



CENEET

SUSTAIN



able

FASHION



POLICY BRIEF



Co-funded by
the European Union

CeNEET

in a nutshell

CeNEET, is the acronym of “Circular Economy as an employability tool for NEET population”, which is an Erasmus+ Key Action 3, European Youth Together project funded by the European Education and Culture Executive Agency (EACEA) of the European Commission.

The aim of the project is to encourage and equip NEET people (not in education, employment or training) to seize the opportunities of the circular economy and related practices of re-use, repair, up-cycling etc. in order not only to find employment but also to become active in environmentally sustainable work practices and opportunities that will open up in their countries the next years. The main project’s objective is to support and promote green skills to NEET populations in order to help them accumulate in the work market with a green and environmentally friendly mindset.



The consortium consists of 5 organisations:

TAG GREEN

SÜDWIND



micro
kosmos

**CONNECT
BRUSSELS**

Index

Introduction.....	4
Explanations: sustainable development, circular economy, sustainable fashion.....	6
Fast Fashion: In Numbers.....	10
Europe's Vision for Fashion.....	12
Real Cases around the World.....	13
Upcycle your clothes	16
Recommendations	18
. A Green policy.....	22
References.....	25



Introduction

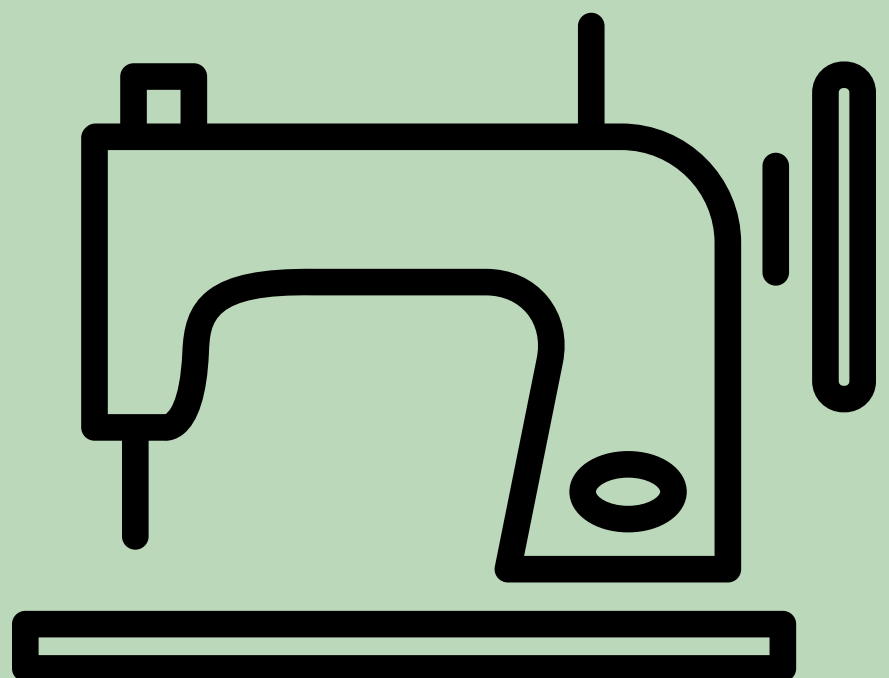
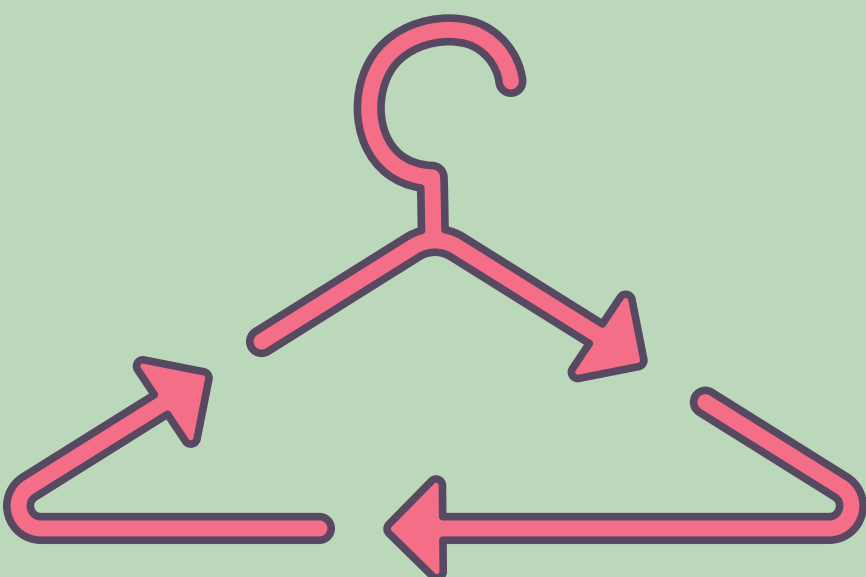
Sustainable Fashion (and How to adopt a more sustainable fashion lifestyle)

