



TRAINING FICHE

04. ENVIRONMENTAL SUSTAINABILITY IN CLOTHING

(Sections in italic only for internal use, not to be published)

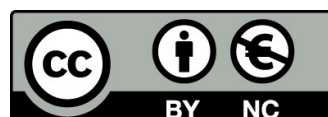
Area	<i>Clothing</i>
Level	<i>ADVANCED</i>
Topic	
Module	
Keywords	Clothing; Environmental Implications; Regenerative Agriculture; Regeneration; Natural Fibers; water consumption; land occupation
Introduction (500-1000 characters including spaces)	One of the concepts presented as a way to change the modus operandi of the fashion industry is regenerative fashion, which involves regenerative agriculture. This implies working and using land in harmony with nature, implementing techniques such as land rotation, combination of cultures,

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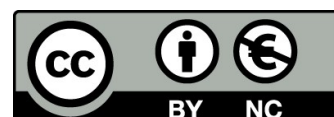
	<p>application of cover crops and indigenous knowledge, among others.</p> <p>Regenerative Agriculture is not to be confused with Sustainable Agriculture, even though they share common principles. Sustainable Agriculture focuses on how to maintain ecosystems in a productive state through the use of ecological ways of producing food in order to satisfy human needs. The regenerative aspect differs, since it implies an improvement and regeneration of ecosystems, not just maintenance.</p> <p>In the European Union, part of the clothing at its “end of life” is exported to other countries, but 87% is incinerated or landfilled. In 2017, each person was responsible for generating 654 kg of CO₂ due to their consumption of clothing and footwear.</p>
<p>Impacts/Benefits (1000-1500 characters including spaces)</p>	<p>The environmental impact of the fashion industry is not fully known due to lack of transparency, complexity and lack of information sharing.</p> <p>However, it is a fact that this industry presents a huge impact on the environment and public health since it is resource-intensive, using significant amounts of water, land wood and pesticides to farm raw materials like cotton.</p> <p>As a result, the fashion industry is more and more being pressured to change its economic impacts, especially by NGOs, activists, and environmentally aware consumers. It has been studied that most consumers wish to buy environmentally friendly apparel due to social pressure, concern for the environment and, perhaps, influenced by guilt and knowledge about the impacts of this industry and the need to change their purchasing habits.</p>

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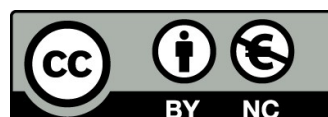
	<p>Currently, the vast majority of fashion brands and companies focus on publicizing the actions they have taken to become more sustainable. However, for many civil society organizations, just changing parts of the business model or disclosing actions or collections in which sustainability measures are applied is not enough. In this way, a systemic change is required from the stage of cultivation of raw materials to the stage of disposal.</p> <p>As an example, several fashion brands are already starting to look for producers that respect and use the principles of regenerative agriculture as a way to not only be more sustainable or carbon neutral, but to impact the environment positively.</p>
<p>Good practices (1000 -1500 characters including spaces)</p>	<p>Although environmental concerns are increasing among practitioners, it is not possible to identify, with accuracy, companies that respect all guidelines on the different aspects that should be observed within this field. Still, more and more brands with environmental concerns are emerging:</p> <ul style="list-style-type: none"> • Fibershed is an American non-profit organization that develops regional fiber production systems to later be used in the co-inflection of garments. It does so through the link between end users and producers, in a logic of local, transparent and circular economy • Regenerative Organic Alliance has a program called Regenerative Organic Certified, which is a certification for food, fiber and ingredients for beauty products. The certification undergoes a careful process in which various parameters are evaluated, such as soil health and maintenance, animal welfare, equity and social stability

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	<ul style="list-style-type: none"> The campaign “Care What you Wear”, by Regeneration International, aims to educate and raise awareness among consumers about why and how they should purchase clothing that supports regenerative agriculture, responsible production and fair working practices
<p>Current and future challenges (1000 -1500 characters including spaces)</p>	<p>In order to have significant changes and a decrease in the impact of this industry at a global level, it is necessary to promote a change in habits based on the knowledge of the impacts that the production and disposal of clothes has. For a fringe of the population, more radical measures and, therefore, with greater environmental impact, can and should be implemented, such as not buying new clothes, boycotting fast fashion brands and companies that do not comply with or do not present any changes to their models.</p> <p>Normalizing the use and consumption of clothes produced in a more sustainable way should be the direction to take. However, issues such as the price, quantity and quality of clothing items or short fashion trends should be worked out with brands to encourage the existence of a more sustainable market.</p> <p>This normalization strongly involves a change in the companies' business models. The practice of regenerative agriculture that provides raw materials that do not have harmful impacts on soil, water and biodiversity, is also one of the biggest challenges, since it implies a structural change in the way this type of materials is produced. To this end, it is necessary to promote and encourage the practice of this type of agriculture at a local and regional level, fostering proximity trade, with less</p>

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	environmental impacts and more social and economic benefits.
Language	<i>English</i>
Partner	UA
Further references	Fashion Revolution. 2022. "What is Regenerative Fashion?" Made Trade Magazine. 2022. "What is Regenerative Fashion?" Movement Regeneration International

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