

Nomination: 20594

## Slowing Down Fast Fashion with the Balik-Likha Clothing Circularity

<b>Page: General Information</b>
<b>Name of Organization / Company</b> Shell companies in the Philippines
<b>Logo</b> Download File ( <a href="https://asiastevieawards.secure-platform.com/file/33422/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMzQyMiwiYWxsY3dOb3RtaWduZWRVcmwiOiJGYWxzZSIsImlnbmKWrQyDut20BebJDFUJ7crGH1AooQO8?Shell%20Pecten%20CMYK%20colour.jpg">https://asiastevieawards.secure-platform.com/file/33422/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMzQyMiwiYWxsY3dOb3RtaWduZWRVcmwiOiJGYWxzZSIsImlnbmKWrQyDut20BebJDFUJ7crGH1AooQO8?Shell%20Pecten%20CMYK%20colour.jpg</a> )
<b>Web Site Address</b> <a href="https://www.shell.com.ph/">https://www.shell.com.ph/</a> ( <a href="https://www.shell.com.ph/">https://www.shell.com.ph/</a> )
<b>Page: Entry Information</b>
<b>Entry Title</b> Slowing Down Fast Fashion with the Balik-Likha Clothing Circularity
<b>Category</b> U01 - U11 - Award for Innovation in Sustainability > U04. Reuse and Recycle
<b>Submission Format</b> An Essay of up to 625 Words
<b>Essay</b> <p>Discarded clothing now represents 6% of total landfill waste globally, while the textile industry is responsible for 8% of global greenhouse gas emissions. These figures are escalating rapidly, driven by the unsustainable behaviors and attitudes of fast fashion consumers -- customers classified as those who wear items only 7-8 times before disposal.</p> <p>Balik-Likha</p> <p>Shell leads the charge toward sustainability in the textile industry through Balik-Likha, a clothing waste drive and smart design advocacy initiative.</p> <p>Balik-Likha positions decarbonization not only as a strategic investment, but also as a powerful engine for both profitability and cost reduction while helping to realize Shell's net-zero ambitions. Teams and functions across Shell sites were encouraged to donate used clothing and other textile-made products. These were funneled to several civic partners, such as Project Pearls and Malitam Women of Hope, for conversion into other forms of usable products.</p> <p>Meanwhile, a portion of donated clothes were used as reference and materials for a smart design competition among student designers who were given a challenge to come up with sustainable fashion and interior designs which highlight ergonomic solutions, and health and safety compliance.</p> <p>Overall, Balik-Likha aims to create awareness among Shell teams on how we can locally and practically translate the company's respecting nature goal through the conversion of clothing waste.</p> <p>Through strong cross-Shell collaboration, leadership, passion, and action:</p> <ul style="list-style-type: none"><li>• Shell successfully collected over 7,000 kilos of used clothing in just two months. These were then channeled to various civic partner streams. Each kilo represents not just a discarded item but a transformative opportunity, generating potential earnings of Php 50-100 or more through upcycling into high-demand products like blankets, new garments, corporate giveaways, and home essentials such as boleros, aprons, mittens, and rugs.</li><li>• Shell has forged invaluable, long-lasting partnerships with leading sustainable organizations, including Anthill Fabrics, Zarah Juan, and Project Pearls. This collaborative effort, led by the Country Energy Transition Manager under the Country Chair's office, ensures the creation of a robust, sustainable framework that will continue to drive this advocacy forward</li><li>• The recent Smart Design Competition, the grand finale of the Balik-Likha initiative, further strengthened Shell's connections with schools such as College of Saint Benilde, iAcademy and SoFA, student designers, and the broader community, reinforcing the company's commitment to creativity, innovation, and social responsibility.</li><li>• The Balik-Likha clothing waste drive and Smart Design advocacy championed sustainability and circularity in multiple forms, simultaneously nurturing team spirit within Shell and making a significant impact on the wider community.</li></ul> <p>In every action, Shell has exemplified the power of collaboration, leadership, and sustainable innovation, paving the way for an initiative that has potential for global replication. Balik-Likha puts a spotlight on RESPECTING NATURE by directly impacting NET-ZERO EMISSIONS goals by targeting a major contributor: Textile Waste, while also POWERING LIVES by handholding the community we service as we transition to sustainable energy products; and that if we advocate for the success of the larger community, we are also strategically investing in MAXIMIZING SHAREHOLDER VALUE.</p>

**For this category please provide**

An essay of up to 625 words describing the nominated innovative achievements since July 1 2022, **OR** video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

**Credits**

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Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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**Do You Have Website URLs you would like to link to**

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