



TRAINING FICHE

04. ENVIRONMENTAL SUSTAINABILITY IN CLOTHING

(Sections in italic only for internal use, not to be published)

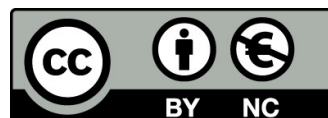
Area	<i>Clothing</i>
Level	<i>BASIC</i>
Topic	
Module	
Keywords	Clothing; Environmental Implications; CO2 Emissions; water consumption; Consumer Awareness; Sustainability; Greenwashing
Introduction (500-1000 characters including spaces)	There is an environmental cost of fashion and some figures may help understand the impact fashion has on the environment: the equivalent of one garbage truck full of clothes is burned or dumped in a landfill every second; approximately 60% of all materials used by the fashion industry are made

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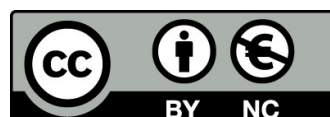
	<p>from plastic; the fashion industry is responsible for 8-10% of humanity's carbon emissions – more than all international flights and maritime shipping combined.</p> <p>Also, the fashion industry contributes significantly to the loss of biodiversity. It is estimated that cotton alone uses about 23% of the insecticides used globally and that 25% of water pollution results from dyeing and treating textiles. Likewise, the textile clothing industry is responsible for an estimated use of 93 billion cubic meters per year, the equivalent of 4% of all fresh water available. When focused only on the clothing industry, water consumption is around 62 million cubic meters per year.</p> <p>This means that there is an urgent need to slowdown the environmental footprint of fashion.</p>
<p>Impacts/Benefits (1000-1500 characters including spaces)</p>	<p>The environmental impact of more responsible consumption depends on the type of actions and their scale of application, but reducing consumption or reassessing the need to purchase is the aspect that presents the most significant results, if accompanied by a slowdown in production and respect for the raw material processing.</p> <p>A more responsible consumption of clothes depends on: the more frequent use of clothes that already belong to the consumer; the act of lending, adopting, offering or exchanging clothes in the consumer's social circles; the life prolonging of clothing through practices of repair or transformation; learning how to make their own clothes; second-hand purchases, over which smaller or local businesses should be prioritized; consciously buying clothes from designers or</p>

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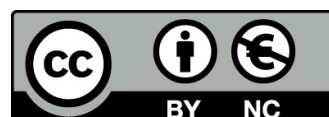
	<p>brands where it is possible to get a closer look at the production chain and its practices.</p> <p>Studies also show that contact with nature and activities related to the individual's well-being are positively linked to a more thoughtful reassessment of the need to buy and the reduction of consumption.</p> <p>The individual's political awareness and civic participation in collective actions (participating in public consultations, joining movements or organizations that defend the sector's transparency and sustainability, or participating in awareness and training events on these topics) have more impact on systemic change in the fashion industry than just consumer behavior.</p>
<p>Good practices (1000 -1500 characters including spaces)</p>	<p>As a general rule, it should be considered that, due to the lack of transparency in environmental processes and practices, it is very difficult to classify a fashion brand as a perfect example to be followed. However, and in this framework, some brands deserve to be highlighted for presenting aspects that can be considered as good practices, while others deserve to be highlighted for the contrary action:</p> <ul style="list-style-type: none"> • The Ellen MacArthur Foundation developed the project "The Jeans Redesign" in which, with the support of several brands and entities, a manual was compiled demonstrating that it is possible to design and produce fully circular jeans (from the choice of materials, to the design of the piece and possibilities of reuse at the end of the product's use) • The Italian brand Napapijri manufactures winter clothing and accessories differently

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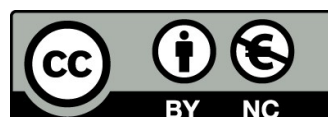


	<p>from conventional brands. Normally this type of clothing needs different types of materials for insulation and to be waterproof; however, this brand managed to use only one material (a type of polymer) to make the whole piece. The material is durable and easily recyclable, above all because it is not mixed with other materials. The company also encourages its customers to recycle old coats and therefore return them to the brand in exchange for a discount to be used on the brand products.</p>
<p>Current and future challenges (1000 -1500 characters including spaces)</p>	<p>Sustainability is increasingly dominating the concerns of consumers and, consequently, brands and companies in the fashion industry. Consumers want to have access to more information about brands and companies' environmental sustainability policies. In response to this growing concern and demand from their customers, fashion companies and brands have readjusted their offer and their narratives following an inevitably economic rationale, while trying eco-efficiency-based strategies to meet profit targets or replace its raw material through extraction and transformation processes that are less harmful to the environment.</p> <p>So-called "greenwashing", a strategy that uses misleading communication to persuade the public that organizations, products or services are environmentally friendly, is not so, arises easily, and although the European Union has presented plans to provide consumers with tools to distinguish greenwashing practices, the current economic system itself depends on higher consumption. which makes it extremely difficult to contain.</p>
<p>Language</p>	<p><i>English</i></p>

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Partner	UA
Further references	Harvard Business Review, 2022. “The Myth of Sustainable Fashion” . Global Fashion Agenda. 2021. https://globalfashionagenda.org/fashion-on-climate/ Movie “The True Cost”

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