Have you ever thought about life without fashion? Most people love fashion and spend their free time doing shopping. But do we even understand what fashion really means, what is fast fashion, and in which way our choices affect everyone around us?

Fashion is a form of self-expression with a specific context, such as time, place, and purpose. Example of these are clothing, footwear, lifestyle, accessories, makeup, hairstyle, and body posture. The term implies a look defined by the fashion industry as that which is trending. Everything that is considered fashion is available and popularized by the fashion system (industry and media).[1]

Fast fashion is the business model of replicating recent catwalk trends and a high fashion design, mass producing them at a low cost and bringing them to retail stores quickly while demand is at its highest [2], while Slow fashion is an aspect of sustainable fashion and a concept describing the opposite to fast fashion, part of the "slow movement" advocating for clothing and apparel manufacturing in respect to people, environment, and animals. [3]

The fashion industry, according to 2023 statistics, is the third the most polluting industry in the world, affecting both our planet and human health. Because of the rapid development of fast fashion, problems like water pollution and the rise of CO2 emissions have been increased. In several developing countries in the world, there are textile landfills, affecting both animals and people living nearby. So, what could we do in order to face this challenge?



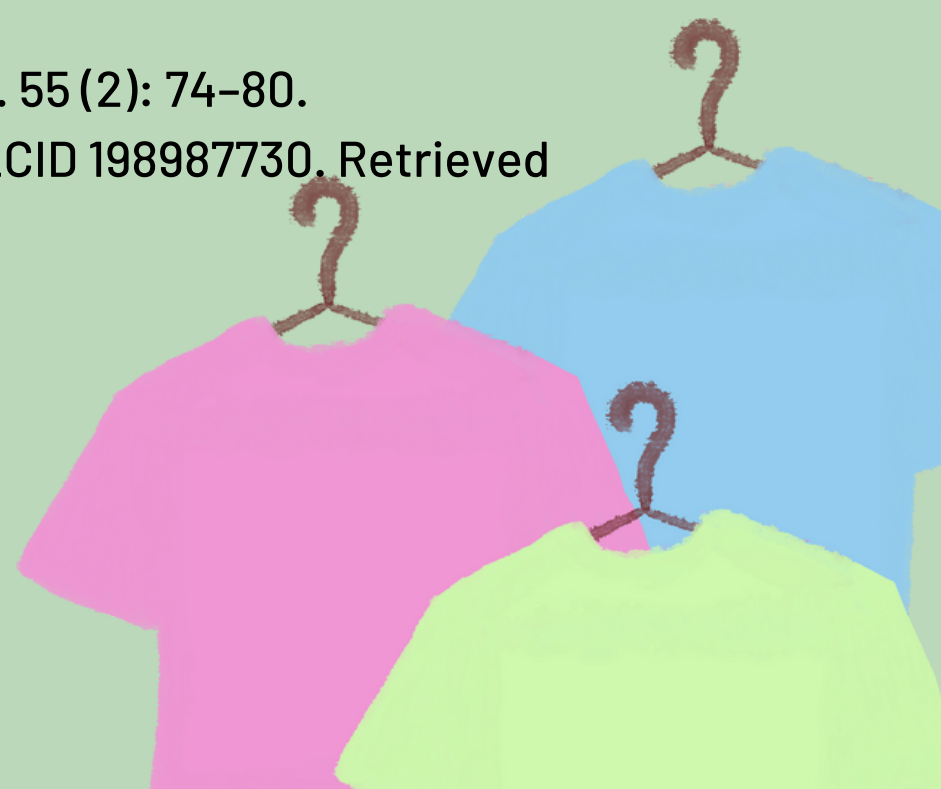
Sustainable development, which is *“The development that meets the needs of the present without compromising the ability of future generations to meet their own needs”*, is a possible answer to the problem, as the term of Sustainable Fashion was born through it. Sustainable fashion is *“An approach to clothing and accessories design, production, and consumption that integrates environmental and social considerations, aiming to minimize the negative impacts of the fashion industry on the planet and its inhabitants, while promoting long-term sustainability and ethical practices”*. There are three pillars of Sustainable Fashion which are ethics, biodegradability, and circularity. By adopting some SDGs, as SDG 12, we could manage to apply sustainable fashion patterns to our everyday lives.

