STARTER

PATRON OF TASK:

RESPONSIBLE FASHION

HOW TO MINIMIZE THE NUMBER OF CLOTHES WE THROW AWAY

According to the new report from the Ellen MacArthur Foundation, the fashion industry's current "take-make-dispose" system creates greenhouse gas emissions of 1.2 billion tons a year—that's "more than those of all international flights and maritime shipping combined." Alarmingly, the negative impacts of the fashion industry are set to drastically increase. "If the industry continues on its current path, by 2050, it could use more than 26 % of the carbon budget associated with a 2°C pathway," the report warns, referencing the threshold for avoiding dangerous global warming". Here are some highlights from the report:

- Every second, the equivalent of one garbage truck of textiles is landfilled or burned.
- An estimated $500 billion value is lost every year due to clothing that's barely worn and rarely recycled.
- Less than 1% of the material used to produce clothing is recycled into new clothing.
- Worldwide, clothing utilization—the average number of times a garment is worn before it ceases to be used—has decreased by 36 % compared to 15 years ago.
- Clothes release half a million tons of microfibers into the ocean every year, equivalent to more than 50 billion plastic bottles[1].

DESCRIPTION OF THE CHALLENGE

Your challenge is to design a solution that will help reduce the amount of waste and pollution generated by the clothing industry. Think about what happens to clothes we no longer want to wear. What are the consequences for the environment of producing clothes on such a large scale? Is there a way to reduce the number of clothes we throw away every day? What to do with those that have already been made and nobody wants to wear them anymore?

Do not forget about the various interest groups - sometimes, what is on the one hand disastrous for the environment, on the other, drives our economy. How, among other things, convince those who, thanks to the fashion industry, are getting richer and richer?

PRESENTATION OF THE SOLUTION

While dealing with the problem and preparing your proposal of its solution, focus on such components as
- Project description - what the project is about and what the problem solves,

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[1] https://www.ecowatch.com/fashion-industry-waste-2513231406.html

- Project recipients - to whom the project is directed, e.g. to individual recipients, companies, city or country managers,
- Description of tasks in the project - what are the individual steps to be taken to implement the project,
- Project budget - estimated costs of implementing the solution,
- Team structure - description of team members and their competences and division of tasks.

GOOD LUCK!