

Welcome to the discussion series!

Part.1: Material Shift

One-Earth Fashion: how do we get there ?

An online discussion series
by **Public Eye**



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Urska Trunk

in collaboration with



Webinar Part.1

We need a Material Shift :
from overproduction to circularity

→ For your questions and thoughts: use the chat and, later in the discussion part, also the «raise your hand» button.



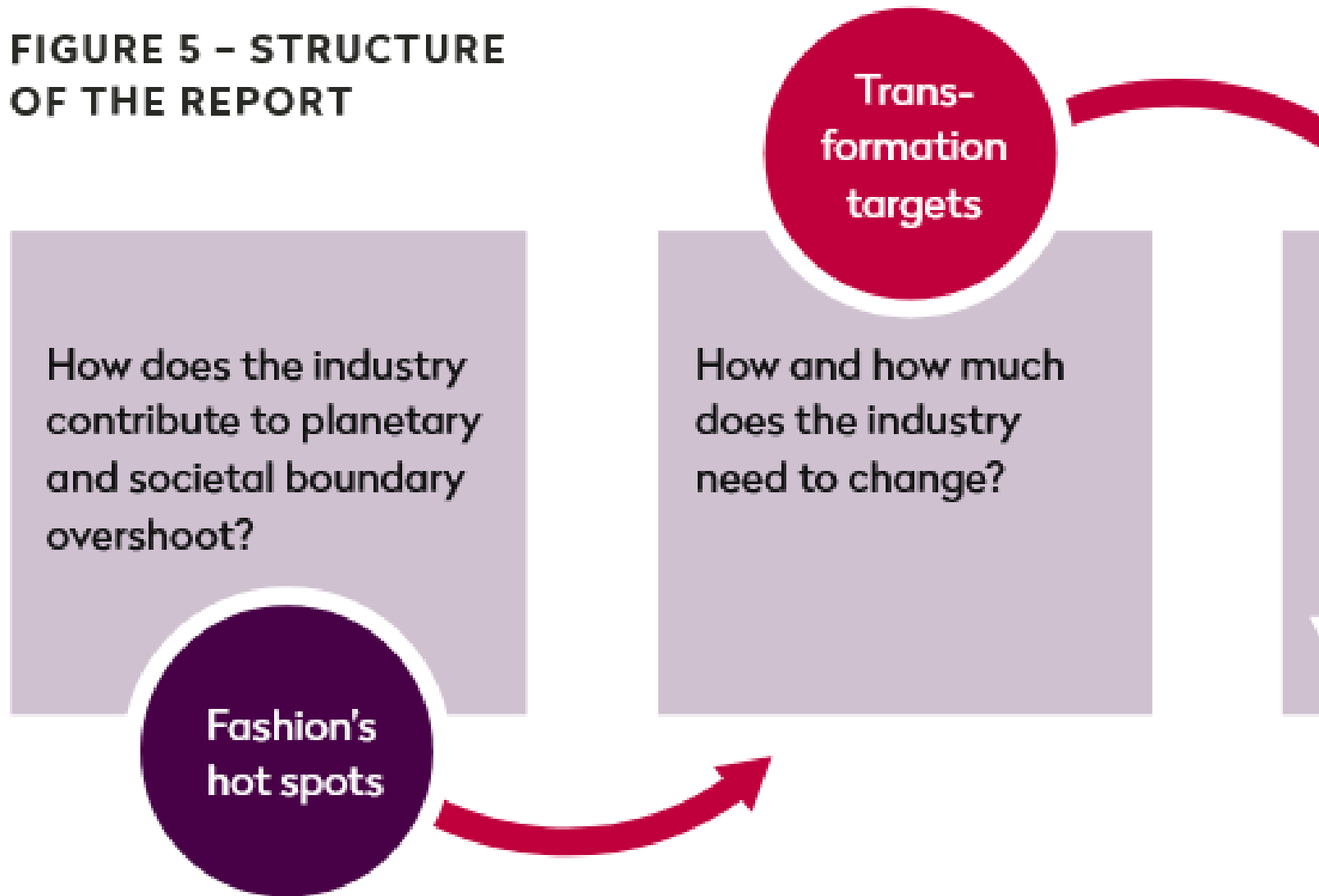
WHY THIS REPORT?

While there is a consensus around the general direction in which the industry should go (fairer, more circular, less polluting), there is no agreement on the scale of the changes required to achieve a just fashion system within planetary boundaries.

