CIRCULAR ECONOMY

Ngo Quynh Anh Giulia 4ˆBS

What is the circular economy?

A circular economy is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible.

Why do we need to switch to a circular economy?

The world's population is growing and with it the demand for raw materials. However, the supply of crucial raw materials is limited. In addition extracting and using raw materials has a major impact on the environment. It also increases energy consumption and CO2 emissions. However, a smarter use of raw materials can lower CO2 emissions.

The circular economy is based on three principles

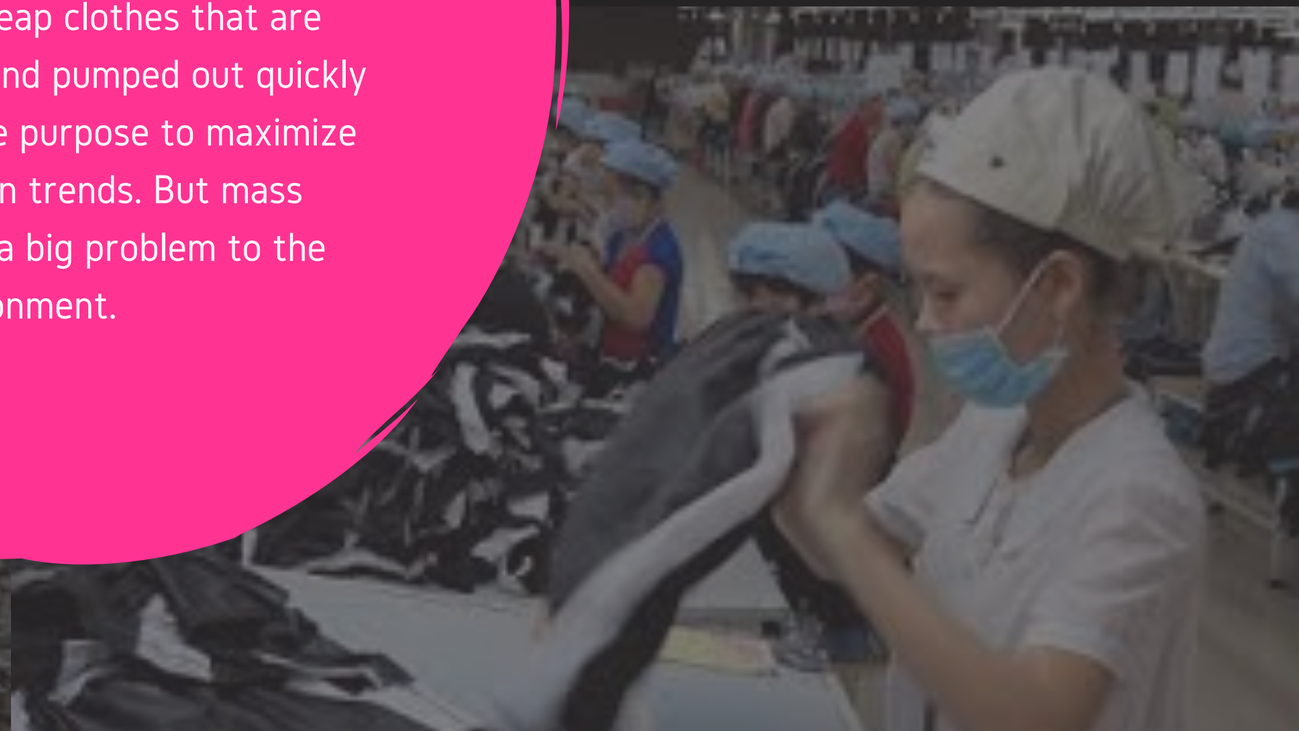
ELIMINATE WASTE AND POLLUTION

CIRCULATE PRODUCTS AND MATERIALS

REGENERATE NATURE

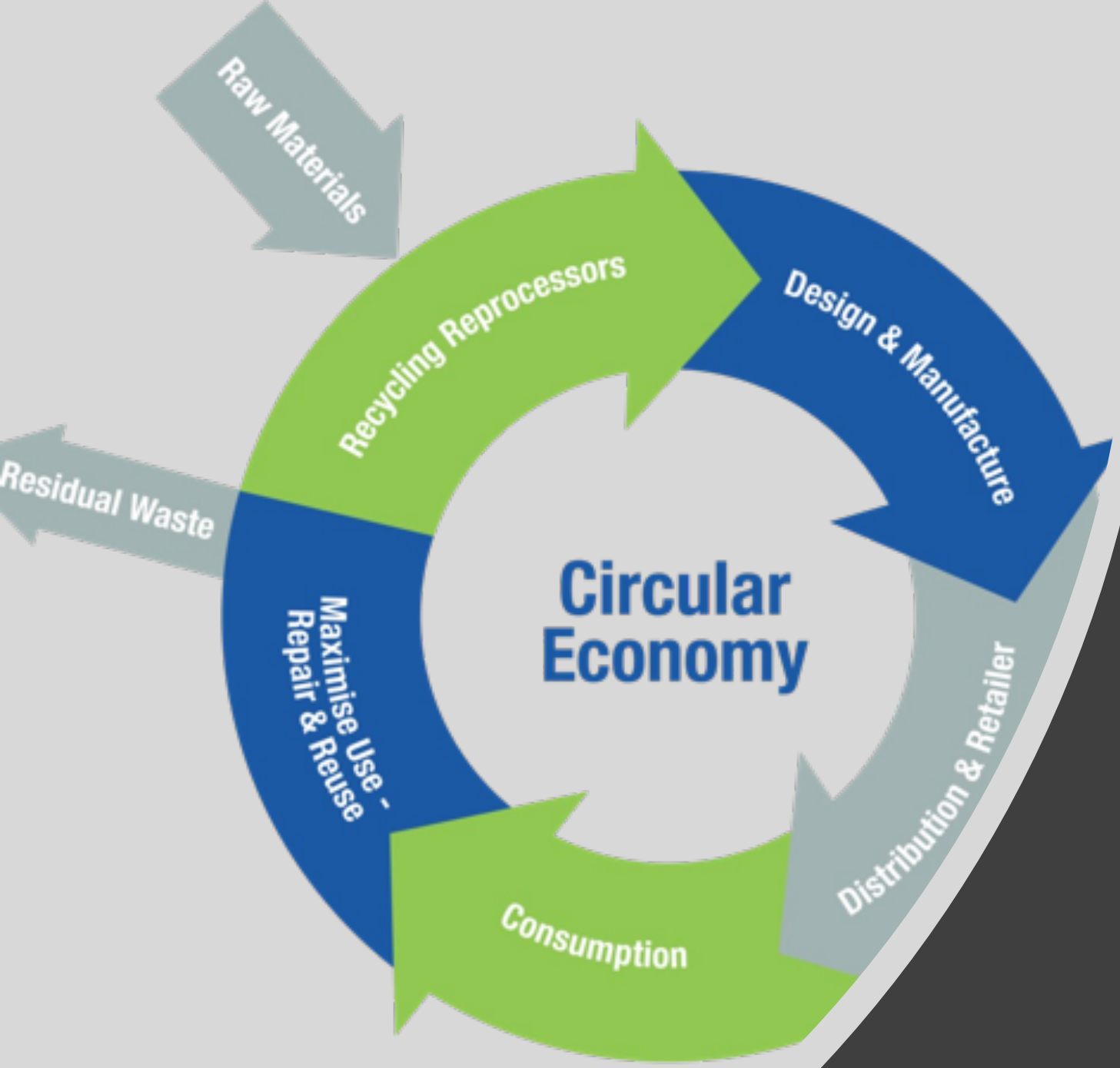
FAST FASHION

Fast fashion is cheap clothes that are produced massively and pumped out quickly to consumers for the purpose to maximize the recent fashion trends. But mass production means a big problem to the environment.



CIRCULAR ECONOMY

Pontiroli Anita



What is the Circular Economy?

What are the advantages of the Circular Economy?

What is meant by fast fashion?

H&M

Why does fast fashion pollute?

- what to do?
- 1 – Buy less, buy better.
- 2 – Wash only when necessary.
- 3– Look at the labels: choose eco-friendly materials and origins.
- 4 – Choose the right brands.
- 5 – Fix clothes!

The Circular Economy

An economy designed to be able to regenerate itself

THE CIRCULAR ECONOMY IS A MODEL OF PRODUCTION AND CONSUMPTION WHICH IMPLIES:

SHARING,
LOAN,
REUSE,
REPAIR

RECONDITIONING
RECYCLINGOFMATERIALS

THISEXTENDSTHELIFECYCLEOFPRODUCTS,HELPINGTOREDUCEWASTETOAMINIMUM.
ONCETHEPRODUCTHASFINISHEDITSFUNCTION,THEMATERIALSITISMADEOFAREINFACTREINTRODUCEDINTOTHEECONOMICCYCLE.SOTHEYCANBECONTINUOUSLYREUSEDWITHINTHEPRODUCTIONCYCLE,GENERATINGFURTHERVALUE

Linear economy vs circular economy

In the **circular economy**, first of all we try to lengthen the life cycle of the products and only in the last part the recycling. This economy uses the **3 Rs scheme: reduce,**

reuse and recycle.

The **linear economy** is based on the pattern of **extracting, producing, using and throwing away** and on maximizing productivity without taking into account the loss of value of resources. It is a model incompatible with environmental, social and economic sustainability.

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REDUCTIONOFPRESSUREONTHEENVIRONMENT

GREATERSECURITYOFFINDINGRAWMATERIALS

INCREASEDCOMPETITIVENESS

INNOVATIONANDECONOMICGROWTH

INCREASEINEMPLOYMENT(INFACTITISESTIMATEDTHATINTHEEU,THANKSTOTHECIRCULARECONOMY,THERECOULDBE700,000NEWJOBSBY2030).

THANKSTOMEASURESSUCHASWASTEPREVENTION,ECO-DESIGNANDREUSEOFMATERIALS,EUROPEANBUSINESSESWOULDACHIEVESAVINGSANDATTHESAMETIMEREDUCETOTALANNUALGREENHOUSEGASEMISSIONSANDCONSUMERSCOULDALSOHAVEMOREDURABLEANDINNOVATIVEPRODUCTSCAPABLEOFSAVINGMONEYANDIMPROVINGLIFEQUALITY.

