



GoLaah!

[www.golaah.com](http://www.golaah.com)

By

*Atharva Shukla*

**Student: High School-  
International Baccalaureate Diplom Program (IBDP)  
Anglo Chinese School (ACS) Jakarta  
Nationality: Indian**



# Problem Statement



- ➔ Estimated that fashion industry contributes 92 million tonnes of waste to the world's landfills, per year.
- ➔ Consumers often discard 60% of their clothing within the first year.
- ➔ 60% of PET production goes to Textiles while only 30% goes to plastic bottles.
- ➔ Only 1% of used clothes are recycled into new clothes
- ➔ Fashion industry responsible for 10% of global carbon emissions - more than international flights and maritime shipping combined.
- ➔ 25% of global clothing waste is incinerated, leading to toxic, greenhouse gases being emitted
- ➔ Textiles in the EU in 2020 generated 270 kg of CO<sub>2</sub> emissions per person

# CASE STUDY

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## ENVIRONMENTAL BENEFITS FROM REUSING CLOTHES

### AIM

To assess the net environmental benefits brought by the disposal of used clothing through charities who return them for second-hand sales assuming that second-hand clothes to some extent replace the purchase of new clothes.

### METHODOLOGY

A questionnaire-based survey was conducted on more than 200 consumers in second-hand shops. The survey was done in *Sweden and Estonia*, and Africa was included by estimation. Based on the identification of the different profiles of the consumers questioned, a methodology was developed to get a quantitative evaluation of the replacement of new clothes enabled by second-hand clothing consumption. A life cycle assessment was conducted based on the EDIP methodology. The life cycle impacts of clothes that are directly disposed of by incineration were compared with the life cycle impacts of clothes that are collected and sorted after consumer use in order to be reused.

### ASSESSMENT

- Two products were assessed: a cotton T-shirt and a pair of polyester (65%)/cotton (35%) trousers.
- The functional unit was 100 garments in the use stage.

Ref : The International Journal of Life Cycle Assessment

[[https://www.researchgate.net/publication/226848184\\_Environmental\\_benefits\\_from\\_reusing\\_clothes](https://www.researchgate.net/publication/226848184_Environmental_benefits_from_reusing_clothes)]

### RESULTS

- **THE PURCHASE OF 100 SECOND-HAND GARMENTS WOULD SAVE BETWEEN 60 AND 85 NEW GARMENTS** dependent of the place of reuse.
- Based on information about the second-hand clothing activities conducted, it was assumed that **OVER 100 COLLECTED ITEMS 60 WOULD BE REUSED, 30 RECYCLED IN OTHER WAYS, AND 10 GO TO FINAL DISPOSAL.**
- The reduction of impacts resulting from collecting 100 garments for reuse range from **14% DECREASE OF GLOBAL WARMING** for the cotton T-shirt to **45% REDUCTION OF HUMAN TOXICITY** for the polyester/cotton trouser.
  - According to Life Cycle Assessment (LCA), **3 KG OF CO2 IS SAVED** for each *high/medium-quality clothing that is reuse*

# RE-COMMERCE

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## THE WORLD NEEDS SUSTAINABILITY + RE-USABILITY

- Sustainability and Reusability are the only viable options for a future with a healthy planet, adequate resources, and equitable human rights.
- Our toxic fashion industry must change to become more sustainable and circular, if we are to protect the future of our planet, keep enough resources available, and uphold human rights.
- Golaah, as a re-commerce platform, will contribute to the necessary reforms.

THE ONLY WAY AHEAD TO  
SAVE OUR PLANET.....





*GIVING AWAY EXCESS ITEMS FOR REUSE IN AN EFFICIENT MANNER IS HARD TO GET RIGHT.*

Numerous people worldwide have a lot of items they don't need any longer and are looking for someone to take those off their hands.



*CURRENT OPTIONS ARE TOO CONSTRAINED.*

These items still have years of use. If made accessible to a wider audience, they can be utilised to their full potential.



