



Dev Ethical Sustainable Crafts & Textiles

Ethical Sustainable Fashion Revolution Ambassador

Dev Ethical Sustainable Crafts & Textiles has an exciting opportunity for someone to join our Ethical Sustainable Fashion Revolution Ambassador (ESFRA) team. Reporting to your mentor, you will have responsibility for managing our social media across various platforms in order to increase our reach.

What we do:

Dev Ethical Sustainable Crafts & Textiles (descatuk) is a group of textile professionals, fashion designers, livelihood professionals with the mission to accelerate the ethical sustainable fashion revolution to a new textile economy.

Why Fashion Revolution:

Fashion Revolution happened after April 24, 2013, when 1134 people were killed in the Rana Plaza factory complex collapse in Bangladesh. The accident was both predictable and preventable. Despite some steps forward since Rana Plaza, not enough has changed. About 75 million people work directly in the fashion and textiles industry, and about 80% of them are women. Many are subject to exploitation; verbal and physical abuse, working in unsafe conditions, with very little pay.

New Textile Economy:

The way we design, produce, and use clothes has drawbacks that are becoming increasingly clear. The textiles system operates in an almost completely linear way: large amounts of non-renewable resources are extracted to produce clothes that are often used for only a short time, after which the materials are mostly sent to landfill or incinerated. More than USD 500 billion of value is lost every year due to clothing underutilisation and the lack of recycling.

Furthermore, this take-make dispose model has numerous negative environmental and societal impacts. Hazardous substances affect the health of both textile workers and wearers of clothes, and they escape into the environment. When washed, some garments release plastic micro fibres, of which around half a million tonnes every year contribute to ocean pollution – 16 times more than plastic micro beads from cosmetics. Trends point to these negative impacts rising inexorably, with the potential for catastrophic outcomes in future. This linear system is ripe for disruption- a vision for a system that works, delivering long-term benefits – a new textiles economy based on the principles of a circular economy.

Young people, we believe everyone has fashion aptitude have an incredibly important role to strengthen the ethical and sustainable fashion now for future of our environment and as well as for potential employees in the fashion industry. So this is why we are inviting you to get involved and bring together consumer to understand ethical and sustainable fashion.

Role and Responsibilities:

- The first thing you need to do is inspire people to join you to organise an online/offline event for ethical sustainable fashion. The fashion industry covers so many different walk of life to promote ethical sustainable fashion.
- Post across the descasuk's social media channels and brands including Facebook, Twitter, Instagram and LinkedIn.
- Organise an on line/offline event- catwalk, quiz or panel discussion that encourages people to know why ethical sustainable fashion is important for saving our environment. Share in blog at www.descasuk.com engaging global audience, by using the hashtag [#Ethical #Sustainable #Fashion, #Environment, #Climate change.](#)
- Focus on planning and scheduling the descasuk's longer-term campaigns.
- Work with video asset creation, both in supporting production of video content and especially editing social media videos together.

We will support you

- Once you become our Fashion Revolution Ambassador,
- We will mentor you once a week of one hour for one month then once in two week for two months.
- Share more ideas, contents and tips for organising your on line/offline events.
- You will also invited to join our Facebook, Twitter, LinkedIn group, so that you share ideas with across the world.
- We will update you what is happening in Ethical Fashion Industry.

Who will mentor you

You will be mentored by Mr K D Sharma, Sustainability Textile Consultant having more than 30 years' experience in textile & clothing industry. [Know more about him](#)

What we are looking for in you

- Basic fashion flair, IT skill and concern for environment.
- You are immersed in and passionate about the world of social media, and have a strong interest in driving strong social engagement and referral traffic.
- You have experience of social platforms and their users
- You know the appropriate visuals and key words required to drive engagement in all forms across each platform
- You are able to quickly respond to current topics and relevant news stories

- You are also able to advise the editorial team on responsive content where possible, as well as being able to create original appropriate social posts.

During Mentorship program you will have

- Exposure in rising ethical sustainable fashion industry, new textile economy must for working in fashion/textile industry.
- Experience of working on Hubspot digital media platform for sales, sales and CRM
- Networking with global audience ladder for success in fashion, textile any industry.
- descaturk life membership benefits- accessing its content, discount coupons and much more.

Commitment for Earning Certificate, Letter of Achievement

- As long as you have enthusiasm for ethical sustainable fashion.
- Minimum three month commitment is desired after mentoring to get membership benefit, certificate and recommendation.

On successful Completion

- You will be Ethically Responsible Fashion Designer, Textile Engineer, and Consumer.
- You will get certificate of Ethical Sustainable Fashion Revolution Ambassador
- You will get Letter of Achievement
 - Number of Ethical leads you have generated,
 - Your contribution to Environment - Kgs of Carbon do oxide reduced by the order you have created,
- Free Sample of the Order you have created.
- 30% discount coupon for you and 20% for your referrals.
- Recommendation letter for your recruiter
- Preferred for paid assignment in descaturk.

Desired starting date: As soon as possible

Location: Anywhere in the world.

You have any question:

- *Schedule a session with your mentor at descaturk@gmail.com*
- *Subscribe www.descaturk.com now, contact us with your preferred date & time*

HAPPY LEARNING FOR RESPONSIBLE FASHION COUNSMUER