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COCO
CONSCIOUS
CONSUMPTION

wear

CONCIOUS CONSUMPTION AND FASHION

Comparative Research Network:

FAST FASHION

MICROPLASTICS

2ND HAND + UP CYCLING



the micro lessons



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#1 Introduction



#2 Fast fashion



#3 Microplastics



#4 Sustainable Fashion



#5 Upcycling and 2nd Hand





introduction

Fashion is one of the industrial sectors with the greatest impact on the climate. It is the third largest water consumer in the world (4% of drinking water is used) and one of the biggest emitters of greenhouse gases (4 billion tonnes of CO₂ are emitted every year).

By shopping at the big-name stores, we are contributing to the textile industry. The industry itself has a harmful impact on the environment:

The production of **materials pollutes the oceans** (mainly for polyester), **exploits our water resources** (particularly for cotton) or contributes to **intensive breeding and animal mistreatment** (for animal materials such as wool or leather);

The production involves the use of **chemicals** which, by being in **wastewater** and untreated, pollute the oceans;

The **transport**, takes our clothes around the world and even further (1.5 times the distance around the planet : or 65,000 km. ...) from the place where the raw material is produced to our stores: here, greenhouse gas emissions are considerable.

impact on nature

social impact

On the other hand, the social consequences of this system are non-negligible, and unfortunately often concealed or too quickly forgotten:

Exploitation of the working population, with precarious wages and enormous daily working hours, unbearable working conditions that threaten workers' health.

The two main production sites for the major brands are Pakistan and Bangladesh, two locations which feature in the top 3 of the world's lowest wages.

Workplace accidents in these companies have already caused scandal, notably in the suburbs of Dhaka (Bangladesh) where the Rana Plaza collapse, killing 1,138 workers and injuring 2,500.

In Europe, 4 million tonnes of clothing waste are thrown away every year, with many people preferring to put their still-wearable clothes in the garbage can rather than take them to places where they can be given a new lease of life.

This clothing waste concerns not only buyers, but also producers who produce in large quantities and frequently throw away surplus production and unsold items, or burn them.

What can we do?

• **buy quality**



Buy better-quality, more sustainable products. Pay attention to the label, place of manufacture + reparability index.

• **buy 2nd hand**



Prefer second-hand products or swap and share with family and friends.

• **buy less**



Consume less : ask yourself the right questions before you buy. Upcycle and repair the clothes you have

RESOURCES



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Who made
my
clothes?

01

FASHION REVOLUTION
www.fashionrevolution.org

Fashion Revolution is campaigning for a clean, safe, fair, transparent and accountable fashion industry.



03

SUSTAIN YOUR STYLE
www.sustainyourstyle.org

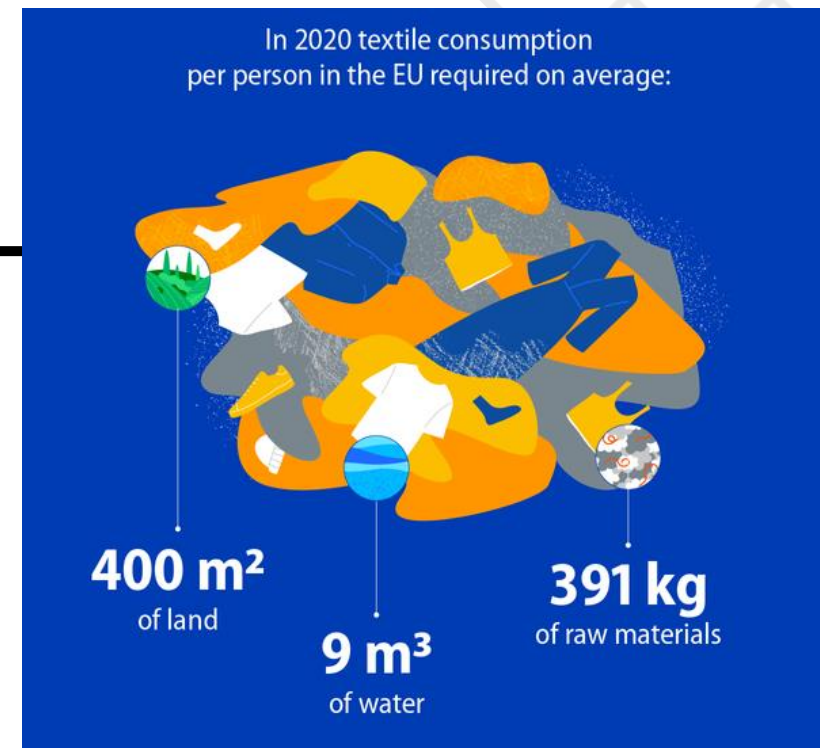
The site is offering an overview of sustainable fashion brands.

02

THE IMPACT OF FASHION

[Statement of EU](#)

With fast fashion, the quantity of clothes produced and thrown away has boomed. Find out more about the environmental impact and what the EU is doing about it.



04

DOCUMENTARY UNSTITCHED

[Link to the video](#)

Unstitched is a sustainable fashion documentary which sheds light on the fashion industry and the impacts it's having on the planet and its people.



Comparative Research Network:



fast fashion

intro duction

Fast fashion is the quick production of inexpensive, trendy clothing that is designed to respond rapidly to the latest fashion trends.