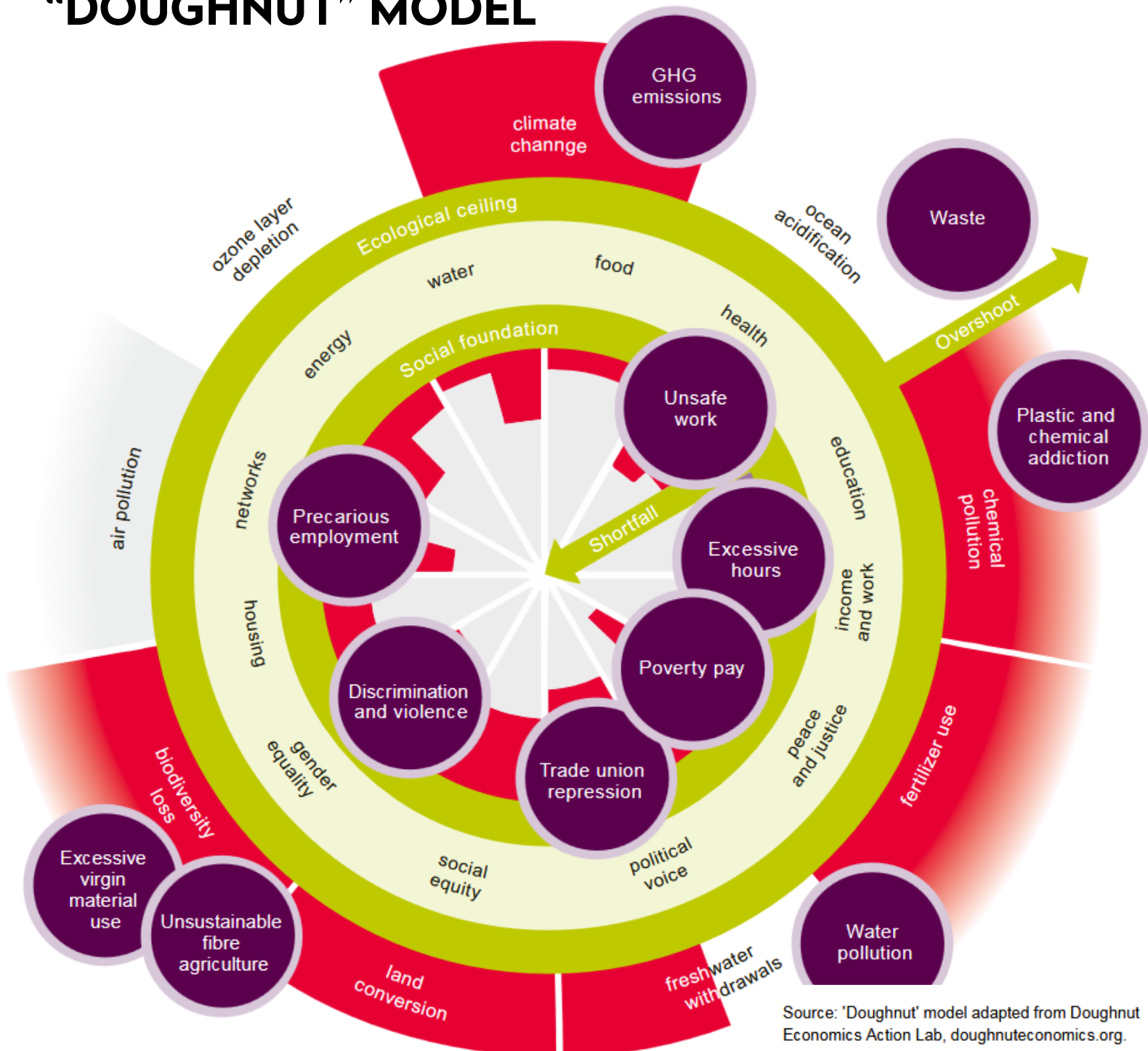
We put forward a positive vision for an operating system for fashion that respects planetary boundaries, with concrete transformation targets for 2030 in twelve key areas. It aims to provide food for thought and action.