*EVEN GIVING THEM AWAY INDIVIDUALLY IS INEFFECTIVE.*

The absence of a reliable platform to put up the goods, results in them ending up in landfills or attics.



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## What is GoLaah!

- Golaah is a mobile application that allows you to offer your pre-loved items for free, search for reusable goods, or allow them to be recycled, refurbished or sustainably disposed of.
- GoLaah partners with *Hope Worldwide Indonesia* to help underserved communities in Indonesia.
- Set up GoLaah collection centres for product donation at various key locations
- GoLaah aims to facilitate the *Extended Producer Responsibility (EPR)* by collection and sorting of products and redirecting them back to their respective brands, reclaiming responsibility for products' end-of-life management and fostering sustainable practices.

THE  
SOLUTION



## Why GoLaah!

- Allows people to make an informed choice of the selection of item through specifications of the product category, size, age, quality etc. Such that they choose according to their needs and requirements.
- Instead of having a one-time event for donations to take place for under-served communities, GoLaah creates a constant flow of donations throughout the year, benefitting people in-need at all times.
- Through a medium of a mobile application, it allows for a greater reach of people. This eliminates the psychological and social stigma that people often associate with peer-peer donations and using second-hand items of others that live nearby them.



THE  
SOLUTION





## Why (contd.)



### THE SOLUTION

- NGOs are able to be made aware of the items that they are receiving beforehand as they are the ones that have the ability to choose the items through the **recycle pool**, instead of donations simply being dumped to them.
- Businesses will be able to take back their items through the **recycle pool** for recycling, refurbishment, or sustainable disposal of items of their own brand, understanding market trends.
- GoLaah makes sure that the product's life-cycle has no loose ends, by first extending the use of items and then completing the life of the product.



Product Features	GoLaah	Vestiaire Collective	OLX/Quikr	Thrift Stores
Accessibility to Free Items	✓	✗	✗	✗
Discount Coupons for New Items	✓	✗	✗	✗
Reward Points for Free Listing	✓	✗	✗	✗
Recycle Pool	✓	✗	✗	✗
CSR / Donation	✓	✗	✗	✗
Common Platform for all (Corporates, NGOs, Public)	✓	✗	✗	✗



## *Most Impactful Products...*



### **Apparel**

In 2021, clothing was the second-hand product most bought and sold online.

During a survey in 2021, 41% of respondents said they had bought pre-owned clothing.



### **Kids' Items**

According to a recent survey conducted, around 58.7 percent of respondents with children stated that they prefer to buy secondhand kids and baby items.



### **Books**

In a survey conducted in 2021, books were the second most bought and sold second-hand product online. 33% of the respondents said they had bought used books..



### **Footwear**

Worldwide consumption of second-hand footwear accounted for 30%-35% share in the global second-hand fashion market in 2021.