The fast fashion industry is characterized by its ability to produce and deliver new styles at an accelerated pace, often mimicking designs from high-end fashion houses and making them accessible to the mass market at lower prices.

Fast fashion has been criticized for its environmental impact, unethical labor practices, and the disposable nature of the products it creates.



what are you wearing?

step 1 - Download the **worksheet** and make a list of 5 fashion brands you most often buy your clothes from. Why do you buy from those particular brands?

step 2 - Watch this video:



brand check

step 3 - Check your brand at the following sites:

- <https://fashionchecker.org/>
- <https://goodonyou.eco/> (here also the fair brands, the app is available)
- <https://www.fashionrevolution.org/about/transparency/>
- <https://www.fairwear.org/programmes/brand-performance-checks/>

How do your favorite brands perform?
Think about criterias which are important for you.





SAY **NO**
TO FAST
FASHION

new outfit

step 4 - Can you replace the brands you listed with the fair brands producing similar clothes?

Look for the fair brands here:

- <https://utopia.de/bestenlisten/modelabels-faire-mode/>
- <https://goodonyou.eco/>
- <https://www.fashionrevolution.org/about/transparency/>
- <https://www.fairwear.org/programmes/brand-performance-checks/>

GOOD RESOURCES



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01

NAME / TEAM NAME: _____ 3

Round 1 | Who Made My Clothes?

✓ tick the answer you think is correct

- From Australia to Brazil, Uruguay to Vietnam, in April 2018 how many people engaged with Fashion Revolution events, social media posts, videos, and resources?
a) 2.75 million
b) 27.5 million
c) 275 million
- According to a 2017 article in the Guardian, what was interesting about Alain and Gérard Wertheimer – the owners of Chanel – paying themselves a \$3.4 billion dividend in 2016?
a) it was more than four times the company's profits that year
b) it was 8 times more than the company paid to its entire workforce that year
c) it was the exact amount of investment needed to make every garment factory in Bangladesh a safe place to work
- According to the Associated Press, who makes sportswear worn by US college sports teams in internment camps in the Xinjiang region of China?
a) Uighurs, Kazakhs and others – mostly Muslims – detained to eliminate poverty and bring minorities into a 'modernised world'
b) criminals, smugglers and vagrants captured at
- According to Fashion4Change, 83% of all of our waters contain plastic microfibers. What proportion is said to come from the fashion industry?
a) one thirtieth
b) one thirteenth
c) one third
d) 2.4%
- A sophisticated woolen coat from an Italian designer brand can cost up to €2,000. According to a 2018 New York Times investigation, if a middle aged woman in Bari, Italy carefully stitches two coats a day at her kitchen table, how much can she earn in that day?
a) €8 to €10
b) €24 to €30
c) €48 to €60
- In which country would you find the Hawassa Industrial Park, the largest manufacturing park in Africa where up to 60,000 people are expected to work in textile and apparel factories?
a) Ethiopia
b) Angola
c) Lesotho
d) Nigeria
e) Namibia

FASHION REVOLUTION - QUIZ

[Download Pdf](#)

Fashion Revolution is campaigning for a clean, safe, fair, transparent and accountable fashion industry.

FASHION REVOLUTION | RESOURCES WWW.FASHIONREVOLUTION.ORG

MAKE AND PLAY FASHION REVOLUTION TRUMP CARD GAME

AGES

- 11-16
- 16-18
- 18+

AIMS

- Learn about fashion trade ethics through your clothes.
- Make Trump cards for your clothes, and play with your friends.
- Find out which brands are more ethical than others.
- Have some serious fun in the process!



INSTRUCTIONS

1. MAKE YOUR CARDS

- Download the [trump](#)
- Go to page 17 and find some familiar brands, making a note of the companies who own them.
- Add a photo or sketch to a card of one of the clothing items you've chosen.
- Find the grades for Overall, Policies, Knowing Your Suppliers, Auditing & Supplier Relationships and Worker Empowerment in the Executive Summary and add them to your card.

2. PLAY THE GAME

- Once you have enough cards, shuffle the pack and deal them out, face down.
- The player to the right of the dealer starts – choosing a category from their first card and calling out the grade (e.g. Policies A-3).
- The other players call out their first card's grades for that category and the one with the highest grade takes them all and puts them at the bottom of their pile of cards.
- If two players have the same grade, the first player takes their next card and calls another

