

workshop

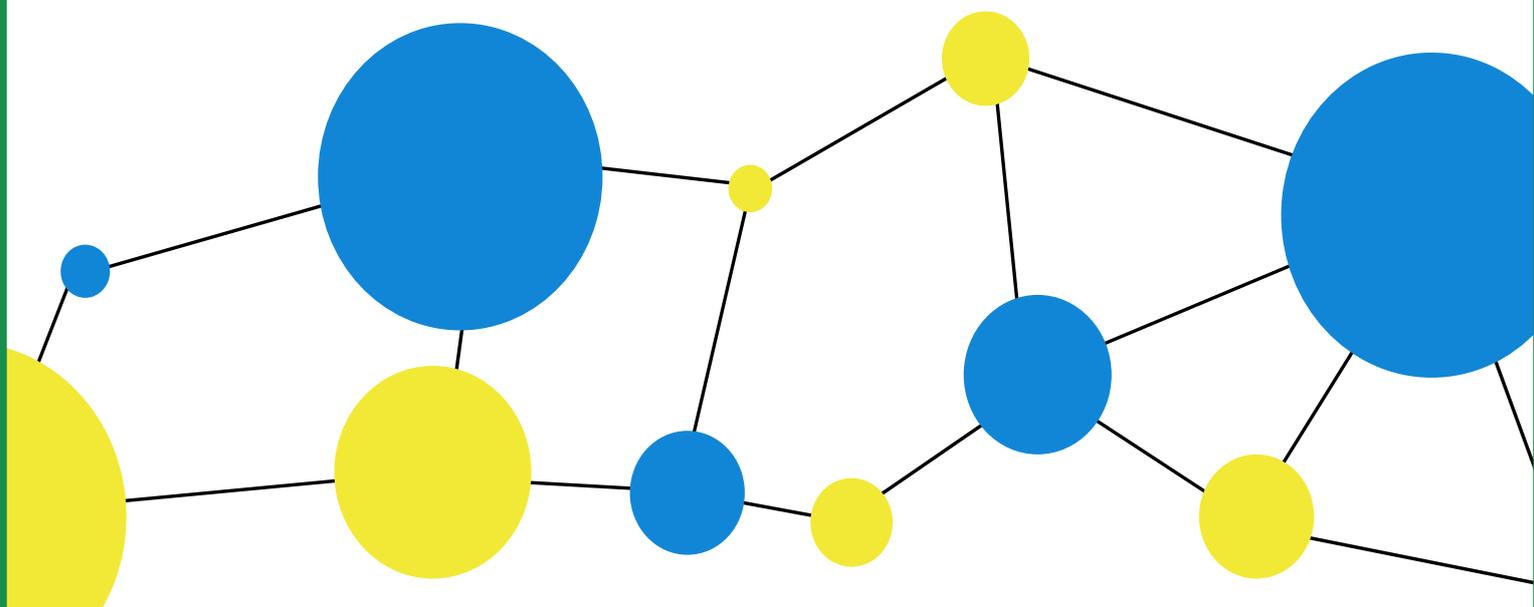
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fashion and recycle



1 what we want to achieve in this workshop?

In this workshop we would like to achieve a better understanding of how our actions relating to fashion can have a positive effect on the circular economy and the environment, by making some small changes in our attitudes and actions. We would like to consider how to reduce the amount of waste we create while enjoying fashion. We are perhaps able to have an impact on how our families and friends and our communities reduce the number of garments that are sent to landfill. We would like to get active in sharing our knowledge and in turn have an effect on the fashion industry.

2 goals: after completing this lesson, you will be able to:

1. Circular Economy

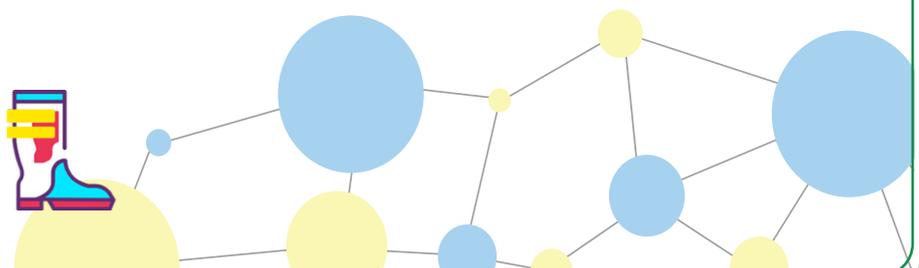
You will be able to have a basic knowledge of what the circular economy is and how your choices impact the economy, the environment and those with whom we share this planet.

