



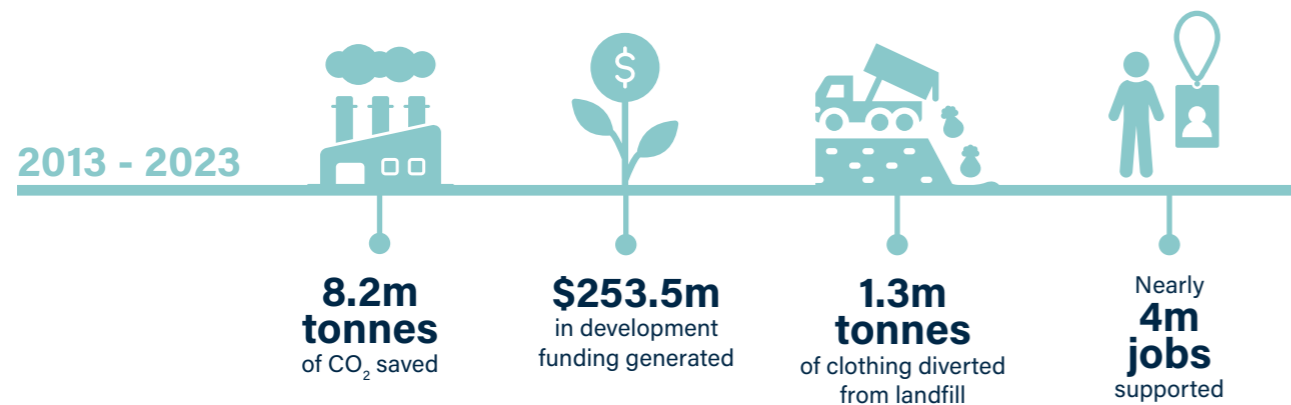
A Theory of Change

for Humana People to People's
Second-hand Clothes Operation



Overview

Second-hand clothes are just one strand of the Humana People to People* movement's wider work. The movement strives to protect the planet, build communities, and support people by connecting them with others in transformative programmes, unleashing their potential for positive action, and change. Working side by side with communities and governments, we are aligned with the UN 2030 Agenda and support countries as they strive to meet the UN Sustainable Development Goals.



Our second-hand clothes operation, which provides a significant proportion of the funding for this mission, exists to make best use of clothing already in circulation to preserve resources, tackle climate impacts and support global development.

The global fashion industry with its reliance on cheap production and over-consumption is a key driver of climate change, environmental degradation and global pollution. The only long-term solution is to build a circular economy for textiles based on much greater refurbishment and re-use of existing garments. Clothing re-use is key to protecting the planet and its people.

We support municipalities in the Global North to collect textiles for reuse, help people dispose of their clothing responsibly, and divert reusable textiles from landfill. By sorting and enabling the re-sale of the majority of textiles we collect, we prolong the life of each piece of clothing, reduce the environmental impact associated with manufacturing new clothes and contribute to a circular global economy.

We aim to improve life for people across the globe both directly through the supply chain of our operations and through reinvesting our surplus in development programmes. Through our supply chain, we reduce poverty (Global Goal 1) and support thousands of livelihoods by creating employment (Global Goal 8), particularly for self-employed traders

in the Global South, many of whom are women. We also provide dignity and economic benefit to millions of people who need access to affordable, sustainable, good quality clothing.

We impact the lives of over 17m people each year



Through the reinvestment of surplus into social development projects, **we impact the lives of over 17 million people each year** (based on 2023 figures), supporting better health, education, nutritional and community outcomes and working together to protect our planet (Global Goals 2, 3 and 4).

