



PRESS RELEASE: 19 November 2020

ICSA and CRNI launch Green Friday Campaign

Save money, save the planet, make a difference

This year consumers can make Green the new Black with the Green Friday campaign on 4 December, which aims to shift consumers to more conscious and sustainable shopping. This replaces the traditional overconsumption that takes place every year on Black Friday.

The **Irish Charity Shops Association (ICSA)** and **Community Resources Network Ireland (CRNI)** encourage consumers to hold off on buying new products on Black Friday and to instead purchase preloved goods, particularly those from local charity shops and reuse social enterprises across the country. This simple action can save money, save the planet and make a difference.

Save money and grab a bargain. Every day can be Green Friday when consumers shop in a charity shop or a reuse social enterprise, where good quality merchandise can be found at a fraction of the cost of buying new. There is a plethora of preloved goods available in Ireland and almost anything can be found — from clothing to homewares to books and media to bicycles to furniture to creative supplies and more.

Save the planet by shopping sustainably. Consumers not only save money by buying secondhand but also help to save the planet by lowering their carbon footprint and participating in the circular economy, which keeps existing goods in circulation for as long as possible. 11.5 million garments were sold through ICSA member charity shops in 2019. This and other reuse social enterprise activities saved over 150,000 tonnes of carbon, avoided waste and conserved natural resources by avoiding the consumption of new goods.

Do good twice by shopping sustainably and supporting good causes. By shifting their shopping behaviour, consumers will have a social impact. Charities and social enterprises fund essential services in communities both in Ireland and abroad and provide local jobs and training opportunities. Together, ICSA and CRNI members employ over 690 people, create social employment for about 2,200 people and 7,200 volunteer opportunities nationwide.

“Charities face a double whammy as demand for their services has increased because of the pandemic but they have not been able to fundraise. By supporting your local charity shop you are helping to make a difference to the lives of the most marginalised people in our communities. You’re also saving money and the planet too,” stated **Linda Ward, Secretary of ICSA**. The ICSA is the umbrella organisation for registered charities who operate shops as part of their fundraising activities.

Claire Downey, Executive of CRNI said “Shoppers are becoming more sustainably conscious all the time. Supporting Green instead of Black Friday — both online and in store — is a great way to boost local, social and sustainable businesses and save money in the process.” CRNI is the representative body for community-based reuse, recycling and waste prevention organisations.

Most shops are expected to reopen to the public on Wednesday, 2 December in time for Green Friday on 4 December and will have all Covid-19 precautions in place so customers can have confidence in shopping safely. Customers can find their local charity shops at www.icsa.ie/shops. CRNI Members, providing upcycled and secondhand furniture, fashion and homewares, creative materials and paint, bicycles, and reuse and repair workshops, can be found at www.crni.ie/directory.

Meanwhile, some charity shops have inventory available via click and collect services or online at Thriftify and eBay. Information about other reuse services available during Covid-19 restrictions can be found at crni.ie/reuse-repair-recycling-covid-19.

Ends

For media inquiries or to arrange an interview contact: Christine Costelloe, CRNI's Funding and Communications Manager, at Tel: 087 369 0396 or Email: christine@crni.ie

Or Paul Hughes, PRO for the Irish Charity Shops Association, at Tel: 087 8053778 or Email ph@irishcancer.ie

About Irish Charity Shops Association (ICSA)

The Irish Charity Shops Association is the umbrella organisation for registered charities who operate shops as part of their fundraising activities. We are funded by our 40 charity members, who operate over 450 shops nationwide. We support our members in running their charity shops to the highest standards, the proceeds of which help to fund much needed services in many communities nationwide. For more information, visit www.icsa.ie or @ICSAcharityshop on Twitter, @IrishCharityShopsAssociation on Facebook or @irishcharityshopsassociation on Instagram.

About Community Resources Network Ireland (CRNI)

Community Resources Network Ireland (CRNI) is the representative body for community-based reuse, recycling and waste prevention organisations. Our vision is an Ireland where the word 'waste' doesn't exist and where our entire community benefits from the social, environmental and economic value of all reusable resources. The network is funded under the EPA's National Waste Prevention Programme. More information on our work and members is available at www.crni.ie and at @CRNIreland on Twitter, Facebook, Instagram.

Image: ICSA and CRNI Green Friday assets