3. CATEGORIES & KEY TERMS

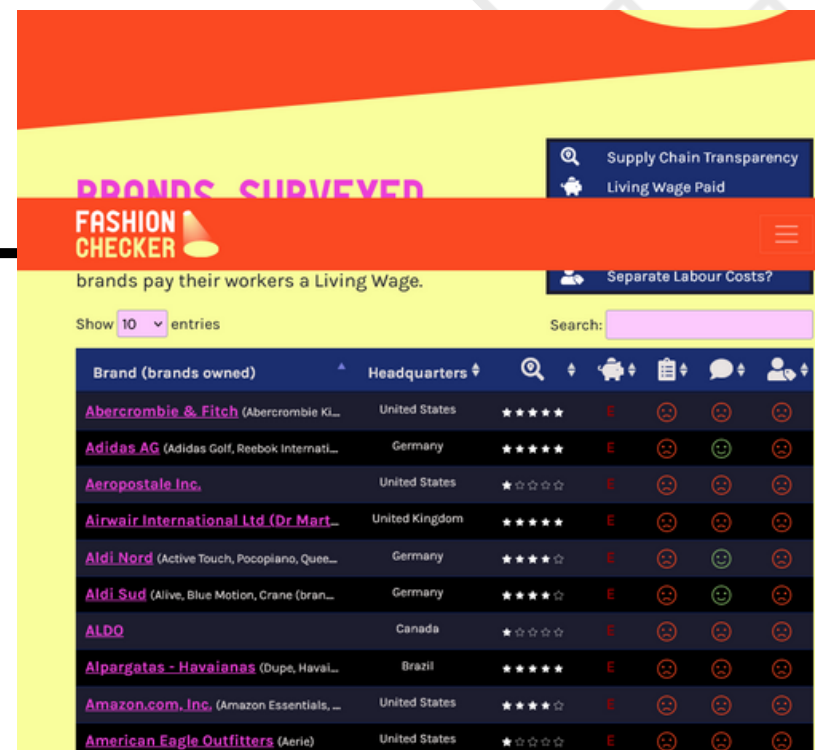
- **POLICIES** / Does the company or brand publicly state that it does not allow forced labour and child labour in its supply chain, allows freedom of association and makes provisions for worker health and safety?
- **KNOWING YOUR SUPPLIERS** / How much of the company's / brand's supply chain does it trace? Does it know where its clothes are made so that its policies are put into practice there?
- **AUDITING AND SUPPLIER RELATIONSHIPS** / How well do the company's / brand's

02

FASHION CHECKER

[Link to the website](#)

Fashion Checker shows you what your favourite brands pay their workers and how they treat the people who make their clothes.



04

GOOD ON YOU

[Link to the database](#)

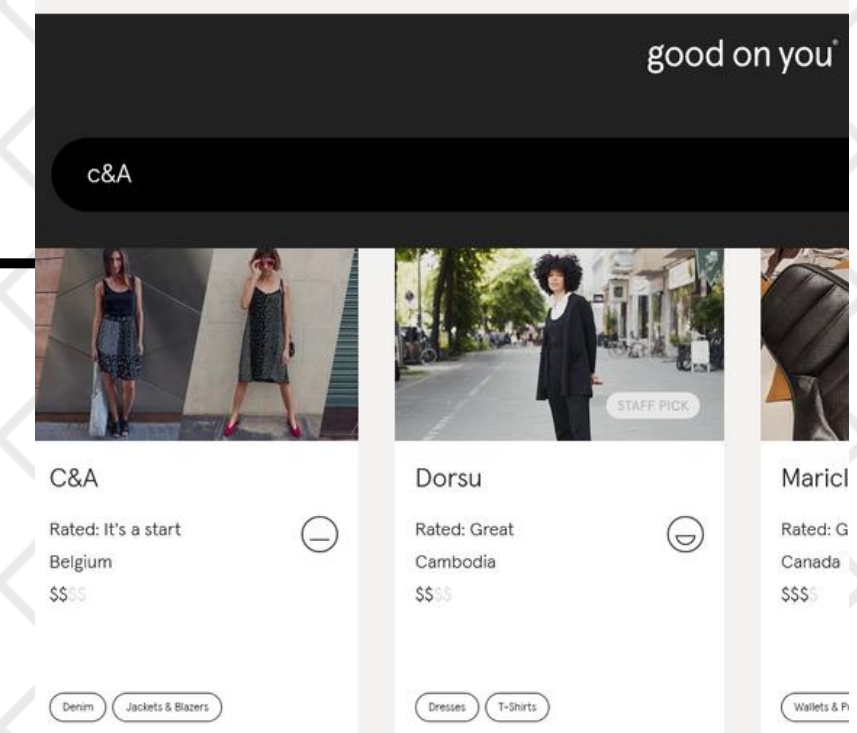
Good On You's brand ratings give you the power to see through the greenwashing on everything from greenhouse gas emissions and water use to worker safety, living wages, and animal welfare.

03

FASHION REVOLUTION CARD GAME

[Download Pdf](#)

The aim of the game is to learn about fashion trade ethics through your clothes and to find out which brands are more ethical than others. But even more to have some serious fun in the process!



Comparative Research Network:



greenwashing
microplastics
chemicals
water

**environmental
impact**

introduction

The environmental impact of fast fashion comprises the depletion of non-renewable sources, emission of greenhouse gases and the use of massive amounts of water and energy.

Harmful chemicals in manufacturing pose risks to the environment and people. Most issues occur in manufacturing countries, but textile waste is a global problem.

Current consumption practices result in a large amount of waste, often incinerated, landfilled, or exported to developing countries.



key concepts

Water use: The fashion industry is the second largest consumer industry of water, requiring about 2700L to produce one cotton shirt and 7500 liters of water to produce a pair of jeans. Fibre production has the largest impact on freshwater withdrawal. The production of leather also requires large amounts of water to raise livestock.

