

UNINHIBITED DEVELOPMENT SOLUTIONS



**THE UDS AUDIENCE DEVELOPMENT
PLAYBOOK
4-IN-1 AUDIENCE DEVELOPMENT OFFER**

**OWN UPCYCLE
WASTE ZERO**

BY ENNA UWAIFO

WHAT WILL CIRCULAR
FASHION A REALITY?

TO UDS, IT'S
CHALLENGING
MEANINGLESS
MATERIALISM WITH
CIRCULAR
CREATIVITY

CULTURAL SUSTAINABILITY

"UPCYCLING" PARTIES

FREE THE SEAS

**DISRUPT
~~READY TO WEAR~~**

**BRING YOUR OLD
CLOTHES AND REPAIR**

THE FIRST THING
CUSTOMERS SHOULD
KNOW ABOUT YOUR
BRAND IS YOU CARE
ABOUT REAL VALUE.

YOU CARE ABOUT
YOUR CUSTOMERS
CULTURAL
EXPERIENCE,
CREATIVITY AND
SKILLS TO MAKE YOUR
PRODUCTS LAST AND
EVOLVE.

*"GIVE A MAN
A FISH AND
YOU FEED
HIM FOR A
DAY; TEACH A
MAN TO FISH
AND YOU
FEED HIM
FOR A
LIFETIME"*

**PITCH THIS TO YOUR
NEXT INVESTOR**

WELCOME TO THE 4-
IN-1 AUDIENCE
DEVELOPMENT OFFER
FOR UPCYCLING IN
CREATIVE SPACES

THE OFFER:

MARKET YOUR SUSTAINABLE
FASHION BUSINESS
PRODUCT AT PARTIES IN
LONDON (AND MORE
LOCATIONS)

ON YOUR BEHALF, WE WILL
PARTNER WITH EVENTS
THROUGH “BRING YOUR OLD
CLOTHES” UPCYCLING
ACTIVATIONS

LET YOUR CUSTOMERS
EXPERIENCE CIRCULARITY
THROUGH UPCYCLING AT THE
PARTIES THEY LOVE.

THE CREATIVE ACTIVATION

30 MIN PER PERSON OF PERSONAL
UPCYCLING STYLING SESSIONS OF
THEIR OLD CLOTHES WITH SELECTED
DESIGNERS

PAINTING. BADGES. CUTS. STITCHING.
CROCHET AND MORE.

SIGN UP OR CODES TO INVITE
CUSTOMERS TO BE AFFILIATE
MARKETERS OF YOUR BUSINESS TO A
RECEIVE A PRODUCT SAMPLE AND
SHARE THEIR LIVE EXPERIENCE.

SHARE UPCYCLING EXPERIENCE ON A
POST OR STORY TO THEIR AUDIENCE.

PAY 10% COMMISSION IF THEIR
AUDIENCE IS 1000 OR MORE
FOLLOWERS.

**SHOW, NOT JUST
TELL, YOUR
CUSTOMERS YOU ARE
SUSTAINABLE.**

SHOW THEM.

**YOUR CUSTOMERS
SHOULD VOUCH THAT
YOU ARE SUSTAINABLE
BASED ON THEIR OWN
EXPERIENCE**

THE 4 IN 1 DEAL:

THROUGH THIS APPROACH
WE COVER 4 BUDGETS IN ONE CARE AND REPAIR
PACKAGE:

AUDIENCE DEVELOPMENT

BUILD BRAND LOYALTY THROUGH UPCYCLING CREATIVE COMMUNITIES BUILDING, PLACE YOUR BRAND AND PRODUCT AT THE HEART OF NICHE AND ALIGNED COMMUNITIES, AND GET REAL USER FEEDBACK ON BUILDING A CULTURE AROUND YOUR BRAND.

SALES

WE WILL SEND CUSTOMERS DIRECTLY TO YOUR BRAND'S AFFILIATE PROGRAMME TO RECEIVE A PRODUCT SAMPLE AND SHARE THEIR "UPCYCLING" EXPERIENCE TO THEIR AUDIENCE.