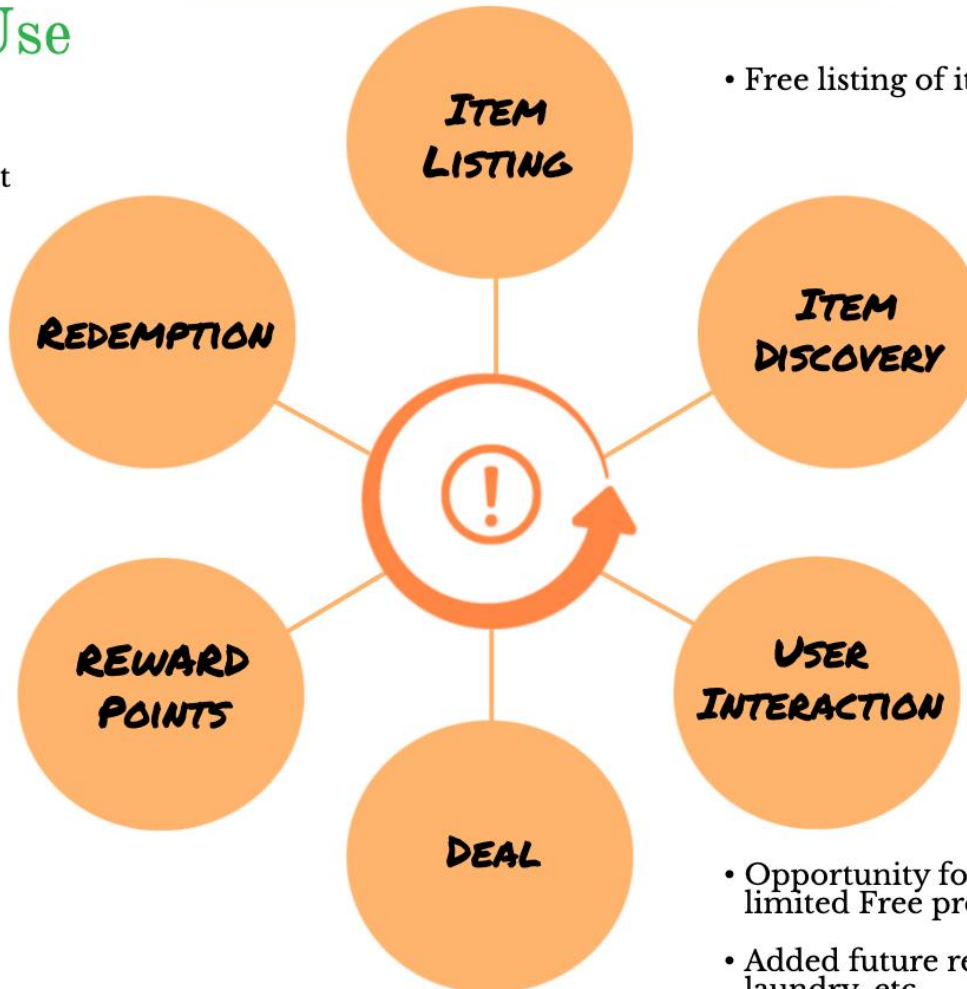
# REUSE CYCLE

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## Free-Use & Re-Use

- Users can redeem their accumulated Reward Points to get corresponding discount coupons from our Corporate Partners.
- Reward Points can be donated to the registered NGOs (Hope Indonesia), which can be used to get corresponding discount coupons from our Corporate Partners..
- Certificate of Donation awarded to the user.
- Items rated by user, post-deal.
- Reward Points calculated and awarded to the Giver based on overall rating of product.



- Free listing of items.

- Easy search feature for all four product categories.
- Items rated as per their condition, brand, quality, type, presentation, etc.
- Items can be sent to various collection centres at key locations.
- User Interaction using in-built Golaah chat.
- User chat history maintained over extended period of time.
- Easy selection of courier service with different pay options depending on the speed of delivery.

- Opportunity for all users, as every one user can only get limited Free products per month.
- Added future ready services offered like disinfection, laundry, etc.



# Stakeholders

Golaah strives to balance goodwill and re-commerce.  
There is something for all our stakeholders.

The **Corporates & Businesses** registered with Golaah will provide discount coupons to promote the reuse of products. They will have easy access to used products for recycling from Golaah's **Recycle Pool**.

The **users** can look for/find reusable items on GoLaah to get them free of cost. They can also opt for future ready services like disinfection, laundry, etc.



The **users** can put up reusable items on GoLaah to be given away for free and earn Reward Points, or submit them to the GoLaah **Recycle Pool**.

GoLaah provides **NGOs** the option to select what they need in reusable products/donations by users, through its **Recycle Pool**.

# RECYCLE POOL

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The Giver can set a 'public listing time', after which the listed products will go to the Recycle Pool.