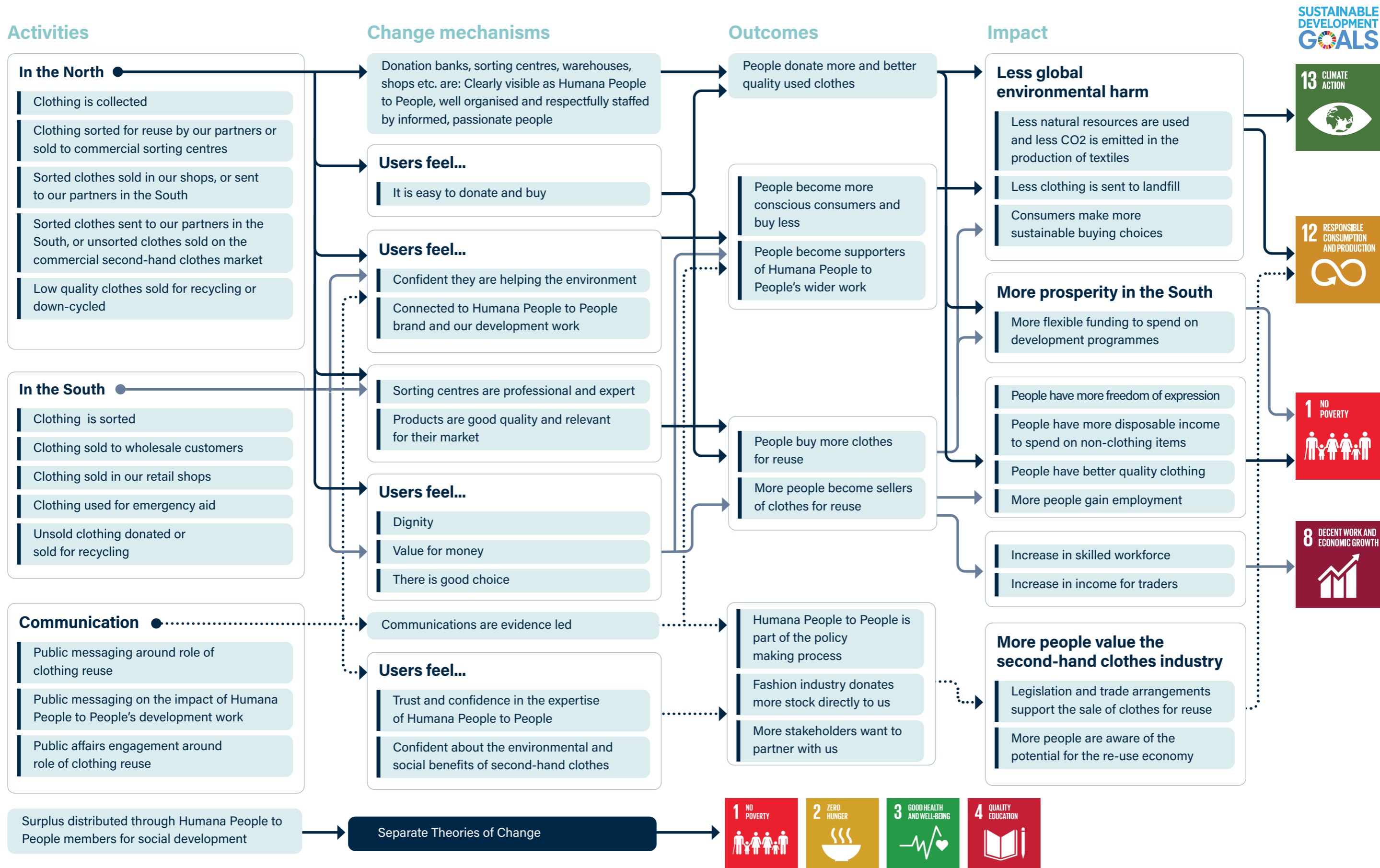
We are committed to ensuring that all our activities drive the change we want to see in the world and support the UN 2030 Agenda.

However, we recognise that in a complex world our activities alone cannot be the sole drivers of change. The outcomes we are committed to are influenced by outside factors and we are one of many actors seeking positive change in this space.



* The Humana People to People movement comprises 29 independent charities and 12 associates working in Africa, Asia, Europe, North America and South America to achieve common development goals. Each is a member of the Humana People to People Federation, which connects the network and creates transparency through the system, supporting the members with services and ensuring that all activities deliver the overall social and environmental mission. This Theory of Change addresses how the Humana People to People movement achieves impact across the world through the collection and sale of second-hand clothes.

The Theory of Change for our second hand-clothing operations can be summarised as:



The challenges we face globally

Environmental impact of fast fashion



Clothing and textile production is responsible for **10% of the world's carbon budget**

SOURCE

The fashion industry produces an estimated **53 million tonnes of fibre for new clothing** worldwide every year

SOURCE



The production phase accounts for about **80% of the overall climate impact** of textiles, even when made from fibre-to-fibre recycled materials

SOURCE



In production of new garments, **up to 47% of the materials** put into the production goes to waste

SOURCE



The fashion industry currently relies on 98 million tons of oil to make synthetic fibres; it contributes **20% to the world's water pollution** thanks to toxic dyes; and it generates **1.2 billion tons of greenhouse gases**

SOURCE



More than **3,500 chemical substances** are used in textile manufacturing, of which more than 350 have particularly hazardous properties

SOURCE

In Europe nearly **8 million tonnes** of clothes are incinerated or sent to landfill every year

SOURCE



Poverty and symptoms of poverty in the Global South

648 million people in the world live below the international poverty line defined as living on less than US\$2.15 per day

SOURCE



In 2021, **five million children died before reaching their fifth birthday.**

A woman in sub-Saharan Africa has **130 times higher risk of dying** from causes relating to pregnancy or childbirth than a woman in Europe or North America.

UNICEF 2022



Average health expenditure in low-income countries is **US\$ 40 per person**, while in high-income countries it is **US\$ 3,313 - more than 80 times higher.**

WHO Council on the Economics of Health for All 2022

In 2021 **four of the world's top five countries** with the highest unemployment rates **were in Sub-Saharan Africa**

SOURCE



Sub-Saharan Africa still has the highest rate of children not enrolled in primary, lower secondary or upper secondary school across the world, with nearly **97.5million children missing out on education** in 2018

UNESCO Institute for Statistics



The informal economy in Sub-Saharan Africa contributes

50-80% of GDP
60-80% of employment
90% of new jobs

SOURCE



How our second-hand clothing operation works

Humana People to People's second-hand clothes operation is delivered by members and associates in 35 countries across the globe, operating independently, but connected through a Federation structure. Each member organisation is not-for-profit, overseen by a Governing Body, compliant with national legislation and regulations and operating to market conditions. The Humana People to People Federation connects this network and creates transparency through the system, making it easy to account for the flow of goods, services and money and ensure that all activities deliver the overall social and environmental mission.

