



PRESS RELEASE

Strictly embargoed until 5:30pm on Wednesday 13th September

YODOMO wins 'Progress toward circularity' award (Home and Lifestyle) at the annual Marie Claire Sustainability Awards 2023

Textile reuse specialists recognised for their groundbreaking and wide-reaching work to reduce commercial textile waste

WINNER

Homes & Lifestyle: Progress towards circularity: YODOMO

Speaking after the announcement, YODOMO founder, Sophie Rochester said, *"We are delighted to have won this Marie Claire Sustainability Award and get the recognition for our work in the circular economy from such a distinguished jury."*

At YODOMO we have been helping the interiors industry on its pathway to Net Zero through innovative circular solutions for textile waste. We've been encouraged by the commitment from interior companies to work with us to change up their processes and put in new systems."

For this year's awards, Marie Claire partnered with sustainability advisory, Seismic, to support reviewing entries and judging the winners. Judges assessed the social and sustainable practices of core businesses, in addition to the innovation being recognised. Businesses were asked to back up all sustainability claims which were then reviewed and validated.

Andrea Thompson, Editor-in-Chief at Marie Claire, said: *"The quality of entries this year was incredibly high."*

The judging panel stated that Yodomo received the award because:

"Yodomo addresses pre-consumer textile waste from the interior design industry by redistributing it to maker and craft communities, fostering circular solutions. It began this initiative in collaboration with the London Borough of Hackney, diverting more than four tonnes of textile waste to be creatively repurposed. This approach promotes repurposing, raises material awareness, builds communities, offers skills training, and creates new markets for upcycled goods. Yodomo connects with local businesses and receives funding to extend its goal: prevent textile waste and reduce carbon footprint."

Judge Ele Ward, the CMO of Ctrl Alt and a sustainability expert said,

"Wow, what an amazing organisation. From people to the planet, this business is tackling sustainability from every angle and shows the importance of grassroots work, from employee engagement to working with volunteers," says Ward.

"Yodomo is a business whose journey I look forward to following very closely as have no doubt there's more to come."

For YODOMO this award comes shortly after receiving a UKRI Innovate UK *Transformative Technologies* grant to support the development of its work in the circular economy.

To find out more about working with Yodomo or to join its creative community, get in touch.

Contact:

Further press information or to interview Sophie Rochester, YODOMO Founder, please contact: Julienne Webster julienne@industrypublicity.co.uk

www.yodomo.co

YODOMO positive impact to date:

- Pilot scheme in 2022 reused 5 tonnes of textiles in one reuse hub alone in Hackney
- Textiles supplied to over 1600 creatives/ businesses / residents locally for reuse supporting the creative industry who contributes 3.4 billion annually to the economy
- Businesses helped to improve systems, report on its waste and put them on the pathway to Net Zero
- Launch of the Textile Reuse Hub at Hackney Wick Fish Island as a circular high street demonstrator project working with HWFI CDT and supported by Mayor of London
- Awarded UKRI Innovate UK to redesign a new textile waste service focused on the home textile industry