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Sustainable
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Office

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WSiZ



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12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



ISSUE TOPIC: **FAST FASHION**

Sustainable Development Goal 12 **Ensure sustainable consumption and production patterns**

Sustainable consumption and production require a systematic approach and the cooperation of entities involved in the entire supply chain, from producers to consumers. This process involves conducting educational activities for consumers to raise their awareness of sustainable consumption and the associated lifestyle. It includes information campaigns on product standards and labeling, as well as involving consumers in public procurement issues*.

* <https://sdgs.un.org/goals/goal12>

THROUGH THE EYES OF A SPECIALIST

M.A. Eng. Karolina Bugajska

Textile products are material goods that play a huge role in everyday life

We are constantly surrounded by textile products in every aspect of our lives and have direct contact with them. It is undeniable that modern textile production, based on materials and technologies, has a destructive impact on the environment and our health. On one hand, it leads to increased consumption of non-renewable resources such as water and crude oil. On the other hand, it involves the use of dangerous chemicals that enter the environment and may also affect our bodies through direct contact with textile products on our skin.

Among textile products, the largest production and consumption is associated with the clothing market

Fast fashion, which promotes inexpensive, low-quality clothing available in a wide range of sizes, patterns, and colors, encourages excessive buying, short-term use, and disposal by quickly discarding items to make space for new ones. Recognizing the urgent need for change in the production and management of textile products, the European Commission has introduced the EU Strategy for sustainable and circular textile products. This strategy aims to completely transform the textile industry by 2030, shifting away from fast fashion as its primary driving force.



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Sustainable Fashion Institute

The Startup **Sustainable Fashion Institute** and the SUPPtrail platform constitute a database of audited, certified suppliers that meet EU requirements. Thanks to this platform, clothing brands can optimize their production, which will bring not only financial benefits but will also allow for adaptation to EU requirements and better preparation for the introduction of the **Digital Product Passport**.

More information about innovations and solutions for the fashion industry can be found here:





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Digital Product Passport

The production of textile products is a complex sector of the economy with intricate values and dependencies. Educating consumers about textile production methods, composition, and proper use will be crucial. Consumer decisions shape demand, so using electronic passports to provide consumers with information about a product's composition, care instructions, environmental impact, and origin could be beneficial.

Innovations and alternatives

Sustainable textile designs should prioritize using high-quality natural fibers without microplastics and processing technologies that only utilize safe and environmentally friendly compounds and dyes. According to the new concept, producers will be responsible for the textiles they produce throughout their entire life cycle. This means they must ensure high standards during production, respect the environment and the rights of employees, and offer maintenance and repair services for the products sold. The ultimate goal is to keep textile products in circulation for as long as possible.

The new regulations aim to prevent large clothing companies from using claims of environmental friendliness as a mere marketing tactic.



Fast Fashion

The phenomenon involves large corporations offering consumers chain stores that sell fashionable clothes inspired by top designers at affordable prices. Due to cost-effective production, the store collections change rapidly, always keeping up with the latest trends¹.



Atacama Desert, Chile

On a huge area of land, there are huge heaps of clothes that could not be sold in Europe or the USA.

¹ <https://lgl-i.plaw.pl/2023/09/przyszlosc-branzy-modowej-czy-fast-fashion-jest-juz-passe-i-co-wspolnego-maja-unijne-epr-wlasnosc-intelektualna-i-skora-z-ananasa/>

² <https://www.europarl.europa.eu/topics/pl/article/20201208ST093327/wplyw-produkcji-tekstyliow-i-odpadow-tekstylnych-na-srodowisko-infografiki>

³ Manshoven S., Christis M., Vercalsteren A., Arnold M., Nicolau M., Lafond E., Mortensen L. F., Coscieme L., Textiles and the environment in a circular economy, European Topic Centre on Circular economy and resource use, Belgia 2019

⁴ <https://pit.lukasiewicz.gov.pl/ile-naprawde-kosztuje-koszulka/>

⁵ <https://oko.press/fast-fashion-raport-pandemia>

⁶ <https://www.eea.europa.eu/publications/the-destruction-of-returned-and>

Bill

Issuer: consumer

Buyer: **environment**

10% of global CO₂ emissions

which means that the clothing industry's contribution is more than emissions from international flights and shipping combined²