ECO-DESIGN TALENT PIPELINE

BUILD YOUR ECO-DESIGN TALENT PIPELINE WITH UNDER- DISCOVERED FASHION DESIGNERS FOR AN COST- EFFECTIVE, YET CUTTING EDGE APPROACH TO BUILDING A COMPETITIVE ADVANTAGE IN ECO-DESIGN.

PITCH DECK READY CIRCULAR COMPLIANCE WINS

HIT CORPORATE SOCIAL RESPONSIBILITY DIRECTIVE (CSRD) AND ECODESIGN FOR SUSTAINABLE PRODUCTS REGULATION (ESPR) OBJECTIVES, MAKE IT EASY TO PITCH IMPACT-BASED AUDIENCE TO INTERNATIONAL RETAILERS.

THE OFFER:

IN THESE LOW-BARRIER
UPCYCLING CREATIVE
ACTIVATIONS IN THE
PARTY SCENES.

DESIGNERS SPEND
INTIMATE TIME WITH
CUSTOMERS TO TEACH
QUICK AND EASY
METHODS TO REDESIGN
CLOTHES CUSTOMERS
THINK IS “OLD”,
“DAMAGED” OR “OUT OF
STYLE”

WHY NOT PAY FOR DIGITAL MARKETING?

Trust in digital marketing is in decline.

Customers are putting their data protection first and are likely to abandon brands they do not trust.

As an alternative to build trust through your sustainability strategy, we start with connection-first experiences.

This means solving for the core need through creative activations for learning and social togetherness.

This is where the intimate is the centre of planetary change.

SIMPLE FORMULA

It is not enough to say

**“This T-shirt saves X litres of
water”**

Over-production and declining lifetime of clothes is the problem.

Sustainability is only partially communicated through metrics of sustainable sourcing.

Circularity is experienced by the fashion-user through first connecting with audiences through care, repair and upcycling access.

WHY US OVER OTHERS?

Circularity is supposed to be about the solutions to the textile waste crisis.

Now it is about rebranding luxury by co-opting “circularity”

It is a green claims crisis in waiting when there is no separation between luxury, elitism and sustainability.

We make the distinction clear through accessible sustainability and community building – and that’s our competitive advantage

UDS STRATEGY TAKES THE ROUTE OF BUILDING MOMENTUM IN CIRCULARITY

MASS X VELOCITY

MASS: MORE AND MORE
PEOPLE UPCYCLING THROUGH
MEETING WHERE THEY AT
MASS GATHERINGS.

VELOCITY: SPEEDING
UPCYCLING. 30 MINS WITH
DESIGNERS AND SEEING
OTHERS DO THE SAME
ACTIVITY IS ENOUGH TO
TEACH AND ENCOURAGE MANY
PEOPLE TO UPCYCLE THEIR
CLOTHES

***PARTNER WITH
THE THIRD SPACE***

***STEWARD THE
UPCYCLE MARKET***

WASTE ZERO

THE AUDIENCE DEVELOPMENT PACKAGE BREAKDOWN

1. **CONNECTION-FIRST, DIGITAL- SECOND**

PRIORITISE IN-PERSON ENGAGEMENT TO BUILD A STRONG, AUTHENTIC COMMUNITY BEFORE SCALING DIGITALLY. REAL-WORLD INTERACTIONS CREATE TRUST, CULTURAL RESONANCE, AND LOYALTY THAT CAN LATER TRANSLATE INTO ONLINE ENGAGEMENT.