Fast fashion

*FOR**FASTFASHION**WEMEANACLOTHINGSECTORTHATPRODUCESLOWQUALITYCLOTHESATVERY**LOWPRICES**ANDINAVERY**SHORTTIME**,ITISATERMUSEDTOINDICATEGARMENTSTHATPASSDIRECTLY*

FROMTHECATWALKSTOPRODUCTION.
ITISAPRODUCTIONSTRATEGYUSEDBYLARGERETAILCHAINSSUCHAS **H&M,PRIMARK,ZARAANDSHEIN**.

FASTFASHIONDOESNOTPAYMUCHATTENTIONTOTHELONG-LASTINGUSEOFGARMENTS,BUTSEESPRODUCTIONAS **SOMETHINGTOBEWORNFORASEASONANDTHENCHANGED.**
THEMAINPROBLEMSOFFASTFASHIONARETHE **CONDITIONSOFTHEWORKERS**WHOWORKFORTHESEBIGBRANDSANDTHE **HUGEQUANTITIESOFUNSOLDGOODS**THATTHENHAVETOBEDISPOSEDOF

circular fashion

The traditional fashion industry is among the most polluting on the planet and, for this reason,

for years now, companies and associations have been fighting for a revision of the model with the abandonment of fast fashion in the name of a more conscious and sustainable fashion called fashion circular.

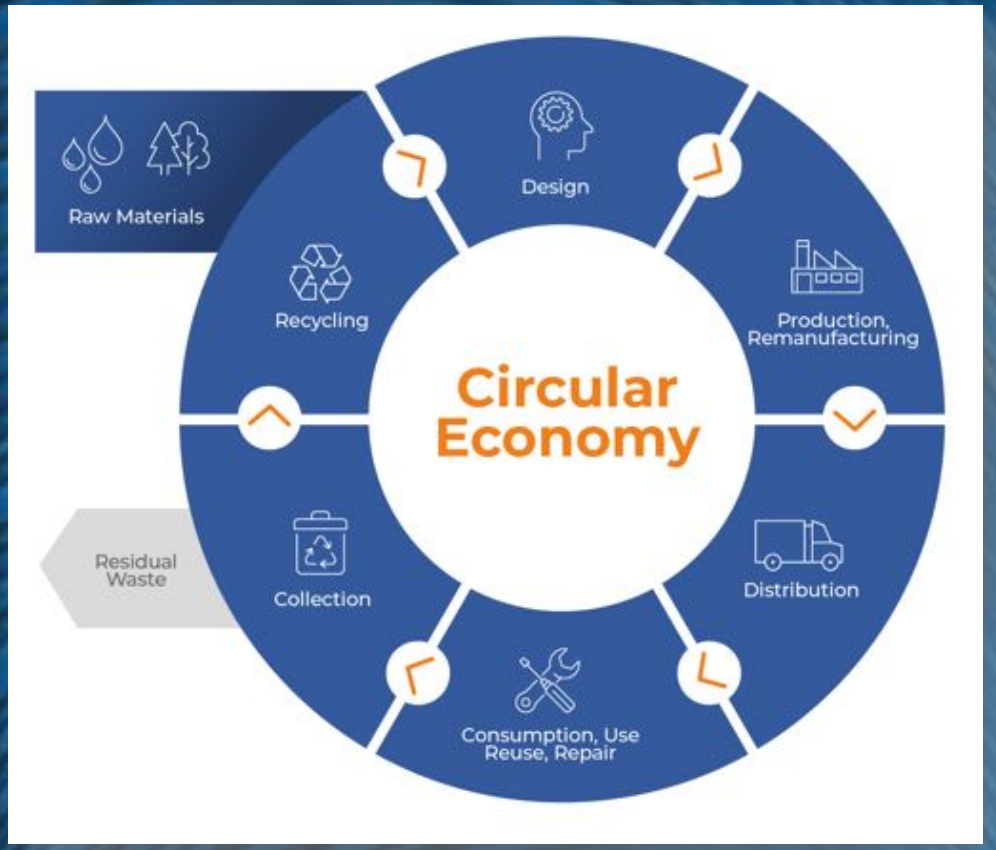
Circular fashion derives directly from the concept of the circular economy. It therefore includes clothing, shoes or accessories that are designed, purchased, produced and supplied with the intention of being used and circulated responsibly and effectively for as long as possible and will subsequently re-enter the biosphere without causing any adverse impacts thereon.

CIRCULAR ECONOMY AND FAST FASHION

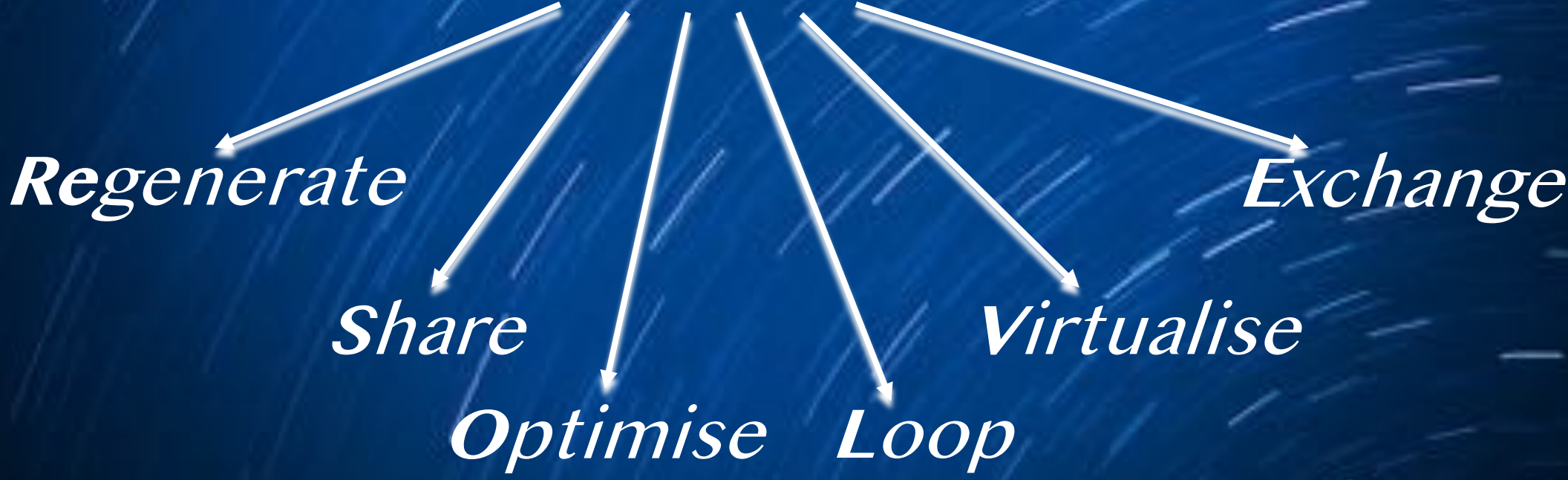
Melissa Tartari 4CR

WHAT IS THE CIRCULAR ECONOMY?

"An economic model based inter alia on sharing, leasing, reuse, repair, refurbishment and recycling, in an (almost) closed loop, which aims to retain the highest utility and value of products, components and materials at all times."



6 actions for the transition to Circular Economy: the ReSOLVE framework



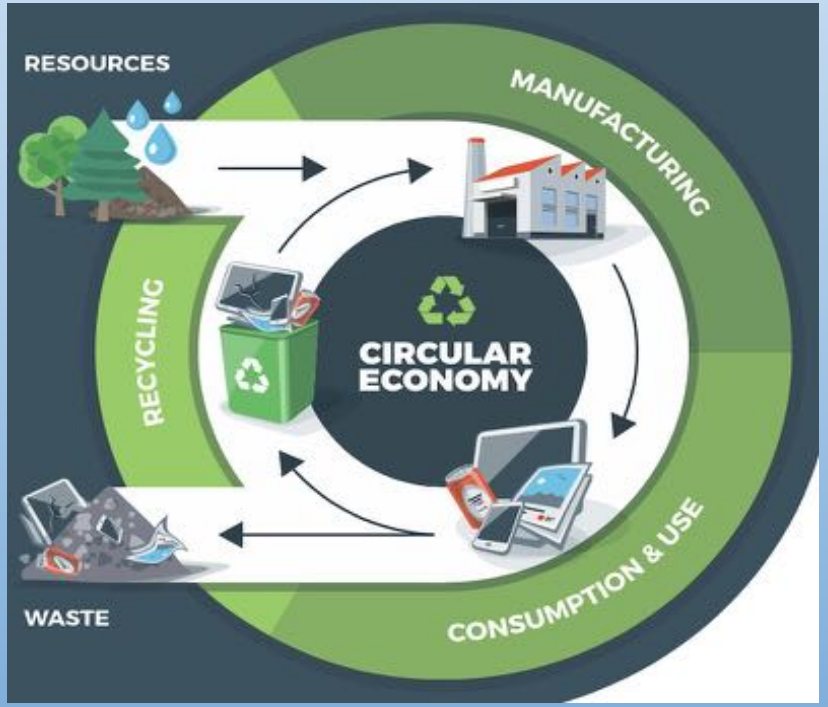
FAST FASHION IS...

...a relatively new phenomenon in the industry that causes extensive damage to the planet, exploits workers, and harms animals. Here's why it's best to steer clear when you can.

CIRCULAR
ECONOMY

WHAT IS THE CIRCULAR ECONOMY?

- Share
- Loan
- Reuse
- Repair
- Refurbish
- Recycle existing materials and products for as long as possible



The principles of the circular economy contrast with the traditional linear economic model, based instead on the typical "extract, produce, use and throw away" scheme.

We must also not forget the impact on the climate: the processes of extraction and use of raw materials produce a great impact on the environment and increase energy consumption and carbon dioxide (CO_2) emissions. A more rational use of raw materials can help reduce CO_2 emissions.

FAST FASHION IS...