2. Negative scenario

- To have a basic knowledge of what the circular economy is and how our actions affect this.
- To recognise examples and situations where the media and social media shapes our thinking regarding fashion.
- To learn and understand the terminologies concerning these issues and to be able to explain them (considering the learner's age).
- To know how to find more information on the internet.
- To understand how our garments are recycled as waste and the effect this has on the environment
- To understand how the various procedures of creating garments.
- To recognise the barriers to recycling.
- To understand how we are influenced by the media and social media regarding the perceived need to buy and to waste more and more.



Icons by Darius Dan



3. Positive scenario

- To know what kind of everyday activities related to your own, your friends and family can have an immediate effect on the circular economy and the environment.
- To recognise examples of good practice in the fashion industry.
- To be able to explain what sustainable fashion is and why it is important.
- To know how to explain why it is important to consider the way garments and textiles are recycled and how this affects the planet.
- To identify positive activities that are effective in recycling clothing
- To look at examples of creative ways of recycling.
- To understand how buying and wasting fewer products can have a positive effect on the circular economy.
- To understand how we can influence others to make considered choices.
- To learn and understand the related terminologies to these issues, and be able to explain them (considering the learners' age).
- To know how to get more information using the Internet.



A bag full of plastic hangers, can they be reused? or are they no longer useful? Can they be recycled?



Shelves of a second-hand clothing and shoe shop. Have you ever been in a shop like this? Have you bought anything? Have you donated anything?



Very big wardrobe, full of clothes... would you give us your opinion? would you like to have one? what do you think about storing so many clothes?



What does this image transmit to you?

3 what is the circular economy and how does this relate to the clothes we choose to wear? how can our decisions and our actions make a difference to the environment and those the other side of the world who make our clothes?

More info links:



- Across the country, vintage shops are in a fight to save thrifting
- How to Act on Climate Change: A user's guide for 2020 and beyond Khadi London
- Greta Thunberg's speech at UK climate strike
- Fact check: 9 common myths about ethical and sustainable fashion

Reasons to say Yes to the Circular Economy:

- Big changes need to be made in the way we treat our planet. If we do not do so, our planet may be damaged beyond repair.
- This can result in global warming, to such an extent that it will be impossible to sustain life in some places. If this happens we all suffer.
- We need to know that we are not supporting unfair pay and conditions every time we buy a garment.
- We can choose to support business that treat their staff fairly.
- We can choose to support businesses that take care of the environment