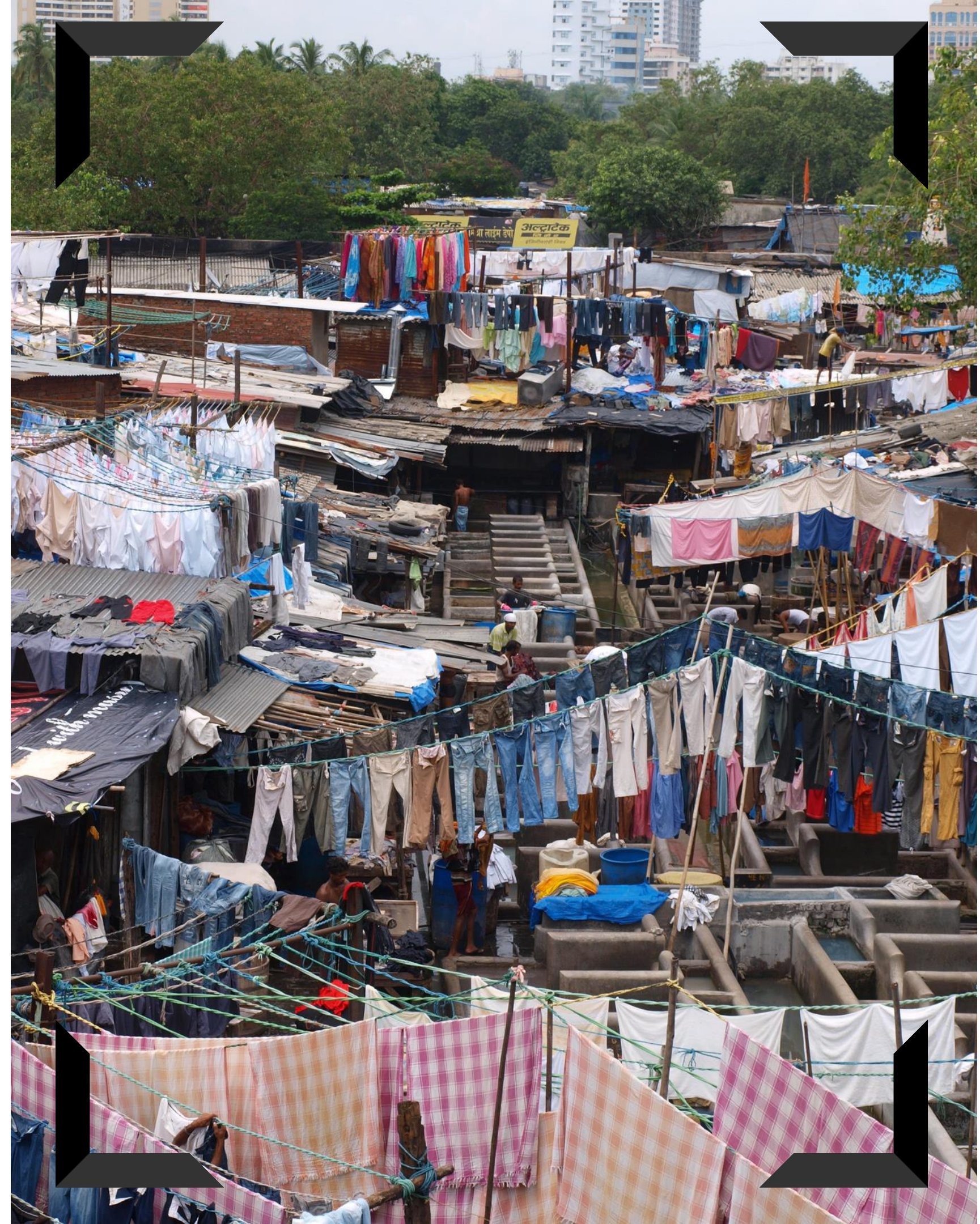
Water pollution: Textile dyeing is the world's second-largest polluter of water, since the water leftover is often dumped into ditches, streams or rivers. The tanning process is among the most toxic in all of the fashion supply chain because the chemicals used are not biodegradable and contaminate water sources.

key concepts

Microplastics: 35% of all microplastics – tiny pieces of non-biodegradable plastic – in the ocean come from the laundering of synthetic textiles like polyester, nylon and acrylic.

Greenwashing: Fast fashion brands advertise their green initiatives, despite it being a tiny part of their operations. It is just a marketing tactic used to appear more environmentally friendly. Brands use misleading advertising tactics using vague and unsupported terms like ‘eco’, ‘green’, and ‘sustainable’.

Waste and emissions: The production of synthetic textiles is an [energy-intensive process](#), requiring large amounts of petroleum and releasing volatile particulate matter and acids. Dyeing and finishing are responsible for 3% of global CO2 emissions. Globally, just 12% of the material used for clothing ends up being recycled.



brand check

Open the website of your favourite fast fashion brand. Find information about production, and sustainability. Do they keep their promises or is it just **greenwashing**? What do you think?

Look for:

- vague, non-committal language
- numbers: how many of all their products are sustainable
- are they hitting their targets (lowering emissions etc.)
- are they setting Science-Based Targets (SBTs) - see resources

Still not sure? Check your brand using one of the websites from previous lesson



GOOD RESOURCES



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01

OVERCOMING GREEN-WASHING AND MISINFORMATION IN FASHION

[Link to the article](#)

The article written by Collective Fashion Justice highlights misleading sustainability claims in fashion, urging for action to create a transparent and sustainable industry.



THE TRUE COST



03

THE TRUE COST MOVIE

[Link to the movie](#)

This documentary film, directed by Andrew Morgan, explores the environmental and social impacts of the fashion industry, particularly fast fashion.

