

## Impact Report

## How we are making a difference

May 2023

TWYG IMPACT REPORT 2023

## Contents

01	About us	pg 04
02	Ed's note	pg 05
03	Snapshot	pg 06
04	What the numbers say	pg 07
05	What our readers say	pg 08
06	What our peers say	pg 09
07	What our survey showed	pg 10
08	Our story	pg 11
09	Activities	pg 13





## 12 Events & activities

pg 16

TWYG IMPACT REPORT 2023

## Contents

13	Partners and sponsors	pg 17
14	Word cloud	pg 19
15	Targets 2023/2024	pg 20
16	Thank you	pg 21

## About us

Twyg is a South African online magazine working at the intersection of fashion and sustainability. We inspire and support kinder, fairer, inclusive and nature-friendly futures. We write news and feature stories, and create bespoke experiences, workshops and campaigns in Africa. Twyg is the first South African lifestyle not-for-profit media organisation focused on encouraging positive behavioural and systems change using fashion as the primary content pillar. Jackie May founded the Twyg brand in 2018 and spent that year working solo: writing about and researching sustainability; researching the "new wave" international magazines; understanding the powerful potential of working at the intersection of fashion and sustainability; working on a business plan and deciding on a legal status. You can read our manifesto <u>here.</u>

"Twyg is the <u>thought leader</u> in the transition to a more sustainable and circular fashion industry. Through years of active knowledge engagement and dissemination, Twyg has become the <u>first touchpoint</u> to learn more about <u>sustainable</u> fashion and understand happenings in the fashion industry in Africa. Thus, Twyg plays a <u>vital role</u> in representing the strides made in <u>sustainable fashion</u> in South Africa and beyond." DESHANYA NAIDOO | ANALYST CIRCULAR FCONOMY | GREEN CAPE

## Theory of change

By creating stories, activations and events that inspire and inform people, Twyg hopes to positively change behaviour

### and practices for a sustainable future.



Twyg was registered as a non-profit company in February 2019 | Registration number: 2019 / 056796 / 08 | #TogetherforTomorrow.

# Ed's Note

Twyg is the first South African lifestyle non-profit media organisation focused on encouraging positive behavioural and systems change using fashion as its primary content pillar.

Twyg was registered as a non-profit organisation in February 2019. This report covers our impact since then, and it sets targets for 2023.

I am extraordinarily proud of what Twyg has achieved over the last four years. It's thanks to a passionate, focused, professional and committed Twyg team that we're helping create sustainable futures that value equality, human kindness and respect for the planet.

Over the past four years Twyg's influence, social media following and reach have grown steadily. We're at the point at which we can measure our impact to ensure that we are achieving our mission, resonating with our partners and audiences and can We also know that the advertising value equivalency of media coverage about the Twyg Sustainable Fashion Awards was estimated at R2,6 million in 2020; R11,5 million in 2021; and R29 million in 2022, increases of 300% and 153%.

But what is our success in shifting and changing behaviour? What is our influence on people's buying habits and production practices as we advance the UN's sustainable development goal 12 which is focused on consumption and production.

In addition to doing quantitative research by using our analytics tools, we did qualitative research by conducting a survey and speaking to our peers.

I hope you find this as hopeful and rewarding as I do.