3a negative scenario

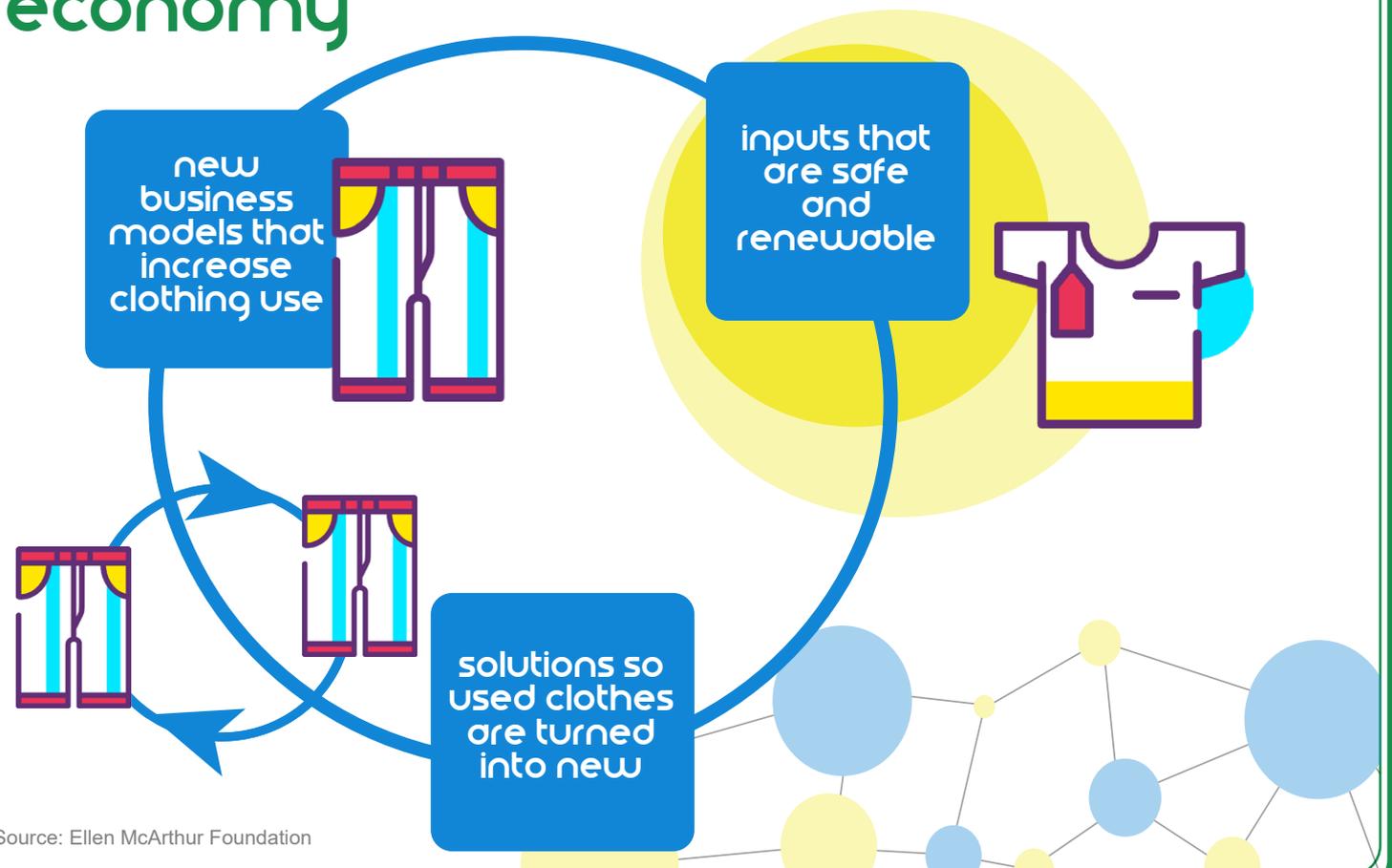
Since the 1960s the whole new fashion culture grew up which for the first time was driven by the consumerism of young people. It was possible for relatively small amounts of money to make a statement about 'who you were' allowing more people to communicate through clothing regardless of their social and economic backgrounds. Fashion became fast, there was a speedy turnover. What was fashionable this season was definitely not fashionable the season after. Fashion designers became heroes. They drove an industry that took no regard for sustainability and had no interest in the levels of waste. Soon fashion brands had to find ways to keep up with this increasing demand for affordable clothing, leading to massive textile mills opening across the developing world, which allowed the U.S. and European companies to save millions of dollars by outsourcing their labour.

the vision of a new textiles economy

Leaders in the industry today, including Zara, H&M, TopShop and Primark, started as smaller shops in Europe. They all focused on affordable trendy clothing, eventually expanding around Europe, and infiltrated the American market sometime in the 1990s or 2000s. The rapid growth that defines these brands today goes hand-in-hand with cost-cutting measures, and not many companies are eager to switch from overseas sweatshop labour.

Fast Fashion was considered a goal to be achieved. For example when Zara came to New York at the beginning of 1990, the New York Times used the term "fast fashion" to describe the store's mission, declaring that it would only take 15 days for a garment to go from a designer's brain to being sold on the racks. Those stores who could not keep up with this pace were driven out of business.

Although it is difficult to pinpoint the origins of fast fashion as we know it today, it's easy to understand how the phenomenon caught on. In the late 1990s and early 2000s, it became increasingly more acceptable (and desirable) to flaunt one's love for low-cost fashion.



Source: Ellen McArthur Foundation

ask yourself some questions



Look at the price tag. What do you think is the % of this cost that went to the person who made it?

