



Anti-Apathy

Anti-Apathy starts from where people are already engaged - lifestyle and culture - and uses this to inspire change in the way that they live their lives. Anti-Apathy's audience is well networked and connected. They are influencers. What they experience gets passed on to those around them. We make the case that, individually and collectively, people's actions matter. And thousands of people are responding. We provide new insights on issues as diverse as voting and fair trade and offer a set of concrete actions that lead to real social and environmental progress.

What we have achieved

- Over 3,000 people have attended Anti-Apathy's eleven events on a range of topics from the politics of food to the impacts of the fashion industry. Many are young, urban professionals and creative sector workers
- Anti-Apathy receives over 80,000 web hits per month
- Regular Anti-Apathy e-mailouts and newsletters reach well over 6,000 people
- In just the first year of our collaboration with **smile**, the Internet arm of the ethical Co-Operative Bank, over 300 people switched their bank accounts.
- Development of unique social experiments where participants are supported through behavioural change.
 - Two experiments in 2004: 'Supermarket Sweepaway' – life for one month without supermarkets and 'Ballot Box or Bust' – getting up close and personal to the election for Mayor of London.
 - In 2005, the phenomenally successful 'Fashion Addict Experiment' covered in the Metro, read by half a million commuting Londoners, the style section of the Guardian Newspaper and on BBC World TV.

What people have said

What I've realised through this experiment is that there's a choice out there. I don't have to buy clothes that were made by somebody's kid or someone who earned a tiny percentage of the retail price. I don't have to buy something that's environmentally toxic. I can make positive choices instead. Ali Hewson's new clothing collection, Edun, says on all its labels, "Our clothes tell the story of the people who made them". From now on, I'd like all my clothes to tell me good stories.

Kate Finnigan, participant in the Fashion Addict experiment, February 2005

As the fashion experiment has come to an end I truly believe the group of us are really in the beginning of our journey with sustainable fashion. Anti-apathy has helped us take the time out of our busy lives to delve in a bit more and we will hopefully move forward with a momentum to keep up the trend of buying reused/recycled/sustainable/organic/free trade/non- sweatshop fashion. Not to mention the fact that this has extended to other areas of our lives. The way we eat, travel. I'm sure there are many more experiments to come.

Pamela Daniels, participant in the Fashion Addict experiment, February 2005

"I brought two friends who study fashion and they were inspired enough to claim they were going to go back to their school and demand for more organic cottons to be used there. You are making a difference with what you are doing. You inspire and teach people to save the world (and themselves). Who can have a more beautiful task in life than that?"

Frida Landskog, audience participant, London, February 2005

"AA is eye-opening. It's up to us to make it happen and thank you for taking apathy on, a vital forum, with a fantastic atmosphere see you at the next AA. After the event, I subscribed to The Ecologist Magazine; am introducing environmentally kind cleaning products, green office supplies and Fair Trade tea and coffee to my workplace and will promote a different organic wine each week throughout the Autumn..."

Candice Joyce – audience participant, London, February 2003