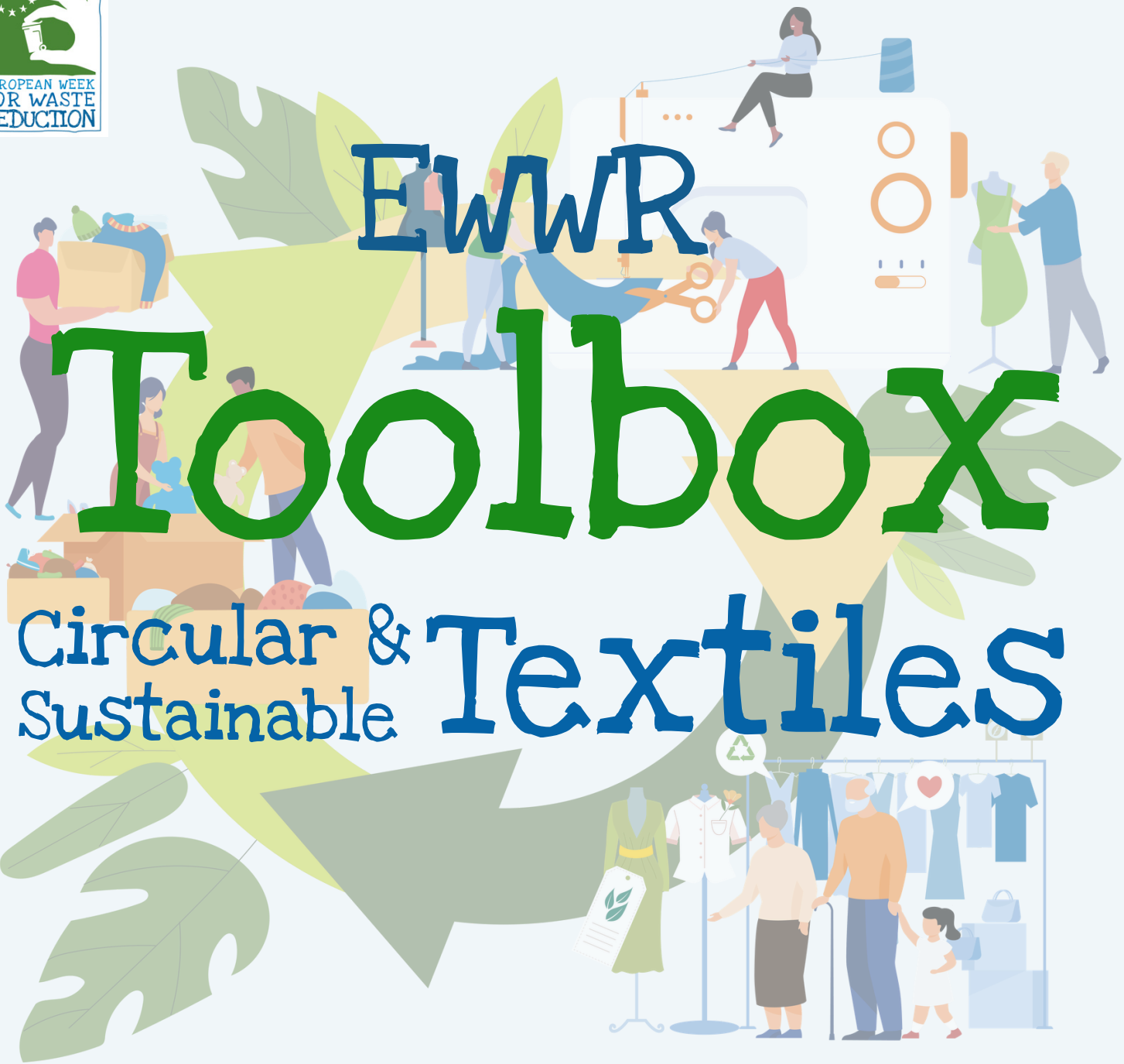
EUROPEAN WEEK FOR WASTE REDUCTION

# EWWR Toolbox

## Circular & Sustainable Textiles



www.ewwr.eu

# Foreword

The European Week for Waste Reduction (EWWR) is the biggest European awareness-raising campaign on **waste prevention**. For 14 editions, the EWWR has been involving every kind of stakeholders – public administrations, private companies, NGOs, educational establishments, and citizens – in taking action to promote a less-waste world. During the last week of November, **thousands of people organise actions** all over Europe to discuss about circular economy and waste reduction, to suggest new sustainable consumption and production patterns, or to inspire and involve more and more people, organisations, governments into a green transition. The aim of the campaign is **to challenge people to discover and embrace a new sustainable way of living, producing, and consuming**, following the guidance of the 3Rs (Reduce, Reuse and Recycle).