The exact activities carried out by each entity vary depending on region. This summary captures a global picture of all key elements of our second-hand clothes operation.

In the Global North

Used clothing is collected mainly in donation bins, but also at collection points and via shops.

These donations are either:

Sorted through a professional manual process and then;

Resold for reuse in retail shops in the Global North or;

Sent for reuse to Humana People to People members in the Global South or;

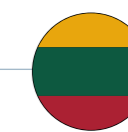
Sold on the global second-hand clothes market

Sold as unsorted clothes on the global second-hand clothes market

Sold for recycling, downcycling or energy recovery



Of all the clothes collected and sorted at the Humana Lithuania sorting centre each year, approximately:



Lithuania



31%
are sold in
Humana People
to People shops
in Europe



17%
are recycled



31%
are exported to
Humana People to
People projects in
Africa and sold
to other customers



5%
are sent as
textile waste for
energy recovery



4%
are sold on
the global
second-hand
clothes market



2%
are recycled as
non-textile
waste

SOURCE

Some donations are repaired or altered either before being resold or as part of the process.

The proceeds are mainly distributed to social development projects through Humana People to People members in the Global South. Some proceeds are used to support local community programmes in the Global North.



We aim to ensure that donors and customers are able to donate easily and that they feel engaged with and inspired by our development mission and confident that they are helping the environment.

Our local second-hand collection spaces and retail shops are key to this, and we ensure they are clearly visible as part of the Humana People to People movement; well organised and respectful spaces; and facilitated by staff who are informed, professional, and passionate.

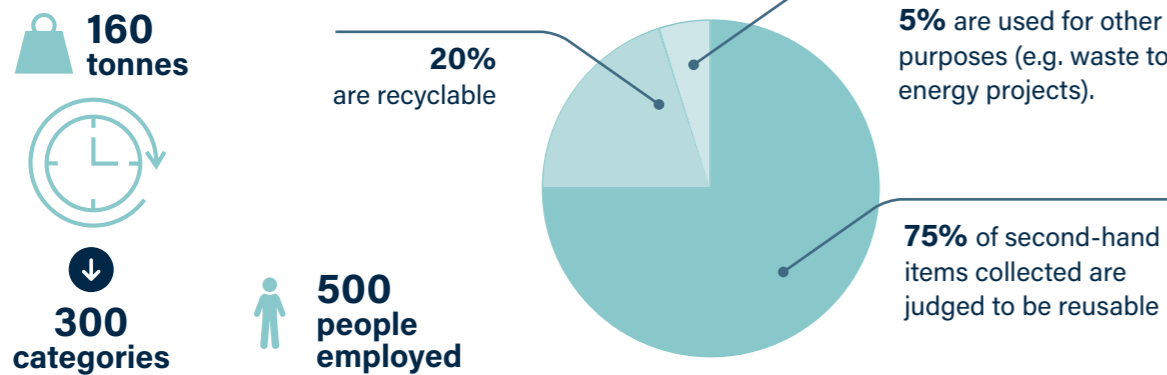
We have a global view and also know our local markets. This enables us to ensure that the sorting process is highly specialised and professional, focusing on ensuring that items go to the distribution channels where they can achieve maximum social and economic impact.



Lithuania

Humana Lithuania

Humana Lithuania operates one of the largest sorting centres for second-hand clothes and shoes in Europe, employing over 500 people. Skilled sorters will sort 160 tonnes of clothes per day into over 300 categories for different markets. With unrivalled understanding of the global reuse market and local demand in importing countries, Humana Lithuania is able to maximise the potential of each item of clothing. 75% of second-hand items collected are judged to be reusable; 20% are recyclable; while only a small fraction (around 5%) are used for other purposes (e.g. waste to energy projects).



Spain

Humana Spain

Humana Spain runs a series of local community development projects that reached over 3,000 people in 2022. The projects include the Cultivating Climate and Community urban garden project, which helps communities turn arid land into productive gardens, yielding crops that have saved participants on average 170 Euros a month on food bills.



