

URL: <https://ecorner.stanford.edu/clips/marketing-sustainability/>

thredUp co-founder and CEO James Rainhart advises founders looking to educate consumers about sustainability to avoid preaching, and instead try patting them on the back for their good choices.



Transcript

- We really try and help people understand 00:00:06,570 that every time they buy something used, they're making a really good decision for the planet.. Buying something used compared to buying something new saves 82% of an item's carbon footprint, right? So 82% less carbon in a used item relative to a new item.. And so I think what we try and do is we don't try and preach to people.. What we try and do is pat them on the back for making good choices.. And people generally don't like to be preached to, but we all love to hear, you know, let me get, I remember the nest reports.. You'd like, "Hey, you've used less energy than your neighbors." You're like, "Awesome." I don't want to be browbeat that, "Hey, you're the guy using the most energy on the street." And so I do think that that positive encouragement is really important, and I think on the fast fashion side, what we really try to help people understand is that what people love about fast fashion is low prices and sort of individuality and sort of the uniqueness.. And I think resale is a really good example where you can get those low prices.. You get that individuality, but you can get it in a sustainable way, and so that's how we try and thread that needle...