

READY TO HOST A FILM SCREENING?

Here is everything you need to host a Remake *Made In* Film Screening at your school, place of work, local art gallery, co-working space, or in coordination with local partners.

Our *Made In* films are one of the ways we drive radical transparency across the fashion industry passing the mic back to the makers of our clothes. Thank you for choosing to be a part of the #wearyourvalues Movement and helping us reach our goal of remaking the closets of 1 million women by 2025.

KICK-OFF

Ready to hit the ground running?! If you already have a date + time, location, event description, sense of # of attendees, and hi-res image to promote the event, skip ahead and fill out the [Remake Event Form](#). Once this form is filled out, we will be able to add your event to the Remake website, promote the event via Instagram, and send you some Remake swag. If not, don't worry! Below are questions to help you kick-off your event planning and preparation.

EVENT PREP QUESTIONS

- **Where is the best place to host your screening?** [Here's an ambassador-sourced list](#) to get you started. We also recommend checking in with local schools, universities, and independent theatres who are often willing to host for free or at a non-profit discount. Classrooms and auditoriums make excellent film screening venues.
- **Do you need help hosting your event?** If so, reach out to the [Ambassador Support Team](#) which includes on-the-ground [Community Organizers](#) in Atlanta (GA), New York City (NY), and Washington D.C.
- **Do you have a budget for refreshments and other expenses (e.g. printing posters, A/V)?** A good starting budget is \$200-\$300.
- **Can you find a sponsor for your budget via Student Activities Centers, local businesses, etc?** At this time Remake, does not provide event stipends for Ambassador Events.
- **Who will you invite?** Along with friends, classmates, and coworkers that you know, you can also invite other Remakers in your area, hang flyers, and send out an email blast.
- **Do you have a marketing plan to promote your event?** If not, we've got one below.

SELECT A 'MADE IN' FILM

Made In America (Coming Soon)

No Trailer Available | Film Short | Time: 10:41

Description: When we think of fast fashion production, the United States might not be the first country to come to mind. However, the truth is that even in America, garment makers are being thrust into vulnerable situations and taken advantage of on a daily basis. In *Made in America*, watch as Remake takes you into multiple Los Angeles clothing factories and talks to local garment makers, designers, and a labor conditions inspector about what is really happening in the land of the free. Yeni, from Indonesia, shares her story with Remake about the challenges she faces working as a maker in L.A., where upwards of 50,000 mostly immigrant women work in clothing production, and 85% of factories find themselves in violation of labor laws.

Made In Mexico

[Trailer](#) | [Film Short](#) | Time: 14:12

Description: Against the backdrop of fracturing United States and Mexico relations, Remake is shining a light on the women working in factories called *maquilas*. Today the global garment industry is worth \$3 trillion, or about 2 percent of the world's gross domestic product. Mexico exports \$5 billion of clothing to the US alone, making our jeans, tees, and shoes for brands like Walmart, Zara, and Paige Jeans. Yet, the women who power the fashion industry in Mexico make less than \$2.40 an hour. In this latest addition to Remake's *Made in Series*, Remake takes fashion activist Amanda Hearst and fashion designers from [@parsonsschoolofdesign](#), [@ccafashiondesign](#) and [@dukeuniversity](#) to bear witness and understand the human impact of mass production. Follow along as they meet Oliva, Veronica, and Reina, three fierce women makers behind our fast fashion labels.

Made In Sri Lanka

[Trailer](#) | [Film Short](#) | Time: 13:40

Description: In *Made in Sri Lanka*, Remake takes you into a mass production factory in Colombo, where women must work without break to meet the day's quota. The garment industry in Sri Lanka employs an estimated 350,000 makers, of which 82% are women. Many of these workers make less than a living wage. In *Made in Sri Lanka*, visit the places where these women sleep, experience the chaos of the factory in which they work, hear their stories of arrival, and come to know Ashila Niroshine, the founder of Standup Movement Lanka, an NGO that aims to promote the rights and entitlements of garment workers, amongst others. Joining along on this journey are fashion design students from Parsons School of Design and California College of the Arts