How many times will I wear it?

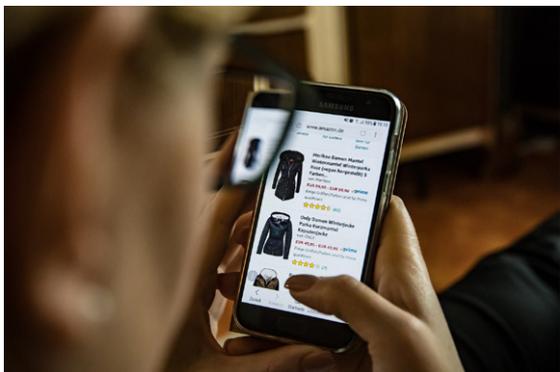
How long will it be before I discard this garment?

Where did it come from? How many miles did it travel to reach the store ?

Are there fashion labels who take these things into account?

How am I influenced by the media? Is it helpful?

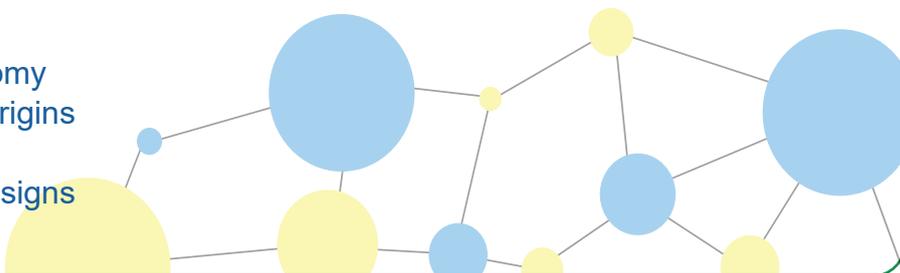
What processes is this garment likely to have been through that may have harmed the environment?



it's time to consider slowing down, at least enough to be more mindful of the purchases we make.

More info links: 

- Fashion and the Circular Economy
- Fashion History Lesson: The Origins of Fast Fashion
- These sustainable fashion designs tell personal stories





there are much good news



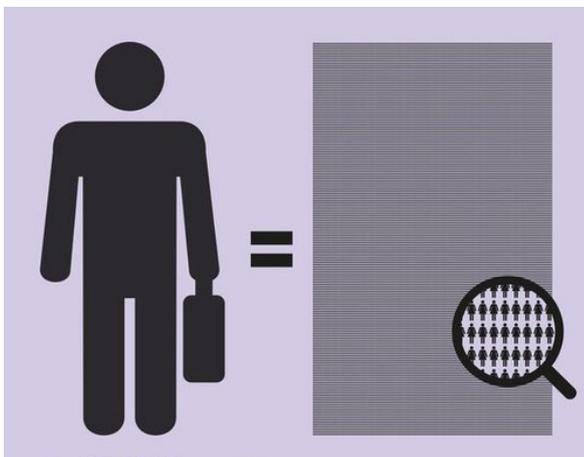
In the 1990s some customers became aware of how the fashion industry impacted on the environment. Leading designers such as Vivienne Westwood talked about how the industry impacted not only on the environment but also on communities, overseas who produce our clothing. She talked about buying fewer garments that were well produced by companies who cared about these issues. These garments would cost more and last longer. She attempt to turn the tide and to encourage people to invest in clothing they loved and not be driven by the media to buy and discard cheap clothing.

Young people are more and more concerned the environment and human rights. Many new fashion labels now reflect this and there are new campaigns emerging that highlight these issues and at the same time produce exciting an affordable fashion.

1 x us ceo wage = 16.000 bangladesh worker's wages

Here are some examples:

Black Friday was created to encourage fashion labels to sell off their old collections, sample pieces or products with small flaws which they are not able to sell otherwise. This way garments were saved from being wasted and brands could still attract customers to their shops without devaluing their current collections.



Fashion Revolution Week: has a special focus on the last week of April, which is the anniversary of the Rana Plaza factory collapse in Bangladesh, killing 1,138 garment industry workers.

Cambodia's GDP in 2015: \$18 Billion.⁹ Inditex (incl. Zara) turnover in 2015: of \$18.1 Billion.