A policy paper is a document that presents a specific issue or problem, analyzes its causes and potential consequences, proposes policy recommendations or solutions to address the issue, and makes an examination of different policy options and their potential impacts. This paper aims to present an argument for sustainable fashion in order for EU institutions, policymakers, and relevant stakeholders to take action through policy changes supported by relevant research and analysis. Government regulations can establish standards for environmental impacts by setting limits on resource extraction, waste generation, and carbon emissions.

Throughout the policy paper, it is important to address the problem of fast fashion that requires a collective effort from fashion industries, including brands, consumers, governments, and NGOs. The fashion industry has an opportunity to transform its practices and become an example for everyone. Brands can organize events, campaigns, or workshops focused on sustainable fashion into one that promotes ethics, educates people, and change the overconsuming mindset. Raising awareness for sustainable fashion requires consistent efforts. Brands should align their messaging and actions with their sustainability goals to create a lasting impact. By embracing sustainable and circular principles, brands can also foster creativity and innovation. The policy paper includes practical and actionable policy recommendations that address the root causes of overconsumption. These recommendations can focus on areas such as consumer education, taxation, regulation, product standards, and circular economy initiatives.

References

- [1] Kaiser, Susan B. (2019). Fashion and Cultural Studies. Bloomsbury Visual Arts. ISBN 978-1350109605. OCLC 1057778310}
- [2] "This Is What Fast Fashion Means (Definition, Problems, And Examples)". Retrieved 2020-10-29.
- [3] "Slow Conservation". Studies in Conservation. 55 (2): 74–80. doi:10.1179/sic.2010.55.2.74. JSTOR 27867120. S2CID 198987730. Retrieved September 30, 2020.}



What does sustainable development mean?



The development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Even the narrow notion of physical sustainability implies a concern for social equity between generations, a concern that must logically be extended to equity within each generation.



References

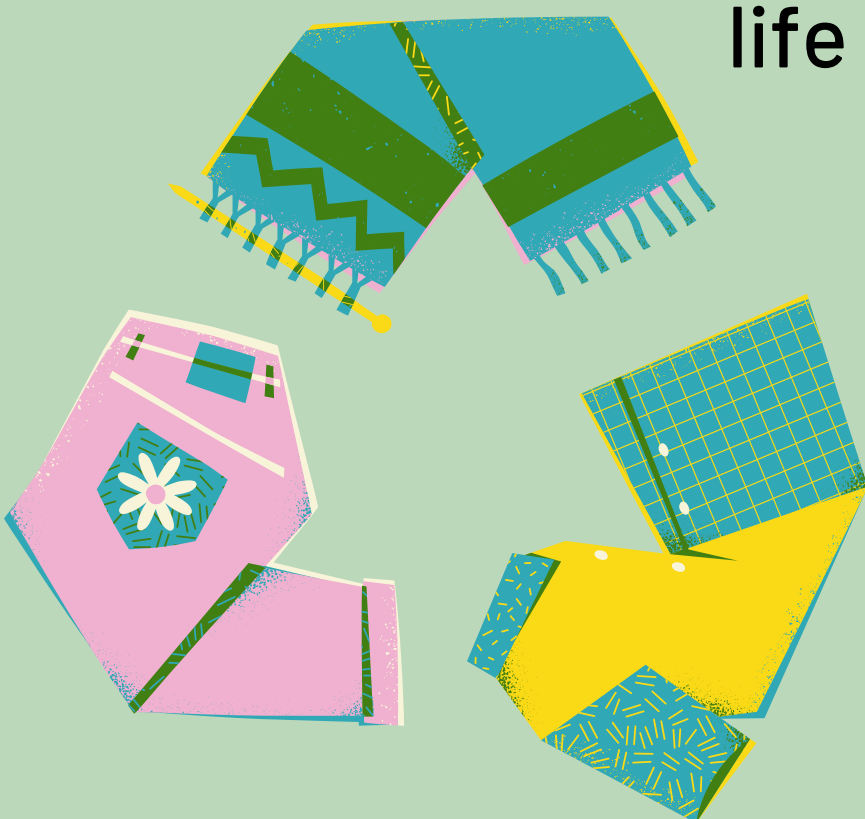
Brundtland Report (1987)

What does circular economy mean?