Made In Cambodia

No Trailer Available | [Film Short](#) | Time: 9:34

Description: We bring you *Made in Cambodia*, a film short by [Asad Faruqi](#), the cinematographer for Oscar winning documentary short [A Girl in the River](#) and [Saving Face](#). In the film, follow three Parsons fashion design students as they embark on a life changing journey to Cambodia to experience the day-to-day lives of the invisible women behind our fashion. Meet Sreyneang, a woman who has been working inside a Cambodian denim factory for three years, but began in the garment industry over two decades ago, when she was just 15 years old. Learn what the conditions are like for Cambodian garment workers and what conditions bring them to working at these factories.

MARKETING PLAN

BEFORE THE EVENT

4 Weeks Before

- Create an Eventbrite and/or Facebook event page. We've found that ticketed events, even \$5 a ticket, increases attendance. If you'd like to use Remake's Eventbrite page, please email ambassador@remake.world. All event proceeds support the **#wearyourvalues** Movement.
- Fill out the [Remake Event Form](#) so we can add your event to the Remake website and promote the event via Instagram.
- Send event partners the Eventbrite and/or Facebook event page, and ask them to share on their channels using Remake's hashtags: **#wearyourvalues** & **#remakeourworld**
- Share the event page with your family & friends via social channels (Facebook, Instagram, Twitter), tagging @remakeourworld and using Remake's hashtags: **#wearyourvalues** & **#remakeourworld**. Our [social media guidelines](#) outline the do's and don'ts when generating content to optimize engagement and visibility
- Share the event page with your friends & family via email
- Share the event page in Remake Ambassador Google group

3-2 Weeks Before

- Post about the event 1-2x per week on social media tagging @remakeourworld and using Remake's hashtags: **#wearyourvalues** & **#remakeourworld**, and ask people to RSVP and share on their own social channels.

1 Week Before

- Ask event partners to promote again on their channels
- Post about the event 1-2x per week on social and ask people to RSVP
- Email your friends & family again, asking them to RSVP and share with their network
- Post an event reminder in Remake Ambassador Google group

Day Before Event

- Send reminder about event details to RSVPed guests
- Post reminder about event details on the Eventbrite and/or Facebook event page

Day of Event

- Post about event on social

DURING THE EVENT

- Have a mailing list ready and ask your guests to sign-in. Include space for email addresses and social media handles. This way, you can capture any new contact information from other guests that were not originally on your guest list, and you can invite them to other events.
- Make sure to share your contact and social media information, as well as Remake's, during your event. Have it written visibly on the chalkboard/presentation slide during the workshop. Invite your participants to follow you and Remake on social media at the end of the event as you conclude.

AFTER THE EVENT

- Send a thank you note to all of your guests and tell them how happy you are that they joined you! Include photos from the event and links to your club's social media platforms (ie. FB community page), website, as well as Remake's website + social media links.
 - Share some photos/videos of memorable moments during the event (along with descriptive captions) on social media. Invite your community to stay in touch for the next one!
 - And, fill out the [Post Event form](#). Your feedback will help make these events more impactful and provide invaluable insight.
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LOGISTICS

DAY OF EVENT CHECKLIST

- Do you have the film and presentation on your desktop or USB drive? We recommend downloading the film locally. Wifi is not dependable.
- Do you have a dongle? Charger for your computer? Do you have everything you need to present your slides and the film at your venue?
- Email your friends & family again asking them to RSVP and share with their network.
- Post an event reminder in Remake Ambassador Google group.
- Do you need to make a run-of-show (ROS) for day of?

SCRIPT & SLIDE OUTLINE

Here is a sample script and corresponding slide outline but please tailor both these assets to fit your event's unique needs.

Slide 1: Welcome & Introduction

Hello, my name is _____. [Add a little background on you, like year and major if you are a student] and I'm a Remake Ambassador. Thank you - to all of you for sharing a bit of your *[time of day]* with me. I am so excited to be here! The film short that I am about to show [insert a brief description of the film and connect it to why you working to make fashion a force for good with Remake].

Slide 1: Who is Remake?