16.10.2017 Danish TV channel TV2 publishes a documentary accusing H&M of burning 12 tons of new, unworn clothing in Denmark each year.

A survey of 219 fashion brands found that only 12% could demonstrate any action at all towards paying wages to garment workers, above the legal minimum.

info source: [SUSTAINABLE FASHION MATTERZ](#)





tips for parents

Set a date when the whole family goes through their wardrobe. Collect everything together and take it to be recycled or to a charity shop or arrange to pass on to a friend.

Make an occasion of it and follow it with a family treat.

Make it a family rule. If anyone is going shopping we ask them to recycle something first.

Supply some information about ethical brands.

#WENEVERSTOPVOTING



There is greater awareness now than ever before about the impact of fashion on the environment and the circular economy: The #WENEVERSTOPVOTING campaign started in 2017, right after the elections in Germany to remind that we actually vote every day, and with each purchase. You can participate by sending in portraits of yourself which we will overlay, and send back for you to post. Mail to hi@sustainablefashionmatterz.com with the subject WE NEVER STOP VOTING.

#MYCLOSETMATTERZ



Here you can share the story of your favourite pieces of clothing and talk about loving our clothes and spread the message that we don't always need to shop the newest trends... because we are more than that!

More info links:



- [5 NEW YEARS RESOLUTIONS to Step Up Your Sustainable Fashion Game](#)
- [Sustainable, part I – Vivienne Westwood Plastic Free Schools](#)
- [Greenpeace: Fast fashion – this industry needs an urgent makeover](#)



how to enjoy fashion sustainability

The circular economy aims to make good use of materials, be they biodegradable, recyclable or 'upcyclable'. We can consider all our actions and understand how concept, production through to sales, use and disposal, all has an effect. Every action has a cost and there is a consequence not only of the source and production of materials themselves, but who manufactures and produces them, how products they are transported and the price we pay to off set any negative impact. As part of promoting overall system health, a new textiles economy presents new opportunities for distributed and inclusive growth. It creates a thriving ecosystem of enterprises from small to large, retaining and then circulating enough of the value created so that businesses and their employees can participate fully in the wider economy.

CHARACTERISTIC ONE

It produces and provides access to high-quality, affordable, individualised clothing. In a new textiles economy, everyone has access to the clothes that they need, when they need them. New business models give customers more flexibility on the clothes they'd like to wear and provide access to clothes that might not be affordable through traditional sales. Clothes are designed and produced at a high quality, are durable, and provide different functionalities and flexibility - for example, in the form of personal styles, customised or modifiable clothes.

CHARACTERISTIC TWO

It captures the full value of clothing during and after use. In a new textiles economy clothes are used more often, which allows their value to be captured fully. Once clothes cannot be used any more, recycling them into new clothes allows the value of the materials to be captured at different levels. To be able to capture the value of all materials once garments are no longer worn, it is necessary to ensure that design aligns with recycling processes that are available today.

CHARACTERISTIC THREE

It runs on renewable energy and uses renewable resources where their input is needed. The energy required to fuel a new textiles economy is renewable, decreasing resource dependence and increasing system resilience. Resources are kept in the system and where input is needed, this comes from renewable resources. This means using renewable feedstock for plastic-based fibres and not using fossil-fuel-based fertilisers or pesticides in the farming of biologically-based input. A new textiles economy further enables this shift to renewables as its very nature ensures that less energy and fewer resources are consumed.

CHARACTERISTIC FOUR

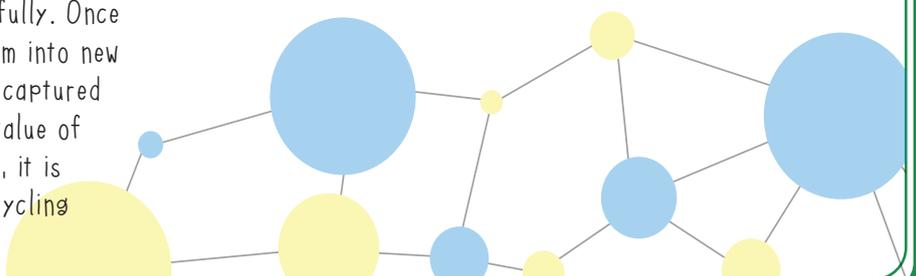
It reflects the true cost (environmental and societal) of materials and production processes in the price of products. In a new textiles economy, the price of clothing reflects the full costs of its production, including negative environmental and societal impacts. Such costs are first analysed and presented in company reporting, and ultimately reflected in product prices.