It is a production of garments with a great environmental impact. It is the approach currently most used by several very popular brands, because it implies a mass production of clothing items sold at very low prices, and distributed and restocked quickly.

“We must try to change the clothing production system to avoid worsening the environmental impact”.

Thank you!

Maria Vittoria Solenne 5°AA 19/11/2022

The circular economy

An economy designed to be able to regenerate itself

THE CIRCULAR ECONOMY IS A MODEL OF PRODUCTION AND CONSUMPTION WHICH IMPLIES:

- SHARING,
- LOAN,
- REUSE,
- REPAIR
- RECONDITIONING
- RECYCLING OF MATERIALS

THIS EXTENDS THE LIFE CYCLE OF PRODUCTS, HELPING TO REDUCE WASTE TO A MINIMUM.

ONCE THE PRODUCT HAS FINISHED ITS FUNCTION, THE MATERIALS IT IS MADE OF ARE IN FACT REINTRODUCED INTO THE ECONOMIC CYCLE. SO THEY CAN BE CONTINUOUSLY REUSED WITHIN THE PRODUCTION CYCLE, GENERATING FURTHER VALUE

Linear economy vs circular economy

In the **circular economy**, first of all we try to lengthen the life cycle of the products and only in the last part the recycling. This economy uses the **3 Rs scheme: reduce, reuse and recycle.**

The **linear economy** is based on the pattern of **extracting, producing, using and throwing away** and on maximizing productivity without taking into account the loss of value of resources. It is a model incompatible with environmental, social and economic sustainability.

The benefits of the circular economy

- REDUCTION OF PRESSURE ON THE ENVIRONMENT
- GREATER SECURITY OF FINDING RAW MATERIALS
- INCREASED COMPETITIVENESS
- INNOVATION AND ECONOMIC GROWTH
- INCREASE IN EMPLOYMENT (IN FACT IT IS ESTIMATED THAT IN THE EU, THANKS TO THE CIRCULAR ECONOMY, THERE COULD BE 700,000 NEW JOBS BY 2030).

THANKS TO MEASURES SUCH AS WASTE PREVENTION, ECO-DESIGN AND REUSE OF MATERIALS, EUROPEAN BUSINESSES WOULD ACHIEVE SAVINGS AND AT THE SAME TIME REDUCE TOTAL ANNUAL GREENHOUSE GAS EMISSIONS AND CONSUMERS COULD ALSO HAVE MORE DURABLE AND INNOVATIVE PRODUCTS CAPABLE OF SAVING MONEY AND IMPROVING LIFE QUALITY.

Fast fashion

FOR **FAST FASHION** WE MEAN A CLOTHING SECTOR THAT PRODUCES LOW QUALITY CLOTHES AT VERY **LOW PRICES** AND IN A VERY **SHORT TIME**, IT IS A TERM USED TO INDICATE GARMENTS THAT PASS DIRECTLY FROM THE CATWALKS TO PRODUCTION.
IT IS A PRODUCTION STRATEGY USED BY LARGE RETAIL CHAINS SUCH AS **H&M, PRIMARK, ZARA AND SHEIN.**

FAST FASHION DOES NOT PAY MUCH ATTENTION TO THE LONG-LASTING USE OF GARMENTS, BUT SEES PRODUCTION AS **SOMETHING TO BE WORN FOR A SEASON AND THEN CHANGED.**
THE MAIN PROBLEMS OF FAST FASHION ARE THE **CONDITIONS OF THE WORKERS** WHO WORK FOR THESE BIG BRANDS AND THE **HUGE QUANTITIES OF UNSOLD GOODS** THAT THEN HAVE TO BE DISPOSED OF

Circular fashion.

The traditional fashion industry is among the most polluting on the planet and, for this reason, for years now, companies and associations have been fighting for a revision of the model with the abandonment of fast fashion in the name of a more conscious and sustainable fashion called fashion circular.

Circular fashion derives directly from the concept of the circular economy.
It therefore includes clothing, shoes or accessories that are designed, purchased, produced and supplied with the intention of being used and circulated responsibly and effectively for as long as possible and will subsequently re-enter the biosphere without causing any adverse impacts thereon.

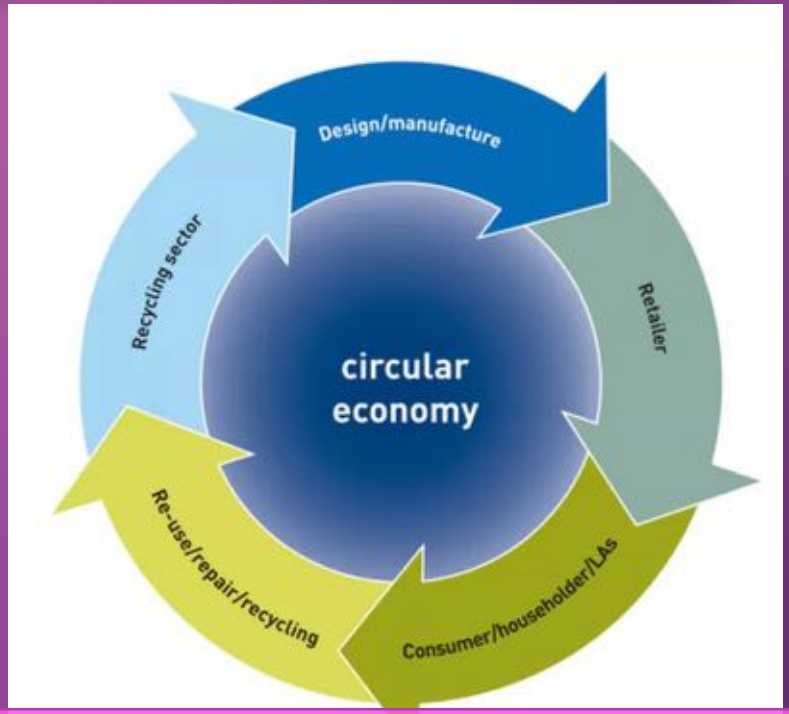
CIRCULAR ECONOMY

Rachele Crovetti 5br

What it is?

It’s a new model of production and consumption

Targets: SHARING, LEASING, REUSING, REPARING, REFURBISHING, RECYCLING



Switch from a linear economy to a circular economy

THE ADVANTAGES

Vinted is an example of reusing clothes and accessories

- Reduction of the excessive amount of waste present
- Reduction of the pressure on the enviroment
- Increase in competitivenes
- Impulse to innovation and economic growth
- Increase of employments

FAST FASHION

It’s a term used by modern retailers to express new fashion trends

The *brand Zara* started this revolution

Goal:
to produce clothes, that look like high-fashion at low prices, faster and in an effective way

An example of fast fashion is the *brand Shein*, that also demostrates the reality of the other brands, with the **explotation of workers** caused by **relocation** in developing countries

SHEIN

CIRCULAR ECONOMY AND FAST FASHION

SEBASTIAN COZMA 4CR

What are they?

01. Circular economy...

is a production and consumption model that involves sharing, lending, reusing, repairing, reconditioning and recycling existing materials and products for as long as possible. This extends the life cycle of products, helping to reduce waste to a minimum. We are faced with an increase in demand for raw materials and at the same time a scarcity of resources: many of the raw materials and essential resources for the economy are limited, but the world population continues to grow and consequently also increases the demand for such finite resources. This need for raw materials creates a dependence on other countries.

02. Fast fashion...

is a clothing sector that produces low-quality clothes at super-reduced prices and that launches new collections continuously and in a very short time. Companies in this sector have profit as a priority. Reselling cheap clothing means producing it at low cost and producing at low cost means not giving importance to many aspects of production. The worker is the most disadvantaged in this scenario: low wages and poor working conditions. These companies do not care about the impact of their production on the environment. There is no attention to the fabrics chosen, to the production techniques and the use of pesticides or aggressive chemicals. The lack of attention to these details makes the fashion industry the second most polluting industry, after oil.

Circular economy...

The processes of extraction and use of raw materials have a great **impact on the environment and increase energy consumption and carbon dioxide (CO2) emissions**. A more rational use of raw materials can help reduce CO2 emissions.

Thanks to measures such as **waste prevention, eco-design and reuse of materials**, European companies would achieve **savings and reduce greenhouse gas emissions**. At the moment the production of the materials we use every day is responsible for **45% of CO2 emissions**. The transition to a more circular economy can bring numerous **advantages**, including:

- Reduction of pressure on the environment;
- More security about the availability of raw materials;
- Increased competitiveness;
- Impetus for innovation and economic growth (an increase in GDP of 0.5%);
- Increase in employment – it is estimated that in the EU, thanks to the circular economy, there could be 700,000 new jobs by 2030.

Fast fashion...

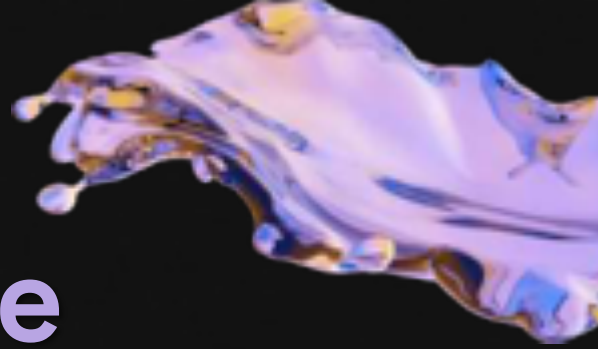
The **United Nations Economic Commission** for Europe has released data on the damage this industry causes to the environment: it is responsible for **20% of global water waste** and **10% of CO2 emissions**.
Rivers and land near factories are polluted and discharged **pesticides, toxic dyes or harmful and aggressive substances** used for coloring or bleaching fabrics. The populations who live near those rivers and those drains and use that water for agriculture and daily needs, **endangering their health**.
Fast production is also responsible for a huge amount of **waste**. Waste is of two types:

- **UNSOLD GOODS**

Producing so much involves the risk that not everything will be sold. This unsold merchandise is burned, releasing toxic substances through the smoke.

- **UNWANTED GOODS**

We generate it when we get tired of a suit, when it gets damaged because the fabric is bad, when we have accumulated too many clothes, when we buy something we don't want and end up throwing it away, etc.



