SUSTAINABLE YOU. Purpose led fashion conversations.

As part of your development in learning about sustainable practices and finding solutions to the clothing industry’s current system, it is important to understand many of the different aspects that encompass this difficult and complicated problem.

**Your assignment:** Sign up for one of the following categories of research that interest you. Then as a group, watch the video links or read the articles and then answer and discuss the following questions. You will present your findings to the rest of the class, at the end of the project.

Questions:

1. Name one thing you didn’t know before watching the video/reading the article.
2. Summarize what the topic is about.
3. What spoke most to you?
4. How does this help sustainability in fashion?
5. How could this concept be implemented into:
   1. Your community
   2. Your own personal level

INNOVATION

1. Cradle to cradle
   1. Circular economy, Ellen Macarthur Foundation (3.48)

<https://www.youtube.com/watch?v=zCRKvDyyHmI>

* 1. Introduction to Cradle to Cradle, by EPEA (5:49)

<https://www.youtube.com/watch?v=QMsF1P-_vWc>

1. Biomimicry
   1. Biomimicry explained with drawings (4min) <https://www.youtube.com/watch?v=UHb_XNgIHFY>
   2. What is biomimicry? Janine Benyus: Biomimicry Is Innovation Inspired By Nature (2 min) <https://www.youtube.com/watch?v=UHb_XNgIHFY>
   3. More examples from Dr. Benyus. 20 min <https://www.youtube.com/watch?v=sf4oW8OtaPY>
   4. Article: 10 Eco-Fashion Garments Inspired by Nature and Biomimicry (article)

<http://www.ecouterre.com/10-eco-fashion-garments-inspired-by-nature-and-biomimicry/3/>

* 1. Specific to fashion examples (article) . <https://close-the-loop.be/en/phase/2/resources#tab-4>

1. New raw materials
   1. <https://close-the-loop.be/en/case/59/biocouture>

The next black, <https://www.youtube.com/watch?v=poJVKkEY1jk> (5min)

* 1. Pineapple leather (article). <http://www.huffingtonpost.ca/2016/03/02/pineapple-leather_n_9368654.html>
  2. Many other options (article) . <https://close-the-loop.be/en/tips-tricks/tips-tricks-detail/21/be-on-the-lookout-for-innovative-materials>
  3. Moon parka, North Face (2min) <http://www.sustainablebrands.com/news_and_views/chemistry_materials/hannah_furlong/trending_new_fashion_innovations_include_textiles>

1. New business models
   1. Rethinking marketing: Patagonia. “The next black” (4min) <https://www.youtube.com/watch?v=xgPSDh3XXpA>
   2. Reformation (website) <https://www.thereformation.com/whoweare#factoryLife>
   3. B corp (1:57)
      1. What is a b corp explained by Bryan Welch <https://www.bcorporation.net/what-are-b-corps>
      2. Etsy, why we are a B corp (3:140 <https://www.youtube.com/watch?v=G4Onfh0QvbE>
      3. <https://en.wikipedia.org/wiki/B_Corporation_(certification)>
      4. On better business, **Jay Coen Gilbert**(Ted talk, 20 min)

<https://www.youtube.com/watch?v=mGnz-w9p5FU>

* + 1. Rethinking ownership
       - (article)<https://fashionista.com/2017/10/rent-the-runway-lower-priced-subscription>
       - (article) <http://www.businessinsider.com/rent-the-runway-unlimited-subscription-2016-4/#hopefully-in-the-future-i-will-have-a-pared-down-capsule-wardrobe-filled-with-high-quality-items-that-i-own-but-for-now-unlimited-will-help-me-fill-the-gaps-and-clean-out-my-closet-19>
       - Flipa K Lease (article) <https://close-the-loop.be/en/case/18/filippa-k/150>