02

SCIENCE BASED TARGETS

[Link to the website](#)

These are specific goals for organizations to align with climate science, aiming to limit global temperature increases below 2 degrees Celsius, following the Paris Agreement.



DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

SCIENCE BASED TARGETS

04

CLEAN CLOTHES CAMPAIGN

[Link to the resources](#)

The Clean Clothes Campaign is a global movement advocating for improved working conditions, ethical practices, and policy changes in the fashion industry.

Clean Clothes Campaign

Comparative Research Network:



**circular
consume
eco-friendly
slow fashion**

**sustainable
fashion**

intro duction

Sustainable fashion, also known as eco-friendly or ethical fashion, refers to an approach to designing, manufacturing, and consuming clothing that considers the environmental, social, and ethical impact of the entire fashion supply chain.

The goal of sustainable fashion is to minimize the negative effects associated with the fashion industry, including environmental pollution, resource depletion, and exploitative labor practices.



key concepts

Environmental Responsibility: Sustainable fashion aims to minimize the environmental footprint of clothing production by using eco-friendly materials, reducing energy consumption, and employing processes that generate less pollution. This may involve using organic or recycled fibers, adopting environmentally friendly dyeing methods, and implementing sustainable manufacturing practices.

Social Equity: Sustainable fashion prioritizes fair labor practices and social responsibility throughout the supply chain. This includes ensuring safe working conditions, fair wages, and respecting the rights of workers involved in the production of clothing.

key concepts

Circular Economy: Sustainable fashion encourages a circular economy model, where products are designed to be recycled, upcycled, or biodegradable. This approach aims to minimize waste and extend the lifespan of garments, reducing the overall environmental impact.

Transparency: Transparency in the supply chain is a crucial element of sustainable fashion. Brands committed to sustainability openly share information about their sourcing, manufacturing processes, and the social and environmental impact of their products.

Ethical Consumption: Sustainable fashion promotes mindful and responsible consumer behavior. This involves making informed choices, such as supporting brands with sustainable practices, buying fewer but higher-quality items, and extending the life of clothing through repairs or second-hand shopping.



Water conservation in fashion refers to implementing measures to reduce the amount of water used in textile production and minimize water pollution. The fashion industry is a significant consumer of water, with textile production requiring large amounts of water for dyeing, finishing, and washing.

Technology is vital in creating eco-friendly fashion by enabling fashion brands to use sustainable materials and production methods, reducing waste, and improving supply chain transparency.

Renewable energy in fashion refers to using clean and sustainable energy sources, such as solar, wind, or hydroelectric power, to power fashion companies' manufacturing, distribution, and retail operations.

Sustainable Materials are materials that are produced in an environmentally responsible way and have a lower environmental impact than traditional materials. These materials are often made from natural and renewable resources or recycled materials and are designed to be more durable and long-lasting than conventional materials. Such as organic cotton, hemp, linen, Recycled Polyester, tencel and Pinatex.

Slow fashion is the antithesis of [fast fashion](#), that promotes sustainable and ethical fashion practices by prioritizing quality over quantity and encouraging consumers to buy and wear clothing for extended periods. It focuses on producing cheap, trendy clothing quickly and on a large scale.

Sustainable Materials
Using sustainable materials, such as organic cotton, BCI cotton or recycled polyester, and natural dyes from plants or animals.

Ethical Production
Prioritizing fair labor practices and ethical production methods, such as safe working conditions, fair wages, and transparency in the supply chain.

Quality over Quantity
Focusing on producing high-quality, timeless designs made to last rather than having trendy, disposable clothing.

Local Production
Supporting local and small-scale production, reducing the environmental impact of transportation, and promoting local economies.

Eco-friendly packaging in fashion refers to using sustainable and environmentally-friendly materials and practices for packaging fashion products.

Traditional packaging materials, such as plastic and paper, can have a significant environmental impact due to their production, use, and disposal. Eco-friendly packaging in fashion aims to minimize this impact and promote more sustainable packaging practices.

Circular fashion refers to designing, producing, and consuming clothing in a closed-loop system that minimizes waste and maximizes the use of resources. It aims to create a circular economy for fashion, in which products are reused, repaired, and recycled rather than disposed of after a single use.

Design for Circular
Designing products with circularity in mind using recyclable or biodegradable materials and creating easily disassembled products for reuse or recycling. Such as, we can reuse [polyester fibre](#) called recycled polyester, in clothing. You can find the recycled polyester fibre tag on the garment label made from recycled polyester.

Product Life Extension
Extending the life of products through repair, refurbishment, or upcycling reduces waste and extends the product's useful life, such as we can use different clothing to make rugs.

7 Eco-Friendly Practices in The Fashion Industry



THE BUYERARCHY
of NEEDS
(with apologies to
Maslow)

changing minds

Step 1 - Download the worksheet and Check the “Buyerarchy” - think what the different steps mean. How do the layers relate to your clothing habits?

Step 2 - Collect examples around you. When your friends, neighbors or family members borrow, swap or make cloth?

Step 3 - Make some research on the internet - and create your own contact box.

- Where around you can you make clothes?
- Where are 2nd Hand or Thrift Shops?
- Where and when can you swap clothes?
- Where and from whom can you borrow?
- How do you take care of your clothes?