Thanks for the attention!

Sources:

https://www.europarl.europa.eu/news/it/headlines/economy/20151201STO05603/economia-circolare-definizione-importanza-e-vantaggi

https://www.friendlyshop.it/fast-fashion-di-cosa-si-tratta/

Circular economy and fast fashion

OPINCARU ANNAIS IULIA

The circular economy is a model of production and consumption that involves sharing, lending, reusing, repairing and recycling of objects for as long as possible.

In recent times we have often heard of the circular economy,thanks to 2030 agenda, even if we do not always follow its principle. An example, of how we still don't put the principles of the circular economy into practice, is fast fashion, of which unfortunately we are all, in a lower or higher percentage, the cause.

The term fast fashion indicates the sector of the clothing industry that produces clothes that shortly after being put up for sale, usually low prices, are replaced by newer ones.
Selling low-cost clothing means producing and distributing it with the most competitive price.
This is possible only if some important aspects of production are devalued: workers and property damage

Let's analyze the two problems in more detail:

Labor exploitation

In most cases, these chains situate production to other companies in developing countries, especially in Southeast Asia. The only criterion for choosing the workwers is the cost of production, so they often use local labour, especially female, sometimes even children, paid very little, to be competitive.

Environmental impact

The impact on the environment is also fundamental. The fabrics are chosen on the basis of the cost criterion and not on the possible environmental damage to produce them. There is no focus on manufacturing techniques, nor on the harsh chemicals used to dye or produce the fabrics.

POLLUTION?

The fashion sector emits more than one billion tons of greenhouse gases every year, which represent 2% of total emissions.
In general, then, the fashion industry is one of the most polluting towards water resources. Experts have in fact estimated that 20% of industrial water pollution in the world is caused by the treatment and dyeing of fabrics.
Furthermore, the fashion industry is one of the most electricity-intensive in the world, because it consumes a lot and makes little use of renewable energy sources.
To date, it represents the second most polluting industry after oil.

THANKS FOR ATTENTION!!

CIRCULAR ECONOMY

Camilla Savazzi

WHAT IS THE CIRCULAR ECONOMY?

The circular economy is a model of production and consumption that involves sharing, lending, reusing, repairing, reconditioning and recycling existing materials and products for as long as possible.This extends the life cycle of products, helping to reduce waste to a minimum. Once the product has finished its function, the materials of which it is composed are in fact reintroduced, where possible, into the economic cycle. In this way, they can be continuously reused within the production cycle, generating further value.

WHAT ARE THE ADVANTAGES?

Thanks to measures such as waste prevention, ecodesign and material reuse, European companies would achieve savings while reducing total annual greenhouse gas emissions. At the moment the production of the materials we use every day is responsible for 45% of CO2 emissions.

The transition to a more circular economy can bring many benefits, including:

-Reduction of pressure on the environment

-More security about the availability of raw materials

-Increased competitiveness

-Boosting innovation and economic growth (an increase in GDP of 0.5%)

-Increasing employment – it is estimated that there could be 700,000 new jobs in the EU thanks to the circular economy by 2030.

WHAT IS THE FAST FASHION?

Fast fashion therefore refers to cheap clothing produced quickly by mass-market retailers, in response to the latest trends.

The speed of fast fashion is relative both to the speed of production and supply of stores and to the speed with which a garment becomes obsolete and goes out of production and is no longer for sale.It is a production strategy used by large retail chains such as H&M, Primark, Zara, Topshop, Xcel Brands, Peacocks, etc.

THE TRAGEDY OF RANA PLAZA

- One of the biggest incidents in the history of Fast Fashion is that of Rana Plaza in Bangladesh, where in 2013 over 1000 employees died and more than 2500 people were injured.

The Rana Plaza was a garment factory in which, day and night, employees worked in extreme conditions. They themselves noticed the cracks on the walls but the managers made them continue to work, threatening to fire them.

On April 24, 2013, tragedy occurred: in Dhaka an eight-storey building where 5 different textile factories for international brands were located collapsed. Only after this dramatic episode did the world begin to realize what was hidden behind the fashion industry.

Circular economy and Fast fashion

Pinzetta Camilla 4AS

What is it the circular economy?

The circular economy is a production and consumption model that involves sharing, lending, reuse, repair, reconditioning and recycling of existing materials and products for as long as possible.

This extends the life cycle of products, helping to minimize waste. Once the product has finished its function, the materials of which it is composed are in fact reintroduced, where possible, in the economic cycle. In this way, they can be continuously reused within the production cycle, generating additional value.

“Extract, produce, use and throw away”

Why is it needed? what are the advantages?

Many of the raw materials and resources essential to the economy are limited, but the world's population continues to grow and consequently the demand for such finite resources also increases. This need for raw materials creates a dependence on other countries: some EU Member States depend on other countries for supplies. We must not forget the impact on the climate: the processes of extraction and use of raw materials have a great impact on the environment and increase energy consumption and carbon dioxide (CO_2) emissions. More rational use of raw materials can help reduce CO_2 emissions. The advantages are:

Reduction of pressure on the environment

More security about raw material availability

Increasing competitiveness

Boost to innovation and economic growth (0.5% increase in GDP)

Increased employment - it is estimated that, thanks to the circular economy, there could be 700,000 new jobs in the EU by 2030.

WHAT IS FAST FASHION?

It’s a retail sector of clothing that makes low quality clothes at very low prices, but with the quick availability in the store of new collections, continuously replenished. Fast fashion can also be considered a process of democratization of fashion, a phenomenon that allows everyone to dress following the latest trends with average-made garments.However, to support the production rhythms of these companies, production usually takes place in countries where the cost of labor and labor is very low, and therefore, where workers are exploited and underpaid.The term was first used in the New York Times in 1989, when Zara opened its store in the Big Apple. In the article we talked about a new way of doing business in fashion-clothing.The real boom of the first fast fashion brands is around the 70s, when global brands were born. Over the years, these companies have in fact transformed themselves from small specialized business realities -often family-run - into very popular global giants.

WHAT ARE THE ADVANTAGES AND THE DISADVANTAGES OF FAST FASHION?

Fast fashion has represented a real revolution in the retail sector. Producing low cost fashion, offers in fact the possibility to a wide audience to buy clothes just seen on the catwalks or to renew their wardrobe without spending too much.Companies that rely on this system can not always afford to use ecological fabrics because cost more. However, to counteract the negative effects on their reputation around the world, some have devised used clothing withdrawal campaigns in exchange for discounts on new purchases. Others have designed collections with recycled materials or natural fibers from organic farming.

Exploitation of labour. In most cases these chains outsource production to other companies in developing countries, especially in Southeast Asia (such as Pakistan, India, Vietnam, Indonesia, China) and the Mediterranean area (Tunisia, Morocco). The only criterion for choosing these suppliers is the cost of production, so the latter often use local labour, especially women, sometimes even children, paid very little, to be competitive.Environmental impact. Environmental impact is also crucial. The fabrics are chosen on the criterion of cost and not on the possible environmental damage to produce them. There is no attention to production techniques, nor to the aggressive chemicals used to dye or produce fabrics. The negative impact on the environment comes mainly from the use of pesticides that pollute rivers and land near factories, and the application of toxic dyes or harmful and aggressive substances used to color or whiten tissues.

CIRCULAR ECONOMY

The circular economy is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. In this way, the life cycle of products is extended. The circular economy is governed by 3Rs, namely Reduce, Reuse, and Recycle, which are the major strategies for eco-friendly processing of textile/apparel products.

3Rs

- **REDUCE**
- **REUSE**
- **RECYCLE**

Davi Rachele 4^CR

REDUCE

- **Reduce the amount of waste you produce.**

1.Only buy what you need
2.Choose products with less packaging
3.Buy in bulk
4.Look for items that you can re-use

By reducing, you stop the problem at the source. Making less waste to begin with means there's less waste to clean up.

Davi Rachele 4^CR

REUSE

- **Reuse means to find new ways to use things that otherwise would have been thrown out.**

1. Refill a water bottle with water from home instead of buying a new one
2. Update your computer rather than throwing it out and getting a replacement
3. Ditch plastic bags and choose reusable, environmentally-friendly bags instead

Davi Rachele 4^CR

RECYCLE

- **Recycle means to turn something old and useless into something new and useful.**

1. Buy products made from recycled material. Look for the recycling symbol or ask store managers or salesmen.
2. Consider purchasing recycled materials at work when purchasing material for office supply, office equipment or manufacturing.
3. Buy products made from material that is collected for recycling in your community.
4. Use recycled paper for letterhead, copier paper and newsletters.

Before you throw something away, think about whether all or part of it could be recycled.