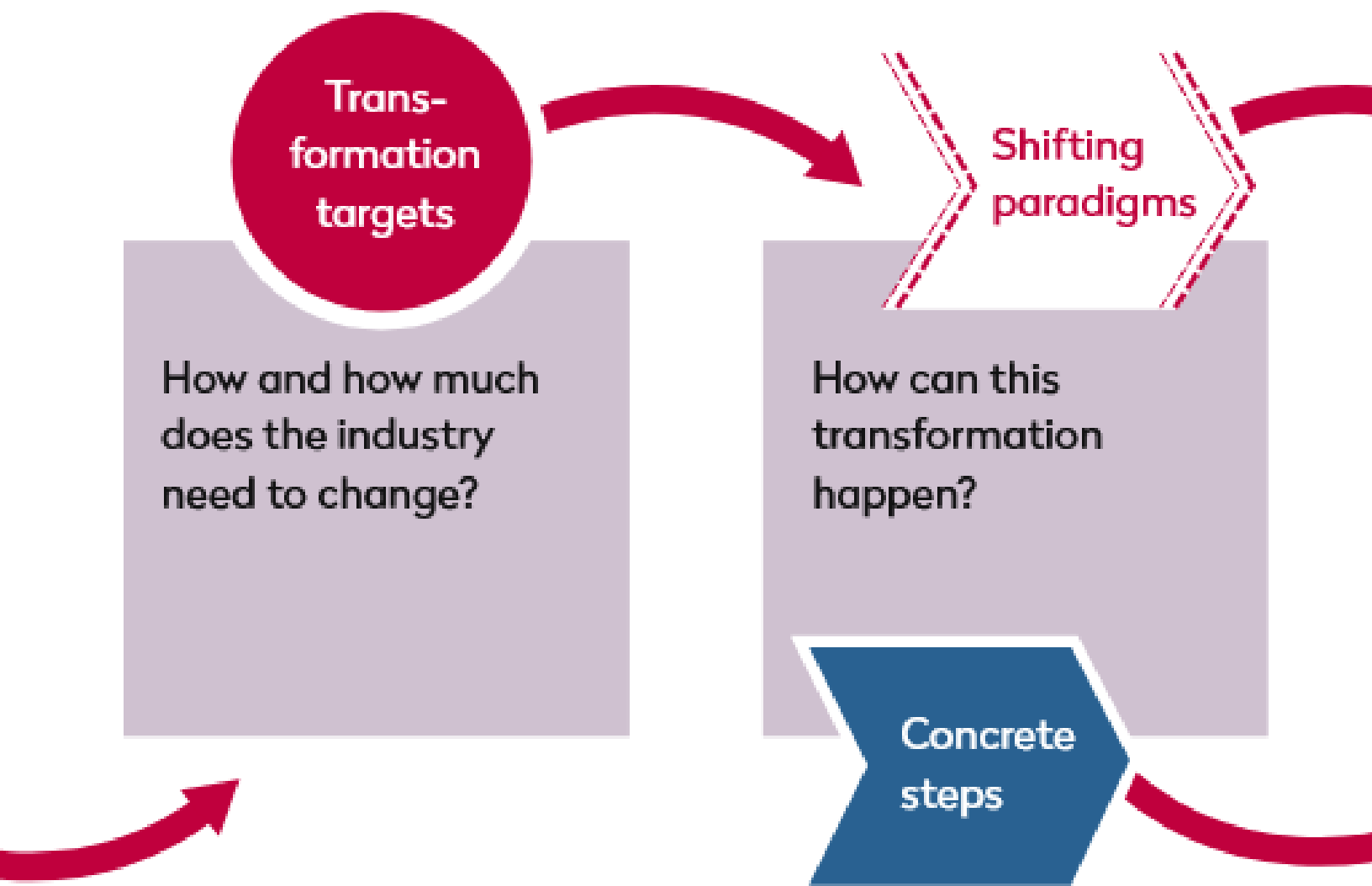
FIGURE 5 – STRUCTURE OF THE REPORT



MAPPING FASHION'S HOT SPOTS IN THE "DOUGHNUT" MODEL



Source: 'Doughnut' model adapted from Doughnut Economics Action Lab, doughnuteconomics.org.



