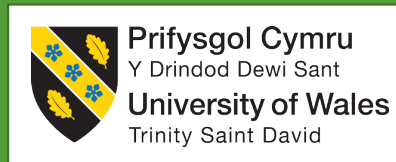


IS IT POSSIBLE TO CREATE A ZERO ENVIRONMENTAL FOOTPRINT IN THE OUTDOOR CLOTHING INDUSTRY?

RESEARCH METHODS + PROFESSIONAL DEVELOPMENT - VIVA

Jordan Wright (2011714) – 07.12.21



INTRODUCTION.

- In the UK £140m worth of clothes go to landfill each year (WRAP, 2021)
- On average 12% of clothes in the wardrobes could be considered “inactive” (Beall, A. 2020)
- By 2030, we are expected as a whole to be discarding more than 134 million tonnes of textiles a year (Beall, A. 2020)



How can the outdoor clothing industry change their actions for a better future of both product and planet?

What does this means for the future of outdoor clothing and the planet?



Major Issues:



Sub Problems:



Key independents:

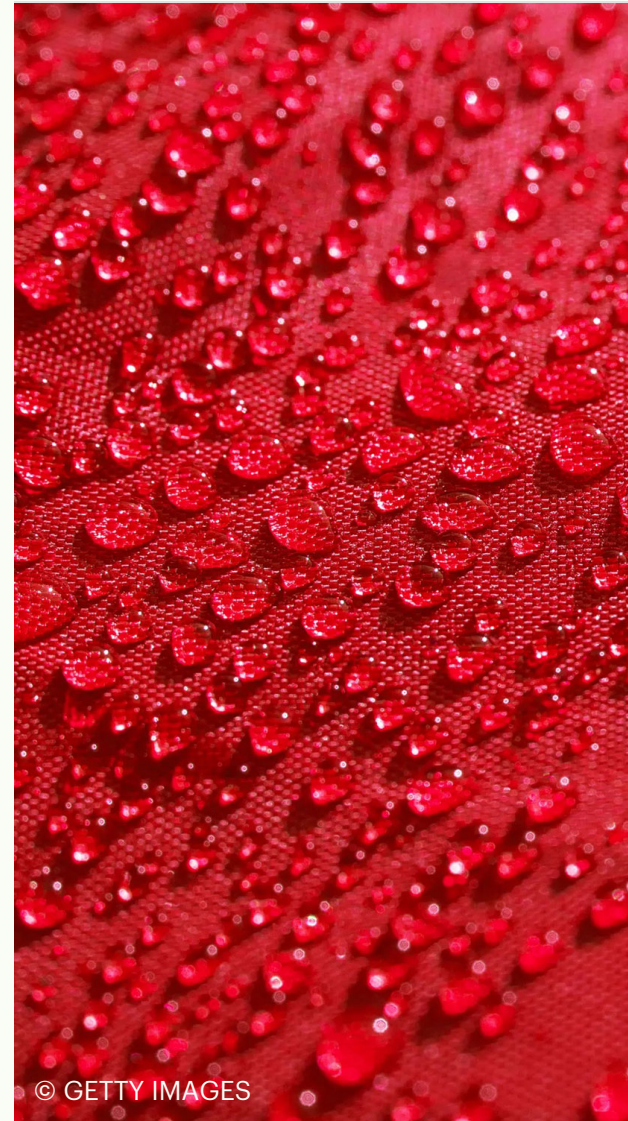


Dependent variables:



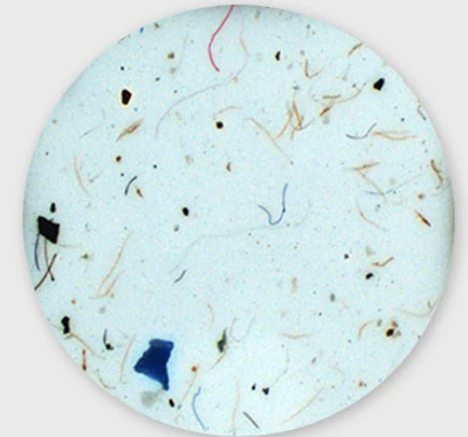
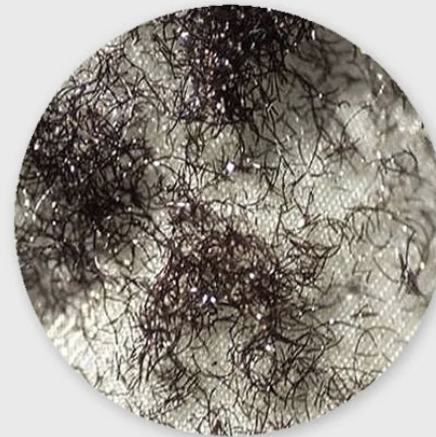
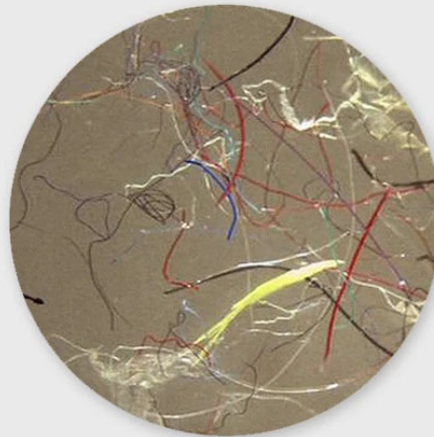
SO,