Remake is a community of designers, students, feminists, storytellers, stylists, and overall fashion aficionados, who believe that fashion can be a force for good. We are using our purchasing power, our voice, and our creativity to make the invisible women who power our fashion industry visible.

We believe in radical disruption and transparency within the fashion industry which is why Remake passes the mic back to the makers of our clothes. The fashion industry is fueled by women — yet women are hidden from our collective consciousness.

Remake's journeys and *Made in* series, like the film we will watch today, are ways for the fashion industry to rebuild these connections.

At Remake, we also work tirelessly to put together clothing swaps, Wear Your Values workshops and #sustainablefashion panels and training lunches. Remake is the go-to destination to discover ethical, sustainable fashion, vetting brands for the Remake Seal of Approval and helping people like you me and embrace a conscious fashion lifestyle. Remake is here to make the fashion a force for good.

Slide 3: Future is Female

When it comes to fashion there is so much to be hopeful about. For so many of us, fashion is an extension of our identity, it brings us joy and is a way to share our values. It's been heartening to see the UN's Sustainable Development goals to designers on runways and magazine covers all talking about the connection between fashion and women's empowerment. Indeed this \$3 trillion industry is one of the largest employers of women.

Yet despite these bright spots so much of fashion's hyper-consumption and over production has left staggering impacts on our natural resources, waste, water, climate, and women's bodies.

For the 7 billion people on the planet, we produce over 100 billion units of clothing. By 2030 we will be up against really difficult questions of whether to use our precious water for fashion production or to make it available for the world's growing population. We have already caused entire water bodies to become deserts in our quest to grow cotton.

You've witnessed the [*Climate strikes, etc, what is climate change action or issue that is big in your community*] here in [*your location*]. We are finally waking up to the climate emergency. Greenhouse gas emissions from the fashion industry total more than the global aviation and shipping industries combined.

Coming back to women's empowerment — while we've become better at marketing the connection to fashion, the truth is fashion remains inherently violent to the women who make our clothes, as they remain trapped in a cycle of poverty.

Of course talking like this makes me no friends. This is why my friends tell me to smile and not talk at cocktail parties. But, jokes aside, on a practical level, Remake does two things: ← *Tailor to be a transition that works for you.*

Slide 4: Meet the Maker

1. It takes these influencers and up and coming designers on journeys to bear witness and bring back stories of the women who make our clothes. Over the last 3 years, Remake has taken cameras into dye houses, mills, landfills, and cut and sew factories. Once the stench of chemicals hit your throat, once you see the mounds and mounds of clothes waiting to be burnt, or meet the women who make our clothes, you can't unsee these things.
2. Outside of this we work tirelessly, first working around the US and then increasingly globally, to build a sustained community of conscious shoppers that wears their values. We strive to make it easy for all of us to wear our values. I like to say — if you care about

our climate, believe in women's empowerment, want the future generations to have access to water, than our Movement is for you.

So I am going to go ahead and play the short. *Hit Play.*

Post Film Screening

Slide 4: Call To Action

I hope the film has moved you to be a part of the change — so sustainable fashion is not a moment but a movement. I hope that you would consider taking the pledge to give up fast fashion and shop sustainably for 30 days. [[Share the pledge with your audience](#)]

Alternatives

- *Follow us on Instagram, Twitter and Facebook @remakeourworld*
- *Sign up for our mailing list. We never spam, just help you discover content and actions as we've shared today, once a month.*
- *Go to www.remake.world to discover better brands. Your wallet guides have a few of the best and worst brands out there.*
- *Become an Ambassador like me! We need more in [[your city](#)]. It's such a wonderful way to do more good both in terms of finding your advocacy voice and voting for brands that match our values.*

SAMPLE ROS

[Made In Film Screening Sample Run of Show \(ROS\)](#). Make a copy and use to create the ROS for your event.

ADDITIONAL RESOURCES

- Remake branded [google slide template](#)
 - About Remake [One Pager](#)
 - [Images and Stories](#) to inspire you from past screenings and journeys
 - Examples: [Past Ambassador Created Film Screening Assets](#)
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