

September - Back to School

Low Tech - Case Study



**Calendar for
Climate
Change**

Quid-Pro-Guo - Inter-generational
Education to Ease Global Warmi



Case Study: Gym+Coffee

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| Module Title: | September |
| Unit Title: | Back to School |
| Case Study Title: | Gym+Coffee |



Source: [Photo by Gym+Coffee on gympluscoffee](#)

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| Name of the Climate or Social Enterprise or Activist Group: | Gym+Coffee |
| What is their Story? | Established back in 2017 in Ireland, the athleisure brand Gym+Coffee was founded by three friends with the goal of Make Life Richer. The company's team is devoted to creating the best athletic clothing, developing its community of fitness fanatics, and motivating people to get outside and socialise around exercise (MacGillivray, 2021). |
| Link to the Case Study: | <p>Introduction to Gym+Coffee https://youtu.be/EdyQ_ToKFiI</p> <p>Gym+Coffee Website https://gympluscoffee.com/</p> <p>Gym+Coffee YouTube Channel https://www.youtube.com/channel/Ucc-NsgQZTL-I0NAV2skJ4Xw</p> |



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| | <p>Gym+Coffee TikTok https://www.tiktok.com/@gympluscoffee?lang=en</p> <p>Gym+Coffee Pinterest https://www.pinterest.ie/gympluscoffee/</p> <p>Gym+Coffee Facebook https://www.facebook.com/gympluscoffee/</p> <p>Gym+Coffee Twitter https://twitter.com/gympluscoffee</p> <p>Gym+Coffee Instagram https://www.instagram.com/gympluscoffee/</p> <p>YouTube Videos of Gym+Coffee https://www.youtube.com/watch?v=x3q6qG4Fi0I&list=PLb-01252ER-dpIAhSqZsN5sK_83DttV4O</p> <p>https://www.youtube.com/watch?v=gbmoGrt6J64&list=PLb-01252ER-dpIAhSqZsN5sK_83DttV4O&index=2</p> <p>https://youtu.be/SYVPTjOIEFU</p> |
| <p>Why is this a Good Example to Follow?</p> | <p>Gym+Coffee (2022) strives at developing a community around fitness and motivating people to go out and exercise. The company prides itself on having “high-quality, long-lasting products made from materials that are better for our planet and for ourselves.” This is a great example of how a company should create their products with sustainability at the forefront.</p> |
| <p>What Impact has this case study example achieved?</p> | <p>The company's clothing collection is currently at 35% sustainable and is increasing. They have funded RFID (Radio Frequency Identification device) technology to get a better understanding of their product's entire process, from start to finish. Gym+Coffee's social sustainability partnerships and policies are continuing to increase and develop, and they put money into better quality materials and more possibilities for recycling (Gym+Coffee, 2022).</p> <p>Since 2020/2021, Gym+Coffee (2022) declares that they are now carbon neutral and has begun to design its system to create a Net Zero strategy. They are also on the way to developing into a B-Corp Certified business ("a business that voluntarily commits to and meets high standards of verified performance, accountability and</p> |




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| | <p>transparency on many factors from employee benefits to charitable giving, supply chain practices to materials").</p> <p>Gym+Coffee (2022) has started many initiatives within their company and the products that they sell to promote sustainability:</p> <ul style="list-style-type: none">● The Amarach Collection: The company released their first sustainable collection of athleisure, which was made from 100% recycled polyester or rPET (recycled plastic materials). The objective of this collection was to make sure that at least 30% of their athleisure range in 2021 consisted of sustainable products.● Partners and Suppliers: The company are continuously searching for partners and suppliers that are also committed to sustainability.● Manufacturing: Although presently manufactured with partners based in Ireland, China, and Singapore, the company has started looking for other manufacturers where there is a high desire for sustainability, e.g., partners in Vietnam who use different fabrics for their products. |
| References | <ul style="list-style-type: none">● Dottle, R., & Gu, J. (2022, February 23). The real environmental impact of the Fashion Industry. Retrieved November 4, 2022, from https://www.bloomberg.com/graphics/2022-fashion-industry-environmental-impact/#:~:text=Today%2C%20in%20fact%2C%20fashion%20accounts,plastic%20produced%20globally%20each%20year● Fuller, K. (2021). What Is Upcycling — and How Does It Benefit the Planet? Retrieved November 4, 2022, from https://brightly.eco/blog/upcycling-meaning● Gym+Coffee. (2021, April 23). OUR SUSTAINABILITY STORY CONTINUES. Retrieved November 4, 2022, from https://gympluscoffee.com/blogs/community/approach-to-sustainability-2020● Gym+Coffee. (2022). People, Planet, Purpose. Retrieved November 4, 2022, from https://gympluscoffee.com/pages/sustainability-2● Tatum Last Modified Date: October 06, M. (2022, October 06). What is Repurposing? Retrieved November 4, 2022, from https://www.wise-geek.com/what-is-repurposing.htm |



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