The Corporate Partners can access the Recycle Pool for recycling, refurbishment, or sustainable disposal



The NGO Partners can access the Recycle Pool to get products for their use and donate to under-served communities

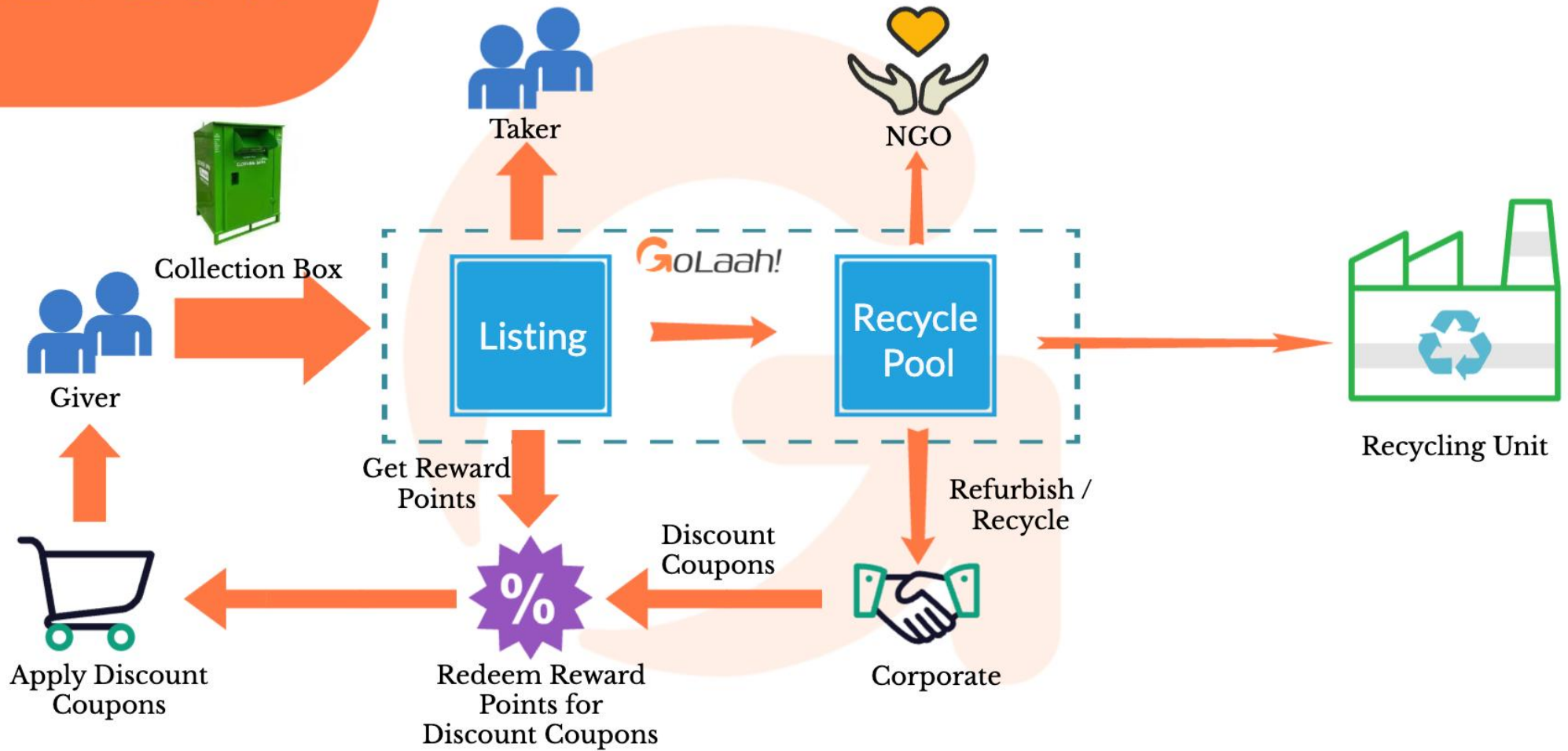
The Giver can directly send products to Recycle Pool.



## Benefits

- Promotion through discount coupons.
- Access to a wider audience.
- Pool of products for refurbishing/recycling.
- Promoting sustainability
- Reducing carbon footprint.