Warm regards,

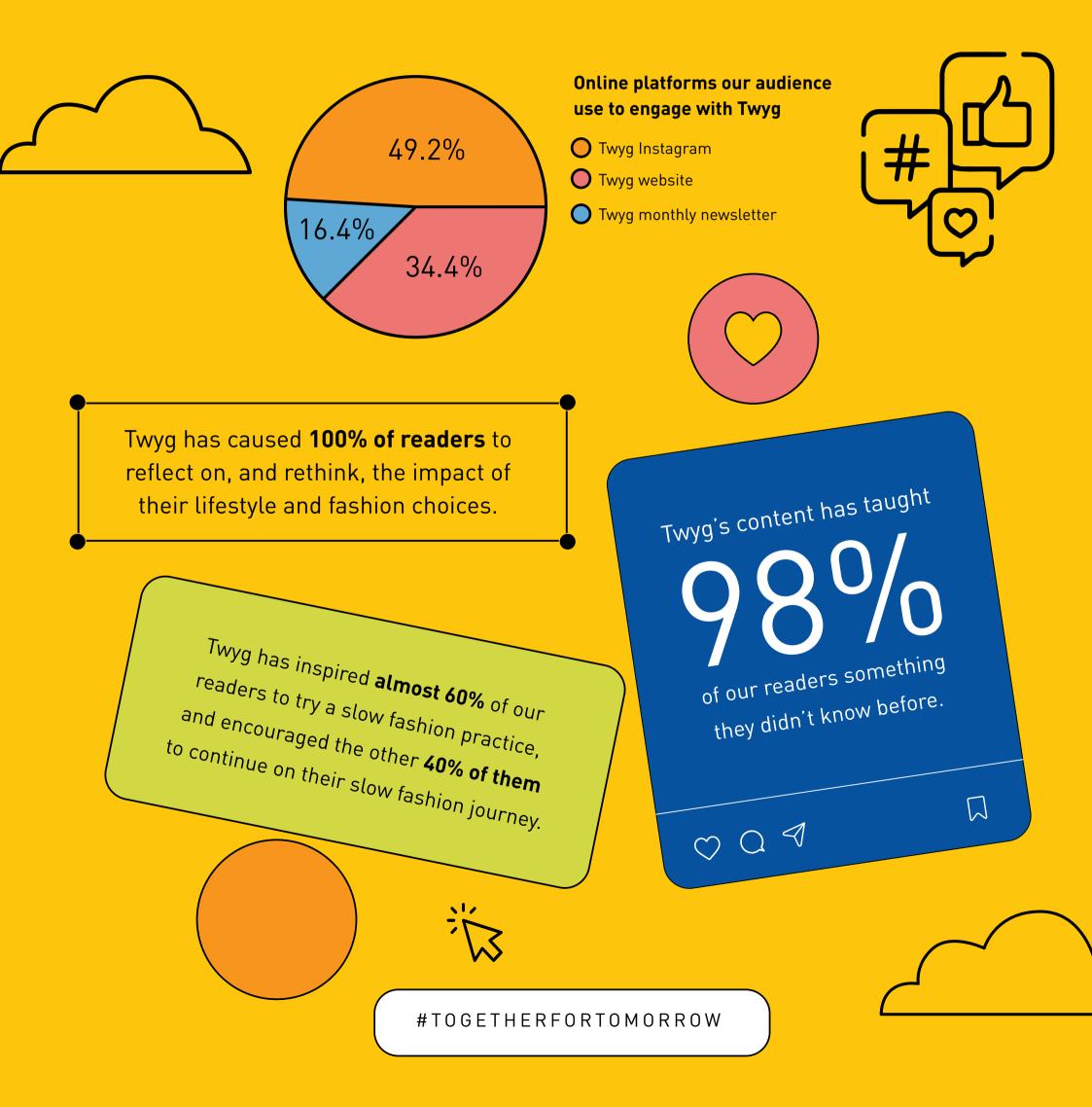
set goals.

 $\Box$ 

As a media organisation, measuring our impact is not straightforward. What we do know is that we have a strong social media following and engagement. Jackie May | Founding Editor

**Graphic Design:** Zakiyya Karim | **Impact:** Güera Romo and Janine Rauch | **Research:** Stella Hertantyo, Nobanzi Sokhuthu and Nabeela Karim | **Copy:** Ufrieda Ho