In the Global South

Clothing is sorted by Humana People to People sorting centres and either:

Sold wholesale in our warehouses to local traders who then sell it on; or

Sold directly in our retail shops in the Global South

Less than 5% of clothing received is unsuitable for resale and therefore downcycled and made into other products

Proceeds are distributed to social development projects through Humana People to People members or used to support other local development programmes

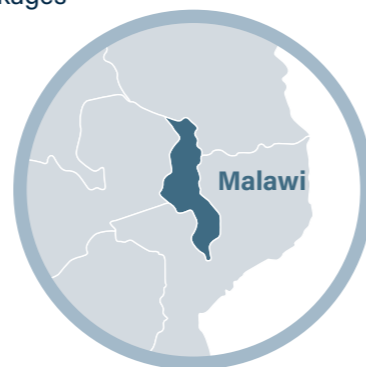
Clothing is used for emergency aid where required



Malawi

In 2023 the devastating Cyclone Freddy hit Malawi, inundating the country with weeks of rain and flash flooding that washed away homes and killed over a thousand people. DAPP Malawi, the local Humana People to People charity, immediately swung into action, donating 2000 emergency packages of clothes targeting 10,000 people in the districts of Chiradzulu, Mulanje and Phalombe.

The donation was made possible with the cooperation and guidance from the Department of Disaster Management Affairs (DoDMA) and authorities from the three district councils. With the help of Malawi Landrover Defender Club, DAPP Malawi also donated the same packages to 4500 people in various camps across Blantyre City. In addition to the clothing packages, the DAPP Vocational school in Chiradzulu served as an emergency shelter for more than 2,000 people from nearby villages who were severely hit by a mudslide.



2,000
emergency packages



10,000
people



Shelter for 2,000 people

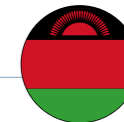
Each of our local partners is deeply embedded in their local community and able to make expert decisions on the needs of the market and compliance with local regulations.

We are committed to ensuring that the local traders and customers have a positive and dignified experience when purchasing from us. This ensures the dignity of our customers and secures repeat custom, improving our ability to maximise our social value.

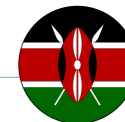
We are also committed to helping professionalise the employment market locally by supporting skills training, financial, and business education among employees and traders.



Angola



Malawi



Kenya

In Angola, Malawi, Kenya and several other countries, Humana People to People members and associates run workshops with second-hand clothes traders to develop their business knowledge and skills. These programmes also assist traders - who are predominantly women - to register with the local authorities, gaining identity papers that are essential for opening bank accounts and developing their businesses more formally, as well as helping their families gain access to local services such as education and healthcare.



Communication

Humana People to People members and associates collaborate to deliver global, national, and local communications that help to:

Build understanding amongst policy makers around the value of reusing clothes

Engage the public in understanding the impact of Humana People to People's development work

Shift public awareness of the benefits of reusing clothing

We ensure that all of our communications are evidence-led and informative, to enable policy makers and customers to feel trust and confidence in Humana People to People's expertise, social mission and environmental impact.

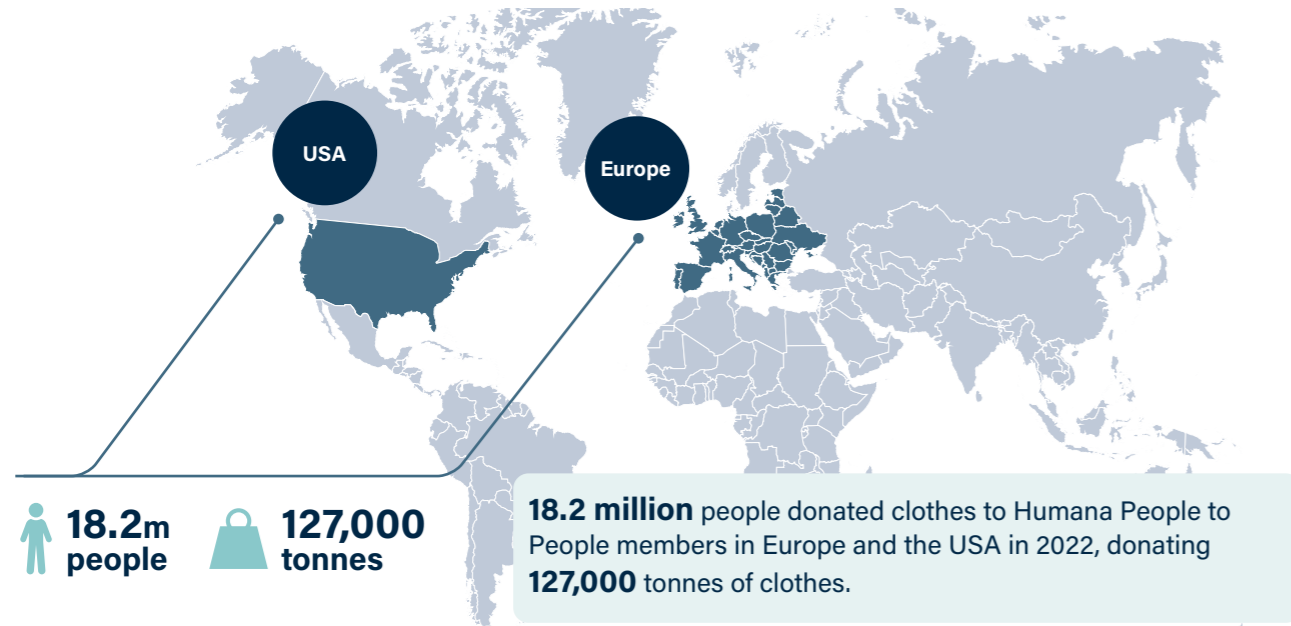
The outcomes that our work drives

Humana People to People has identified a set of outcomes from our work that contribute to the impact of selling second-hand clothes. The changes have been grouped into four types. Not everyone will experience all these outcomes, and some may experience outcomes in a different sequence. Some outcomes are long-established and others are aspirational. We recognise that while the quality and unique nature of our work will help to drive these outcomes, they are also influenced by outside factors and Humana People to People is one of many actors seeking positive change in this space.