Circular economy provides the economic system with an alternative flow model, one that is cyclical.

Unlike traditional recycling the practical policy and business orientated circular economy (hereafter CE) approach emphasizes product, component and material reuse, remanufacturing, refurbishment, repair, cascading and upgrading as well as solar, wind, biomass and waste-derived energy utilization throughout the product value chain and cradle-to-cradle life cycle.



References

Fletcher, 2012

What does Sustainable fashion mean?



An approach to clothing and accessories design, production, and consumption that integrates environmental and social considerations, aiming to minimize the negative impacts of the fashion industry on the planet and its inhabitants, while promoting long-term sustainability and ethical practices.



References

Fletcher, 2012



**Sustain
The Planet
Sustain
Our Future!**

#SDGtargets

FAST FASHION

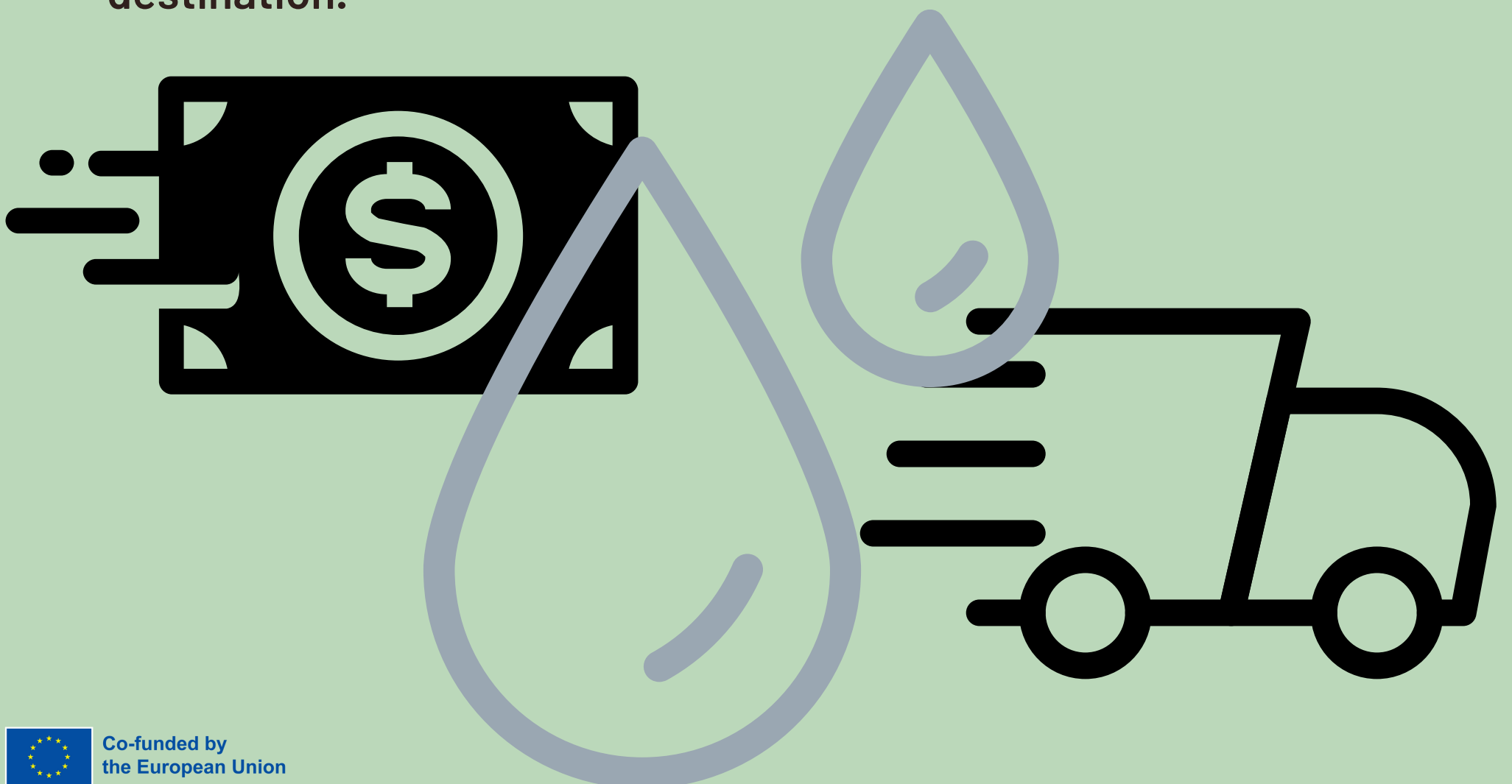
IN NUMBERS

In general, fast fashion is one of the biggest contributors to some of the most important environmental problems that we are facing in the world and there are specific numbers that prove it.

