

ACTION PLAN FOR SWAP SHOP MEETS

WHAT IS A CLOTHES SWAP?

We exchange clothes that are **new** and **lying unused** in our wardrobes.

Great way to re-fill your wardrobes without devastating the **environment** and your wallet.

Participate in the **circular economy** to slow down the movement of clothes to the landfills.

**RELEVANCE OF FAST FASHION
IN THE PRESENT CONTEXT**

Fashion is an **extremely relevant** and integral part of student life.

Swapping is **innovative** because this green practice has not been picked up by any other academic institution unlike other green practices like tree planting etc.

The precise **documentation** which this initiative allows will facilitate students to track and become more mindful of their fashion footprint.

Last but not the least, it is not just for cosmetic purposes but can bring about a larger **ideological shift** amongst the students that can have a huge and lasting positive impact on the environment.


WHAT IS FAST FASHION?

Large scale production of cheap disposable clothes

These are **aggressively marketed**.

Swiftly consumed by young people who are driven by peer and social media pressures.

And as **swiftly discarded**.

An estimated  **\$2.5**
TRILLION INDUSTRY

It creates a vicious and continuous cycle of :



This model of consumer economy is known as the “take-make-dispose” model.



**WHERE ARE THESE CLOTHES
DISPOSED?
LANDFILLS**

Globally, **80 billion pieces** of new clothing are purchased each year.

15 million tonnes of clothes reach landfills.

One garbage truck of textiles get landfilled or burned every single second of each day of the year

(World Resources Institute)



85%
**OF TEXTILES ARE
SENT TO LANDFILLS**

GREENHOUSE EMISSIONS

The fast fashion industry is responsible for **10% of global carbon emissions** i.e. 1.2 billion tonnes of greenhouse gases (Enviro Audit Committee Report and Natural Climate Change)

Production of **one shoe generates 14 kgs of Carbon Dioxide**. Each year 15 billion shoes are produced. (Journal of Cleaner Production)

WATER POLLUTION

It produces **20% of industrial waste water**.

Production of one t-shirt uses water that is equivalent to the amount of water that an individual drinks in two and a half years. (National Geographic)

Additionally, textile dyeing is also the **second largest polluter of water globally**. (Institute for Sustainable Communication & World Wide Fund)

LOW TO MIDDLE INCOME COUNTRIES PAY THE HIGHEST PRICE

Majority of landfills and manufacturing factories/ sweatshops are located in LMICs.

India is one of the top 3 garment producing countries. (Institute of Developing Economics Japan External Trade Organization, World Trade Organization, Organization for Economic Co-Operation and Development)

Human Rights violations - terrible working conditions, low wages.

75-80% of the workers are women. (Working Women Worldwide)

Water and Air pollution due to increased textile production felt most in LMICs.

These countries in fact bear an **enormous cost** for this industry to thrive globally.

THE FUTURE LOOKS BLEAK

If the fast fashion industry grows at the current rate, it is predicted to contribute to a quarter of the Earth's carbon emissions. (UNFCCC)

By 2050, India will need a landfill the size of New Delhi for its urban waste.
(Joint report by Assocham and PWC)

It is time developing countries begin to play an active role in reversing this escalating environmental cost.

GLIMMER OF HOPE

The 193 member states at the UN General Assembly Summit in September 2015 pledged to 17 **Sustainable Development Goals** of which the 12th goal is to **Ensure Sustainable Consumption and Production Patterns.**

SDGs also endeavor to encourage and **include the youth** in the implementation of its goals.

On Instagram there are 4 million posts tagged **#sustainablefashion** and 3 million posts tagged **#slowfashion.**

In India, young celebrities like **Alia Bhatt** and retailers like **People Tree** are trying to raise awareness on the issue.

THE ROLE OF JMC

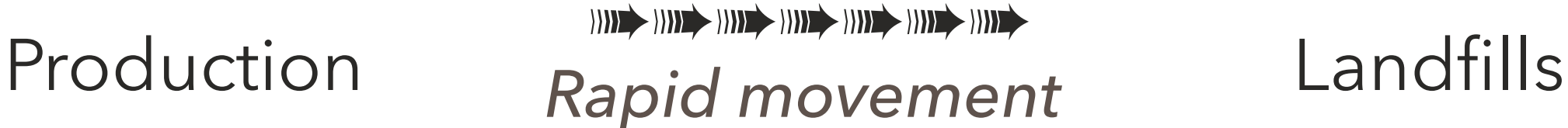
Along with plastic, fast fashion is a major pollutant in the world today, to which institutions have not yet responded systematically and adequately.

JMC can be the **pioneering institution** in this regard.

This is the time for JMC students to pledge to these goals and change our consumption patterns towards a greener and cleaner tomorrow.

THE ONLY SOLUTION
CIRCULAR ECONOMY

Take-Make-Dispose Economy



Circular Economy



HOW DO WE RE- CONSUME BEFORE DUMPING CLOTHES INTO LANDFILLS ?

Buy less/ Mindful buying

Be conscious of our Fashion Footprint

Become proud re-wearers

Swap clothes

Mending, Recycling etc.

Renting, Borrowing, and Sharing when we know we need an item only for one wear

Extending the life of a garment for an extra 9 months reduces
its carbon, water and waste footprint
by 20-30% per garment. (Global Fashion Agenda and Boston Consulting Group, Pulse of the fashion industry)

**LET'S BEGIN WITH A
CLOTHES SWAP SHOP MEET FOR STAFF
:)**

**PRESENTED IN THE JMC STAFF COUNCIL ON
2nd AUGUST 2019**

The Clothes Swap Shop Meet at JMC was conceptualized and created by Ms. Purnima Topden, Associate Professor, Dept. of English, assisted by Ms. Ishita Singh, Assistant Professor, Dept. of English.