TRANSFORMATION TARGETS 2030



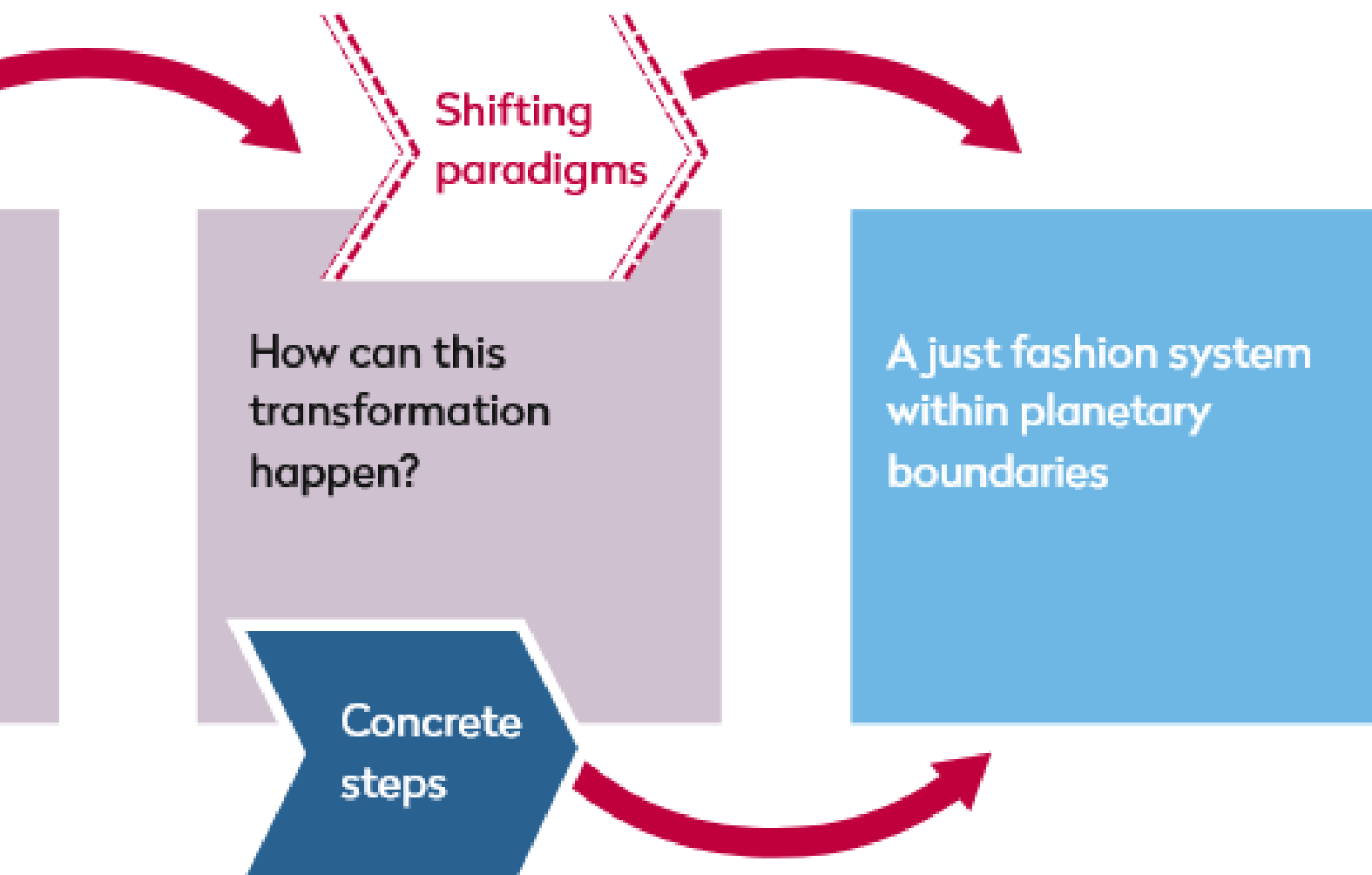
