

# Workshop on Sustainable Fashion



# Fashion and the Environment

- The fashion industry produces between 100 and 150 billion textile items every year;
- 15 million pieces of clothing are shipped to Ghana every week;
- The European Union reports that 40% of clothing exported to Africa ends up directly in landfills.



# Sustainable Fashion

- The set of actions within the fashion industry aimed at minimizing negative environmental impacts at every stage of clothing production and distribution.
- This includes issues such as the amount of waste generated by the fashion industry, the carbon footprint affecting the natural environment, and the replacement of synthetic materials with natural and biodegradable ones (e.g., organic cotton).



# Sustainable Fashion

- This also includes a consistent rejection of animal-derived materials that require killing animals (such as leather and fur), and the sourcing of natural materials like wool or cashmere only from farms that respect animal welfare;
- It also means reducing long-distance supply chains by working with local suppliers and service providers, and eliminating worker exploitation in large garment factories in favor of decent working conditions in small sewing workshops — with respect for human dignity.



# Sustainable Fashion and Fast Fashion

- Sustainable fashion is, by definition, not focused on maximizing constant production and mass sales.
- On the contrary, it's about designing and sewing clothes that will serve us for many years, both in terms of quality and style.
- In fast fashion, the goal is to constantly create new clothing collections, with little concern for how the production process affects the environment.
- In popular clothing chains, new collections appear not only seasonally, but sometimes even monthly!
- Producing and transporting such huge volumes of clothing has disastrous consequences for the environment.
- Sustainable development assumes that environmental and social risks are taken into account at every stage, and minimized as much as possible in favor of greener solutions.



# How to recognize sustainable clothing

- **Materials made from recycling**
- **Organic cotton**
- **Fairtrade-certified cotton**
- **Fair working conditions**



# Upcycling Challenge

- **Turn old clothes into something new (bags, patches, accessories)**
- **Teams design a concrete upcycling initiative and build a sponsor-ready pitch that convinces a government body or a business to fund it. Emphasis on measurable impact, policy/ESG alignment, and a credible delivery plan.**



# Workshop on conscious shopping



# Conscious shopping and selling of used clothing

- **Buying second-hand clothing helps reduce the amount of textile waste, limits water and energy consumption, and lowers CO<sub>2</sub> emissions associated with the production of new garments.**
- **Second-hand clothes are usually cheaper than new ones, allowing people to purchase high-quality clothing at affordable prices.**
- **Thrift stores offer a wide selection of unique pieces that allow individuals to express their personal style.**



# **Conscious shopping and selling of used clothing**

- **69% of Poles shop in second-hand clothing stores;**
- **83% of people under the age of 25 say they buy from thrift stores;**
- **46% of respondents visit second-hand shops at least once a month or more often;**
- **65% of Poles agree that buying used clothes helps them express their unique style;**
- **Women are more eager to hunt for second-hand clothing.**

# Where to look for second-hand clothing

**Vinted is a marketplace app that allows users to buy and sell second-hand clothing. While most listings feature used clothes, users can also find other items. For example, some sellers now offer non-clothing products such as electronics or pet care accessories.**

**Users can sell their old or unwanted clothes on Vinted and earn money in the process. The app can also serve as a way to buy clothing at lower prices compared to purchasing new items.**

*Vinted*

# **Sustainable fashion campaign - group work**

**In groups, design an educational campaign about sustainable fashion.**

**Come up with a catchy campaign slogan.**

- Identify the main goals of the campaign;**
- Propose specific activities (e.g. workshops, posters, social media posts);**
- Consider how to effectively reach the school community.**

# Ethical Brand Challenge

**Theme: Create Your Own  
Conscious Brand**

**Duration: 45–60 minutes**

**Group size: 4–6 participants  
(mixed nationalities)**

**Goal**

**To encourage participants to think  
creatively about sustainable  
production, ethical marketing, and  
responsible consumer behavior.**

**Instructions**

- **Divide participants into small groups.**
- **Each group will create their own ethical brand – a company that promotes conscious shopping and sustainability.**
- **They will design the brand identity and prepare a short presentation.**

**Each group should decide:**

- **Brand name & logo**
- **What kind of products they sell (clothing, cosmetics, gadgets, food, etc.)**
- **How their production is sustainable (eco-friendly, fair trade, upcycled, local production)**
- **What makes them different from fast fashion or mass consumer brands**
- **Their slogan and campaign message – how they inspire people to shop consciously**

**After all presentations,  
participants vote for “The Most  
Conscious Brand**

**Thank you for  
your attention!**

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