GOOD RESOURCES



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01

SUSTAINABLE FASHION A GUIDE FOR TEACHERS



OXFAM - SUSTAINABLE FASHION GUIDE

[Download Pdf](#)

This short guide provides a helpful starting point for bringing sustainable fashion into the curriculum and encouraging members of the whole school community to engage with the issue in their daily lives.



03

RETHINKING FASHION [Download Playbook](#)

The Playbook for Positive Change is intended for a range of creatives including small to mid-sized designers/brands, event producers, and public relations with the goal to provide provides need-to-know guidelines and strategies for change.process!

02

SUSTAINABILITY IN TEXTILES

[Link to the website](#)

Eco-friendly practices in the fashion industry refer to sustainable and environmentally conscious methods of designing, producing, and selling clothing.



[Eco-friendly Practices in the Fashion Indu](#)

04

THE BUYERARCHERY

[Link to the article](#)

A Canadian illustrator and environmental journalist Sarah Lazarovic made an illustration that might help us to take some things into consideration before checking out that wishlist. She's inspired by Maslow's hierarchy of needs!



THE BUYERARCHERY
of NEEDS
(with apologies to
Maslow)

Comparative Research Network:



upcycling & 2nd hand

intro duction

Upcycling in the context of fashion refers to the process of transforming discarded or unused materials into new and higher-value products, often giving them a second life and reducing waste. Unlike recycling, which typically involves breaking down materials to create new ones, upcycling involves creatively repurposing existing materials without significantly altering their fundamental structure.



Upcycling can be:

Clothing Reconstruction: Old garments are deconstructed and reconstructed to create new and unique pieces. This may involve combining different fabrics, adding elements, or reshaping into a different style.

Material Repurposing: Unused or leftover textiles are transformed into new accessories. For example, old denim jeans might be turned into a bag.

Vintage or Second-Hand Fashion: Embracing second-hand shopping is a form of upcycling. By wearing previously owned clothes, you contribute to the extension of the lifecycle and reduce the demand for new production.

DIY

See here some samples of upcycled fashion items and tips how to upcycle clothes. Which tips, tricks and items do you have?

Share it!

Clothing that can be easily upcycled includes (but is not limited to):

- T-shirts
- Sweaters
- Denim
- Jackets
- Shoes
- Pants
- Dresses
- Skirts
- Socks
- Sweatshirts

1. Dye it

Dye can give a once-worn item new life. You easily can use materials you have around the house, like onions or avocado skin and pits.

2. Patch it

Use a needle and thread (or a sewing machine) to attach a patch, or even try gluing it on. Manjarrez adds, If you create patches from a similar fabric you make it look more intentional and not like you are covering a mistake.

8. Give it to the dog

You can turn old fabric into anything from a pet bed or blanket to even a toy or pet-sized T-shirt—and your pet will love that it smells like you. For small dogs and cats, use an old pillowcase to make a bed. Take old clothing and cut it into strips and fill the pillowcase with it.

3. Embroider it

Everything from T-shirts to jeans can be embroidered. All you need is a needle and thread—and a little time to learn a new pastime.

5. Turn it into a quilt

You'll need about 15 shirts for a smaller, lap-size blanket and even more for something as big as a quilt. Start by selecting old garments with fun colors or patterns that would look good together, then stitch or sew the T-shirts together.

9. Use it to clean your house

Old baby onesies? A long-sleeved shirt that no longer fits or is stained beyond recognition? All that and more make excellent cleaning cloths. Cut it into squares to use as reusable cleaning cloths around the house.

4. Cut it

The simplest way is to just cut old jeans into shorts. Old, too-short or out-of-style denim can also be easily cut into a skirt.

6. Turn it into a tote

Make your own eco-friendly tote bags by using an old sweater or T-shirt.

10. Transform it into gift wrap

Instead of wasting money on single-use wrapping paper, fold the fabric over the gift, gather the fabric edges, and pull upward, knot the fabric tails - done.

What is?

Buying second-hand involves two aspects:

1. firstly, it means choosing **not to buy new things**. This relates to the type of item you're getting.
2. Secondly, it involves **shopping in specific places** or using certain methods that are different from where you'd typically buy new items.

In simple terms, second-hand shopping is about getting used things through different ways than you would for new things.



2nd Hand

#REUSE

long tradition

history

The second-hand history and trade began in the **14th century**. In those days, few people could afford new clothes because they were so expensive. Each piece was unique, custom-made and used for years, even decades. Dresses were handed down from mother to daughter by way of inheritance, and masters could give their servants the clothes they had worn as payment or as currency.

With the mechanization of the textile industry, manufacturing costs dropped and clothes were quickly exchanged or discarded. Fashion began to develop rapidly. With this change, demand for second-hand goods increased especially in developing countries. When the vintage trend arrived at the end of the **twentieth century**, a variety of second-hand stores, also known as vintage stores, appeared in the west of Europe in alternative neighborhoods of major cities. In the East of Europe 2nd Hand remained as a source for buying “Western” fashion especially in poor neighborhoods.

During the **Second World War**, several second-hand markets appeared in Europe, such as the famous resin market in Ercolano (Italy). This market began selling objects and clothing abandoned by American soldiers as they passed through the town, and eventually became one of the best-known vintage markets. With the population movements caused by wars and the need for low-cost clothing, second-hand clothing became a business,

WHY 2ND HAND?

