

TRAINING FICHE

01. RESPONSIBLE CONSUMPTION ON CLOTHING

(Sections in italic only for internal use, not to be published)

Area	<i>Clothing</i>										
Level	<i>ADVANCED</i>										
Topic	<table border="1"> <tr> <td><input type="checkbox"/></td> <td><i>1. RC concept applied to Clothing</i></td> </tr> <tr> <td><input type="checkbox"/></td> <td></td> </tr> <tr> <td><input type="checkbox"/></td> <td></td> </tr> <tr> <td><input type="checkbox"/></td> <td></td> </tr> <tr> <td><input type="checkbox"/></td> <td></td> </tr> </table>	<input type="checkbox"/>	<i>1. RC concept applied to Clothing</i>	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
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Keywords	Clothing; Responsible Consumption; Sustainability; Fashion; Upcycling; Regenerative; Fast-fashion										
Introduction (500-1000 characters including spaces)	The role of fashion and textile designers and creators in responsible consumption arises through the encouragement of design and production in a more conscious way. For this, more sustainable and potentially regenerative production practices must be implemented, with transparency about which processes and production methods are used.										

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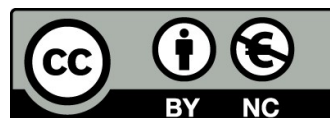
	<p>The most sustainable practices involve producing purposeful, high-quality functional pieces made from durable materials following a fair-trade process. Sustainability in production must start from a broader perspective, which considers the impact of the design and creation of the piece, its cleaning and maintenance, the definition of its best possible end of life, future reuse or recycling. More sustainable practices must also combat excessive and mass production, promoting small and medium-scale, local production, using slow processes and technology to reduce the industry's impact.</p>
<p>Topic development (2000-2500 characters including spaces)</p>	<p>The fashion industry represents a major part of our economies, worth over \$2.5 trillion and employing over 75 million people worldwide. The industry has seen spectacular growth over the last few decades, as clothing production doubled between 2000 and 2014. Although people bought 60% more clothes in 2014 than in 2000, they only kept them half as long.</p> <p>From the individual's point of view, the demystification, diffusion and implementation of exchange, targeted donation, repair, reuse or second-hand purchase, will naturally reduce first-hand consumption, deconstructing the urgency of acquiring new pieces. As a complement, a creation aimed at more responsible consumption will offer options that are in themselves more sustainable from a social, economic and environmental point of view. The existence of these options will facilitate the work of the consumer in the choice process when he needs to purchase first-hand pieces.</p> <p>The implications of these more sustainable practices will impact several areas of society,</p>

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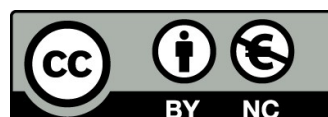
	<p>including economic, social and cultural, and environmental.</p> <p>As an example, reducing first-hand purchases in favor of second-hand purchases, exchanges, patches/repairs or upcycling will diminish, at least, the waste of production, since that piece is already produced. By purchasing second-hand and simply talking to your friends and family about it, you definitely help reduce the demand for fast fashion. In fact, upcycling is the process of taking old or discarded materials or parts and transforming them into something still useful, whether by cutting and sewing, damming and patching, or other ways that allow the reuse of the piece.</p> <p>To reduce consumption and improve the recycling process, one can act in the value chain, changing all the activities that lead to the creation of the garment. Regenerative fashion changes the usual approach of conditioning clothes in such a way that they become a resource rather than a waste product. This means that regenerative fashion is mainly based on a biodynamic method of cultivation that considers the earth as a complex living being, and its inhabitants, living or inert, as energy resources for nutrition and regeneration.</p>
<p>Good practices (1000 -1500 characters including spaces)</p>	<p>More and more emerging brands already reflect on these problems within this industry. However, it must be considered that it is not possible to catalog any fashion brand as an example due to the lack of transparency of its processes and the social and environmental practices of its businesses. For example, some companies do not make their production processes public. On the contrary, they adopt a “radio-silence” approach to environmental goals. If somebody asks about their climate goals, they decline to answer. This is called green hushing.</p>

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	<p>Within this framework, some brands are worth being mentioned as they have aspects that can be considered as good practices.</p> <p>Among some of those brands, it is possible to highlight:</p> <ul style="list-style-type: none"> • Elementum a sustainable brand which advocates zero waste concepts and makes sustainability a priority • Stella McCartney is committed to climate action and science-based targets (like reaching net-zero emissions by 2040) • Patagonia that, under the moto “the climate crisis is our business”, makes products based on environmental profit and loss. <p>For further options, check Good on You, an online directory that rates fashion brands based on Planet, People and Animals sustainability.</p>
<p>Current and future challenges (1000 -1500 characters including spaces)</p>	<p>The textile and clothing industry is one of the largest sectors in the world and it has been continuously growing, almost doubling in the last 15 years.</p> <p>In this industry, high volumes of non-renewable resources are extracted to produce clothes that are often used for only a short period, after which the materials are largely lost to landfill or incineration.</p> <p>The trend of fast fashion entices consumers to keep on buying clothes of inferior quality and lower price, produced rapidly in response to the latest trends, contributing to an unsustainable pattern of overproduction and overconsumption.</p>

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	<p>This has negative impacts on the environment, climate and society, leading to unsustainable use of non-renewable resources.</p> <p>The so-called fast fashion is associated with the growing use of fossil-based synthetic fibers, having a high impact on microplastic pollution, with less than 1% of the raw materials used to produce clothing being recycled into new clothing. Most of the clothing either ends up in landfills or is incinerated, with high costs associated with the disposal.</p>
Language	<i>English</i>
Partner	<i>UA</i>
Further references	<p>ECOS-REPORT-HOW-ECODESIGN-CAN-MAKE-OUR-TEXTILES-CIRCULAR.pdf (ecostandard.org)</p> <p>Regenerative Design: Textile Systems (slowfactory.earth)</p> <p>A New Textiles Economy: Redesigning fashion's future (ellenmacarthurfoundation.org)</p> <p>Fashion And Waste (slowfactory.earth)</p>

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