# Snapshot



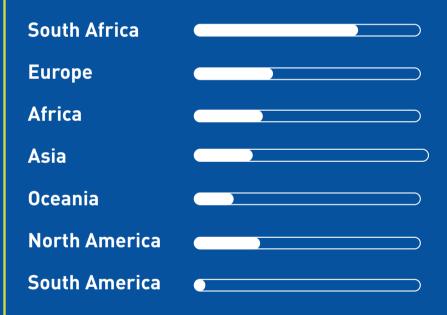
## What the numbers say

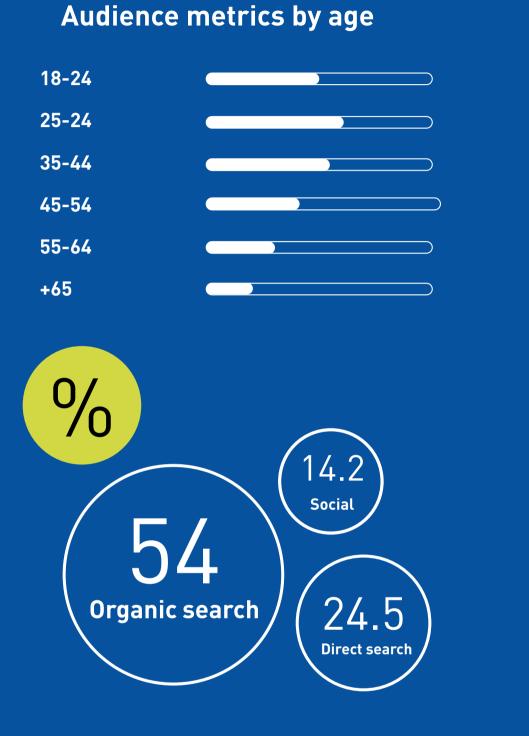
## WEBSITE

740 published articles (number of articles currently on twyg.co.za)
585.5k pageviews
465k engagement

000

### Website demographic

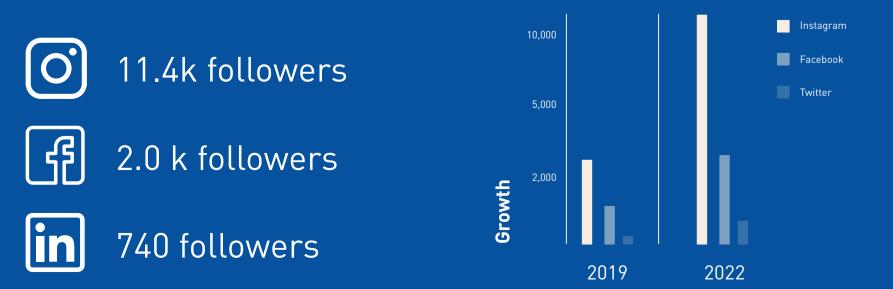




#### PAGE 7

SOCIAL MEDIA

\* These numbers were drawn from Google Analytics and Meta Insights



## What our readers say

### Twyg Community

Twyg has its finger on the pulse which I rely on.

From Twyg survey 2023

### Twyg Community

Twyg does a brilliant job as an organisation that inspires new (and old) consumers to think deeper about their habits.

#### From Twyg survey 2023

#### Twyg Community

Love how colourful your Instagram feed is. It leaves one with a positive outlook, especially because sometimes learning about the negative sides of fast fashion can be heavy.

### Twyg Community

Thank you for creating this wonderfully inspiring platform and sharing it with the world.

From Twyg survey 2023

### Twyg Community

Your content counters the capitalist narrative of high consumption with such joy and light. It is a deeply appreciated reminder to slow down.

From Twyg survey 2023

#### Twyg Community

Twyg needs to share more information about initiatives based outside of Cape Town. Keep giving exposure to groups that are working in isolation and struggling to get their products in the market.

#### From Twyg survey 2023

From Twyg survey 2023

\* We conducted a survey which we shared on our social media platforms. Sixty one people responded. These comments were drawn from the survey responses.

# What our peers say

Twyg is the thought leader in the transition to a more sustainable and circular fashion industry.

#### DESHANYA NAIDOO | ANALYST CIRCULAR ECONOMY | GREEN CAPE

Twyg has played a really important role in developing the understanding around sustainable fashion in the local context – convening learning conversations, shining a light on innovators and positive developments and working to create SA solutions to some of the circularity and sustainability challenges of the sector.

#### JUSTIN SMITH | HEAD OF BUSINESS DEVELOPMENT UNIT, WWF-SOUTH AFRICA

Twyg, in its work, embodies change in action.

#### STEFANIE SWANEPOEL | FOUNDER AND DIRECTOR AFRICAN EARTH RIGHTS

Twyg has done an incredible job of connecting the consumer conversation on lifestyle sustainability to the fashion industry conversation on production sustainability. They don't often happen in the same place, and Twyg has created a beautiful flow between the two, all without getting swept up in global narratives that often leave little room for local concerns. That focus makes the conversation much more approachable and much less fear-fuelled.

#### MODUPE OLORUNTOBA | WRITER AND FOUNDER OF AFRICA FASHION WEEKLY / JOHANNESBURG

Twyg magazine has given sustainability in South Africa a clear point of reference, one that young and older designers can use to create for a market that is eager to slow down.

#### DITIRO MASHIGO | DESIGN OFFICER AT SERATI / JOHANNESBURG

It is difficult to measure the reach and impact of initiatives such as this, but it is safe to say that without Twyg's efforts, the fashion industry in South Africa—the 'USA' of the African economic bloc—would

At a time when fashion magazines have all but died out in South African publishing, there aren't a lot of media platforms dedicated to South African fashion and developments in the sector in a way that I can describe as tangible and forward-looking. Twyg is providing this much-needed platform while promoting sustainability.