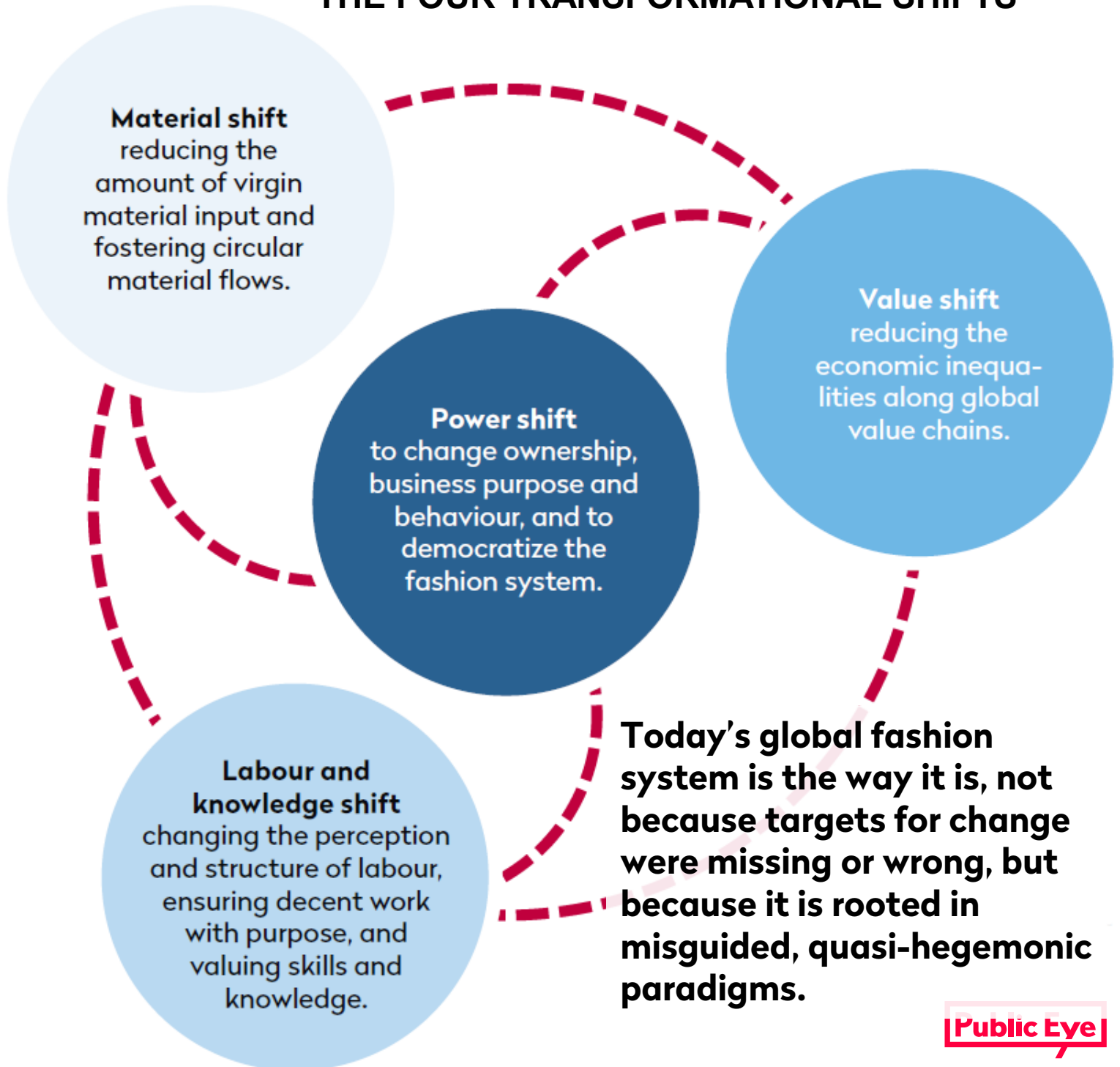


