Donate from your Doorstep: Oxfam Ireland and An Post launch accessible â€˜PostBackâ€™ donation scheme

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Oxfam Ireland has joined forces with An Post to boost their new joint initiative, â€˜PostBackâ€™. The scheme will make it easier than ever for people across Ireland to donate their pre-loved clothes and support global efforts to tackle poverty and inequality in three steps:

PREP: Customers can order a free donation bag from the Oxfam Ireland website
PACK: Fill it with their unwanted clothes.
POST: Ask for it to be either collected from their doorstep by An Post OR they can drop it at their nearest post office – all free of charge.

In Ireland, it is estimated that 63,000 tonnes of textiles end up in the landfill annually. Oxfam Ireland believe that clothing reuse and repair is a simple but powerful way to fight climate breakdown. The fashion industry accounts for 10% of global carbon emissions, with fast fashion driving overproduction, waste, and environmental harm.

By contributing to the circular economy, we reduce the need for resource-heavy production. Supporting communities across the globe who are dealing with the disastrous impact of the climate crisis is a crucial element of Oxfam's work towards tackling inequality and poverty.

Both Oxfam Ireland and An Post are committed to creating everyday opportunities for consumers to live a more sustainable life, making the collaboration a seamless one for social equity.

Cork-born podcaster and broadcaster, Fionnuala Jones, will spearhead the campaign, encouraging people to take part and share the joy of giving through their wardrobes. On championing the new campaign, the long-time sustainability advocate said: "I'm thrilled to support the PostBack scheme - it's such a simple but meaningful way for people to donate. We all have clothes sitting in our wardrobes that could have a second life – and knowing they're helping Oxfam Ireland do incredible work makes it even better. Focusing on convenient donations in your local communities was an easy 'yes' for me."

Trevor Anderson, Director of Trading at Oxfam Ireland, commented on the partnership:

"The PostBack scheme is a fantastic example of how two trusted Irish organisations can come together to create real impact. At Oxfam Ireland, we know how vital donations of pre-loved clothes are in raising funds to fight inequality and poverty globally. By making the donation process as simple and accessible as possible, we hope to inspire even more people to join us in this effort. This initiative is not just about clothes – it's about community, connection, and making a difference together."

An Post has one of the largest electric fleets in Ireland as well as the largest retail network in the country with almost 900 post offices.

Garrett Bridgeman, Managing Director of An Post Mails and Parcels, welcomed the exciting collaboration with Oxfam Ireland: "At An Post, we are committed to supporting Irish communities and finding innovative ways to promote sustainability. PostBack makes donating to Oxfam Ireland easy and convenient for people everywhere, while also extending the life of clothing and reducing waste. This partnership reflects our shared values and the strength of working together for the greater good."

At Oxfam Ireland we have an unwavering commitment to reuse, and the sustainable mailing donation bags maintain that dedication. The PostBack packaging is both recyclable and reusable - firmly in line with our overall environmental goals. To learn more about the scheme or to order your donation bag, visit www.oxfamireland.org/postback.

Source: An Post

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