



Humana People to People Italy: small gestures that transform the world

The Company

Humana People to People Italia is a humanitarian, politically independent and non-religious organization established in 1998 to support development projects around the world and social and advocacy actions in Italy.

Humana People to People Italia is part of the international Humana People to People movement, which is present in 46 nations and in 2022 supported more than 1,400 projects related to education, health, sustainable agriculture and community development, improving the lives of more than 16 million people. Humana funds development projects around the world and implements social initiatives in Italy, including through the collection, sorting and sale of used clothing within Humana's 500 stores in Europe.

The textile industry is among the most polluting manufacturing activities in the world. The United Nations estimates that 10 percent of total global emissions come from the fashion industry. Therefore, clothing collection results not only in an important social action but also in environmental protection. Specifically, the clothes collection carried out by Humana in Italy in 2022 avoided the emission of more than 77 million kilos of carbon dioxide, equivalent to the action of 775,000 trees, and the waste of more than 129 billion liters of water, corresponding to 51,600 Olympic-size swimming pools.

The Challenge

Humana People to People is not only a reality that collects, selects and enhances clothing, but it is also a retail reality, which currently has 13 stores in Italy. In the fashion industry, it is increasingly necessary to adopt circular production and consumption models that are respectful of the environment and people: this is why Humana Italia wants to create repair areas inside some of its stores, with the aim of encouraging the activity of repairing clothes, bags and fashion accessories, thus guaranteeing an economy that is as circular as possible.

The goal of the challenge is to incentivize/develop the artisan tailoring supply chain so that it can reach an increasing number of consumers and spread the importance of taking care of garments also through repair practices and creative reuse.

Starting from this idea, we ask to develop a model aimed at the creation of a network of small local tailors who working in a network can allow the growth of the entire supply chain, thus promoting consumer access to this type of service and participation in Humana's mission. It is important that the model highlights in detail the processes to be implemented so that the project can be implemented in an articulated reality such as the city of Milan, for example, thus mapping the existing realities and hypothesizing the future needs of the citizenry. In addition, we ask to identify, within the main sartorial areas, operational models and collection points to incentivize donations of clothes in favor of Humana. We are aware that only by working in synergy is it possible to achieve significant results, allowing the growth of the entire supply chain and smaller sartorial realities that to date have limited opportunities.