Davi Rachele 4^CR

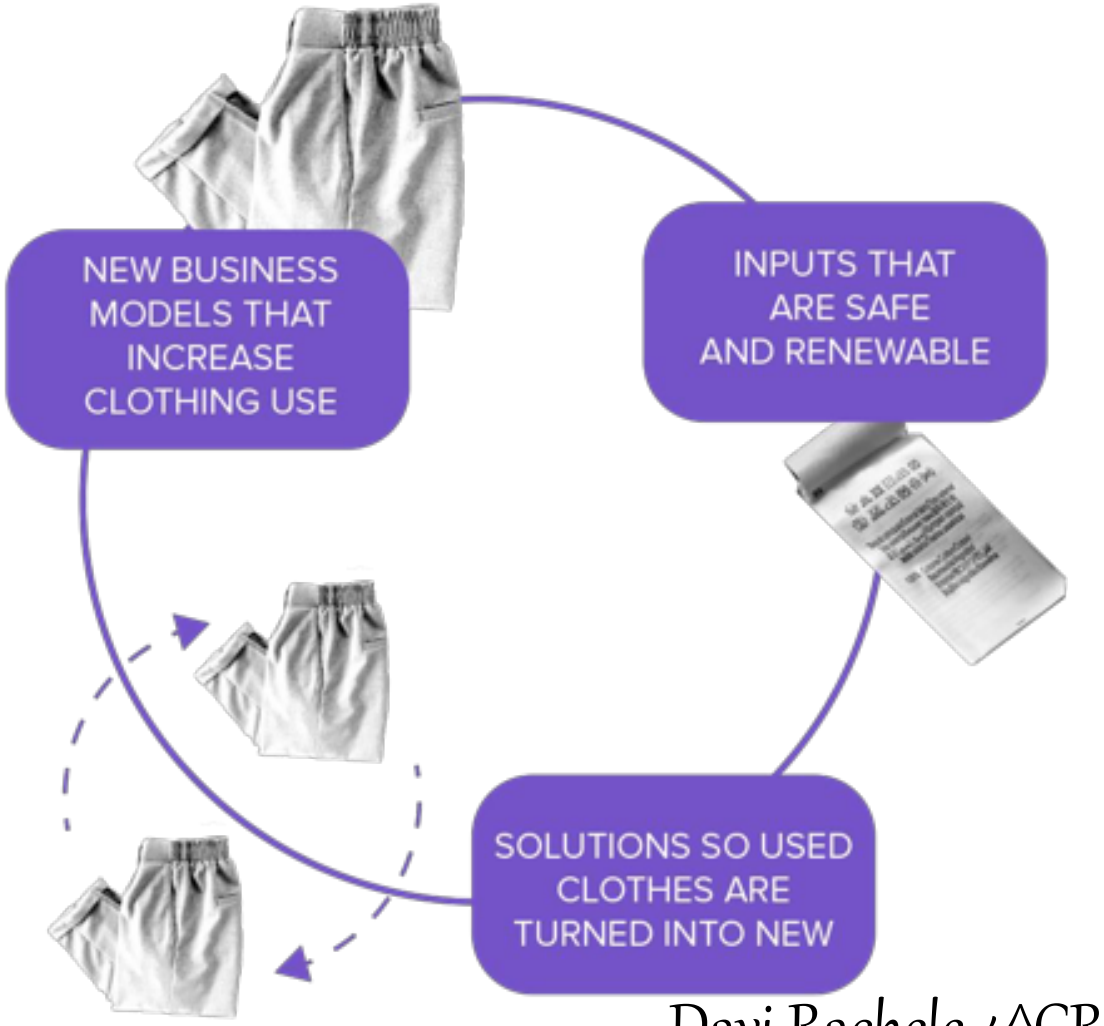
FAST FASHION

"Fast clothes" are mass-produced based on the latest trends and sold at a low cost. It is a constant cycle of consumerism and is anything but circular!

The overarching vision of a new textiles economy is that it aligns with the principles of a circular economy: one that is restorative and regenerative by design and provides benefits for business, society, and the environment. In such a system, clothes, textiles, and fibres are kept at their highest value during use and re-enter the economy after use, never ending up as waste.

Realising this vision of a new global textiles system relies on three focus areas:

- New business models that increase clothing use
- Safe and renewable inputs
- Solutions so used clothes are turned into new



Davi Rachele 4^CR

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Sofia Maganzani 4CR

Circular economy

It's is a term that has become very popular in recent times and It's associated with the **3Rs** *(reduce, reuse, and recycle)*

It is seen as a profitable solution that **can help** *solve the climate crisis, material scarcity, and social issues associated with resource exploitation.*

Reuse items as much as you can before replacing them

Reduce

Reduce the amount of waste you produce.

Reuse

Recycle

Recycle items wherever possible.

I made your clothes

Fast Fashion

Fast fashion is the term used to describe clothing designs that move quickly from the catwalk to stores to take advantage of trends.

Fast fashion became common because of **cheaper, speedier manufacturing and shipping methods** and the increase in consumer purchasing power (especially among young people) to indulge these instant-gratification desires.

Consequences of fast fashion

- It’s the responsible for 20% of global **water waste**.
- It produces 10% of **carbon dioxide** emission.
- It uses **pesticides** that pollute rivers and land near factories, which release them into water every day.In this case,it isn’t just the water and the earth are suffering, but also the people who live nearby.
- forced the creation of **intensive cotton crops** that encumbered the river basins of developing countries.

Circular Economy & Fast Fashion

Elettra Tosi 4CR

Circular Economy

- The *circular economy* is a mode, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. In this way, the life cycle of products is extended.
- It implies *reducing waste to a minimum*. When a product reaches the end of its life, its materials are kept within the economy wherever possible. These can be productively used again and again, to create further value.
- The world's population is growing and with it the demand for raw materials. However, the supply of crucial *raw materials is limited*.
- In addition extracting and using raw materials has a *major impact on the environment*. It also increases energy consumption and CO2 emissions.
- Moving towards a more circular economy could deliver *benefits* such as reducing pressure on the environment, improving the security of the supply of raw materials, increasing competitiveness, stimulating innovation, boosting economic growth and creating jobs

Companies with a circular economy

Barilla

in collaboration with Favini has created the *paper bran* that is born reusing the bran, waste product in the production of pasta.

IKEA H&M

carry out *reuse projects* in which raw materials come from the return of used furniture or clothing.

LAVAZZA

in collaboration with Novamont and the Polytechnic of Turin, created the *organic wafer* while the coffee grounds become a resource in the cultivation of mushrooms

includes a project to *ensure maximum sustainability to the life cycle of the batteries* mounted on cars, which adheres to the Global Battery Alliance

Fast Fashion

- Indicates a *retail sector of clothing* that makes low quality clothes at very low prices, but with the quick availability in the store of new collections.
- To support the rhythms, production usually takes place in countries where the *cost of labor is very low*, and workers are underpaid.
- The term was first used in the *New York Times in 1989*, when Zara opened its store in the Big Apple
- Companies do *clothing campaigns* in exchange for discounts on new purchases or *designs collections with recycled materials* from organic farming to counteract the negative effects on their reputation
- *The fashion industry is one of the most polluting towards water resources*. 20% of industrial water pollution in the world is caused by the treatment and dyeing of fabrics
- To *produce a shirt* takes about 2,700 l of water, the average amount drunk by a person in almost 3 years. For a pair of jeans you need 7000.
- Creates *unsold goods* that after passing through discounts, are generally burned. the substances released by the fumes are quite harmful.

Shein survey on the *exploitation* of labour

In the *Untold: Inside the Shein Machine investigation*, reporter Iman Amrani documented the working conditions in two factories producing for Shein in China

Working hours can reach up to 18 hours a day, there are no weekends off, except one day a month. The pay is 4 euro cents for every article made.

She found that women washed their hair during lunch break. because of the long and tight shifts, *they don't even have free time outside the factory*

the workforce receives a *basic salary of 4000 yuan per month (about 550 euros)* to achieve a minimum of 500 items per day. Who can make more gets about 3 cents per item. *The first month's salary is deducted by the employer*.

In these laboratories it emerged that the labor is paid by piece, has *no contract of employment*, so no protection and much less social security contributions. The workers, men and women, *move for a limited time trying to earn as much money as possible*.

if you miss, the daily wage, is reduced by two thirds.

NOCCO
SARA 4AS

Circular economy

end

Fast Fashion

NOCCO
SARA 4AS

BUT FIRST...WHAT IS THE CIRCULAR ECONOMY?

The principles of the circular economy contrast with the traditional linear economic model, based instead on the typical "extract, produce, use and throw away" scheme. The traditional economic model depends on the availability of large quantities of easily available and cheap materials and energy.

The circular economy is a model of production and consumption that extends the life cycle of products, helping to reduce waste to a minimum. Once the product has finished its function, the materials of which it is made are in fact reintroduced, where possible, into the economic cycle. Thus they can be continuously reused within the production cycle, generating further value.

sharing ⟶ lending ⟶ reusing ⟶ repairing ⟶ refurbishing ⟶ recycling of existing materials and products

NOCCO
SARA 4AS

The clothing industry is changing its face to meet the need for sustainable development and is moving towards a low-impact model that envisages the concept of fabrics designed and manufactured to last as long as possible and return to the biosphere in the minor time possible without harmful the environment.

BUT

circular fashion is placed on a level diametrically opposite to that of fast fashion in which clothes are mass-produced and with very low quality and then worn little and thrown away in the trash

According to various experts, 4% of drinking water every year is used by the Fast Fashion industries, which cause 20% of the pollution of industrial water for the treatment and dyeing of fabrics. Finally, the fashion industry is also one of the most electricity-intensive industries in the world.

To produce jeans, no less than 7,000 liters of water are needed, the equivalent of the amount of water that a person in the Western world drinks in a period of seven years. This is something enormous when you consider that around 2 billion jeans are produced every year.

NOCCO
SARA 4AS

The fashion industry has been heavily criticized by environmental activists for its many negative effects on the environment.

Environmentalists point out several things:

- inadequate working environment;
- transportation of highly polluting clothing;
- pollution from mass production of clothes (many are thrown away as they are produced in too large numbers)

The fashion industry is now the second most polluting industry after oil. This is also due to the use of pesticides, formaldehyde and carcinogens in the fabrics that fast fashion consumers use to make their clothes.

NOCCO
SARA 4AS

How can we fight pollution from Fast Fashion?

Today there are several ways in which the fashion industry can limit its impact on the environment.
For example, the trend of reselling used items is developing more and more, in particular thanks to new applications that we can use to find products at very attractive prices, thus limiting their impact on the environment (today already 31% of people sells his clothes to buy new ones). *In general, the things to do for sustainable fashion are:*

- More sustainable textile production
- Sustainable tannery (leather certified metal free)
- Green fashion shows: the Danish fashion action plan provides for a reduction of the environmental impact of fashion shows by 50% by 2022;
- Use of biodegradable fibers or fibers obtained from waste products (organic cotton, recycled wool and plastic, renewable artificial fibers and hemp)
- Limit online returns
- Fashion renting (rental of clothes and accessories)

Fast fashion
and
Circular economy

Nunu Ilaria IV Ar

Fast fashion

Fast fashion

What is it?