#### SANDISO NGUBANE | WRITER AND ARTIST

\* We asked professionals who work in circular economy, fashion, media, and sustainability to share their opinion about Twyg, and to describe our impact.

## What our survey showed

## 88,5%

of our readers believe Twyg is trustworthy and well-researched

## 98, 5%

of readers say that Twyg has taught them something they didn't know before

## 100%

of readers say that Twyg caused them to reflect on, and rethink, the impact of their lifestyle and fashion choices

## 100%

of readers say that Twyg inspired them to try a slow fashion practice or continue on their slow fashion journey

## 98, 4%

of readers say that Twyg has inspired them to support a local brand / businesses

## 88%

of readers share and discuss Twyg content with their friends and family

Twyg has inspired them to do deeper research

of readers say that

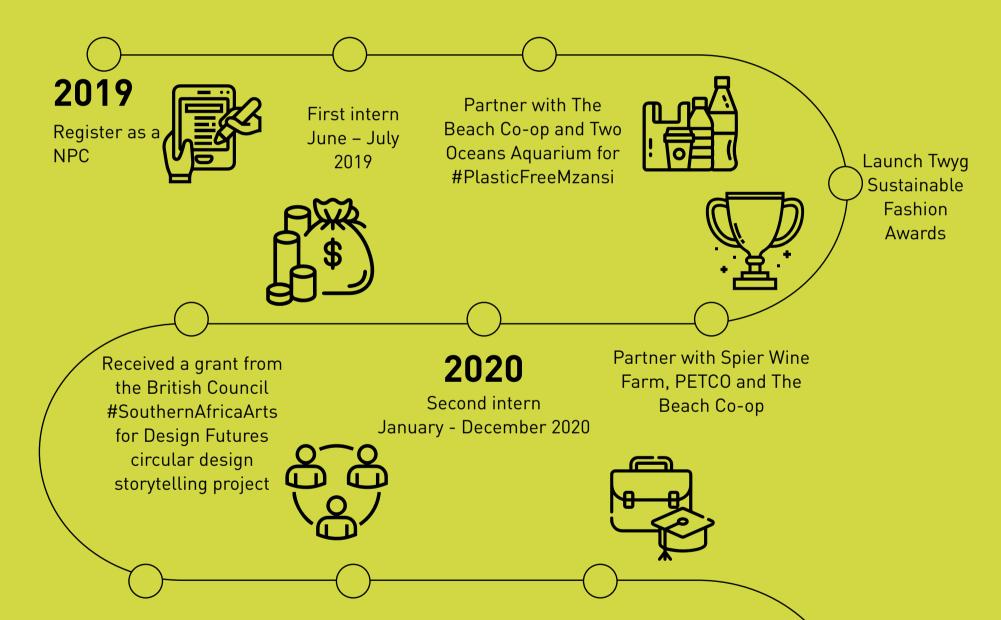
86,9%

\* We conducted a survey which we shared on our social media platforms. Sixty one people responded. These comments were drawn from the survey responses.

# Our story

Jackie May founded the Twyg brand in 2018 and spent that year working solo: writing about and researching sustainability; researching the "new wave" international magazines; understanding the powerful potential of working at the intersection of fashion and sustainability; working on a business plan and deciding on a legal status.