In the last 15 years, garment production has more than doubled. This growth is due to the fast fashion industry, which offers an increased number of collections per year at low prices. With an emissions of 1.2 billion tonnes of CO₂, the textile industry pollutes the climate more than international shipping and air traffic. The downside of fast fashion is workers, who are exploited, and the environment, which is polluted on a massive scale.

More specifically, 8000 litres of water are used for the production of just one pair of jeans and 2000 litres for one t-shirt.

And if you are wondering, what about the TRANSPORTATION of the clothes? It takes each item approximately 34000 km reach its final destination.



FAST FASHION

FACTS

- 98 million tons of oil

- 62 million tons of waste

- 43 million tons of chemical

- 1458 million tons of CO₂

- 79 billion cubic metres of water



References

Clean Clothes Kamapgne,
Fact Sheet Fast Fashion, 2019

Europe's Vision for Fashion



Impact

European Consumption of textiles has the fourth highest impact on the environment and climate change, after food, housing and mobility. - About 5.8 million tonnes of textiles are discarded every year, equivalent to 11,3 kg per person.



Fact

Almost 9/10 Europeans (88%) think that clothing should be made to last longer.



Job opportunity

An average of 20 to 35 jobs are created for every 1.000 tonnes of textiles collected for re-use, such as selling them second hand.

Vision 2030

Fast Fashion is out of Fashion - consumers benefit longer from high quality textiles.

References

European Union: sustainable and circular textiles by 2030,



Real Cases around the World 1



Fabric Republic, Athens, Greece

Fabric Republic is an innovative and comprehensive clothing management system that is based on sustainable ethics and practices. Fabric Republic was founded in 2008 in Athens, Nea Filadelfia and aims on optimizing the cyclical management of excess clothing. Just and only in the year 2022, Fabric Republic collected 43.082 kg of excess clothing from which 54% was reused on the production of new clothes and the other 46% was donated to families in need. Generally, Fabric Republic's main goal is the development of social and ecological consciousness for a zero waste reality.

carla

ein Projekt
der **Caritas**

second
hand
second
chance

Carla, Voralberg, Austria

Another good example of sustainable fashion is Carla, a sustainable reselling shop based in Voralberg, Austria. Carla was created by the company Caritas Voralberg as a way of not only promoting the principles of reusing and recycling but also as a way to employ people who faced difficulties in finding a job. Every year, Caritas collect 3.278 tons of clothes from which 31.838 kg are resold in Carla. The numbers are impressive and their contribution in the community and in helping the environment is massive.

Real Cases around the World 2

La serre and La petits Riens, Brussels, Belgium



La serre, is project of social economy and is based in Brussels, Belgium. More specifically, La serre is a free access community building with a reparation and reuse mentality. People go there to exchange clothes or leave the ones they don't need or even to repair their clothes for free. La serre is a non profit concept and works based on donations.




**LES
PETITS
RIENS**

La petits Riens, is a really famous second-hand chain of 28 shops based in Brussels, Belgium. These shops refer to every class from the fortunate to the less fortunate and also contribute in the social economy by employing people who face difficulties into finding a job. Every year these shops donate 8.000 tons of clothes and in general they aim on fighting social exclusion and poverty.

Progetto Quid and Movimento moda responsabile, Turin, Italy

Progetto Quid, is program based in Turin, Italy, that employs women in prison to sew clothes from recycled materials. This program not only contributes to the social economy by giving the imprisoned women a chance in having new interests but it also promotes the principles of sustainable fashion.

Movimiento moda responsabile is a network of brands and people (influencers) created in Turin, Italy, who work together in order to make the fashion industry more responsible and sustainable. This network produces a variety of educative materials from podcasts to seminars and events in order to raise awareness, transparency and positive lobbying between brands and big companies.



progetto Quid





Sustain the planet

Sustain our future!

UPCYCLE YOUR CLOTHES

Before throwing away a garment, think that it can be recycled, reused, repaired, or upcycled.