Fast fashion can be defined as cheap, trendy clothing that samples ideas from the catwalk or celebrity culture and turns them into garments in high street stores at breakneck speed to meet consumer demand. The idea is to get the newest styles on the market as fast as possible, so shoppers can snap them up while they are still at the height of their popularity and then, sadly, discard them after a few wears. It plays into the idea that outfit repeating is a fashion faux pas and that if you want to stay relevant, you have to sport the latest looks as they happen. It forms a key part of the toxic system of overproduction and consumption that has made fashion one of the world's largest polluters. Before we can go about changing it, let's take a look at the history.

Fast fashion

Why is bad?

- Fast fashion can bring:
- Polluting our planet—> Fast fashion’s impact on the planet is immense. Fast fashion’s negative impact includes its use of cheap,toxic textile dyes, cheap textiles also increase fast fashion’s impact: polyeste or conventional cotton.
- Exploiting workers—> Fast fashion impacts garment workers. In the farmers may work with toxic chemicals.
- Harming animals
- Coercing consumers

Fast fashion

What can be done?

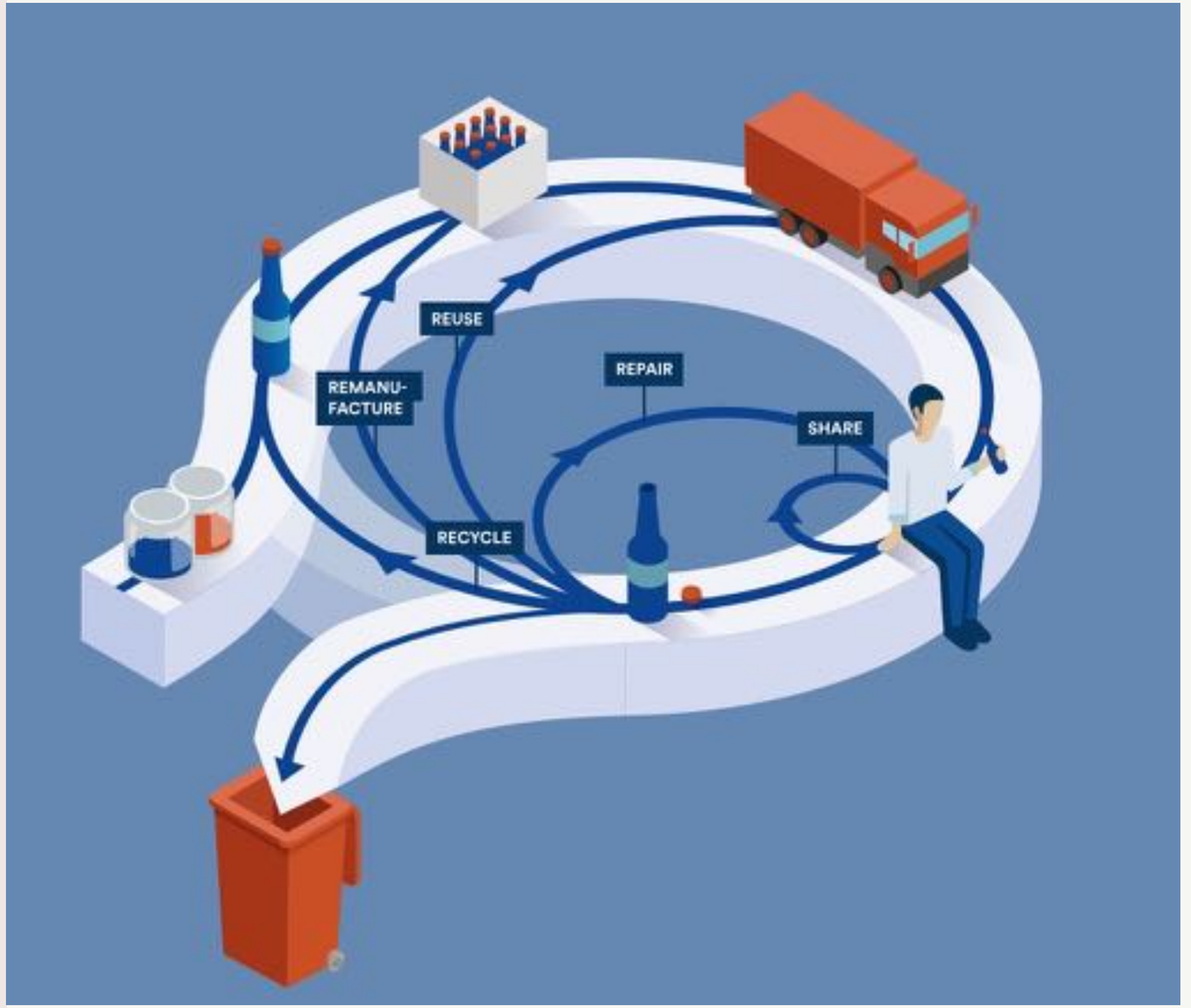
- Buy second-hand ;
- Buy less fast fashion;
- Rent clothes;
- Donate clothes;
- Reuse, repurpose and up-cycle;

Circular economy

Circular economy

What is it?

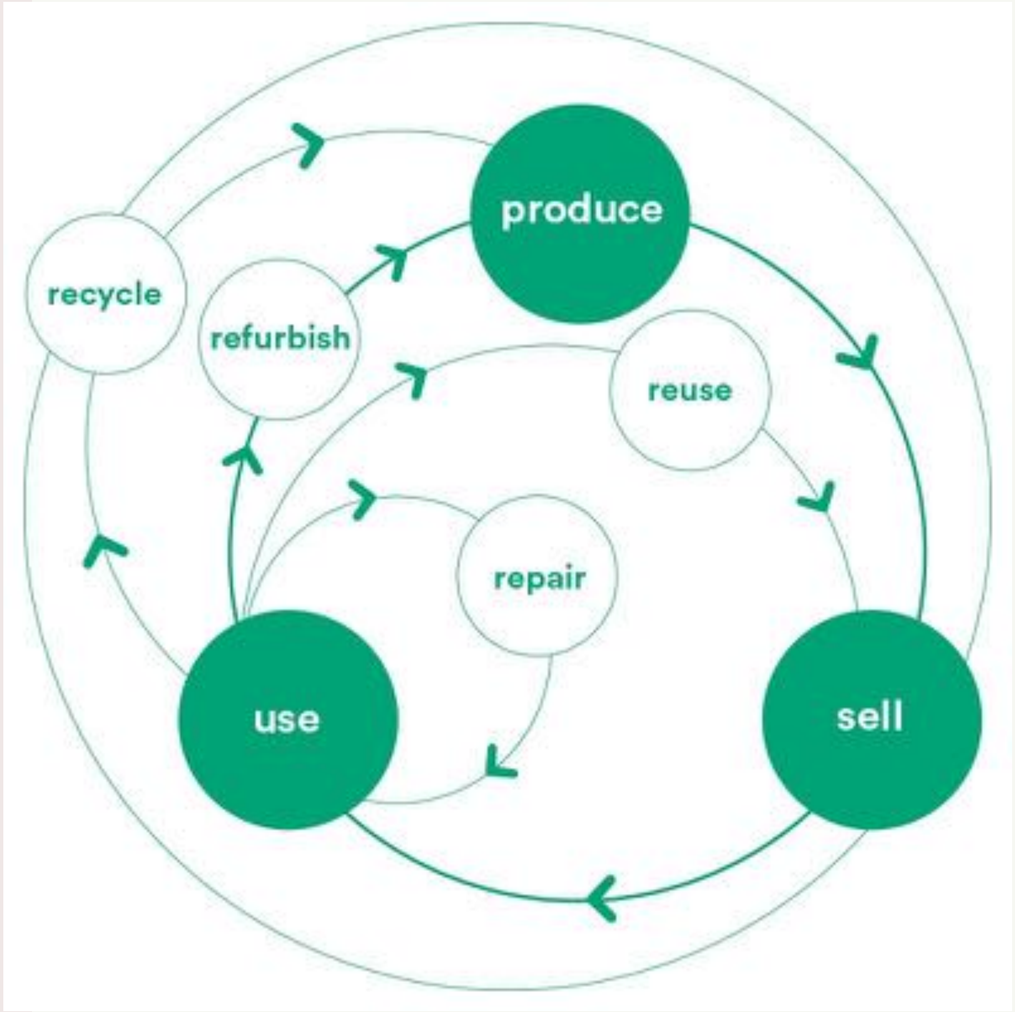
In a circular economy, resources are handled in a more responsible way. The goal is to extend product lifetime and recirculate all materials without producing any waste.
Product reuse is more resource efficient than recycling since most materials lose value every time they are recycled. Therefore, extending product lifetime is the best way of lowering its environmental impact. In a circular economy, products are built to last. They are durable and can be upgraded and repaired. Parts can be replaced for example batteries, since functioning products often are discarded just because of wornout batteries. Once products have reached the end of their usable life they turn into valuable resources, used to manufacture new products. The need for extracting virgin materials is therefore minimized in the circular economy. Product and material life is considered already in the design phase components are made easy to separate and contain no hazardous substances which make them unsuitable to recycle and use in new products.



Circular economy

Benefits

- Make better use of finite resources;
- Reduce emissions;
- Protect human health and biodiversity;
- Boost economies;



Fast Fashion

&

Circular Economy

What Is Fast Fashion?