Changes for individuals in the Global North:

1. Changes in behaviour:

People in the Global North will increasingly donate their used clothes to Humana People to People rather than dispose of them as waste, in part thanks to the excellent experience they have using our donation points and our efforts to communicate the environmental cost of clothing and the social benefits of our mission.



2. Changes in behaviour:

More people will buy used clothing directly from Humana People to People and buy less new clothing, in part thanks to the good quality and well priced clothing we sell in a positive shopping experience and the connection they feel to our mission, including the environmental mission of consuming less new clothing, which is well-communicated to customers.



Changes for individuals in the Global South:

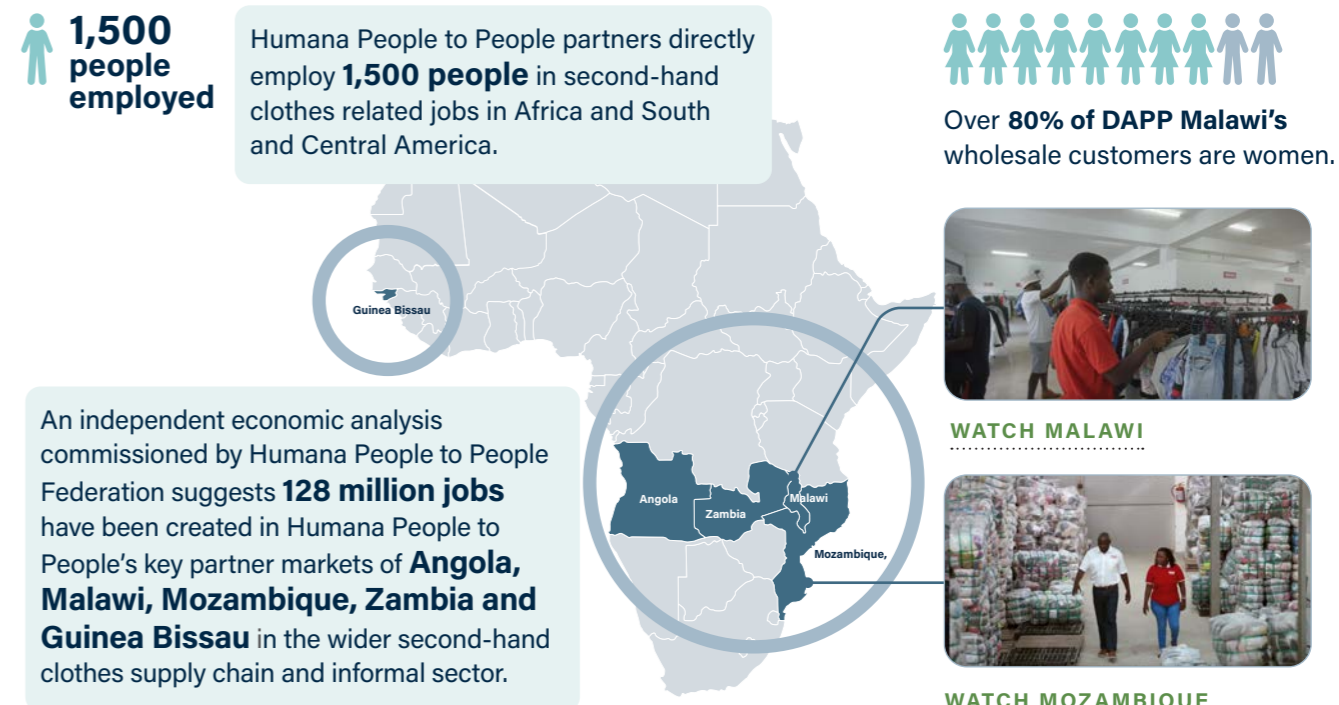
1. Changes in behaviour:

More people will buy more clothes for reuse either directly from Humana People to People as consumers or as wholesale traders, in part thanks to the good quality and well priced clothing we sell in a positive shopping experience and the connection they feel to our development mission.



2. Changes in behaviour:

More people will gain employment as sellers of clothes for reuse, distributing it even more widely and increasing its availability to others to support their lifestyles and livelihoods, in part thanks to the good quality and well priced clothing imported by Humana People to People and sold in a positive shopping experience. While these sellers are of all ages, the highest percentage will be women.