Give clothes a second chance.



THE GLOBAL GOALS

OPPORTUNITIES

ONE ACTION, MANY CHANGES

Sustainable fashion encompasses a range of practices aimed at minimizing the negative environmental and social impacts of the fashion industry, while promoting positive change. It aligns with several Sustainable Development Goals (SDGs) established by the United Nations.

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



8 DECENT WORK AND
ECONOMIC GROWTH



13 CLIMATE
ACTION



By embracing sustainable fashion practices, we can make significant strides towards achieving the SDGs and creating a more equitable and environmentally conscious fashion industry for the future.

RECOMMENDATIONS

FOR CONSUMERS

CRITICAL AND CONSCIOUS CONSUMPTION

Buying less but long lasting products;
support second hand organizations



AWARENESS

Educational work in schools, but also in everyday surroundings;
adapting and changing the mindset

Recommendations for the consumer in our society of using fast fashion and consuming uncouncisly to change to a more sustainable consumption.

RECOMMENDATIONS

FOR THE FASHION INDUSTRY

TRANSPARENCY

No more greenwashing,
more open
communication about
production



SUPPLY CHAIN LAW

Regulating descent
working conditions, fair
payments, using
sustainable materials,
shorter ways of
transportation

Recommendations for a change in the fashion industry
to make it more sustainable and fair for everyone.

RECOMMENDATIONS

FOR THE POLITICAL INSTITUTIONS

2ND HAND

(Financial) Support for
2nd hand initiatives on
local level.



SUPPLY CHAIN LAW

Support a strong supply
chain law, which means
that enterprises have to
supervise their value
chain and report on it.

Recommendations for a change in the fashion industry
to make it more sustainable and fair for everyone.

TAKE ACTION TODAY!

PEOPLE
+ PLANET

PROFIT

#SDGs2030

WHAT IS A GREEN POLICY

A green policy is the commitment to sustainability and environmental management that society is prepared to make. Having a formal green policy shows to all of us that managing environmental issues is a high priority for everyone.



Green Policy results

Positive outcome

One positive outcome of green policy could be: more social programs about environment and sustainability. At Yale University there's the idea of "green bank", in order to co-ordinate public- and private-sector in renewable-energy projects, which has been adopted internationally also for the green energy. This includes the zero - free policies are a key priority for any organisation that has committed to Green Economy. These policies support the ban of single-use plastics at any stage of the production cycle.



Advantages

Some of the advantages are: reduction of production and costs resulting in a more responsible use, reduction of waste through recycling and reuse of products that have reached the end of their life cycle, creation of new jobs (ex. Project managers, consultants, teachers, ...) and increase in sales that address environmental issues and respect the planet.

Conclusion

We believe that the values of sustainability and social equity are fundamental factors to achieve human and environmental well-being. We have to take actions and implementing a green and sustainable concept that supports both our planet and society.



reduce
reuse
recycle

References

- Santillo, D. (2007). Reclaiming the Definition of Sustainability (7 pp). Environmental Science and Pollution Research International, 14(1), 60.
- Fletcher, K. (2012). Sustainability, Ethics, and the Global Fashion Industry: Ecology, Economy and Equity. In K. Fletcher & L. Grose (Eds.), Fashion and Sustainability: Design for Change (pp. 14-35). Laurence King Publishing.
- Kaiser, Susan B. (2019). Fashion and Cultural Studies. Bloomsbury Visual Arts. ISBN 978-1350109605. OCLC 1057778310}
- Clean Clothes Kampagne Österreich, Fact Sheet "Fast Fashion", 2019.
- European Union: sustainable and circular textiles by 2030, [https://op.europa.eu/en/publication-detail/-/publication/9f3fc2a6-b02f-11ec-83e1-01aa75ed71a1\(06062023\)](https://op.europa.eu/en/publication-detail/-/publication/9f3fc2a6-b02f-11ec-83e1-01aa75ed71a1(06062023)
- "This Is What Fast Fashion Means (Definition, Problems, And Examples)". Retrieved 2020-10-29.
- "Slow Conservation". Studies in Conservation. 55 (2): 74-80. doi:10.1179/sic.2010.55.2.74. JSTOR 27867120. S2CID 198987730. Retrieved September 30, 2020.}



CENEET



For more information:

<https://ceneet.eu>

TAG GREEN



micro
kosmos

CONNECT
BRUSSELS



Co-funded by
the European Union