2. **ETHNOGRAPHIC FEEDBACK TO CREATIVE DIGITAL MVPS**

USE ETHNOGRAPHIC AND OBSERVATIONAL DATA TO TRANSFORM INSIGHTS INTO PRODUCTION-READY DIGITAL EXPERIENCE MVP: **ONLINE GALLERIES, NFTS, VIRTUAL REALITY, AUGMENTED REALITY, DAILY QUIZZES, OR INTERACTIVE GAMES.** ENSURES DIGITAL ACTIVATIONS ARE SALES STRATEGIES ARE GROUNDED IN LIVED CULTURAL EXPERIENCES, NOT ABSTRACT ASSUMPTIONS.

3. **BUILD A REAL USER PHOTO & CONTENT LIBRARY**

CAPTURE AUTHENTIC MOMENTS AND CULTURAL PARTICIPATION TO CREATE A STOCK OF CONTENT FOR: **MARKETING AND BRANDING, PITCH DECKS AND INVESTOR PRESENTATIONS, WEBSITES AND SOCIAL CHANNELS** DEMONSTRATES **CULTURE-BUILDING, PRESENCE, AND LOYALTY**, MAKING YOUR BRAND'S IMPACT TANGIBLE.

ECODESIGN FOR SUSTAINABLE PRODUCTS REGULATION (ESPR)

The EU Commission's [Ecodesign for Sustainable Products Regulation \(ESPR\)](#) came into force in 2024. ESPR is a package of sustainability and circular measures that aim to guide companies to transition into circular, and sustainable product design, as well as, develop their competitive advantage in global markets. This regulation is central for achieving the aims of the EU's Circular Economy Action Plan.

The measures aim to [double](#) circularity rates by 2030.

The EU's Ecodesign requirements

The measures require companies to:

- Improve how long products are used by consumers through better design and available repair services offerings.
- Enhance the possibility of repairing, remanufacturing, and maintenance of clothing.
- Reduce the carbon footprint of supply chain by setting carbon limits.
- Improve the availability of information on material sustainability.
- Address substances that stop circularity.

At Uninhibited Development Solutions, we are supporting fashion brands to build community-first approaches that integrates the ["missing piece"](#) of building environmental policy and action's social licence that serves the customers historically under-engaged in environmental sustainability through our [4-IN-1 Audience development](#) strategy.

2027 DIGITAL PRODUCT PASSPORT

In 2027, the ESPR will introduce the Digital Product Passport (DPP). This DPP will create a "digital twin" of clothing purchases where product information will be available for the goal of enhancing the products sustainability, circularity and legal compliance.

It is expected that brands will build their DPP with third-party suppliers. The DPP is also expected to support customers to make informed decisions about their shopping choices. We focus on driving impact in

- **Materials and their origins**
- **Repair activities**
- **Lifecycle environmental impacts**

WHY YOUR SUSTAINABILITY STRATEGY NEEDS AUDIENCE DEVELOPMENT FOCUS

The Digital Product Passport (DPP) means that customers can learn about the product sustainability of their purchases digitally. This approach gives the customers a product education tool. The actual usage of the tool may require pre-existing technical knowledge. This means it is likely to mainly appeal to customers who are already engaged in environmental sustainability. This may lead to companies spending a lot of money to implement DPP into their business models, with only a small group of customers understanding its value, thus limiting its intended impact.

So DPP and circular strategies need robust and inclusive audience development efforts.

Environmental jargon is a big barrier to engagement with customers, which lead to customers struggling to engage with the DPP. The current models of the Digital Product Passport offer environmental measurements that may be too complex for the average customer to understand and therefore act on.

If brands are going to spend a lot of money in building their DPP, it's business and social value should be maximised, so it is not just mere compliance.

Sustainability and circularity strategies need to meet people where they are. Being educated on sustainability and circularity as it stands is a luxury. There are customers with limited capacity to understand how a brand is circular without just experiencing it

This means complementary educational activities are needed for DPP, and ESPR strategy roll-outs. These strategies need to focus on:

UDS strategy asks the question: **How can sustainability and circularity in fashion become more embedded into third spaces and social life as an entry point to grow the circular economy?**

RED BULL AND DANCE COMMUNITIES

CASE STUDY



Red Bull is not just an energy drink company.