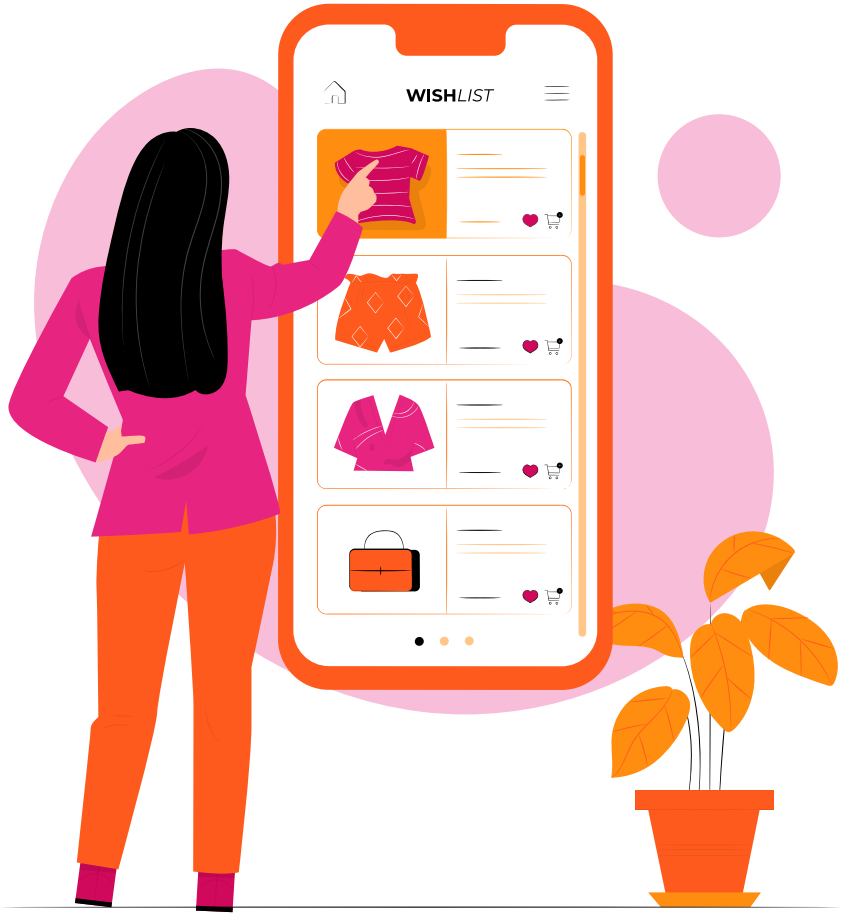
In recent years, "fast fashion" has become a buzzword in the fashion industry. Fast fashion is a term used to describe clothing collections that are designed to be brought to market quickly and cheaply in order to take advantage of current fashion trends. Many fast fashion brands are criticized for their use of poorly-paid overseas laborers, their impact on the environment, and for contributing to a throwaway culture of disposable clothing. However, there are also those who argue that fast fashion can be a force for good, providing more affordable and accessible fashion to a wider range of people. So, what is fast fashion, and is it really all that bad? Fast fashion brands like Zara and H&M have built their business models around being able to quickly and cheaply produce clothing that is on-trend with the latest runway styles. By using lower-quality materials and employing workers in countries with low labor costs, they are able to keep their prices low. While this might be good news for fashion-savvy shoppers on a budget, it has raised concerns about the impact of fast fashion on the people who make our clothes, and on the planet.

What is the "Circular Economy"?

A circular economy is an alternative to a traditional linear economy (make, use, dispose) in which we keep resources in use for as long as possible, extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of each life cycle. The linear economy is extractive and exploitative by design, whereas a circular economy is restorative and regenerative by design. In a linear economy, we use up finite resources to create products which are used for a short time and then disposed of, often ending up in landfill. This is not sustainable. A circular economy is based on the principles of waste prevention, reuse, repair, refurbishment, remanufacturing and recycling. By keeping products and materials in use for longer, we can reduce the demand for virgin resources, whilst also reducing the amount of waste sent to landfill. There are many benefits to a circular economy, including reducing environmental impact, creating jobs, boosting the economy and improving resource efficiency. A circular economy is an attractive proposition for businesses, as it can create a competitive advantage, improve resource efficiency and help to build a more resilient business. It can also help to create new markets and revenue streams.

Fast Fashion and circular economy

Sganzerla Giorgia - 4^AA



Fast Fashion

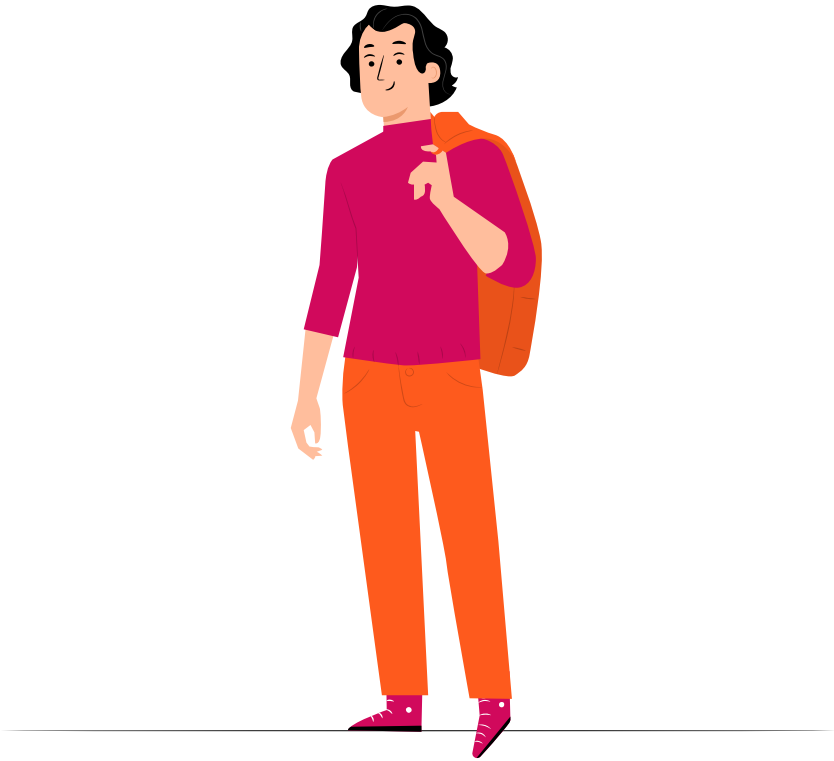
- What is fast fashion and why is it a problem?

  Fast fashion describes **cheap, stylish, mass-produced clothes that have a huge impact on the environment**. These garments appeal to shoppers because they are affordable and trendy.

Fast Fashion

- Why does fast fashion exist?

  With the insurgence of social media and online shopping, **the demand for clothes inspired by straight-off-the-runway trends without the runway price tags has grown**. And with advancements in textile technology, **synthetic fabrics are easier and cheaper to mass produce** than less environmentally costly fabrics.