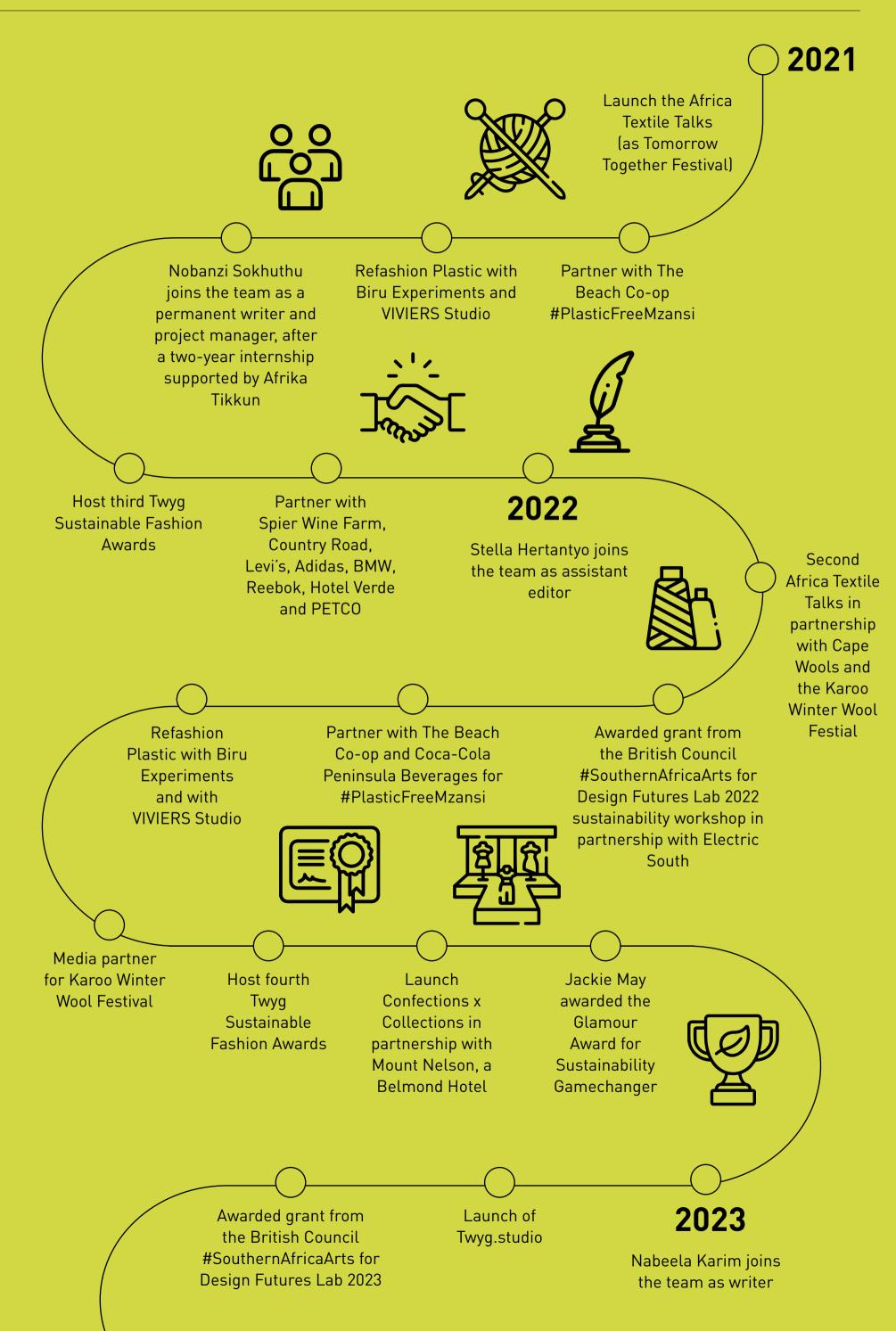
Twyg was registered as a non-profit company in February 2019.



Partner with The Beach Co-op and WWFSouthAfrica for #PlasticFreeMzansi Refashion Plastic, a collaboration with Biru Experiments and with VIVIERS Studio, Our Workshop, Onesimo, The Real Crystal Birch, Hamzeh Alfarnah Third intern July 2020 now

Host second Twyg Sustainable Fashion Awards

Fourth intern November 2020 - now Partner with Rewoven, Country Road, PETCO, and Spier Wine Farm, British Council



# Activities

## Content

The website hosts beautifully produced content which is created according to our values, mission and manifesto. We distribute the content across our social media. \*See page 14

## **Events**

- Twyg Sustainable Fashion Awards
- Confections x Collections
- Africa Textile Talks
- Swap & Mend

## Projects

- Design Futures Lab
- Twyg School
- Slow Fashion Guide
- Directory
- Twyg.Studio

## SDG 12 Target 12.8

By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

## **Refashion Lab**

In collaboration with African Fashion Research Institute, we conduct research, pilot projects and workshops to explore alternative fashion futures pollution

## Internships

We appreciate the importance of mentoring and regularly offer internships and training to young people

### Plastic Free Mzansi

Focussing on plastic pollution, this campaign inspires care for the planet

and people

# Our content

Twyg magazine creates relevant, wellresearched and well-written digital and print content and offers in-person workshops and events. We bring readers information that helps them make better decisions and gives them the inspiration to rethink and re-act more appropriately in a world that is faced with multiple complex challenges. We aim to inspire a transition to sustainable and regenerative living, and to a just, inclusive, green, and circular economy. Our values are routed in connection, between humans and connections between humans and nature.

