

Organisation/ School Name:		Tormead	
Team Name (optional)			
Student First Name	Student Last Name	Age	Campaign materials included e.g. saving energy poster, fast fashion article
Phoebe	Whittingham	13	1. fast fashion brochure
Lily	Stakford	13	Additional campaign materials: 2. Ways to stop fast fashion poster
Bethany	Rose - Michael	13	
			3.

Briefly explain your campaign material(s) and how they are intended to raise awareness of the issues around saving money and protecting the environment?

The brochure explains what fast fashion is and why it is a problem. It contains lots of shocking information, statistics and images that people might not be aware of which will make them think a lot more about trying to save money and protect the environment. The poster explains ways to stop fast fashion which be very helpful to people as it will give them ideas of how to stop fast fashion.

What is your chosen issue? And why did you choose this issue?

Our chosen issue is fast fashion. We chose this issue as we think that it is especially relevant among young people our age so it is a good issue to look in to and think of ways to stop.

What did you learn about responsible consumerism from taking part in the Young Money Challenge?

I learnt that fast fashion is the second largest polluting industry. I did not know this and I actually didn't think that fashion would cause as much pollution as lots of other things and I definitely didn't think it is the second largest polluting industry

What small changes can you make to save money and protect the environment?

There are lots of small changes but one of the best is to take old clothing to the chastity shop and if it can't be reused to then recycle it. Another thing you can do is up cycling which is when you make another piece of clothing out of an old piece of clothing you have.

If your entry was to win the Young Money Challenge, how would you spend your prize voucher in a way that supports responsible consumerism?

I would make sure to spend it on something that is made of eco-friendly materials so that it won't cause too much harm to the environment. I will also make sure that I definitely want it and need it and will be able to use it multiple times.

Why is fast fashion such a problem?

In the last two decades something has changed in the fashion industry. In the last two decades something has changed. Clothes have become cheaper, trend cycles have sped up and shopping has become a monthly if not weekly event for many of us. Fast Fashion, large global chains dominate the shopping malls and online world. But how does it impact people and the planet?

Fashion—a \$2.5 trillion is the second most polluting industry on Earth, right behind oil. The pressure to reduce costs and speed up production time means that environmental corners are cut so that there is more profit. Fast Fashion's negative impact includes the use of cheap, toxic textile dyes - with the fashion industry the second largest polluter of clean water globally after agriculture.

The speed at which garments are produced also means that more and more clothes are disposed of by consumers, creating a huge amount of textile waste. In Canada, the average person throws out 81 pounds of textiles annually, while North Americans send 9.5 million tons of clothing to the landfill every year - most of which could be reused.

On April 24, 2013 the world got a reality check when the Rana Plaza clothing manufacturing complex in Bangladesh collapsed, killing over 1,000 workers and injuring over 2,500. There are approximately 40 million garment workers is too big to ignore.

What are the impacts of throwing away clothes?

Although some clothing is recycled or donated to charities, most waste ends up in landfills. They then release greenhouse gases and release dyes and toxins into the surrounding soil and water.

It also costs money; a fashion based city such as New York spends \$20.6 just to get rid of textile waste.

What is fast fashion?

Fast fashion is a business model that uses cheap materials and labor to churn out clothing collections at a rapid pace and can be summed up as cheap, trendy clothing, that samples ideas from fashion shows and/or celebrity culture and turns them into garments available online and in stores almost overnight. Rather than being just a category, fast fashion is a model of mass-producing cheaply made, 'of-the-moment' items that are sold at a lower price point. It also reflects the growing consumer desire for speed and value within retail. It means that, instead of waiting for new seasonal collections (i.e. spring / summer), consumers can get their hands on a continuous cycle of trend-led clothing, all year round

Sources: <https://www.bwss.org/fastfashion>, <https://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKewjK8qyRhcXpAhXsUuIHU0jBHKQFjAEgQIDBAF&url=https%3A%2F%2Fcommunityrecyclingni.com%2Fwaste-much-clothing-statistics-wasted-clothing%2F&usq=AOvVaw34iOetbNcnLDRka17SUNm>

<https://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKewjK8qyRhcXpAhXsUuIHU0jBHKQFjAEgQIDRAI&url=https%3A%2F%2Fwww.upworthy.com%2F9-reasons-you-shouldnt-throw-away-clothes-and-4-things-you-can-do-instead&usq=AOvVaw10h5XGcSQHivcm3YXy32O>

<https://www.ethicalconsumer.org/fashion-clothing/what-fast-fashion-why-it-problem>

FINANCIAL AND ENVIRONMENTAL IMPACTS OF FASHION

Why do people waste clothes?

When clothes are so freely and cheaply available, there is less motivation for people to make do and mend. Therefore, if their clothing gets ripped, instead of mending it they will just buy the same item of clothing again.

Another reason is there is lots of impulse buying which means people buy a lot more clothes now that they don't need and might not even wear which means a lot more clothing goes to waste. Over 60% of households have unwanted clothes.