FIGURE 7 – PATHWAYS FOR CHANGE: THE FOUR TRANSFORMATIONAL SHIFTS



TRANSFORMATIONAL TARGETS 2030 → MATERIAL SHIFT (EXAMPLES)



Reduce virgin material use and overproduction

- ▶ The total quantity of virgin material input shrinks by 40%.
- ▶ The share of fibre-to-fibre recycling material is increased to at least 15%.

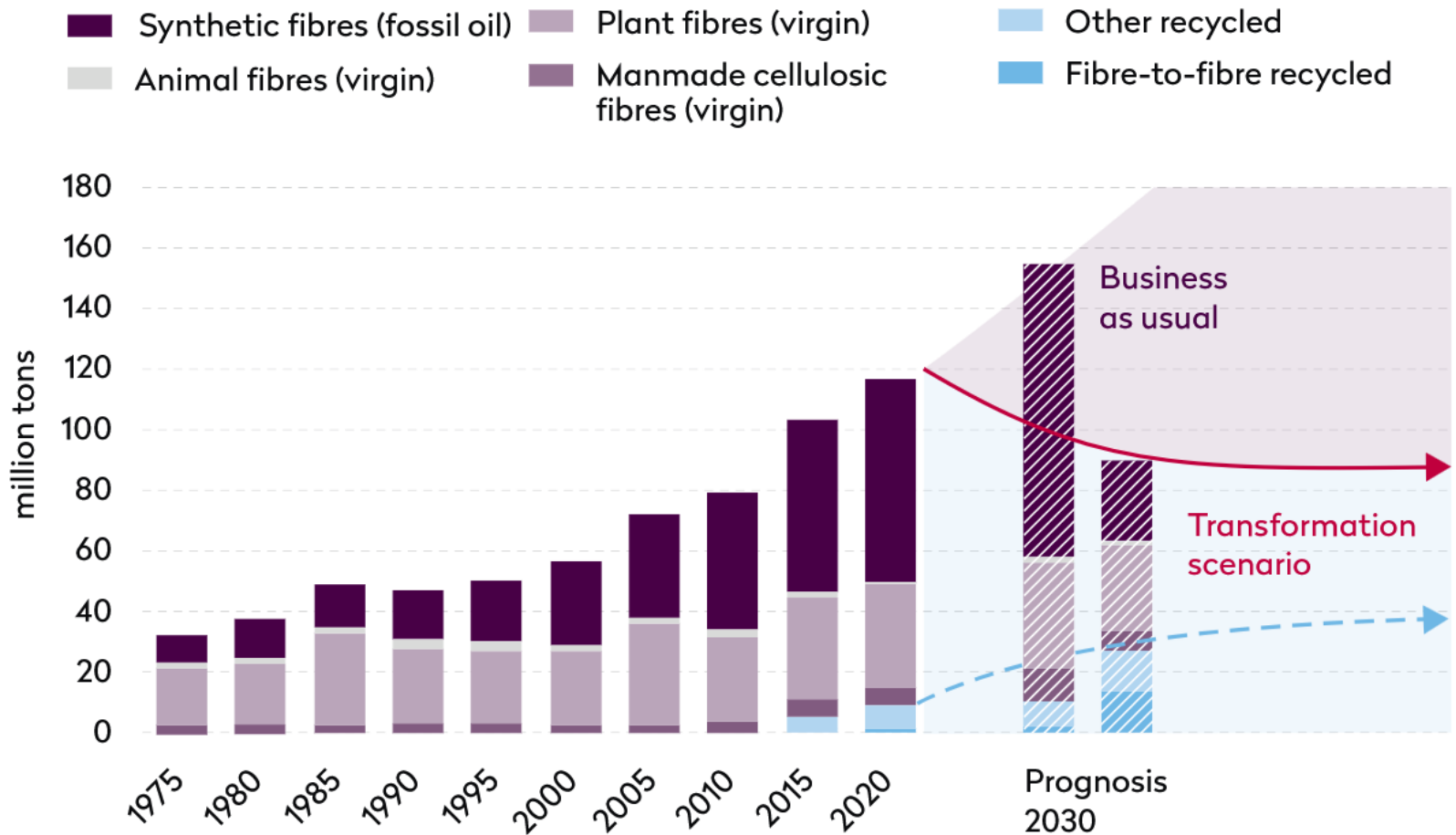
Resulting from aA reduction of 60% in fossil-fuel based materials, and a reduction of 10% in virgin natural resources.



Slow down fashion; reduce waste

- ▶ The number of days on which clothes are in active use is doubled, on average.
- ▶ All used clothes are collected separately, and at least 50% are re-used in proximity.
- ▶ The volume of non-recovered clothing waste is halved.
- ▶ The majority of sectorial and company policies include measures to guarantee decent labour conditions and environmental sustainability in the post-use and re-use phase.

FIGURE 7 – DEVELOPMENT OF THE GLOBAL FIBRE MARKET



SOURCE Data 1975–2022 and business as usual prognosis 2030: Textile Exchange Fibre Market Report 2023. Development of recycling share and 2030 transformation scenario: own projection. 2030 transformation scenario: own projection.