# How to use this toolbox

This year, the EWWR decided to focus on the huge impact that textile has on our environment, in terms of use of natural resources, waste production and water, air and land pollution. Have you ever wondered what is behind the fashion industry and the overconsumption of textile? Do you want to know more about the impacts of the textile sector? Are you searching for inspiring ideas to change your relationship with clothes? Do you want to hear about success stories of businesses or cities engaged in the sustainable transition?

The toolbox aims at providing a first level of understanding of the topic, by gathering material (interviews, videos, articles, books, movies, etc.) that will help you to create a critic's point of view and to be part of the transition. It is a starting point and we hope this toolbox will inspire you to organise an action during the EWWR.

The toolbox does not want to be exhaustive but rather to provide some first answers to basic questions on the topic.

You will find links to:

- Books
- Guides and reports
- Podcasts
- Movies and Documentaries
- Videos on YouTube
- Ted Talks

All the material presented in the toolbox is in English. Thanks to the collaboration of some coordinators, other toolboxes collect material in different languages. Discover the ones already available on our website.

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# Books




## The conscious closet: The Revolutionary Guide to Looking Good While Doing Good

Elizabeth L. CLine

A call to action for transforming one of the most polluting industries on Earth: Fashion. It gives an overview of how and where the clothes are made, highlighting the strong impact fashion has on environment and people. It gives advice on how to buy and treat our clothes to make them last longer. Something not to forget is that the best way of reducing the impact of our clothes is to ask twice to ourselves: Do I really need it?

## Sustainable fashion and textiles. Design journeys

Kate Fletcher

A collection of information about lifecycle sustainability impacts of fashion and textiles, practical alternatives, design concepts and social innovation. It challenges to shape more sustainable products through design ideas and the promotion of a social change. A basic book that guides you from the production phase focusing on ethics, to the fashion system and alternative consumption patterns.




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## Fibershed: Growing a Movement of Farmers, Fashion Activists, and Makers for a New Textile Economy

**Rebecca Burgess, with Courtney White**

Fibershed focuses on a scalable, restorative agricultural system for natural plant dyes and fibers such as wool, cotton, hemp, and flax. It gives an overview on milling and other technical systems that can promote a regional textile production. Fibershed addresses fiber farmers, ranchers, contract grazers, weavers, knitters, slow-fashion entrepreneurs, soil activists, and conscious consumers that want to be part of the circular transition of the textile sector.

## Project 333: The Minimalist Fashion Challenge That Proves Less Really Is So Much More

**Courtney Carver**




The challenge is clear: Can you survive with just 33 items in your closet for 3 months? Yes! The book challenges you to go through your closet item-by-item, analysing the emotional baggage associated to each product. It guides you to get rid of the chains of consumerism and to embrace a self-care process that goes far beyond our closets.

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## How to break up with fast fashion

**Lauren Bravo**

Toxic relationships are difficult to be identified if you are involved in it. Fast fashion is definitely bad for the planet, our brains and our bank balances. This book guides you through a mindset change embracing more sustainable ways of shopping. Several realistic advices to repair, recycle and give your unloved items a new life.

## Fashionopolis: The Price of Fast Fashion and the Future of Clothes

**Dana Thomas**



An investigation on the damage that textiles and clothing sector is generating on our planet and society. The need of a total change of the system into a new human-scale model is quite clear for the bestselling journalist Dana Thomas. Together with some information of the strong negative impacts of this sector, she gives hope by presenting several designers and companies that are working hard to produce in a more sustainable way.

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# Guides and reports



## Textiles and the environment: the role of design in Europe's circular economy

**European Environment Agency - 2022**

Textile is a key sector for the EU economy, but it also has the fourth highest negative life cycle impact on the environment and climate change, after food, housing and mobility. A shift towards longer use, and more reuse and recycling could reduce those impacts along with reductions in overall consumption. Circular design can improve product durability, repairability and recyclability and to ensure the uptake of secondary raw materials in new products.