Fast Fashion by Numbers

-  2 - THE NUMBER OF FASHION SEASONS PREVIOUSLY
-  52 - THE NUMBER OF FASHION SEASONS TODAY
-  \$1700 - THE AMOUNT OF DOLLARS SPENT ON CLOTHING PER PERSON EACH YEAR
-  7 - THE NUMBER OF TIMES A PERSON WEARS AN ITEM BEFORE TOSSING IT

Average Consumer Bought **60%** More Clothing in 2014 Than in 2000, But Kept Each Garment Half as Long



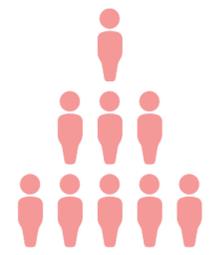
Source: McKinsey & Company WORLD RESOURCES INSTITUTE

Fast Fashion Labor

1 IN 6 PEOPLE WORK IN THE GARMENT INDUSTRY WORLDWIDE, MANY OF WHOM DO NOT HAVE RIGHTS OR PROTECTIONS

80% OF THEM ARE WOMEN

2% OF THEM EARN A LIVING WAGE



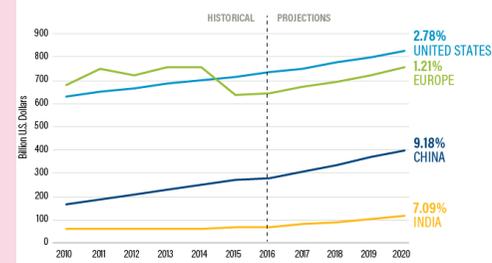
Amount of clothing being bought per year



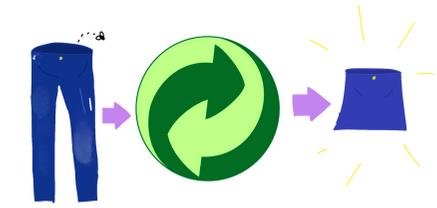
CREDIT: Fashion Takes Action



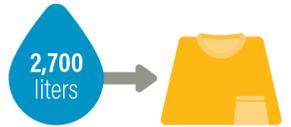
Historic and Projected Spending on Apparel in Key Markets



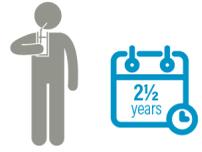
Source: Planet Retail (2016) WORLD RESOURCES INSTITUTE



It Takes 2,700 Liters of Water to Make One Cotton Shirt



Enough Water for One Person to Drink for 2½ Years



Source: National Geographic WORLD RESOURCES INSTITUTE

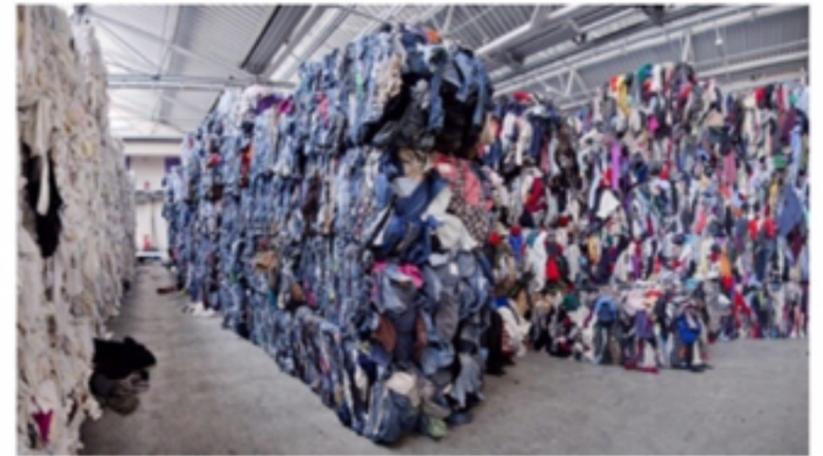
Textile & Clothing Industry

By the number

- 2nd** Largest polluting industry
- 17-20%** Global water polluter
- 20,000** liters of water for 1 kg cotton
- 21 Billion** Tons of garbage per year
- 10%** Global carbon emission

Statistics

⚡ Ways to stop fast fashion ⚡



If you think there's nothing you can do, you are incorrect. Whether you have wasted clothes or not, here's a few tips on how to help. The results of a survey were that 49% of people said they didn't recycle old clothing items because they thought they were too worn out or dirty. Actually, 95% of used textiles can be recycled or repurposed.

- Buying:
 - Buy second-hand stuff, so when you recycle, it's not as bigger waste as a new item.
 -
- Selling:
 - Donate to charity
 - Make another item of clothing out of it
 -
- While you've got it:
 - Wear it again

- Give it to friends or siblings if you have outgrown.

Remember: Even if you don't want to do this, you can recycle it. Many types of material can be recycled and reused. Who knows, maybe you can recycle something and it will end up back in your hands as a different snazzy item!

The possibilities are endless! And such a small gesture can make **such** a big impact!