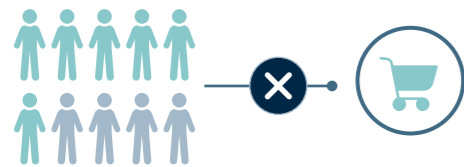
¹ www.humana-spain.org/quienes-somos/comunicacion/noticias/comprar-moda-secondhand-evita-el-consumo-anual-de-millones-de-prendas-nuevas-en-espana/en&sa=D&source=docs&ust=1706188958147163&usq=A0vVaw0qDjugP8flhZxt-aTkoLal
² <https://www.humana.org/more/publications>



Changes for individuals globally:

1. Changes in understanding and knowledge:

More people will become conscious overall of their behaviour as consumers and be motivated to buy less new clothing and buy more used clothing, in part thanks to the communications efforts of Humana People to People partners.



6/10 people

According to data gathered by Humana Spain, **6 out of 10 consumers** say that when buying a garment in a Humana store, they do not need to buy it in a conventional store.³ This supports similar data collected by other secondhand clothing retailers showing high displacement rates among their consumer base⁴.



2. Changes in psycho-emotional state:

More people will feel connected to Humana People to People's mission and open to becoming supporters of our wider development work, in part thanks to their positive experiences donating to and buying from Humana People to People, where they interact with volunteers and employees who are strong ambassadors for the movement and our 'people to people' approach.



³ www.humana-spain.org/quienes-somos/comunicacion/noticias/comprar-moda-secondhand-evita-el-consumo-anual-de-millones-de-prendas-nuevas-en-espana/en&sa=D&source=docs&ust=1706188958147163&usq=AOvVaw0qDjugP8flhZxt-aTkoLal

⁴ <https://news.depoc.com/download/docs/DepopDisplacementResearch2022.pdf>

Changes for global systems and organisations:

1. Changes in understanding and knowledge:

Stakeholders will increase their understanding of Humana People to People's work and the contribution of SHC to sustainable development and therefore want to engage in more partnerships and hear our experience in policy conversations, as a result of clear and impactful policy and communications activities.

2. Changes in behaviour:

More fashion producers will become aware of Humana People to People and increase their donation of stock rather than recycling or dumping it, or work with us to make better use of clothing already in circulation, as a result of our growing communications activities.

Humana Italia operates several donation and take-back schemes with partnering fashion brands, which have included Woolrich, OVS, Original Marines, Pepco, Patagonia and Tezenis. These programmes involve brands donating unsold stock, such as **6,700 items donated to Humana Italia by Woolrich** for redistribution to vulnerable communities in Romania.



The schemes also offer consumers ways to bring back used clothing to brand-name stores in return for vouchers, encouraging circular consumption behaviour. Humana Italia has had a longstanding take-back arrangement with OVS, which enables the collection of approximately 6 tonnes of used clothing per month. In 2023, Humana Italia collected around 190 tonnes of donated clothing in total from fashion brands and partners.



3. Changes in systems:

The specialist expertise required to sort clothes will be better understood and supported, leading to an increase in the number of expert sorting facilities worldwide and an increase in the capacity for the value of second-hand clothes to be maximised, in part thanks to Humana People to People's clear and impactful policy, knowledge sharing and communications activities.



The impact that our work supports

The outcomes that we achieve through our work, directly contribute to long-term impacts which align with four key areas of the Sustainable Development Goals.



1 SDG 1: End poverty in all its forms everywhere



HOW WE IMPACT THIS:

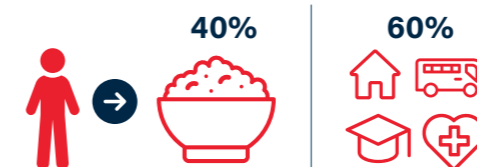
1 More flexible funding is available to spend on development programmes, driven by the revenues from people donating and buying second-hand clothes.

Humana People to People's second-hand clothes operation provided **\$253.5m** development funding between 2013 and 2022



2 People have more disposable income to spend on non-clothing items, because of their improved access to affordable and quality clothing.

One study of the second-hand clothing sector in Kenya showed that the typical income earner in Kenya spends about 40% of monthly earnings to procure food alone, meaning that the available income must be spent on shelter, transportation, education, health and other needs.⁵



3 People have better quality clothing, because of their improved access to affordable and quality clothing.

19 million people bought used clothing from Humana People to People members in Africa and Central America in 2022. Demand for clothing in economically developing countries is driven by the need to get maximum value for money because the households do not have much disposable income, and as a result, they purchase affordable clothing and footwear. In Kenya, just **2.5%** of private consumption is devoted to clothing (an average of KES 4150 per person)⁶.

4 People have more freedom of expression through fashion choices, because of their improved access to affordable and quality clothing.

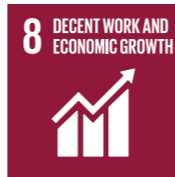
51% of all households in Kenya are reliant on second-hand clothes on a quarterly basis. The SHC industry has offered Kenyan people dignity and respect by allowing more than half of all households in Kenya to buy good quality affordable and fashionable second-hand clothes⁷.

