

RENEWABLE
ENGLISH

SERIES 3

Cultivating Changemakers

LIVE LESSON 7:

Fashion, but Greener

**WEDNESDAY, 8 NOVEMBER
12:00 AND 18:00 CEST**

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Quote of the Week



**"The most
sustainable garment
is the one already in
your wardrobe"**

Osola De Castro

*Designer, co-founder of
Fashion Revolution*

@renewableenglish
www.renewableenglish.com

WHAT DOES THE QUOTE MEAN TO YOU?

Can fashion be sustainable?

A

OF COURSE

B

MAYBE

C

PROBABLY
NOT

70% of shoppers want to know how the brands they shop from contribute to social as well as environmental issues.

Only 46% actually consider these before buying.

What do you think before you buy new clothes?

1

Let's play higher or lower....

It takes up to 10,000 litres of water to make a pair of jeans

That's the same as.....

..... baths

..... eight-minute showers

..... washing machine loads

..... cups of tea



2

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Unfun facts

1%, 87%, 9%, 60%, 10%

A _____ of the materials used to make clothing go to either incinerators or landfills.

B _____ of water pollution is caused by dyeing fabrics.

C _____ of new clothes are plastic.

d _____ of garments are recycled.

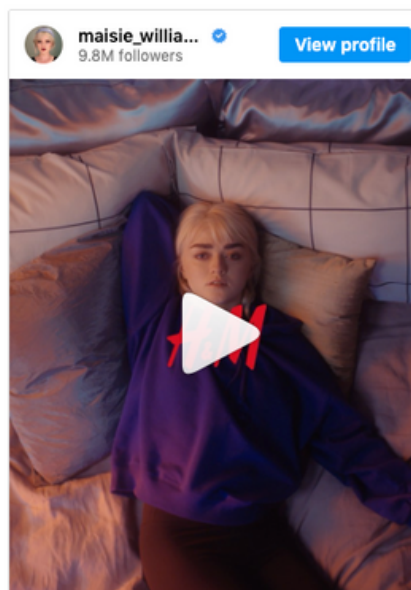
E _____ of global CO2 emissions are as a result of the fashion industry.

3

Greenwashing and Propaganda: The Heart of Fashion

HOW DO BRANDS GET YOU TO BUY THEIR CLOTHES?

H&M's "Loop" Machine Campaign



ASOS's "Circular Fashion"



4

Upick the propaganda

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"They weren't even sweating. We were the ones sweating!"

DESTENE SUDDUTH: INFLUENCER

Fashion Revolution has developed a tool called the Fashion Transparency Index, which analyses fashion brands on their public disclosure of human rights and environmental policies, practices and impacts, in their operations and in their supply chains.

Shein's score is 0 of 20.

In 12 months, the Gap listed about 12,000 different items on its website, H&M had roughly 25,000 and Zara had about 35,000. Shein had **1.3 million**.

A recent statement from Shein claimed consumers were wearing garments **up to 10 times** and considered this to be sustainable.

Do you agree?

How often do you wear your clothes?

FASHION ALTERNATIVES

Re arrange the letters to find some alternatives to fast fashion

A HRTIINGTF / ECNDOS-NADH

B LOTHSEC WSAP

C VIISBEL ENMDNGI

d ENINGTR

Can you match them to their image?



6

Interview

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1. Where is Solsoles based?
2. How did she hear about Junk Kourute?
3. What was the dress inspired by?





FASHION CHECKLIST



- TAKE CARE OF YOUR CLOTHING
- DEMAND TRANSPARENCY
- REPAIR AND UPCYCLE
- SECONDHAND SHOPPING
- BUY LESS, CHOOSE WISELY
- ADVOCATE FOR CHANGE
- BOYCOTT ULTRA-FAST FASHION
- PARTICIPATE IN CLOTHING SWAPS

WHAT DO WE ALL HAVE THE POWER TO CHANGE?

Ali's thoughts!



Do we really need new clothes?
Honestly? Are new old clothes not
enough.

Get onto vinted and see what
preloved goods you can get your
hands on.

Help each other, let's stop fuelling
fast fashion!

Extra Reading



Greenwashing Examples: 8 Notorious Fast Fashion Claims and Campaigns

Let's take a look at 8 greenwashing examples, including greenwashed ads and claims made by fashion brands in the last few years.



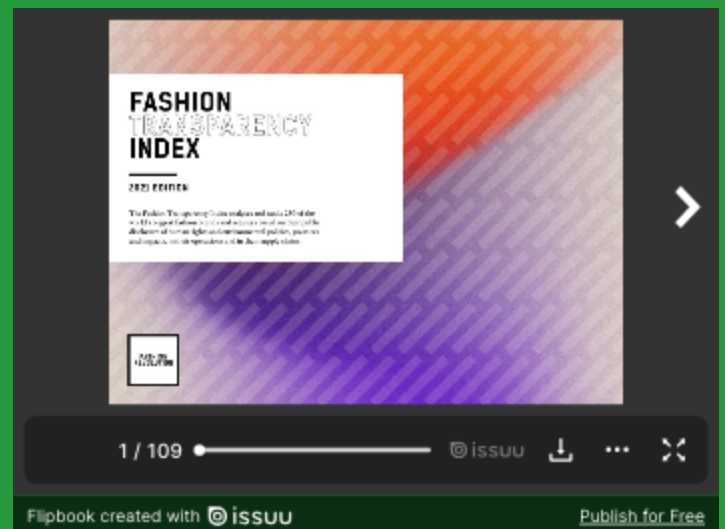
H&M's "Loop" Machine Campaign

When you think of H&M, you do not think of sustainability. And you shouldn't. The company is one of the top three leading retailers in the world, sellin...



Ultrafast fashion giant Shein takes greenwashing to a new low: charitywash

In June, Shein, the largest online-only fashion retailer in the world, announced a donation of \$15m to a NGO working with textile waste workers in Ghana.



Let us know what you think

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JOIN US IN TWO WEEKS FOR...

LIVE LESSON 8:

**The sounds of
change**

**NOVEMBER 29TH
12:00 AND 18:00 CEST**

COMING SOON COM
COMING SOON COM
COMING SOON COM
COMING SOON COM
COMING SOON COM

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This series on Renewable English

— What is a Changemaker?

— The Business of Caring

Give Change Sporting Change

— The Art of Changemaking

— If you need it, make it!

— Changing the Narrative

— Fashion, but Greener

More than Ok Boomers

The sounds of change

School, Life and Changemaking

Empowering Future Changemakers

Answers

1

250, 2500, 200, 41,666

2

87%, 9%, 60%, 1%, 10%

3

THROUGH LOTS OF FALSE CLAIMS AND GREENWASHING

4

STUDENTS OWN ANSWERS

5

A THRIFTING/ SECOND-HAND B CLOTHES SWAP, C. VISIBLE MENDING D. RENTING

6

1. MADRID 2. HER FAVOURITE TEACHER, 3. 18TH AND 19TH CENTURY GOWNS AND USING WQASTE FROM AT HOME.

7

JSTUDENTS OWN ANSWERS