# THE FLOW



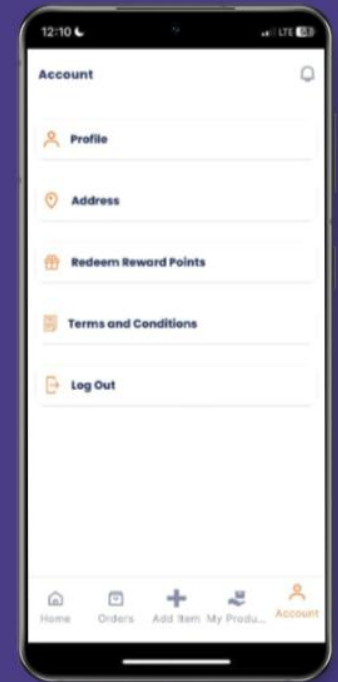
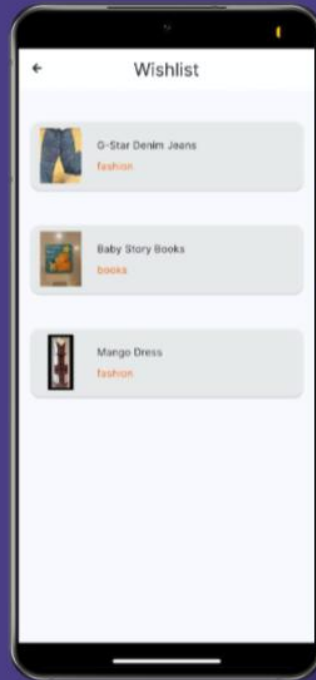
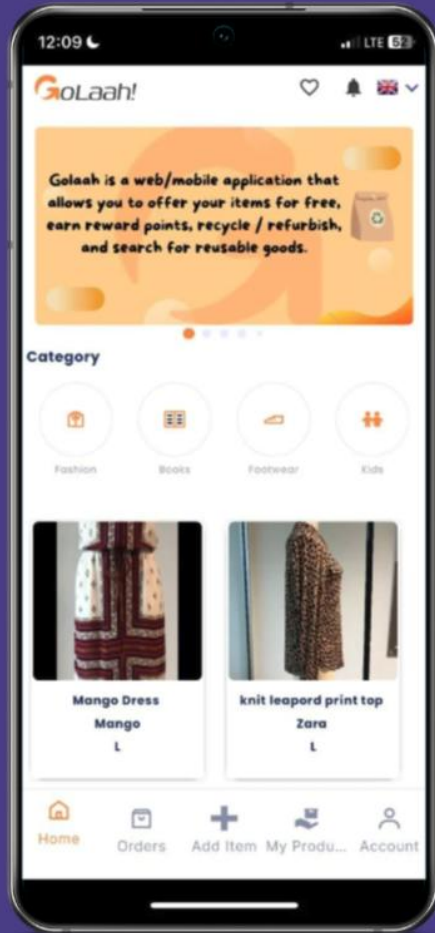
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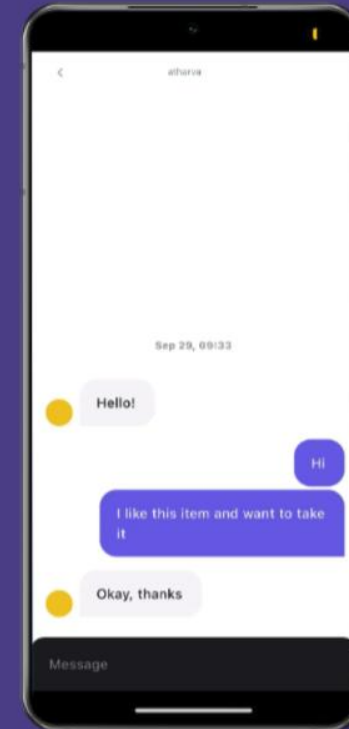
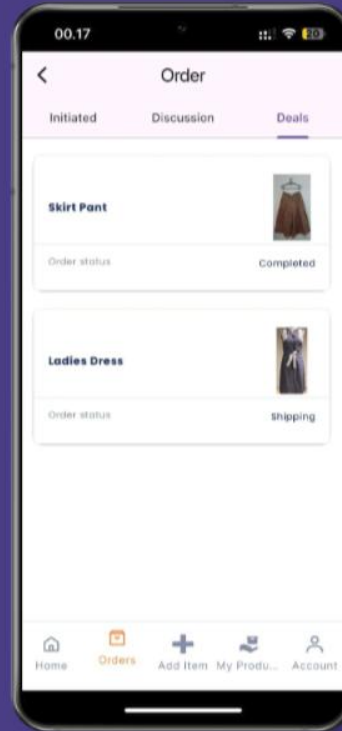
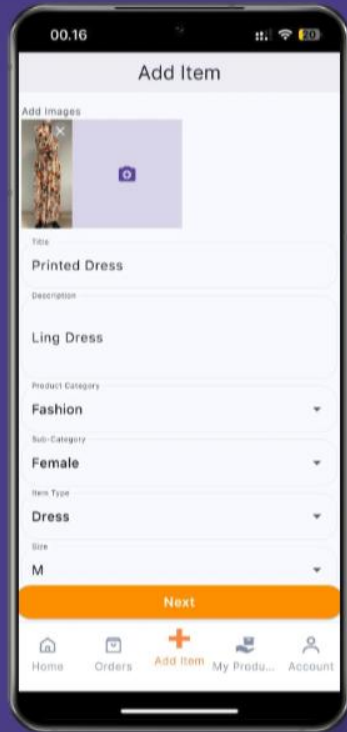
*What GoLaah  
looks like*

