

# Community Assembly on Climate Change

Future-proofing our  
world thru' fashion

# Fashion & Climate

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## **Taking the message into the areas of GM:**

- **Education in schools – 5 week programs with yr10 covering consumerism and career – covering learning on the subject of sustainability in fashion, conscious consumption, self expression, employability, repurposing skills, styling, careers working with a responsible brand, entrepreneurial skills**
- **Fashion and environment education with yr7–9 – explore fibre, materials design hand skills and ask the question what happens to this garment at the end**
- **Events – story–telling through the arts about redirecting from landfill – performance piece at Contact Theatre in November with Universities and colleges involved**
- **Pop up department stores in different areas of GM making brands accessible**
- **Fashion markets**
- **Speaker events in conjunction with the Universities**

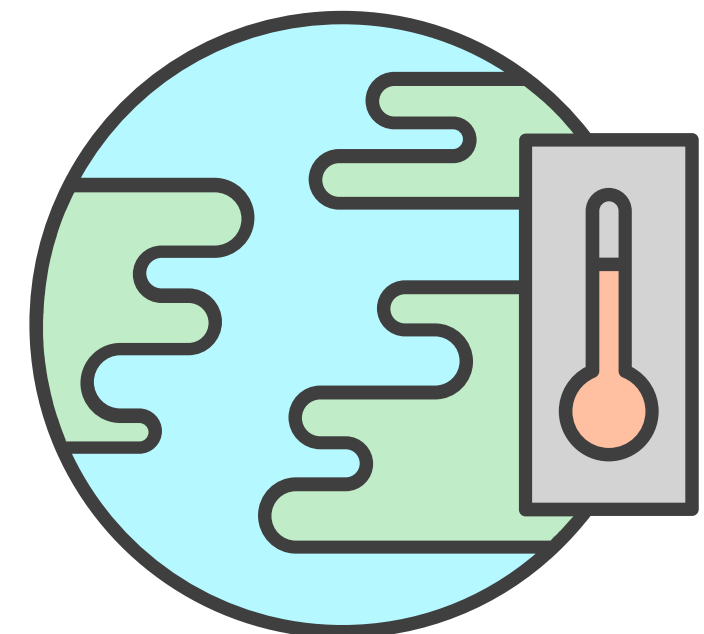
Let's discuss

**We buy more clothes per  
person in the U.K. than  
any other country in  
Europe – why?**

# Fashion & Environment

August 2021

- Around 300,000 tonnes of used clothes were burned and buried into landfill last year (UK Greenpeace)
- In 2015, over 330 million barrels of oil were used to make polyester and other textiles. This is the equivalent of 21,000 Olympic swimming pools
- Polyester also takes over 200 years to decompose
- Production of clothes accounts for about 8% of global emissions
- By 2050 fashion will take up a quarter of the worlds carbon budget



Consumer Stats

- **One in three young women (the biggest segment of consumers) consider clothes worn once or twice to be old!**
- **The average shopper buys 68 items a year**
- **Shoppers buy 5 times more clothing today than in 1980**
- **The average garment is worn just 7 times**



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- **One T-shirt and a pair of jeans uses 5,000 gallons of water to produce**
    - **The fashion industry is responsible for 20% of industrial wastewater pollution**
  - **In an average wash cycle 700,000 microfibres are shed. Microfibres are found in synthetic materials such as polyester**



# Innovation

**BlockTexx is developing the first textile recycling plant capable of separating and recycling blends of cotton and polyester fibres at scale.**

*"Whatever happens from now on, because a solution exists, we can't go backwards. We've not got the opportunity to do something. It really does move the discussion from the art of the possible to the art of the practical and that's really important in this space." Alex Jones, co-founder BlockTexx.*



