



Greenwashing

Promoting a conventional product or service as environmentally friendly, although it might not be. Greenwashing aims at targeting and tricking consumers into buying a product they would not tend to buy as it is.

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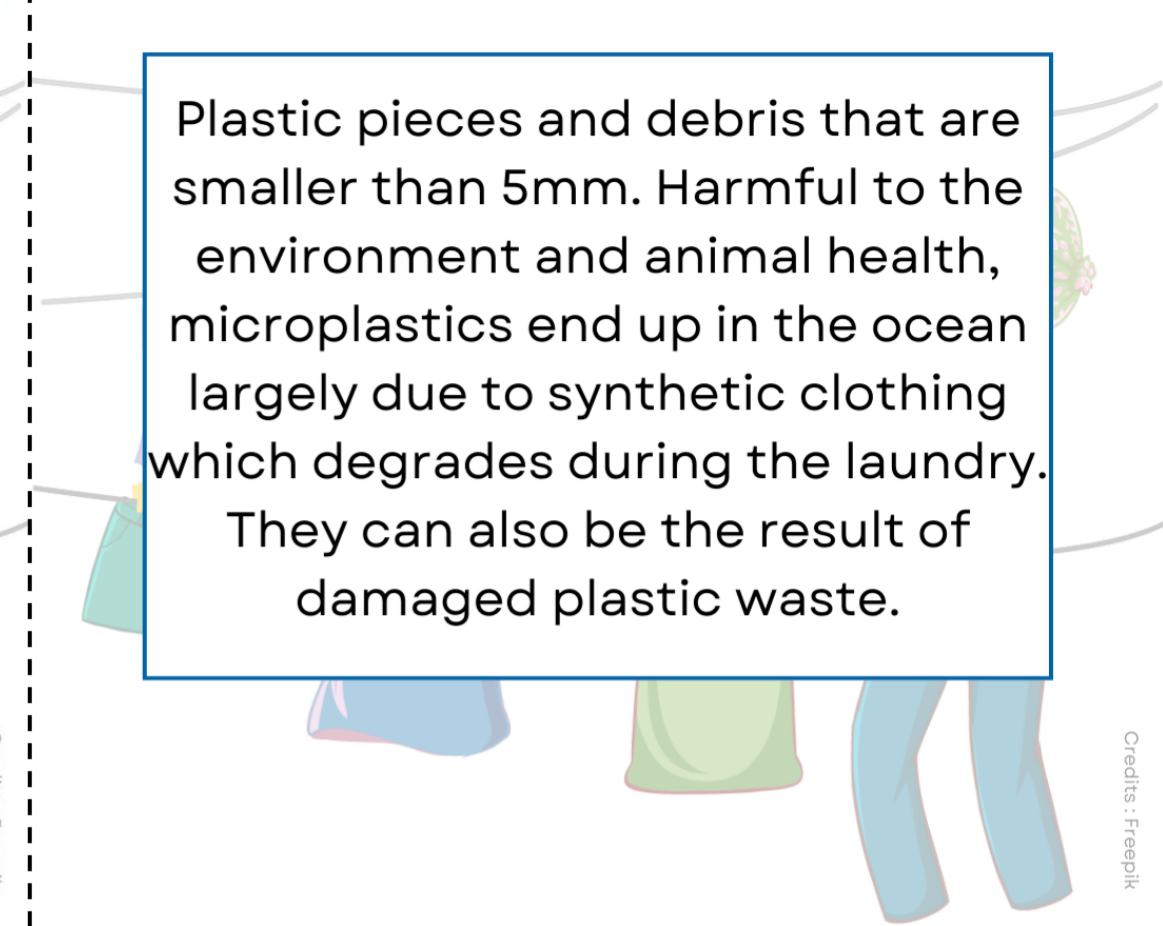
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Microplastics

Plastic pieces and debris that are smaller than 5mm. Harmful to the environment and animal health, microplastics end up in the ocean largely due to synthetic clothing which degrades during the laundry. They can also be the result of damaged plastic waste.