TRANSFORMATIONAL TARGETS 2030 → MATERIAL SHIFT



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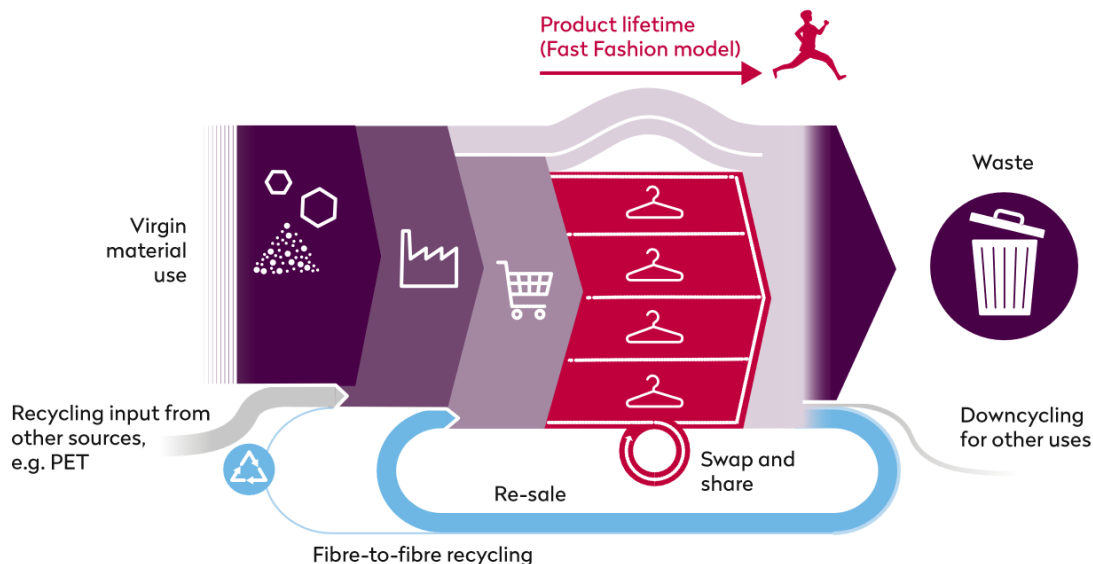


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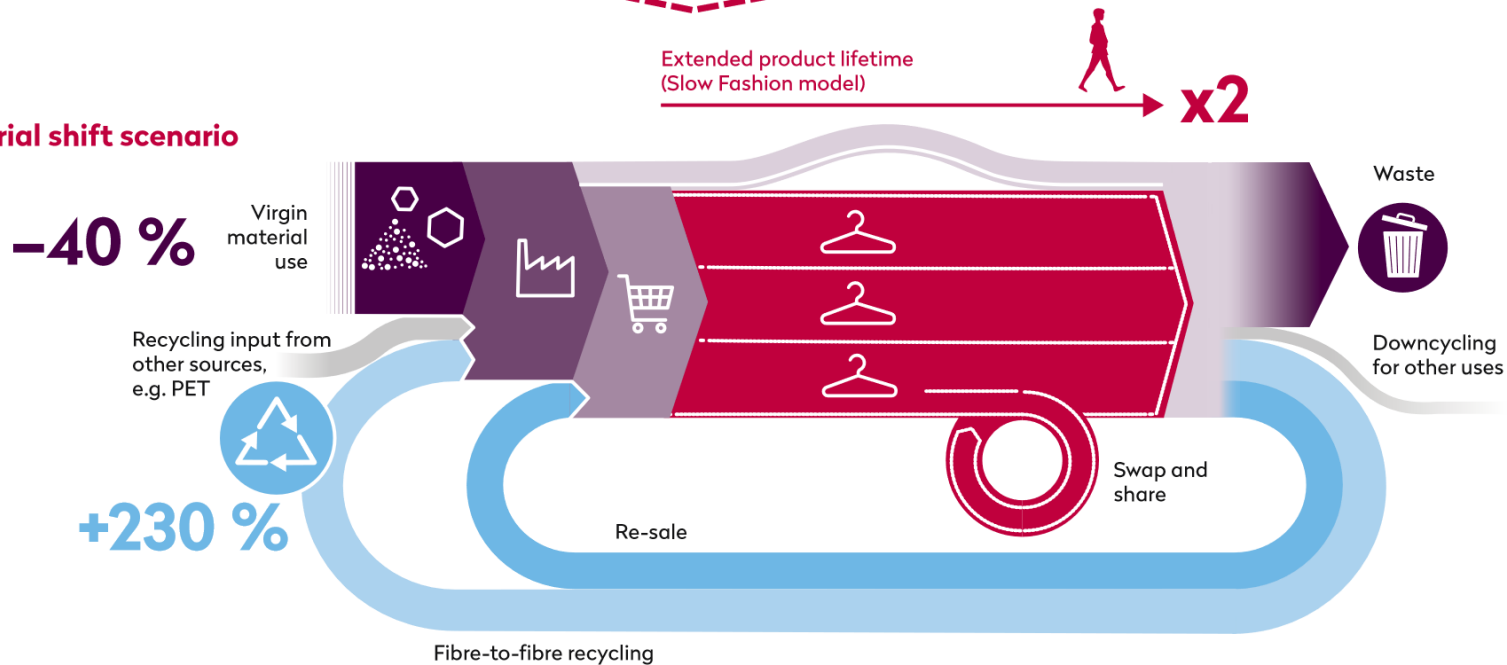
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FIGURE 2 – TRANSFORMATION TARGET: CIRCULAR MATERIAL FLOW

Status quo



Material shift scenario



SOURCE Status quo (2022) material input shares: Textile Exchange Fibre Market Report 2023. Other estimates and material shift scenario (2030): Public Eye

IDEAS FOR REGULATION

- **Restrict marketing fast fashion**
- **Mandate extended producer responsibility and separate collection**
- **Introduce a fashion transformation levy**
- **Facilitate more and easier textile recycling**
- **Binding plastic reduction and recycling targets**
- **Public funding for agroecological cotton production**
- **Make detox fashion mandatory**

This is not a comprehensive list of recommendations, but pieces of the larger puzzle of the socio-ecological transformation of fashion.