MAKERS/PRODUCERS

1. Human rights
   1. Taking responsibility for your supply chain.
      1. <https://www.managementtoday.co.uk/supply-chains-naked-truth/reputation-matters/article/1447387> (article)
      2. <https://www.youtube.com/watch?v=Bl0UhiOvrdc> supply chain: a force for good (v. 5min)
   2. SA 800 certification:
      1. Understanding a living wage. The 2 euro tshirt: <https://www.youtube.com/watch?v=KfANs2y_frk> (1:30min)
      2. <https://en.wikipedia.org/wiki/SA8000>
      3. Against child labour: <https://www.youtube.com/watch?v=8gA97UjCOUI> (2min)
2. Manufacturing:
   1. Organic vs synthetic
      1. The lifecycle of a t shirt (6:03): <https://www.youtube.com/watch?v=BiSYoeqb_VY>
      2. True cost: cotton.(1min) <https://truecostmovie.com/learn-more/environmental-impact/>
   2. Fair fashion, on changing business practices that can still be profitable. (website)
      1. <https://www.gcufairfashioncenter.org/>
3. Packaging/transport
   1. Keeping it local. LOCOBC
      1. (1:30) <https://vimeo.com/54753305>
      2. (1:30) <https://vimeo.com/113171045>
   2. Packaging (articles)
      1. Patagonia. Case study: <https://www.patagonia.com/blog/2014/07/patagonias-plastic-packaging-a-study-on-the-challenges-of-garment-delivery/>
      2. <https://close-the-loop.be/en/case/277/re-vision-society>
      3. <https://close-the-loop.be/en/case/22/g-star-raw/208>
4. Reducing carbon footprint
   1. Towards zero waste: Every thread matters. (2:30) <https://www.facebook.com/HuffPost/videos/vb.18468761129/354478891562931/?type=2&theater>
   2. Reusing: Adidas x Parley
      1. (1:00) <https://www.youtube.com/watch?v=iisMyJdkyqg>
      2. (1:14) <https://www.youtube.com/watch?v=U7K8VIqmj-M>
   3. Reducing toxic materials. Adidas <https://close-the-loop.be/en/case/35/adidas>
   4. <http://www.sustainablebrands.com/news_and_views/collaboration/tony_shumpert/circular_solutions_action_retailers_recyclers_collaborate>
   5. The story of microfibers (vid 2.4 min). <https://storyofstuff.org/movies/story-of-microfibers/>

END USERS

1. Shopping habits
   1. Fast fashion (1:47) <https://www.youtube.com/watch?v=ZhkBfbwCzxc>
   2. (11:39) <https://www.youtube.com/watch?v=B5VkR1suw5w>
      1. GREENWASHING?
         * The sins of greenwashing (24sec) <https://www.youtube.com/watch?v=pUgtWeS_zSY>
         * Article:

<http://www.ibtimes.co.uk/fashion-revolution-week-hidden-supply-chains-greenwashing-how-can-you-shop-guilt-free-1556065>

* 1. Minimalism
     1. Capsule wardrobes <https://www.youtube.com/watch?v=AP9EiAFe7Pw>

1. Washing and drying
   1. Carbon footprint of a load of laundry. <https://www.theguardian.com/environment/green-living-blog/2010/nov/25/carbon-footprint-load-laundry>
   2. Your $8 shirt is a huge problem (3:38). <https://www.youtube.com/watch?v=8_oY-5hpt3Q>
   3. <http://www.goodnet.org/articles/5-questions-to-ask-yourself-before-doing-your-laundry>
2. Reducing personal carbon footprint
   1. Shopping less
      1. <https://bemorewithless.com/stop-shopping/>
   2. Fixing
      1. Fixing it (min 34) (4min)<https://topdocumentaryfilms.com/next-black/>
      2. Social enterprise creates jobs and recycles clothing <http://www.dw.com/en/s-african-women-cut-waste-by-fixing-clothing/av-39359409>
      3. The repair café(1:47) <http://www.rethinkwasteproject.org/reuse/repair/>
3. Reusing
   1. Thrifting
      1. Benefits to shopping at thrift stores (2:23). <http://www.cnn.com/2013/06/11/living/thrift-store-style/index.html>
      2. Tips on thrifting (2:47) <https://www.youtube.com/watch?v=7gOCkEaNxL8>
   2. Second hand shopping
   3. Benefits of buying second hand clothing: <https://bellatory.com/clothing/TheBenefitsofBuyingUsedClothing>
4. Recycling textiles
   1. Article <http://www.huffingtonpost.ca/entry/transforming-the-fashion-industry_us_57ceee96e4b0a48094a58d39>
   2. Second hand Garment trade
      1. East African countries want to ban second hand clothes <http://www.bbc.com/news/world-africa-35706427>
      2. <http://www.cnn.com/2013/04/12/business/second-hand-clothes-africa/index.html>
   3. Textile recycling

<http://www.wastefreeto.ca/textile_recycling>

Banning textiles from landfills? <http://www.cbc.ca/news/canada/british-columbia/metro-vancouver-clothing-waste-ban-1.3727371>