## HOW TO RECYCLE UNWANTED CLOTHES & TEXTILES – <https://www.recyclenow.com/what-to-do-with/clothing-textiles-0>

- Check to see if your council collects clothes and textiles to be recycled.
- Drop off your unwanted items at recycling points and clothing and textile banks in supermarket and local car parks – enter your postcode below to find your nearest.
- Donate items to registered charities and re-use organisations. The Charity Retail website will help you to find your nearest charity shop.
- One of the most convenient ways to donate clothes is through registered charity collection services. Some charities, such as The British Heart Foundation, offer a free clothing collection service from your home. It's easy to arrange via their website. You don't even need to order a bag, just re-use your own bags and boxes from home.
- Many high street retailers such as Primark and M&S now offer clothing donation banks in-store. These are sometimes called 'bring back schemes'. This means that next time you pop out to the shops, you can drop off a bag of your old clothes.



- Buying a used item instead of new eliminates 17.4lbs of CO2 emissions

**USED  
CLOTHING  
INDUSTRY**

- Choose used or Choose new consciously

- The environmental benefits of the used clothing trade are clear: For every 100 used garments purchased, it means 60–85 new garments are displaced. In turn, that means there is a significant reduction in greenhouse gas emissions and the use of toxins which would have been caused by the production of new textiles.
- Buying a used item instead of new reduces the carbon footprint by 82%

# Potential solutions

Individual & collective action for our future

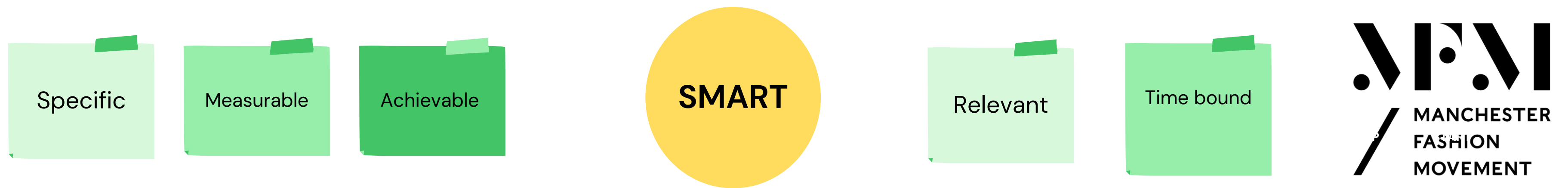
- Buy local & second hand
- Repair old clothes
- Demand transparency from brands
- Choose natural fibres
- Buy less
- Shop your own wardrobe, love your clothes for longer
- Share with family and friends
- Attend and instigate clothes swaps
- Do your research; give yourself time
- Tech trackers to monitor your progress
- Keep the conversation going – spread the word
- Encourage others
- Supportive information billboard messages around positive action replacing fast fashion houses
- Educational marketing campaigns around GM
- Easier access to clothing bins
- Remove the stigma from second hand shopping – mini department stores, changing the shopping experience
- Reduced rental costs for small businesses who have a focus on sustainability
- Find action groups
- Start & sign petitions
- More varied high streets
- City centres supportive of independents

# Group work



Share your ideas





MFM aim to keep things simple, helpful and achievable. It's really important to recognise the progress you as an individual are making in living a more planet friendly lifestyle. Setting achievable goals helps in staying motivated and continuing on this path so we refer to the SMART goals

- SPECIFIC
  - MEASURABLE
  - ACHIEVABLE
  - RELEVANT
  - TIME BOUND
- 
- Steering away from too broader goals without a plan which can be hard to follow and lead to “giving up”
  - Is your goal specific?
  - Is your goal measurable?
  - Is it achievable? Be realistic about what you can do & how much you can do.
  - How relevant – keep in mind the goals & activities you have on in your life – it'll be easier to achieve if you don't have to change too much too quickly
  - Is it time bound? – set a time frame for when you will do it or for how long

# Summary and action items



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**STICK TO YOUR GOALS, CLIMATE  
ACTION LEADS TO CLIMATE HOPE.  
EVERYTHING WE DO MAKES AN  
IMPACT.**

