover what you can do for the environment by participating in such initiatives as Wolontariat dla Tatr (volunteering in the Tatra National Park) or Operacja Czysta Rzeka (cleaning up rivers).

Tag us, use our hashtags, like and share our posts – because if there's one wish that we have for the new year, is to see our community grow bigger and bigger!

Get to know our Changemakers: [About us – Get to know ECO department and learn about 4F Change project.](#)

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