CHARACTERISTIC FIVE

It regenerates natural systems and does not pollute the environment. Renewable resources are extracted from nature by regenerative and restorative methods that rebuild natural capital (the world's stock of natural resources). This means using regenerative agriculture for biological-based input such as cotton, and sustainably managed forests for wood-based fibres. Substances of concern do not leak into the environment or risk the health of textile workers and clothing users. Plastic microfibres are not released into the environment and ocean. Other pollutants, such as greenhouse gases, are designed out.

CHARACTERISTIC SIX

A new textiles economy is distributive by design. As part of promoting overall system health, a new textiles economy presents new opportunities for distributed and inclusive growth. It creates a thriving ecosystem of enterprises from small to large, retaining and then circulating enough of the value created so that businesses and their employees can participate fully in the wider economy.



4 tip sheets

Age 6-10. You can do this with a friend or family member.

Look at the labels in five of your favourite pieces of clothing to find out where their clothes were made and from which shops they were bought.

- Make a chart.
- How many countries did these garments come from?
- How far did each one travel?
- Look the places up on a map.
- Which shop did most of these garments come from?



Age 11-15. Can you explain what these words and expressions mean?

Circular economy

Climate change

Sustainable Fashion

Recycled Fashion

Vintage Fashion

Landfill



Age 16-20. Take this Quiz. Click on the picture to get the link.



4 tip sheets

Age 6-10. Draw a picture and add a description of something you have at home you never wear

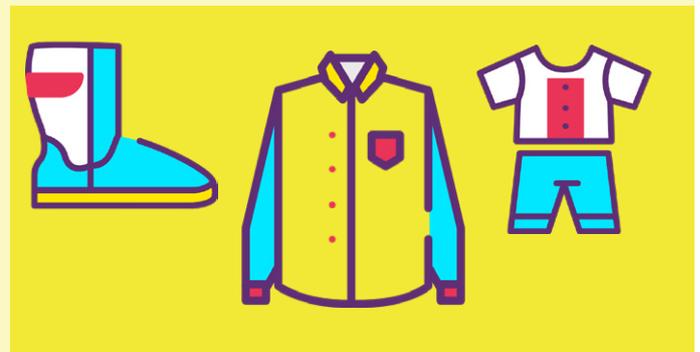
Draw a picture and add a description of something you have at home you never wear.
Take it in turns to show what this is.
Discuss who of your friends this might suit.
Check with your parents that you can pass it on to your friend.



Can you think of anything else?

Age 11-15. Have a discussion.

- What are your favourite clothes?
- What do you like about them?
- If you could choose only 5 pieces of clothing you could buy in the next year, what would they be?
- Think of 4 things that you may consider next time you are buying clothes.



Age 16-20. Read this and have a discussion

Water is the resource we are most dependent on, yet the practices of the fashion industry are one of the most polluting. By 2025, more than 2.8 billion people in 48 countries will face water stress or conditions of scarcity. By the middle of this century, this will have reached almost 7 billion.

A standard washing machine uses 155 litres of water per load, but a highly efficient washing machine uses less 105 litres of water. On average 5 shirts = 1kg of laundry. An average laundry machine holds 8-12 kg, meaning 40-60 shirts. Means a second hand item which is washed before sold needs an average of 3,1 litres of water.

2,700L WATER = 1 NEW T-SHIRT = 870 SECOND HAND T-SHIRTS

When we take the environmental impact of our purchases into account we find more sustainable possibilities. Today some of the most accessible and affordable solutions to dress yourself sustainably are buying second hand, swapping and repairing what you already own.

Have a discussion

Do we wash our clothing at home too often without considering the water we use ?