⁵ <https://ieakenya.or.ke/download/the-state-of-second-hand-clothes-and-footwear-trade-in-kenya/>

⁶ The Impact of Second-Hand Clothes and Shoes in East Africa', Cuts International, Geneva, 2017. <https://www.tralac.org/images/docs/12012/the-impact-of-second-hand-clothes-andshoes-in-east-africa-cuts-international-research-study-february-2017.pdf>

⁷ The Impact of Second-Hand Clothes and Shoes in East Africa', Cuts International, Geneva, 2017. <https://www.tralac.org/images/docs/12012/the-impact-of-second-hand-clothes-andshoes-in-east-africa-cuts-international-research-study-february-2017.pdf>

2 **SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all**



HOW WE IMPACT THIS:

1 Increase in skilled workforce, because of access to employment through skilled jobs such as sorting and sales.



1,500
people
employed

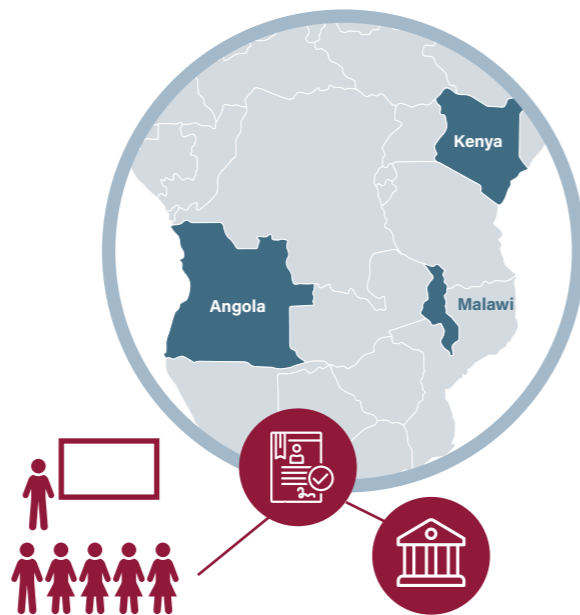
Humana People to People members employ 1,500 people directly in sorting and sales jobs throughout Africa and Central America⁸. These are generally highly skilled jobs, requiring significant business expertise, market knowledge and customer acumen. By one estimate, 7.8 jobs are created in the wider supply chain for every tonne of second-hand clothes imported into the East African Community region, resulting in 3.4 million jobs across those countries⁹.



3.4m
jobs
created

2 Increase in skilled workforce, because of targeted upskilling programmes for employees and traders

In Angola, Malawi, Kenya and several other countries, Humana People to People members and associates run workshops with second-hand clothes traders to develop their business knowledge and skills. These programmes also assist traders - who are predominantly women - to register themselves with the local authorities, gaining identity papers that are essential for opening bank accounts and developing their businesses more formally, as well as helping their families gain access to local services such as education and healthcare.



3 Increase in income for traders, because of access to informal trade through the distribution of clothing



29,000
tonnes

Humana People to People members sold 29,000 tonnes of used clothing to retail customers and traders in Africa and Central America in 2022.

The informal trade of second-hand clothes is a significant driver of income and employment in developing economies although it is not captured in official data. Research and anecdotal evidence describes this process, whereby traders in big cities sell to other traders who take cheaper garments to smaller rural markets¹⁰.

3 **SDG 12: Ensure sustainable consumption and production patterns**



HOW WE IMPACT THIS:

1 Less clothing is sent to landfill, because it is donated and reused instead

In Europe it is estimated that over 50% of discarded garments currently end up in landfill or incinerators, whereas in the US this is estimated to be as high as 85%. Humana People to People members diverted 1.3million tonnes of reusable or recyclable clothing away from landfill and incineration across Europe and the US between 2013 and 2022.

1.3m tonnes
diverted from
landfill



50%
Europe



85%
US

2 Less natural resources are used in the production of textiles, because people buy second hand clothes instead of new clothes



New
garment



70x
more
impact



Reused
garment

3 Legislation and trade arrangements support the collection and sale of used clothes, because of increased awareness among policy makers of the social, economic and environmental benefits of clothing reuse

4 Consumers make more conscious and sustainable buying choices, because of growing awareness of the environmental damage created by the fashion industry and positive experiences with donating and buying second-hand clothes



8 <https://www.humana.org/images/publications/Humana-Progress-Report-2022-English-Final-053023-web.pdf>
 9 <https://mitumbaassociation.org/wp-content/uploads/2023/08/FAC-Report.pdf>
 10 www.garsonshaw.com/wp-content/uploads/2023/04/Garson-and-Shaw-Reuse-Before-Recycle-Report-2023.pdf

11 <https://euric.org/resource-hub/reports-studies/study-lca-based-assessment-of-the-management-of-european-used-textiles>

4 **SDG 13: Take urgent action to combat climate change and its impacts**



HOW WE IMPACT THIS:

1 Less CO₂ is emitted during the production and disposal (via landfill or incineration) of textiles, because the lifecycle of clothes is extended through increased donations and purchasing of second-hand clothes instead of new clothes

Doubling the number of times a garment is worn reduces CO₂ emissions by 44% compared to buying a new garment¹². Humana People to People calculates that for each tonne of clothes they collect, we save 6.1 tonnes of carbon emissions. Between 2013 and 2022 Humana People to People's second-hand clothes operation saved 8.2million tonnes of CO₂.