## A New Look for the Fashion Industry - EU Textile Strategy and the crucial role of Extended Producer Responsibility

**Zero Waste Europe - 2022**




The EU wants to become the first world region to set specific regulations that will improve circularity of textiles, stop overproduction, empower consumers to make more responsible choices and make fashion brands accountable for their massive waste problem. This document focuses on Extended Producer Responsibility (EPR), a market-based tool that has strong potentialities of addressing the waste crisis related to textiles. How it works together with recommendations to tackle the overproduction is described on this short paper.

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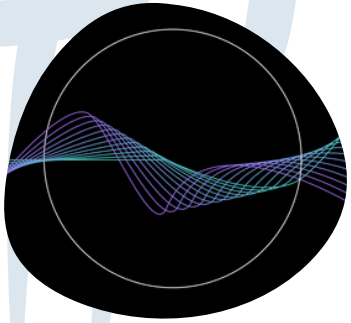
## Driving a Circular Economy for Textiles through EPR

**Eunomia - commissioned by the EEB and Changing Markets Foundation - 2022**

The big role that can be played by the Extended Producer Responsibility (EPR) to foster the circular transition of the textile industry is well explained on this report. What are the key elements to consider at European level to ensure clarity for producers, reduce administrative burden, and increase the effectiveness in driving design changes?

## A New Textiles Economy: Redesigning fashion's future

**Ellen MacArthur Foundation - 2017**



A vision for a new economy for the textile sector based on a circular approach is the focus of this report. This change requires an unprecedented level of commitment, collaboration, and innovation among key industry players and other stakeholders of the value chain. It's a call to action for a systemic mindset change in the production and consumption patterns of the clothing industry.

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## Sustainability Certification Organisations in the fashion industry

**Fashion United**

With the thousands of green claims that animate the market, also in the fashion industry, it's normal to be confused and worried to be an easy prey for green washing. Checking if the product is certified by an official eco-label is a good way of preventing it. This list of sustainability certifications of fashion sector will support you in making your shopping more sustainable.

## Consumer Survey. Key findings

**Fashion Revolution - 2020**

What's the point of view of consumers? This report analyses the result of a survey that addressed 5000 people in Germany, France, Italy, Spain, and the United Kingdom as the five largest European markets. It tackles the problem of transparency of the supply chain impacts the consumers' behaviour when shopping.




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# Podcasts

## Ethical Fashion Podcast

**United Nations**

Hosted by UN officer Simone Cipriani and sustainable fashion journalist Clare Press, this podcast describes the role that fashion can have for good. How? Saying goodbye to fast fashion and adopting a new system based on social and environmental justice, inclusivity, and sustainable development. Each episode explores marginalised artisan communities, often in challenging and remote locations, connecting them with some of the biggest names in international fashion.

## Conscious Style Podcast

**Elizabeth Joy**

How to build a more sustainable and equitable future for fashion? Each episode of this podcast is an interview of people deeply involved in promoting sustainable change in the fashion industry, from labor activists to slow fashion entrepreneurs. Topics such as greenwashing, garment worker rights, consumer psychology, second-hand fashion, and making the most of your closet, are discussed by Elizabeth and her guests.

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## Recloseted Radio. Sustainable fashion Podcast

**Recloseted**

How to launch a sustainable fashion brand, scale an existing apparel brand, or make a brand more environmentally friendly? This podcast guides through the main steps to build a sustainable fashion entrepreneurship through business tips and how to avoid greenwashing, and also thanks to the testimony of successful sustainable fashion brands.

## Common Threads

**Ruth MacGilp and Alice Cruickshank**




Hosted by ethical fashion writer Ruth MacGilp and stylist Alice Cruickshank, this podcast explores the way of saving the fashion industry by totally changing the system. Each episode is a conversation on the main barriers of traditional fashion to become sustainable and on inspirational examples of ethical fashion all over the world.

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# Movies and documentaries



## The true cost

**Directed by Andrew Morgan - 2015**

What is hidden behind the incredibly low prices of some clothes and the lights of the fashion shows? This movie investigates the terrifying impacts of fast fashion on environment and on low-wage workers in developing countries. The documentary puts together interviews with environmentalists, garment workers, factory owners, and people organising fair trade companies or promoting sustainable clothing production.