The company created **unique cultural identity** around their products—especially through engagement with emerging Afro-diasporic and African dance scenes.

Through the high-adrenaline, globally-recognised dance competitions **Dance Your Style**, Red Bull has cemented itself as a legitimate supporter of diverse forms of street and freestyle dance.

These events are **high-stakes, high-energy, and high-impact** — a true celebration of movement, music, and identity.

And let's be real: you might actually need a Red Bull to survive multiple rounds of a dance battle. That's the point.

But here's the disconnect:

Red Bull does have a sustainability and circularity strategy — but in the dance competitions, a key place to also engage customers in this, you'd never know it.

Why?

Because sustainability messaging is still too regulatory, too dry, and too separate from the cultural excitement these events create to “fit in”.

So How Can That Change?

Red Bull — and brands like it — need to move beyond sustainability compliance communication and **into cultural experimentation to shift customer behaviour.**

RED BULL AND DANCE COMMUNITIES

CASE STUDY

What we learn from Red Bull is creative engagement approach:

Co-create with community events not just to entertain, but to plant seeds: “Here’s how we’re thinking about circularity — and how it connects to the culture you love.”

Creating a community engagement strategy that matches the energy of the space and your brand.

Experiment with messaging that is creative, visual, participatory — not policy-heavy.

Circularity Can Deepen Brand Loyalty — If It's Designed Right

Customers are already associating Red Bull with some of the world's best dancers and diverse dance cultures. Marginalised dance cultures often locked out access to traditional national funding.

Now imagine if customers, through circular curation, also learned to associate brands with:

- **Circular fashion design**
- **Local circular impact**
- **Environmentally-conscious creative community building**

That creates a new **loyalty loop through an alternative, low-barrier, and creative educational touchpoints.**

It's not about forcing boring info into hype spaces.

It's about creating creative and community-based activations for citizen science, circularity practices and sustainability values in the language of these creative communities.

COMPLIANCE WITHOUT BUSINESS VALUE IS A COST

Environmental sustainability is in desperate need of a stronger cultural voice — not just a compliance one.

In the fashion industry, customers may not always start with sustainability — but they will end up there if it's built into their social lives.

Effective compliance means encouraging customers to increasingly practise **mindful shopping and community building** that privileges **durability, repair and circularity** as “**common sense**” over “**consumption-and-disposal-as-usual**”.

The competitive advantage is with the brands that demonstrate the **tangible** evidence of how **their** customers are also deeply engaged with the brand's circularity and sustainability initiatives as well.

Circular behaviours need to also be fashionable, not forced – even with compliance and regulation pressures.

COMPLIANCE WITHOUT BUSINESS VALUE IS A COST

**Unlocking business value in sustainability strategies:
Culture. Community. Circularity.**

To survive and thrive, sustainability needs to move from:

Compliance → Cultural embeddedness

Reporting → Relevance

Obligation → Opportunity

**Ready to build a community engagement strategy that
brings the life back into your sustainability and circular
strategy?**

Learn about our **“Alternative Digital Product Passport”**
approach



ABOUT THE AUTHOR



ENNA UWAIFO

Enna Uwaifo is the Founder and CEO of Uninhibited Development Solutions, and a leading voice in the post-consumer fashion and sustainability space. With deep expertise in second-hand fashion systems — particularly Ghana's Kantamanto Market — Enna is known for her work as a strategist, researcher, speaker, and writer.

In 2024, she founded the Intersectional Environmentalist Collective UK — a business development incubator designed to support Black professionals in navigating and building inclusive strategies for engagement in the sustainability sector.

With over 8 years of experience in the ESG space, Enna's work spans community investment, environmental sustainability in the arts and culture sector, and post-consumer business ecosystems in fashion. Her current focus is on helping brands build post-consumer sustainability strategies that are grounded in robust, community-first engagement — ensuring sustainability efforts are not just compliant, but culturally resonant and commercially viable.

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