Which pieces would you like to contribute?



IDEA FOR REGULATION

FACILITATE MORE AND EASIER TEXTILE RECYCLING

To help increase fibre-to-fibre recycling, countries, alone or in international cooperation, can help by: supporting research and development in textile recycling; introducing minimum requirements for recycled content in new products; restricting exports of worn garments and textile waste; implementing stricter legal limits on persistent and toxic chemicals in textiles; and including the target of easy-to-recycle in eco-design and product labelling standards.

The series continues!

One-Earth Fashion : how do we get there ?

A global discussion series
by **Public Eye**

on Mondays

Part 1. Material shift

20th January, 3pm CET

Part 2. Labour shift

17th February, 10am CET

Part 3. Value shift

17th March, 3pm CET

Part 4. Power shift

7th April, 10am CET

in collaboration with

POST
GROWTH
FASHION
AGENCY

SUSTAINABLE
fashion
CONSUMPTION

→ Engage and spread the word:
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Public Eye

ADDITIONAL SLIDES

TRANSFORMATIONAL TARGETS 2030 → MATERIAL SHIFT



End fashion's addiction to plastics

- ▶ Reduction of virgin fossil fuel materials by 60%.
- ▶ Halve the release of microplastics into the environment.



Ensure sustainable water and chemical use

- ▶ The most dangerous chemicals are banned across the industry (Detox and PAN HHP list).
- ▶ All wastewater and sludge from are treated, tested and transparently monitored.
- ▶ All workers have access to drinking water, sanitation and hygiene at work and in dormitories.



Foster an agro-ecological transition of fashion's agriculture

- ▶ No deforestation or other land-use change for fibre crops or leather.
- ▶ A shift of at least 50% of natural fibre production to agroecological systems.
- ▶ Reduction of virgin natural materials by 10%.
- ▶ Phase-out of highly hazardous pesticides, 75% reduction of remaining agrochemicals.
- ▶ Eradication of modern slavery and child labour in production systems.
- ▶ Living income reference prices for cotton established in at least 50% of cotton sourcing.

IDEA FOR REGULATION



A FASHION TRANSFORMATION LEVY

The levy should be gradually reduced or waived for products made of better materials (organic, fibre-to-fibre recycled), produced in living wage workplaces, designed for durability, or otherwise more sustainable.

The levy would, in addition, generate substantial funds that should be invested in transforming the industry. For example, to subsidize repair services and share, re-sell or other circular businesses and initiatives; to support the building of social security programmes protecting workers across the value chains, to fund public information campaigns on reduced and slower fashion consumption or to finance clean-up of waste and the restoration of ecosystems impacted by the industry. A part of the funds could also be used to support the lowest-income households.



IDEA FOR REGULATION

BINDING PLASTIC REDUCTION AND RECYCLING TARGETS

Governments should set binding national and international reduction targets for the production and release of plastics into the environment, including specific sub-targets for microplastics. Re-use and recycling quotas, limits on chemical ingredients, knowledge transfer and clean-up programs for fashion waste and polluted water and ecosystems must be part of public strategies to stop the plastic crisis.

IDEA FOR REGULATION

MAKE DETOX FASHION MANDATORY

Governments shall create a level playing-field for all businesses and make “detox fashion” mandatory. They can enact legislation on the use of hazardous chemicals, as defined in the Detox Manufacturing Restricted Substances List, in fashion production and trade, and mandatory transparent wastewater testing, with clear and strict tolerance limits and penalties for non-compliance.

IDEA FOR REGULATION



PUBLIC FUNDING FOR AGROECOLOGICAL COTTON PRODUCTION

Redirect all public finance and support away from input-intensive cotton production to initiatives that further develop, extend, and embed agroecological principles and practices.⁸⁶

IDEA FOR REGULATION



FACILITATE MORE AND EASIER TEXTILE RECYCLING

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