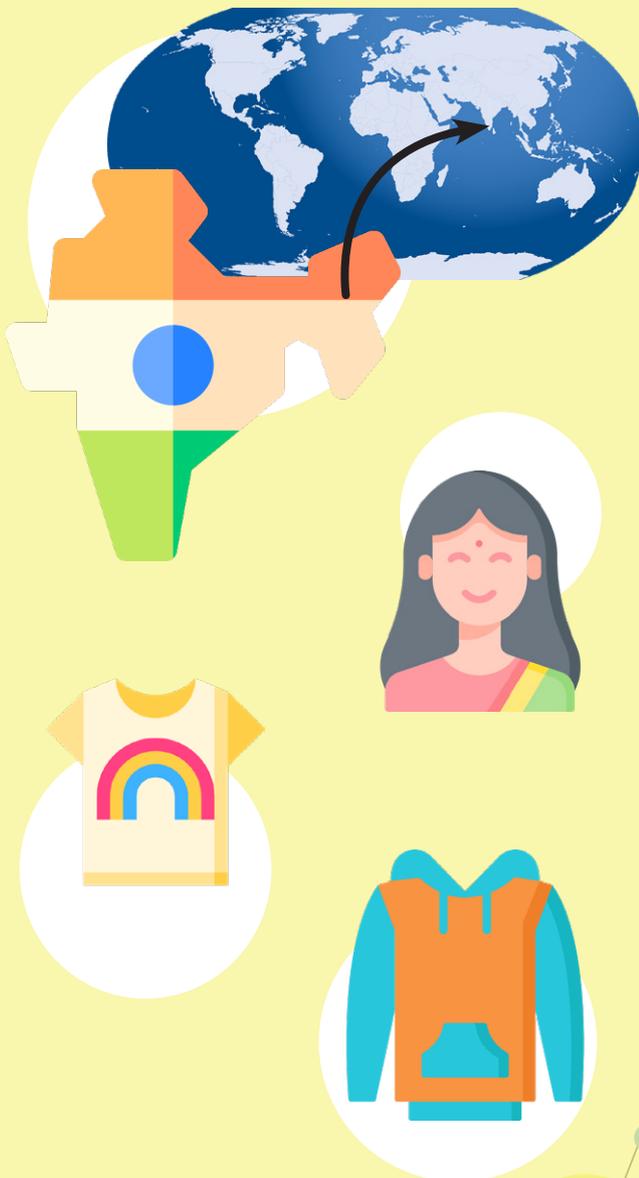
Are you already enjoying buying second hand?

Are you good at making repairs or is this something you could learn?

5 role-play

Role-playing game.

You are setting up a factory in India to produce some high quality garments. All the processes are going to take account of the environment. The work is going to be carried out by a co operate that you are setting up. The garments are for a top end fashion label in the West. How would you set up your factory and what are the main things that you would consider to make sure the workers are fairly treated and paid and the production is to a very high standard?



Icons source: "Flaticon", www.flaticon.com

6 more activities

If you want to continue learning about the circular economy, efficiency, sustainability and responsible consumption, here you have several links to have more information:

Age 6 -10: Digital Breakouts

Age 11-15: Escape-Rooms

Age 16-20: WebQuest

7 conclusion

To finish this workshop, we invite you to reflect and dialogue on all that we have learned.

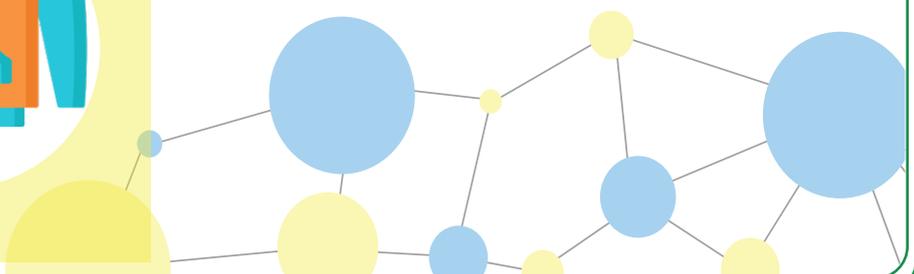
What have you learned?

Consider for a moment what it would be like to work in a sweatshop.

What one action will you take as a result of what you have heard today ?

How can you share all this new knowledge with your family and friends?

How might you continue to learn about to reduce your impact on the environment?





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