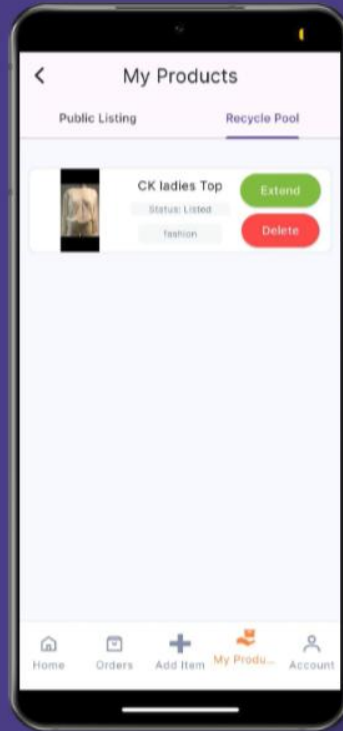
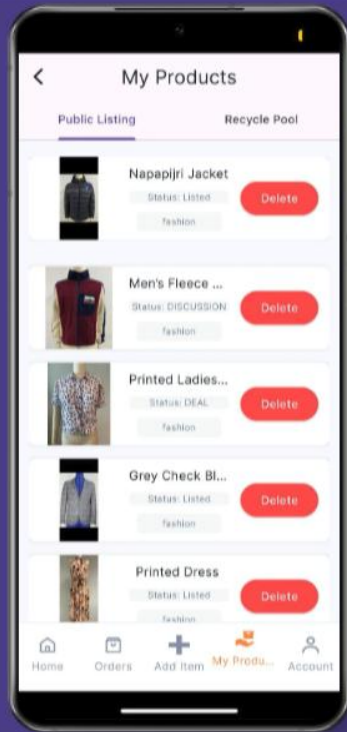
ON MOBILE  
DEVICES











# THE FUTURE *of GoLaah*



## MOST

Peer-peer access for donations on GoLaah in Indonesia.

## MOST

Corporates / Businesses supporting & accessing our platform to achieve EPR

## MOST

NGOs getting direct donations through GoLaah to aid the underprivileged



Collection Centres at all the key locations to be set up soon.



User services like disinfection, laundry, packaging, gifting Reward Points, etc. will be available soon.



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Let's

 **GoLaah!**

Thank You

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