1,321 kg of primary raw materials

including fossil fuels, minerals, metals, fertilizers, and biomass, used in 2017 for the production of clothing, footwear, and home textiles³

2.7 thousand liters of water

needed to produce one T-shirt - that's how much an average person drinks for 2.5 years⁴

USD 75 per month

or less than PLN 300 per month for people employed in sewing factories in Bangladesh⁵

59 thousand tons of clothing every year

in the port of Iquique (Chile), which could not be sold in Europe, Asia and the USA

264-594 thousand tons of textiles

entering the European market are destroyed before use, which is approximately 4-9% of all products⁶

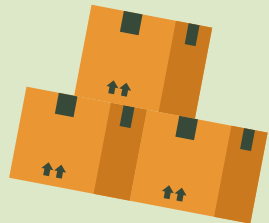
112 million clothes from the EU to Kenya

of which as many as 37 million contain plastic. Second place on the list of shame goes to Poland, from which 37 million pieces of clothes arrived in Kenya in 2021⁵

**1 MILLION
EUR**



In 2023, the remuneration of the president of **Inditex**, one of the fast fashion giants in the world, was **EUR 1 million**⁷



In 2019, **Asia** exported more used clothing (37%) than the **EU** (33%)⁸



Between 1996 and 2018, clothing prices in the EU fell by **over 30%** relative to inflation⁴



In Europe, **one in five** items of clothing bought online is returned, while approximately one-third (**22-43%**) of returned clothes are destroyed⁹



Exports of used clothes from the **EU** increased to **1.7 million tons** in 2019 and amounted to **3.8 kg/person**



The average European man and woman buys almost **26 kg of textiles** every year and disposes of about **11 kg** of them²



Less than 1% of clothes can be recycled into new clothing fibers after use¹¹

⁷ https://www.well.pl/life/148/ile_zarabia_marta_ortega_ujawniono_wynagrodzenie_prezesa_inditexu.14164.html

⁸ <https://www.eea.europa.eu/data-and-maps/figures/total-exports-of-used-textiles>

⁹ <https://www.eea.europa.eu/publications/the-destruction-of-returned-and>

¹⁰ <https://www.eea.europa.eu/data-and-maps/figures/exports-of-used-textiles-to>

¹¹ Duhoux T., Le Blévenec K., Manshoven S., Grossi F., Arnold M., Mortensen L. F., Textile and the Environment. The role of desing in Europe's circular economy, European Topic Centre on Circular economy and resource use, Belgium 2022.



The national textile species is **nettle**¹³.

Our flora includes native or permanently established species with **dyeing properties** used for dyeing fabrics.

These include, among others: common ivy, blueberry, common carrot, various species of mint, marshmallow, and white willow.



One of the objectives of the **EU Strategy for sustainable textile products** in a closed loop is to counteract greenwashing, including: introducing a ban on placing declarative sustainable development labels¹⁴



SUSTAINABLE
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From **2025**, unnecessary textiles will constitute a **separate waste fraction**.

These changes will take place as a result of the update of the Waste Framework Directive of 2008, initiated on May 30, 2018¹⁵

¹³ Przymorska-Sztuczka M., 2022: Gospodarka włókiennicza późnej epoki brązu i wczesnej epoki żelaza w Wielkopolsce, na Kujawach i Ziemi Chełmińskiej. Muzeum Archeologiczne w Biskupinie, Biskupińskie Prace Archeologiczne nr 15

¹⁴ https://ungc.org.pl/wp-content/uploads/2022/11/Raport_Zrownowazony_Rynek_Modowy.pdf

¹⁵ <https://www.infor.pl/prawo/nawosci-prawne/6675276,tekstylija-jako-smieci-juz-od-2025-r-bedzie-to-nowa-frakcja-odpadow.html>



Sustainable Development Goal 12 of the 2030 Agenda for Sustainable Development

12.4 By 2020, ensure the sustainable and ecological management of chemicals and all waste throughout their life cycle, in line with international agreements. Significantly reduce the level of these substances in the air, water, and soil, thereby minimizing their negative impact on human health and the environment.

12.5 By 2030, significantly reduce waste generation through prevention, reduction, recycling, and reuse.

12.6 Encourage companies, especially large and international ones, to implement sustainable development practices and include information on this subject in their regular reports.



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