01

SAVINGS

made thanks to these less expensive products



02

UNIQUENESS

Clothes which are not longer mass-produced and sold on the market, making the wearer unique in their fashion choice. The pleasure of searching for and finding the rare pearl, helps too to make it appealing.



03

IMPACT

Environmental and social impact motivate consumers to both donate and buy clothes, instead of buying low quality fast fashion.



SECONDHAND PURCHASES AMONG GENERATIONAL COHORTS IN THE UK

per selected fashion categories and overall

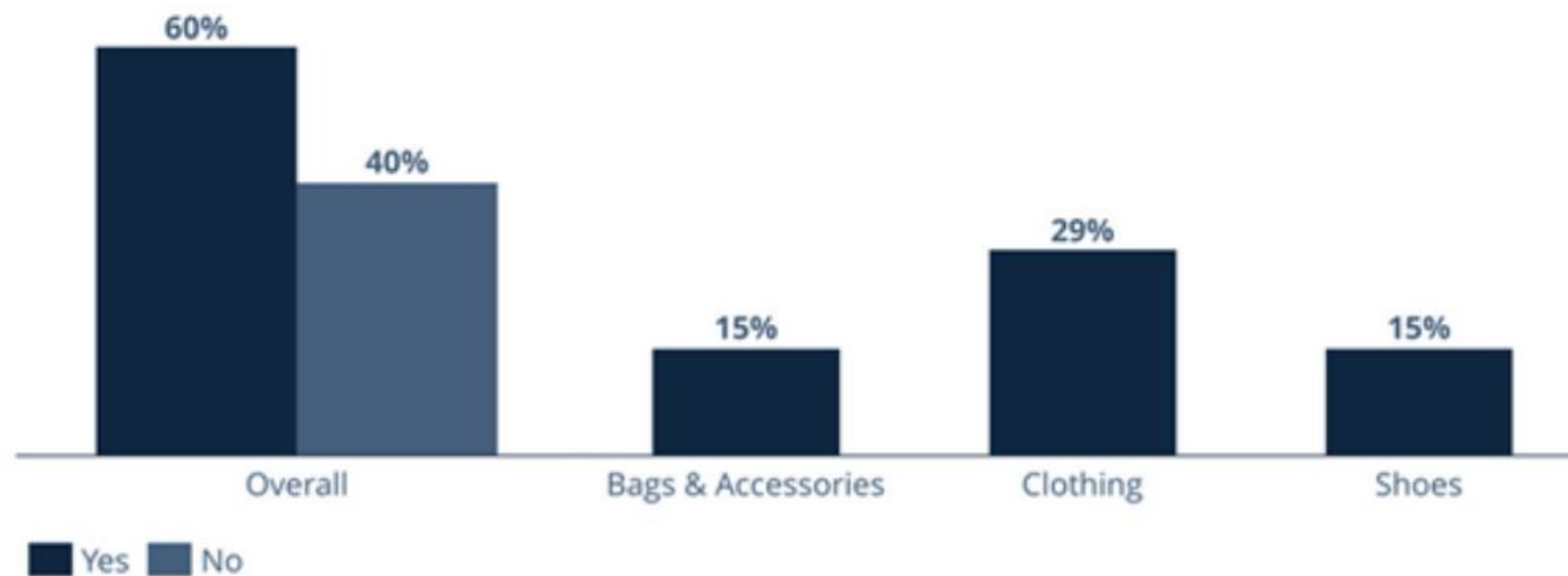
	Gen Z (1995-2012)	Millennials / Generation Y (1980-1994)	Generation X (1965-1979)	Baby Boomer (1946-1964)
Clothing	32%	32%	27%	22%
Bags & Accessories	22%	21%	9%	7%
Shoes	20%	21%	9%	6%
Overall	69%	67%	52%	45%

Notes: "Which of these articles have you bought secondhand in the past 12 months (no matter if online or in person)?" (Multi-Pick); Overall: Recode based on all secondhand purchases by category (single-pick); Base: n= 3,940 online shoppers in the UK. / Sources: Statista Consumer Insights 2023 - Update 1

ECDB

SHARE OF CONSUMERS IN THE UK WHO BOUGHT SECONDHAND IN THE PAST YEAR

overall and per selected fashion categories



Notes: "Which of these articles have you bought secondhand in the past 12 months (no matter if online or in person)?" (Multi-Pick); Overall: Recode based on all secondhand purchases by category (Single-Pick); Base: n= 3,940 online shoppers in the UK. / Sources: Statista Consumer Insights 2023 - Update 1

EC

2nd hand today

Many current facts show just how big the Tripartie and Wavestone (two French companies) carried out in 2022 a study of the second-hand market, concluding that the global second-hand market will grow by +22% (a market size of 105 billion euros) compared to 2020. A Statista study conducted between 2018 and 2020 showed that the number of second-hand clothing buyers had consequently increased in the USA, and in Europe. According to Médiamétrie, in 2022, 39% of French people bought second-hand clothes and 47% sold some in the same year. Finally, according to Volago, the global second-hand fashion market is estimated at \$177 billion in 2022, and is set to almost double to \$350 billion by 2027.