2013 -2022



8.2m tonnes of CO₂ saved



Each 1 tonne of clothes



Saves 6.1 tonnes of emissions

2 Communities on the front-line are supported to manage the impacts of climate change, in part through the proceeds from the sale of second-hand clothes that are directed towards development projects

In 2022, Humana People to People members supported 161,000 smallholder farmers across 12 countries to become more food secure and financially resilient in the face of changing climate patterns and increased climate disasters.

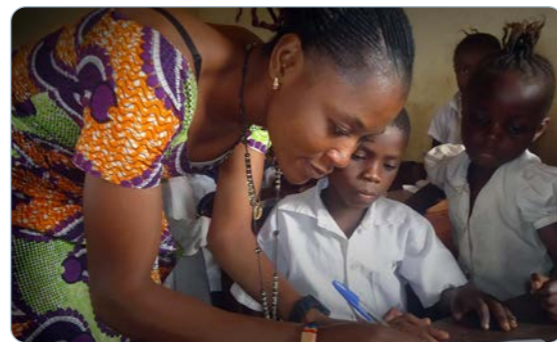


161,000 smallholder farmers



12 countries

Humana People to People members



¹² <https://ecostandard.org/durable-repairable-and-mainstream-on-our-way-to-more-circular-textiles/>

Through directing our surplus into social development projects, we **impact the lives of over 17 million people each year** (based on 2023 data), supporting better health, education and nutritional outcomes and working together to protect our planet. **These programmes contribute to the following Sustainable Development Goals:**

SUSTAINABLE DEVELOPMENT GOALS

<p>1 NO POVERTY</p> 	<p>2 ZERO HUNGER</p> 	<p>3 GOOD HEALTH AND WELL-BEING</p> 
<p>4 QUALITY EDUCATION</p> 	<p>5 GENDER EQUALITY</p> 	<p>6 CLEAN WATER AND SANITATION</p> 
<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 	<p>13 CLIMATE ACTION</p> 	<p>17 PARTNERSHIPS FOR THE GOALS</p> 



The outcomes that our work drives

Key enablers

Humana People to People's second hand-clothes trade is driving significant positive change. However, it is part of a wider eco-system which affects the scale of impact that is achievable.

Cost factors:

Our second-hand clothes operation is not-for-profit and relies on a lean structure to ensure that maximum benefit is derived from every clothes donation. This means that it can be easily impacted by wider socio-economic and fiscal changes such as; recession, foreign exchange fluctuations; monopolies on shipping costs; and import/export taxes.



Competing markets:

The second-hand clothes trade does not compete with or undermine local production. However, there is increasing challenge from business interests who seek to supplant second-hand trade with foreign-owned mass production trade.



Rwanda

There is no robust economic evidence that trade in used clothing weakens demand for local textile production. In fact, studies show that the domestic textile production sector and the SHC and apparel sector can be complementary. The expanding market in SHC generates a virtuous circle of production: the growth of economic activity leads to increasing consumer purchasing power, widening demand for textile products which in turn creates more employment opportunities and boosts household income¹³.

Meanwhile, analysis of Rwanda's ban on second-hand clothing imports and the government's 'Made in Rwanda' policy of promoting home-grown production, suggests this approach has been counterproductive. Chinese firms have largely benefited from the newly emerging textile industry, while workers are poorly paid and locally produced garments are too expensive for Rwandans to buy¹⁴.

¹³ <https://mitumbaassociation.org/wp-content/uploads/2023/08/EAC-Report.pdf>

¹⁴ www.diva-portal.org/smash/get/diva2:1685666/FULLTEXT01.pdf



Waste management:

In the Global South, waste management practices have not kept pace with the growth in economies, consumption and population. While this issue is not primarily related to second-hand clothes (rather the waste management in general and the management of end-of-life of clothes from all sources), it does impact Humana People to People's ability to responsibly dispose of the tiny percentage of clothing reaching these markets which cannot be reused or down-cycled. As a result, we are committed to working at a global and local level to identify solutions.



Kenya

Humana People to People's Kenyan-based second-hand clothing operation has provided financial and material support to local Kenyan waste management company Taka Taka Solutions, to improve and expand their sorting and recycling capacity. Taka Taka Solutions collects and sorts general household and industrial waste in Nairobi, turning plastic waste into plastic pellets and organic waste into organic fertiliser, as well as separating paper, glass and metal for recycling. The company also processes end-of-life textile waste, which constitutes 2% of all waste collected.

However, we believe that with continued dialogue and collaboration, we can overcome any barriers and continue to make best use of the clothing resources already in circulation to tackle climate change and support global development, in line with the UN Sustainable Development Goals.



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