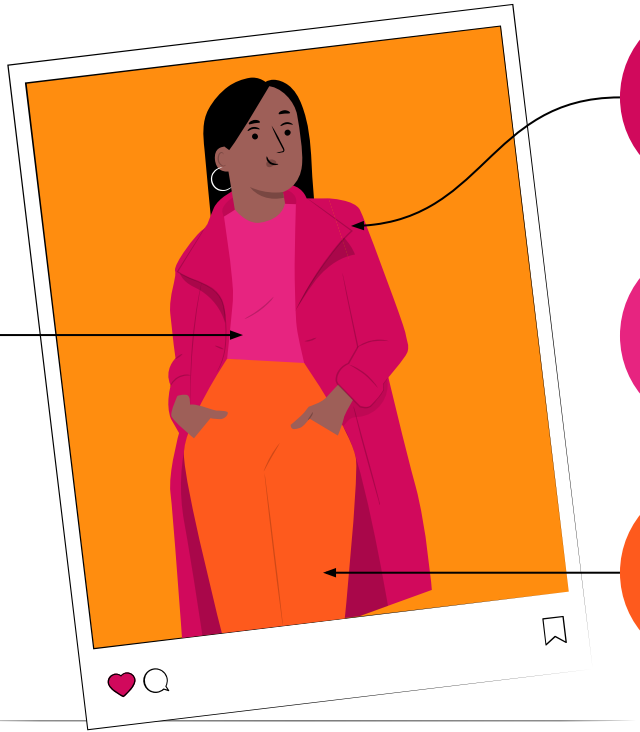


How to avoid Fast Fashion

Buy second-hand clothes

Look for sustainable materials

Invest in timeless pieces



Rent clothes

Organize a clothing swap

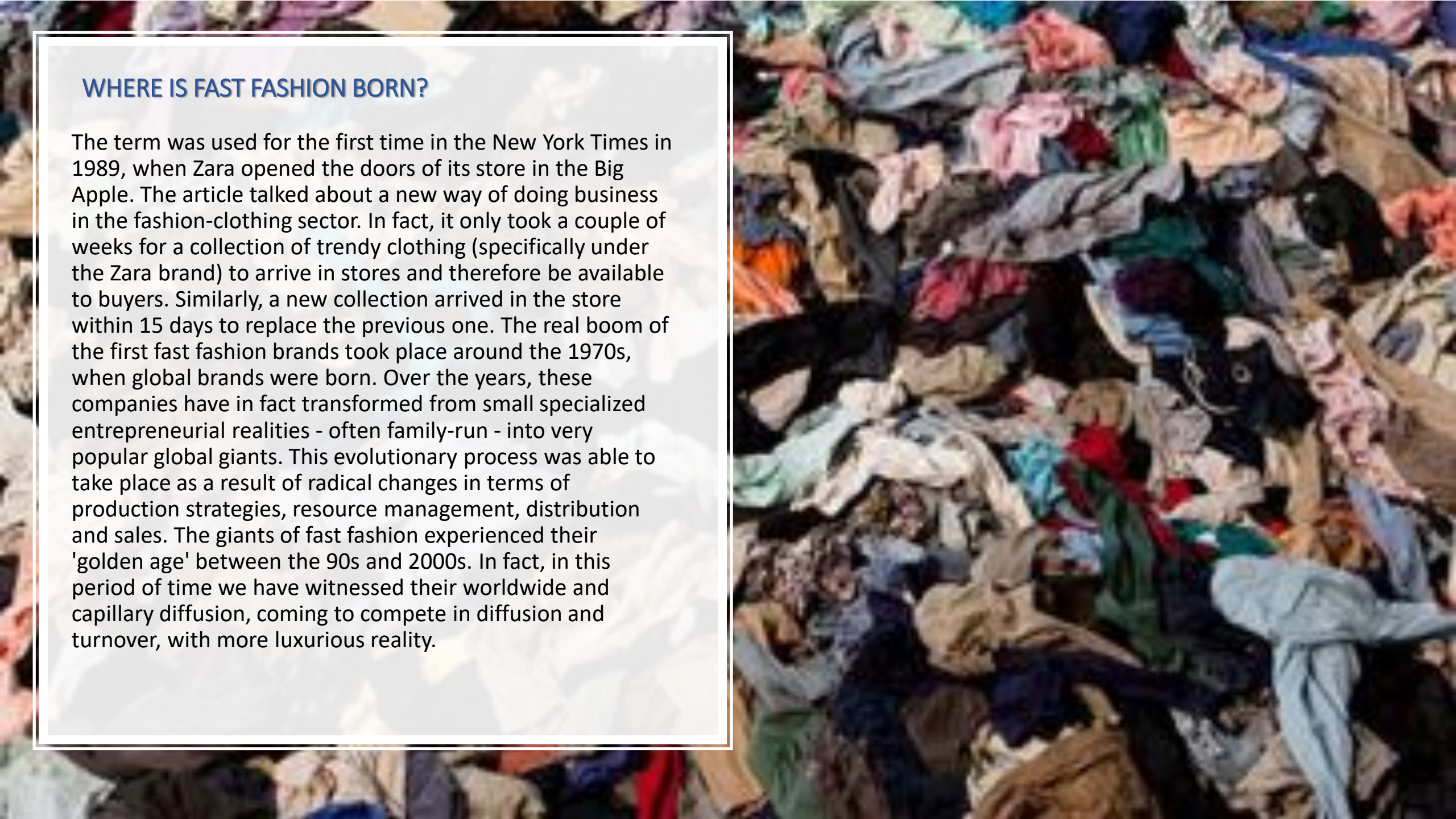
Keep your clothes in great condition

Circular economy

- What is it?
  An economic system designed to be able to regenerate itself thus also ensuring its eco-sustainability.
- What are its 3 principles?
  Eliminate waste and pollution, circulate products and materials (at their highest value), and regenerate nature.
- What are the 5 R's?
  Rethink, Refuse, Reduce, Reuse, Recycle.

MATERIE PRIME
PROGETTAZIONE
PRODUZIONE
DISTRIBUZIONE
CONSUMO
RACCOLTA
RICICLAGGIO
RIFIUTI RESIDUALI
ECONOMIA CIRCOLARE

FAST FASHION



WHERE IS FAST FASHION BORN?

The term was used for the first time in the New York Times in 1989, when Zara opened the doors of its store in the Big Apple. The article talked about a new way of doing business in the fashion-clothing sector. In fact, it only took a couple of weeks for a collection of trendy clothing (specifically under the Zara brand) to arrive in stores and therefore be available to buyers. Similarly, a new collection arrived in the store within 15 days to replace the previous one. The real boom of the first fast fashion brands took place around the 1970s, when global brands were born. Over the years, these companies have in fact transformed from small specialized entrepreneurial realities - often family-run - into very popular global giants. This evolutionary process was able to take place as a result of radical changes in terms of production strategies, resource management, distribution and sales. The giants of fast fashion experienced their 'golden age' between the 90s and 2000s. In fact, in this period of time we have witnessed their worldwide and capillary diffusion, coming to compete in diffusion and turnover, with more luxurious reality.

WHAT IS THE PROBLEM WITH FAST FASHION?

- The fast fashion industry is a major contributor to pollution and waste in the environment. The latter include discarded clothing, leftovers of dye solutions and fabrics ruined due to improper treatments.
- This type of production has several negative aspects: it produces excessive quantities of waste and pollution, exploits workers and reduces the quality of our planet's soil, food and water. Furthermore, the garments are strongly affected by the low price, ending up being created with poor quality fabrics.
- The fashion industry is now the second most polluting industry after oil. This is particularly due to the use of pesticides, formaldehyde, carcinogens in the fabrics used in making clothes worn by fast fashion consumers.
- Labor exploitation. In most cases, these chains outsource their production to other companies in developing countries, especially in Southeast Asia (such as Pakistan, India, Vietnam, Indonesia, China) and the Mediterranean area (Tunisia, Morocco). And they have no visibility or control over their production methods. The only criterion for choosing these suppliers is the cost of production, so they often use local labour, especially female, sometimes even children, paid very little, to be competitive

EXPLOITATION OF WORKERS?

Fast fashion brands, in order to be able to offer their products at such a low price, subcontract the production of their garments to factories located in peripheral countries, where worker protections are decidedly lower than those that can be found in European or North American jurisdictions. Let's talk about countries like Bangladesh. in which principles such as a decent minimum wage or humane working hours are not contemplated by the national legislative system and in which the big brands, leveraging on the lack of alternatives and the poverty of the local population, can easily get to pay the local workforce from $1.90 to $2.40 per day, despite the fact that a typical working day consists of about 12 hours (data taken from the Rosita Factory in Bangladesh reported in the documentary "Fashion victims" by Sarah Ferguson). The policy of the reduction that sees the big brands always looking for cheaper prices, has led the owners of these textile factories (known as Sweat Shops) to cut production costs and increase productivity, in order to be able to more competitive in the market and continue to earn the minimum profits necessary to keep their business alive.

The cost cut consists of two different aspects: a lowering of workers' wages and a reduction of the funds invested for the maintenance and conservation of the building, with a consequent further reduction of protections for workers and an increase in human rights violations.

This increase in productivity translates, in fact, into an increasingly inhumane exploitation of male and female workers in factories through unorthodox and, if examined in the light of minimum international standards, illegal methods.

The phenomenon becomes even more serious if one considers that the individuals involved in the chain of violation of rights are not only the workers, but also their children.

In fact, parents are often forced to take their children with them to the workplace as they have no one to entrust them to. This phenomenon – unfortunately very widespread – implies a violation of the child's right to have a childhood, who already from the first years of life must go to the factory, thus being forced to live for most of the daily hours in unhealthy environments, subjecting him to serious health risks.

WHAT IS THE CIRCULAR ECONOMY?

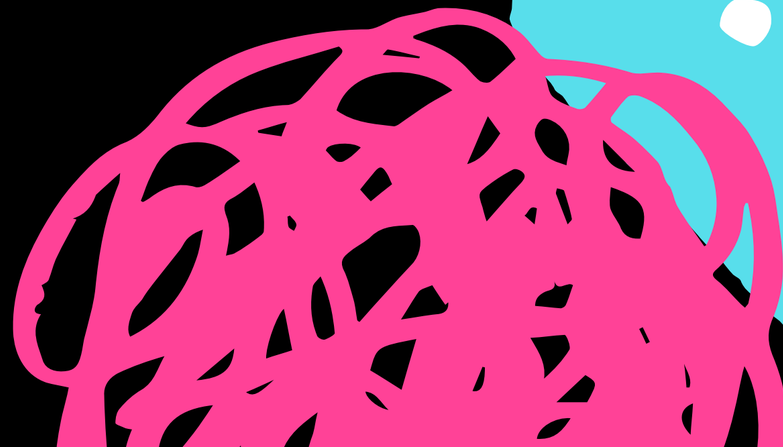
WHAT THE CIRCULAR ECONOMY IS BASED ON

- it is a term that defines an economic system designed to be able to regenerate itself, thus also guaranteeing its eco-sustainability. According to the definition given by the Ellen MacArthur Foundation, in a circular economy there are two types of material flows: biological ones, capable of being reintegrated into the biosphere, and technical ones, destined to be revalued without entering the biosphere.
- In particular, the circular economy is a model of production and consumption attentive to the reduction of waste of natural resources and consisting in sharing, reusing, repairing and recycling existing materials and products for as long as possible. Once the product has completed its function, the materials of which it is made, where possible, are reintroduced into the economic cycle and can be continuously reused within the production cycle, generating further value. The principles of the circular economy contrast with the traditional linear economic model, based on an opposite scheme: extract, produce, use and throw away. This model, sensitive to mere revenue and withdrawal reasons [2], depends on the availability of large quantities of easily available and low-priced materials and energy

L'incentivazione dell'economia circolare si fonda su due capisaldi:
la riduzione della quantità di rifiuti da gestire, raggiungibile sia attraverso misure di prevenzione da applicare non solo durante il processo produttivo, ma già in sede di progettazione dei beni, sia selezionando con attenzione quegli scarti di lavorazione che possono essere qualificati come sottoprodotti e dunque idonei alla commercializzazione;
la diffusione, tramite il riciclaggio e le operazioni di recupero, dei procedimenti e dei trattamenti volti alla cessazione della qualifica di rifiuto.

FAST FASHION AND CIRCULAR ECONOMY

GARABELLI EVA 4BS



WHAT IS FAST FASHION?

IS A TERM USED TO INDICATE CLOTHING ITEMS THAT GO DIRECTLY FROM THE CATWALKS TO PRODUCTION QUICKLY AND CHEAPLY

WHAT IS ITS GOAL?

ITS GOAL IS TO PRODUCE CLOTHING AND ACCESSORIES QUICKLY. THE PRODUCTION IS CARRIED OUT IN A FEW WEEKS AND SYNTHETIC AND LOW-COST FABRICS ARE USED, FOR THIS REASON WE OFTEN SPEAK OF "DISPOSABLE FASHION".

WHY IS IT A PROBLEM?

IT IS A PROBLEM BECAUSE IT CONTRIBUTES TO THE ENVIRONMENTAL POLLUTION CAUSED BY THE TEXTILE INDUSTRY, MAKING IT THE SECOND MOST POLLUTING IN THE WORLD AND AMONG THE FIRST FOR ENERGY CONSUMPTION AND NATURAL RESOURCES

HOW CAN IT BE SOLVED?

SOME LARGE CHAINS SUCH AS H&M HAVE CREATED A COLLECTION SYSTEM FOR USED
CLOTHES, WHICH WILL BE REUSED TO CREATE NEW CLOTHES, IN EXCHANGE FOR DISCOUNTS ON NEW PURCHASES.
AN ALTERNATIVE TO COUNTER FAST FASHION IS TO RESORT TO THE CIRCULAR ECONOMY.

WHAT IS THE CIRCULAR ECONOMY?

IT IS AN ECONOMIC SYSTEM DESIGNED TO GIVE A SECOND LIFE TO A PRODUCT

5 FOUNDATION

- SUSTAINABILITY OF RESOURCES
- THE PRODUCT AS A SERVICE
- SHARING PLATFORMS
- EXTENSION OF THE LIFE CYCLE
- RECOVERY AND RECYCLING