IMPACT OF 2ND HAND

Buying second-hand items has a positive impact on the environment. We avoid making new products, which means we don't use as many resources or produce as much CO2. Studies show that second-hand clothes significantly reduce CO2 emissions compared to new ones. The carbon footprint of second-hand clothing is reduced by 82%. Additionally, producing new clothes uses a lot more energy and water compared to second-hand ones. So, buying second-hand is good for the planet, as long as we do it in moderation. However, it's important not to use this as an excuse to overconsume. The real solution is to be mindful of our consumption and make eco-friendly choices in all aspects of our lives.

Originally, second-hand markets were meant to help people with lower incomes access quality items through gifts. However, today, it has become a profit-driven market. This shift means that donations to second-hand stores are smaller and of lower quality, as individuals often sell valuable items for profit on platforms. Despite the popularity of second-hand shopping, the production of new clothes hasn't decreased, and many items sold second-hand still come from the fast-fashion industry.

Major retailers, participating in second-hand sales use it for greenwashing, making their practices seem more environmentally friendly than they are. Items in excellent condition might be kept locally or in nearby countries, while the surplus, often a massive amount, may end up being sold cheaply in certain southern countries like Kenya or Ghana. Unfortunately, this flood of clothing can harm the environment in these countries and contribute to open-air dumps.



sell 2nd hand

Step 1 - Download the worksheet and check 2nd hand platforms on the internet (eBay, vinted, fairmondo etc.) - make notes:

- Compare offers and pay attention to the price, the description, the photos, ratings and the condition.
- Note down - in which categories would you buy 2nd hand products and which not?
- What contains a good/bad offer on the website?

Step 2 - Create your own offer. Use the template and structure an advert for your second item to be sold.

Step 3 - Make it real - sell it!

GOOD RESOURCES



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01



HOW TO TAKE CARE OF YOUR CLOTHES?

[Visit the kit](#)

Fashion for the Earth Toolkit – How to care for your clothes. Provided by the Earth Day Foundation.



03

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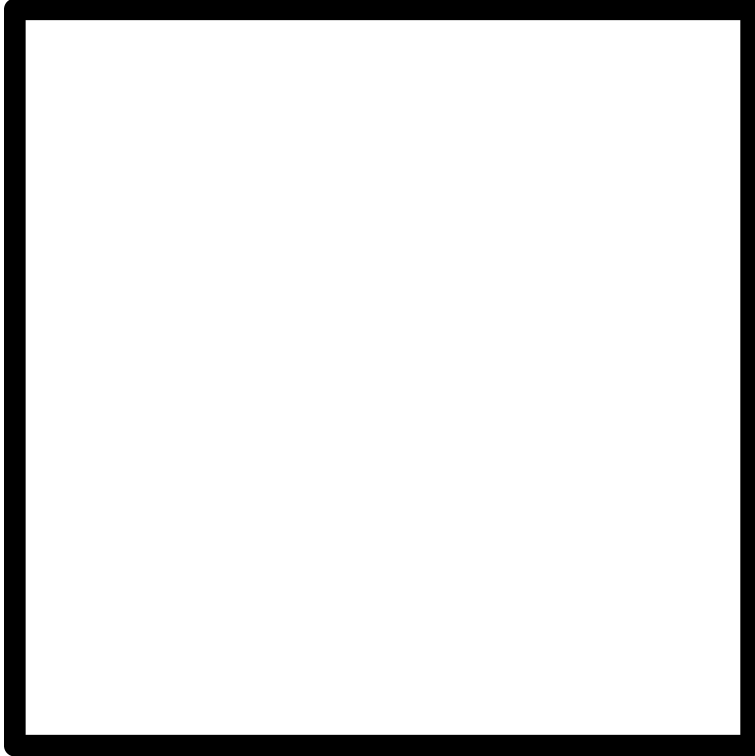


THE BUYERARCHY
of NEEDS
(with apologies to
Maslow)

Comparative Research Network:

Worksheet: what am I wearing?

Draw a picture of your blazer, fleece, sweatshirt or favourite item of clothing:



I like this item of clothing because:

My item of clothing was made in this country:

My item of clothing is made from this fabric:

My item of clothing was bought at this store:

My favorite brands are

How do they treat their workers?

How do they treat the environment?

How is their impact on all of us?

1.



2.



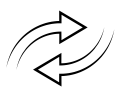
3.



4.



5.



Swap Brands I can imagine to buy more at this brands:

IS IT PLASTIC?

Check your clothes, how many fabrics can you find?

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.....
.....
.....
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.....
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Plastic can have different names. Mark the plastic.

- | | |
|----------------------------------------|-----------------------------------|
| <input type="checkbox"/> POLYESTER | <input type="checkbox"/> FLEECE |
| <input type="checkbox"/> COTTON | <input type="checkbox"/> RAYON |
| <input type="checkbox"/> NYLON | <input type="checkbox"/> WOOL |
| <input type="checkbox"/> ACRYLIC | <input type="checkbox"/> LYCRA |
| <input type="checkbox"/> HEMP | <input type="checkbox"/> ELASTANE |
| <input type="checkbox"/> POLYPROPYLENE | <input type="checkbox"/> LINEN |
| <input type="checkbox"/> SPANDEX | <input type="checkbox"/> VISCOSE |
| <input type="checkbox"/> BAMBOO | <input type="checkbox"/> VELVET |