**IS IT POSSIBLE TO CREATE A ZERO
ENVIRONMENTAL FOOTPRINT IN
THE OUTDOOR CLOTHING
INDUSTRY?**



LITERATURE REVIEW.

Microscopic views
of microfibers,
from Bren School
of Environmental
Science and
Management
at UCSB (Patagonia, 2018)



LIMITATIONS.

How close is the outdoor clothing industry to becoming circular/zero waste?



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METHODS.

Life Cycle Assessment (LCA) is the factual analysis of a product's entire life cycle in terms of sustainability (Golsteijn, L. 2020)



CONCLUSION.

1. Product.
2. Renewable Energy.
3. Energy Economy.
4. Circular Economy.
5. Set Specific Targets.



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THANK YOU.
Questions?

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Is It Possible To Create A Zero Environmental Footprint In The Outdoor Clothing Industry?

Research Methods + Professional Development - Viva

The clothing industry is an essential element of the UK and European economies. Across the EU and UK, clothing is the eighth greatest sector in terms of household spending (European Environment Agency, 2014). Ranking fourth in terms of its environmental impact, after housing, transport, and food.

With the global clothing production and consumption having a huge environmental and social impact with its linear economy model 'take-make-dispose', and the most recent COP26 event asking for the fashion industry to declare their plans to cut emissions, the future of fashion needs to change. The world is facing the reality of climate change, and the need for urgent action is paramount.

The reason I have chosen to look at outdoor wear is because these brands have a passion for nature and making positive decisions for the planet, however it is difficult within the outdoor sector due to the fact that most of the clothing and equipment is made up of synthetic material, which is difficult to recycle and can take hundreds of years to decompose. When it comes to outdoor gear sustainability is difficult to achieve.

The average consumer now buys 60% more clothing than they did 15 years ago (UN Environment Programme, 2019). More than two tonnes of clothing are bought each minute in the UK, which is more than any other country in Europe (Oxfam, 2019). By 2030, we are expected as a whole to be discarding more than 134 million tonnes of textiles a year. The sub problems from over buying is the 10% of all greenhouse gas emissions (UN Environment Assembly, 2021), 20% of waste water (UNECE, 2018), and 38 million tonnes of CO₂ are being used globally from clothing production. Another factor is the materials used in making outdoor clothes are more often than not made of plastics as it is still more effective. Some companies are reducing their impact by switching to recycled plastic fabrics, but this brings along another problem of micro-plastics.

For the customer, we need to reduce the amount we buy. For the outdoor companies, they need to find better alternatives for technical materials and, if they haven't already, compiling a sustainability report permitting them to be transparent about the risk and opportunities they face will encourage them in setting an achievable and realistic goal to reach circular or zero waste. With a low embedded emissions production line and dramatic waste reduction at the supply chain, there will be significant and recognisable positive change.

So, can the outdoor clothing industry change their actions for a better future of both product and planet? I have began to demonstrate in my presentation through evidence and case study examples highlighting the importance of turning the outdoor clothing industry circular, and it not being beyond impossible. I recognise there may be limitations and weaknesses in seeking some information, for example chemical-recycling technologies that allow companies to reuse recycled garments may not have been developed yet but will more than likely already be in its infancy. This research topic is challenging conventional ideas about the relationship between innovation and sustainability. The circular fundament is that nothing is wasted, over billions of years evolution has built an entity of materials that can degrade ready for something else to grow. It is our responsibility to replace what we borrow from nature.

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