



MEDIA RELEASE

27 April 2021

Usedfully's new Advisory Board adds further depth of expertise to drive better textile emissions management in Aotearoa

The founding members of Usedfully's newly established Advisory Board are high-profile local and international experts in sustainable business, reflecting both the growing global awareness of the need to address the environmental impacts of the textile industry and the track record the Usedfully team has built in this area over the past decade. The strategic appointments come as Usedfully steps-up its work with the industry and Government to drive action on reducing clothing and textile emissions and pollution in New Zealand.

Compounded by the rise of 'fast fashion', the clothing and textiles industry is in the top three of the world's carbon-emitting industries, alongside oil & gas and agriculture. Usedfully Chief Executive Peter Thompson says it's time New Zealand begins to prioritise textiles in its climate change strategy, especially given the particular challenges the country faces in implementing change in sectors like agriculture.

"We know that there is a desire for change across the industry, and we've proven that the technology and systems to enable significant reductions in waste and emissions are within reach. What's needed now is leadership and a coordinated, strategic approach towards implementing meaningful, practical solutions at scale. With the international experience and expertise they bring, our new Advisory Board can play a significant role in assisting us to deliver that change in coordination with industry and Government."

"Jason Kibbey is a global leader in sustainable apparel and technology to help businesses measure, manage and share the social and environmental impact of their supply chains. Natalie Reitman-White is an international innovator in the field of integrating social purpose into the DNA of organisations of all types. Paul Edgar Bird is a designer who is absolutely at the leading-edge of fashion upcycling in Aotearoa. All three are successful entrepreneurs, and will provide invaluable advice as Usedfully looks to take its mission to a new level."

At the end of this month Usedfully will deliver a set of recommendations to the Ministry for the Environment for improving New Zealand's management of textiles at their end-of-life, in a paper supported by the Government's Waste Minimisation Fund.

Usedfully is also co-designing a Product Stewardship Scheme for clothing and textiles with partners from across the local industry. Mr Thompson says a scheme of this kind, with regulatory support from the Government, could be the foundation for a genuine transformation in how clothing and textile resources are managed in this country.

"Not only would New Zealand make important gains against its climate targets, it could unlock the potential value of waste textiles as a commercial resource. This includes repurposing of fibres for use in new textiles, through to the extraction of raw materials for new products."

"Our new Advisory Board will play a key role in helping us take the necessary steps to make this vision a reality," Mr Thompson says.

Usefully Advisory Board Founding Members

Paul Edgar Bird (Te Ati Haunui-a-Pāpārangi)



Paul is an experienced local designer who having honed his skills working for a number of New Zealand fashion brands now specialises in re-engineering existing garments into one-off custom-made pieces primarily for private clients, His brand [Edgar and Bird](#) aims to reclaim, re-engineer, reuse clothing and textiles destined for the landfill through ethical, eco-conscious and sustainable practices.

Natalie Reitman-White



Natalie was a Vice President at one of the largest independent distributors of organic produce in the US, where she pioneered a new ownership model designed to embed long-term mission-focus and raise impact capital. She subsequently founded [Alternative Ownership Advisors](#), a consultancy providing support to purpose-driven companies looking for innovative solutions to ownership and finance.

Jason Kibbey



Jason is the CEO of [Higg](#), a technology company that helps brands, retailers, and manufacturers to measure and improve their social and environmental supply chain impact. Higg implements a robust, universal sustainability measurement system called the Higg Index, with tools that enable improved company and product sustainability. Before Higg, Jason was the CEO of the [Sustainable Apparel Coalition](#), an industry-wide group of leading apparel and footwear brands, retailers, manufacturers, non-governmental organisations, and academic experts working to improve the environmental and social impacts of the global apparel and footwear sector.

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