

INTRODUCTION TO SUSTAINABLE FASHION

PODCAST NO. 1.



Welcome to the first episode of our podcast dedicated to sustainable fashion. We're happy you're here to learn how the fashion industry affects the world and what we can do to make a change. Today we'll explain what sustainable fashion really means, why it matters, and what benefits it brings to the environment, workers, and, above all, us as consumers.



For starters, did you know that the fashion industry generates a whopping 10% of global carbon dioxide emissions? That's more than all international flights and shipping combined. Add to that the fact that it takes around 2,700 litres of water to produce a single cotton T-shirt – as much as the average person drinks in two and a half years. And what about waste? We throw away around 92 million tonnes of textiles every year, which is the equivalent of one garbage truck of clothes going to landfill every second.

Fast fashion, which has dominated the market in recent decades, is the main culprit in this crisis. It is a model based on the production of cheap, short-lived clothes that quickly lose their value and end up in the trash. Worse, behind the scenes of fast fashion there is often exploitation of workers, destruction of local communities and over-exploitation of natural resources. In Bangladesh, for example, many people employed in sewing factories earn less than \$100 a month, and working conditions are often unsafe.

But we have an alternative – sustainable fashion. This is an approach that focuses on quality, ethics and care for the planet. Instead of mass production and consumption, sustainable fashion focuses on reducing the negative impact on the environment, fair working conditions and consumer education. A key element of this approach is the use of ecological materials,



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such as organic cotton, linen or recycled fabrics, which require less water and energy to produce. For example, producing fabrics from plastic bottles uses 50% less energy than creating new synthetic materials.

Sustainable fashion also means ethical production. Brands that value transparency inform their customers about every stage of the process — from sourcing raw materials to the finished product. Companies like Patagonia, Stella McCartney, and Everlane are examples of industry leaders in this area. Patagonia uses recycled materials and donates part of its profits to environmental causes. Stella McCartney does not use leather or fur in her luxury collections, and Everlane introduced a policy of "Transparent Pricing," clearly showing the cost of each product component.

Of course, sustainable fashion is not just about production. It is also about our choices as consumers. By buying less, choosing better quality products or using second-hand stores, we can significantly influence the market. As studies show, around 60% of consumers say they want to make more conscious purchasing decisions, although only 20% actually change their habits. That is why education and access to reliable information are so important.

It is also worth paying attention to new consumption models, such as renting clothes or circular fashion, which involves closing the waste cycle by recycling and reusing materials. One of the more interesting examples is the initiative "The Renewal Workshop", which repairs damaged clothes and puts them back on the market. But more about that in another podcast.

Sustainable fashion is a future that requires commitment from both producers and consumers. It is an opportunity to create a more just and ecological world. That is why I encourage you to think about your own choices and join the movement for sustainable fashion. Remember, every decision matters – regardless of whether it is buying a new T-shirt or giving up fast trends.



In the next episode, we'll look at the specific benefits of sustainable fashion – for the environment, for employees, and for ourselves.

Thanks for being with us, and see you soon!



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