### MAIN TOPICS

## Fashion and sustainability

Low-impact lifestyle

## High & Lo Fashion

## **Ethics and transparency**

## **Circular economy and**

## well-being economy

### WHERE TO FIND OUR JOURNALISM

### Newsletter | Instagram | Facebook | Website | LinkedIn

# **Top stories**

## How Ackermans turns its fashion waste into building blocks

Along with Wastecrete, the popular South African clothing brand has produced a textile building block called FABRIC

READ MORE

## **Preferred South African textile series**

This two-part series is about preferred textiles available in South Africa and where to find them

READ MORE

## What's the Stitch? Why You Need to Learn How to Fix and Darn Clothes

The modern clothing industry – fast fashion, convenience and planned obsolescence – teaches us that clothes are disposable and easier to replace than to repair. This monthly column helped unlearn this

READ MORE

## We've all heard of SHEIN.

But why are people buying from them? Why do consumers continue to support this company? To find answers, Twyg reporter Nobanzi Sokhuthu spoke to a few of the brand's local consumers

## Long Read: Fashion, Sustainability and Decoloniality

Dr Erica de Greef Erica unpacks what it means to think about the future of fashion using a decolonial lens; what this may look like; and, why this move to delink and rethink fashion is so important for South African designers

READ MORE

READ MORE

## **Events & activations** Bringing people together



Awards



Swap&Mend





Africa Textile Talks



**Refashion Lab** 



Workshops







### **Design Futures Lab**

### **Plastic Free Mzansi**

### **Confections x Collections**

# Partners and sponsors

We have been very fortunate to work with multiple brands, and organisations. Without these partnerships we would be unable to execute our work. The types of relationships we've developed are thinking partners, project and collaborative partners and sponsored partners. Only the project and the sponsored partners involve legal documents defining the parameters of the relationship.

### **Collaborative partners**

Along with these partners, we have created and developed campaigns. The Beach Co-op is our partner on the annual Plastic Free Mzansi campaign and along with Biru Experiments, we have launched Refashion Plastic. Imiloa Collective is our partner on the Africa Textile Talks, which has developed and grown over the years. SA Fashion Week has offered two Twyg Awards winners the opportunity to showcase collections at fashion weeks. NUDE FOODS is a long-standing partner for the monthly Swap&Mend activitations. We do not have a contract with any of these organisations. Through skills and capacity sharing, our partnership with each strengthens the shared projects.

### **Project partners**

This category of partners relates to partnerships that involve a contract and a fee with a scope of work that has to be delivered by a deadline. The British Council, Electric South, Mount Nelson, Karoo Winter Wool Festival and Cape Wools are multi-year partnerships.



### **Event sponsors**

The brands listed below have contributed as sponsors to the Twyg Sustainable Fashion Awards. For a defined amount of money they receive marketing in return, for example, a featured website article, social media, or activations on the evening of the awards event. There are three types of sponsorship packages with different offerings in exchange for monetary support.









# Partners and sponsors

### **Venue partners**

Over the years, we have hosted the Twyg Awards at various venues which were sponsored. House Union Block (2021) and Mount Nelson (2022) were the two most recent.



### **Accommodation partners**

Thanks to Cape Heritage Hotel and Hotel Verde we have been able to accommodate visiting guests in Cape Town. Hotel Verde hosts the Twyg Awards finalists on the evening of the annual event. The Cape Heritage Hotel hosted the keynote speaker in 2022.





### **Alcohol sponsors**

Spier has been a great partner in supporting our events since 2019. Krone Cap Classique supported the first Slow Fashion pop up in 2022.







### **Media Partner**

The Sunday Times Lifestyle has been the Twyg Award media partner for three years.



### **Thinking Partner**







\*In the survey, readers were asked to mention three words that they associate with Twyg. This cloud was created using these words.

# Targets 2023 / 2024

02/2023

02/2024

Carbon report	Commissioned a carbon report. Set targets	Meet targets
Human resources	Market-related salaries	Market-related salaries
Instagram	11,500 followers	15,000 followers
Website	20,000 page views per month	25,000 page views per month
LinkedIn	730 followers	1,500 followers
Facebook	2,000 followers	3,000 followers
Newsletter	1,470 readers	2,000 readers
Develop a certified directory sustainable		Implement project

### Fundraising

Raise R350,000 in grant funding

# Thank you

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