## River blue

**David McIlvride and Roger Williams - 2017**



The movie follows the journey of the river conservationist, Mark Angelo examining the destruction of our rivers, its effect on humanity, and the solutions that inspire hope for a sustainable future. It raises awareness on the impact of the textile and clothing industry on rivers, but it also launches a call to action to change the fashion system.

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## Textile mountain. The hidden burden of our fashion waste

**Make Europe Sustainable for All - 2020**

Do we really know where our clothes go when we throw them away? Where is “away”? This short documentary investigates the social and environmental cost of the second-hand clothing trade, following the journey of our unwanted garments from recycling bins in Europe to landfills and waterways in the Global South. It connects Kenya, Ireland, and Belgium, challenging us to rethink the way we interact with our clothes.

## The fast fashion lie. What remains of the recycling promise?

**Movie by Anne Kauth, produced by Deutsche Welle**



Many companies started to collect used clothing with the promise of recycling them and making new clothes. This short documentary of the German public broadcaster DW explores the real journey of the clothes that are given to big fast fashion companies to be “reused” and “recycled”.

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# Videos



## How can we create zero waste textile systems

**Zero Waste Cities**

The webinar focuses on the main challenges of applying the circular approach to the textile sector. It proposes a more holistic approach, in which recycling is only one part of the solution. It finally focuses on the role of the cities in the separate collection.

## The story of microfibers

**The Story of Stuff project**

Animated video that explains the origin of one of the most used textile materials – polyester – and the impact on our seas due to the microfibers that polyester-made clothes dissipate when washed. It calls to ask for more sustainable solutions to the clothing companies.






## EU Textiles strategy

**European Commission**

Virginijus Sinkevičius, Commissioner of Environment, Oceans and Fisheries of the European Commission explains the recently published EU Textiles Strategy with which Europe wants to put fast fashion out of fashion.

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## Sustainable Fashion Hard Talk

**UN Alliance For Sustainable Fashion**

A side event of the High-Level Political Forum on Sustainable Development hosted by the UN Alliance for Sustainable Fashion on 7 July 2021.

## EU Circular Talks on textiles

**European Circular Economy Stakeholder Platform**

Three webinars focused on textiles organised in the framework of the EU Circular Talks

- #EUCircularTalks: Circular textile design - Get it right from the start!
- #EUCirularTalks Exploring EPR for textiles taking responsibility for Europe's textile waste
- #EUCircularTalks: How can EU policy drive circularity in textiles?



## Fashion Open Studio

**Fashion Revolution**

Set of videos of businesses that joined the movement Fashion Revolution, a global movement of people involved in the clothing and textile industry. Designers, academics, writers, business leaders, policymakers, brands, retailers, marketers, producers, makers, workers, and fashion lovers, who work to reduce the environmental impact of the sector and increase the working conditions and the living wages for all people in the supply chain.

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# TedTALKS & interviews



## The life cycle of a pair of jeans

**Madhavi Venkatesan**

This animated video describes how the production of jeans changed over the 20th Century. It analyses the entire value chain of jeans focusing on environmental and human costs. When we see a very cheap pair of jeans, who is really paying the cost?

## The big problem with fashion - and how to fix it



Playlist made of three TED Talks:

- 3 creative ways to fix fashion's waste problem - Amit Kalra
- Fashion has a pollution problem -- can biology fix it? - Natsai Audrey Chieza
- Grow your own clothes - Suzanne Lee



## BioDesign: The (R)evolution of Sustainable Fashion

**Theanne Schiros**

Science is searching for new kinds of fibers based on fungi, bacteria, and agricultural waste that could help us to rethink textiles through technology, biology, and sustainable design.

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## How to Engage with Ethical Fashion

**Clara Vuletich**

The point of view of Clara is the one of a professional that guides and helps the biggest brands in the world to ask the right questions about where the clothes that we wear come from.

## Why recycling our clothes won't save the world

**Leslie Johnston**

To change the way fashion and textiles industries work, we have to get out of our comfort zone, embrace innovation and more sustainable lifestyles, stopping throwing clothes aways with the excuse of recycling.





## Think Twice Before Buying

**Lucía Gonzáles Schuett**

Can you imagine spending one whole year without buying anything – except food? Lucía encourages you to join her in the journey towards a more sustainable lifestyle and a healthier relationship with the goods we own. A big step is to stop giving so much importance to things and to discover back the contact with neighbors and friends, the happiness of sharing, and the freedom of not owning.

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# Join us and stay tuned!

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