
CLEAN & UNIQUE

*Small sized fashion labels and fashion designers
for a social and environmental responsible fashion production*

Conclusions Meeting 10-4-2008 (p.1)

PLANET

Agenda:

- Introduction
- 'Clothing & carbon emissions' by Niels Oskam
- 'Vintage & recycling', by Gitta de Zwart of 50/50 Shirts and movie Waste = Food.
- 'Green fabrics, the latest developments' by Nienke Steen (Expresso Fashion and FTF)
- 'The practical side of green purchasing' by José Koopman (Koopman works)
- Company presentation by Ecological Textiles
- Company presentation by Moonen Packaging

Reminder Clean & Unique Association

Just launched, the association is a self-supporting initiative, for serious candidates only! Advantages:

- Collective memberships Fair Wear Foundation and later other collective memberships
- Shared confidential production network

For more information: nielsoskam@elsewear.org.

Clothing & Carbon emissions

We all know about the Inconvenient Truth message of Al Gore. There is too much burning of fossil fuels, giving higher CO2 concentrations in the atmosphere, causing global warming. What can small fashion companies do about it?

- Easy: Office, shops, warehouse etc.. Minimize energy consumption and use green energy!
- Easy: Road and air travels: compensate emissions: buy CO2 credits, for investments in clean energy and planting trees at www.klimaatcompensatie.nl.
- Easy: Inform consumers on washing habits, like using low temperatures.
- Less easy: CO2 emissions in production chain: fibers, fabrics, CMT and transport. For small importer, influence production chain is limited. But you can choose to compensate. As an indication: Emission of production and transport of 1 kg of clothing is 20 kg CO2-equivalent. For 2000 T-shirts, compensating would cost €100,-. Note that transport component (road and water) is not more than 1,5% of impact whole production chain! But shipping by air has high impact. For the presentation mail:

nielsoskam@elsewear.org



Vintage & recycling

Presentation Gitta de Zwart, 50/50 Fashion

50/50 is an initiative of the Salvation Army. This religious organization provides social and healthcare support to the poor and weak in society. They raise funds through ReShare, collecting second hand clothes, 27 thousand tons a year. This is sold in own shops and to traders. Only a small part is used for 50/50 fashion. The target for 50/50 is to get in contact with young people and to raise awareness on social issues in our society and the work of Salvation Army.

50/50 fashion is also symbolic for the social work; to show how something old and forgotten can be made as new again. Recycling and durability was not the main issue from the start but a side effect of the 50/50 concept. The second hand T-shirts, mostly with a print, are overprinted with an illustration made by well known artists. So every piece is unique. 50/50 is sold by Bijenkorf (Chill Out).

The market push for 50/50 Fashion is based on the consumer search for authenticity. An other reason is that people want to do good, if you give them the opportunity. But quality should be good, the smell should be fresh and the products are further highly sensitive to trends. For more info email us.

Movie Waste = Food!

You've got to see this. Go to www.uitzendinggemist.nl and search for "Afval = Voedsel". This was broadcasted by VPRO's TV program Tegenlicht.

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Presentation Green Fabrics

Nienke Steen, CSR officer at Espresso Fashion and owner F-T-F Productions (responsible promotional textile).

American consumer research in 2007:

- 68% thinks buying eco products is important;
- 82% seeks but cannot find eco products.

Research Espresso 2008:

-CSR can boost the buying intention of consumers, only if communicated properly; it is the 'green' material that can clearly be communicated to the consumer. Espresso Fashion uses hangtags for this. Consumer will only pay more if the physical product has added value. Good labor practices is too vague and don't link directly to the physical product.

What are green fabrics?

Animal care, limited water use, no or recycled use of pesticides and chemicals throughout the process (e.g. organic); limited energy consumption, Cradle to Cradle, and don't forget energy use by consumer.

Labels: **GOTS** based labels for natural fibres. For technical fibres: Blue Sign. Further EU Ecolabel, Okotex and many more. Lloyd Alter, from Treehugger: "It is almost a contradiction in terms; if there are so many standards, then there is no standard."

Conclusions

The meeting was concluded with spreading the application form of the Clean & Unique Association. If you are interested or need more information, please mail to cleanunique@hetisgroenenhet.nl. Next meeting is on theme 'Planet', 10th April 2008. Let's keep in touch through the online community!

Note

Time was too short to inform those companies working with small factories, producer cooperations, village communities etc. For the C&U Association we are studying the possibilities to join the Fair Trade movement and their procedures for this target group.



Other presentations

José Koopman – Koopman Works, product development and production management. Message: Environmental considered production: a matter of choice and concessions!

Marita Bartelet – Ecological Textiles

Interesting presentation of new fabrics and latest developments of the company.

Wendy van Essen – Moonen Packaging

Moonen is a conventional packaging trade company and since 2000 engaging in 'green' packaging. They have few clients in the fashion sector but there are many opportunities to develop 'green' packaging for fashion companies, on demand. Their eco assortment is mainly about bio-plastics, e.g. corn sugar for plastic bags. Other materials are from fiber waste like the sugarcane plant. The benefit is that these packaging materials are pure, renewable and can for example be composted.

Some questions came up about the sources of the materials. Are these from sustainable resources, like organic farms? The discussion covered the same questions as for the bio-fuel industry: are the plastics not competing world food supply, and is there no forest cut down for the plantations? Moonen acknowledges these issues and has not yet full insight in the production chain, but is working on it.