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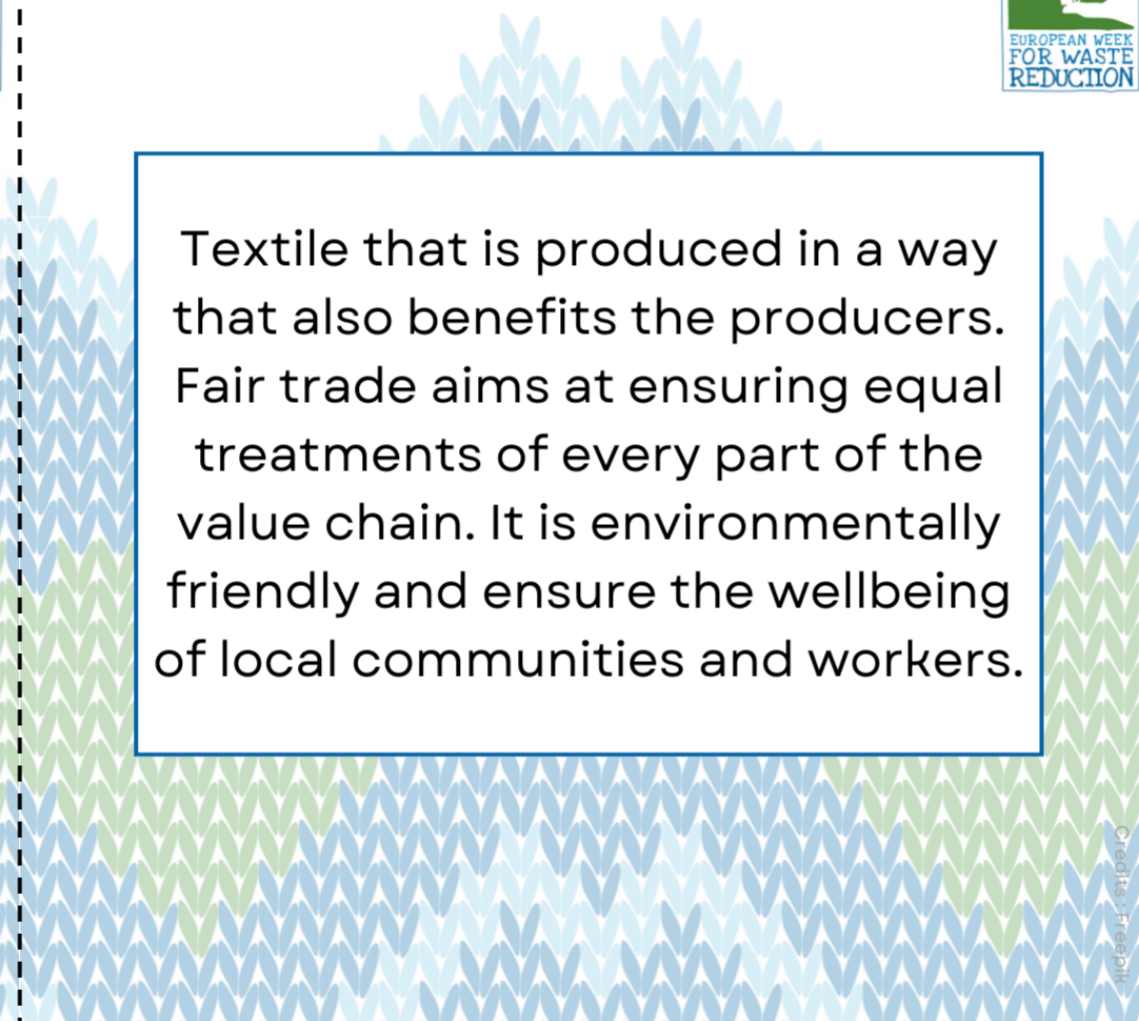
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Fairtrade textile

Textile that is produced in a way that also benefits the producers. Fair trade aims at ensuring equal treatments of every part of the value chain. It is environmentally friendly and ensure the wellbeing of local communities and workers.

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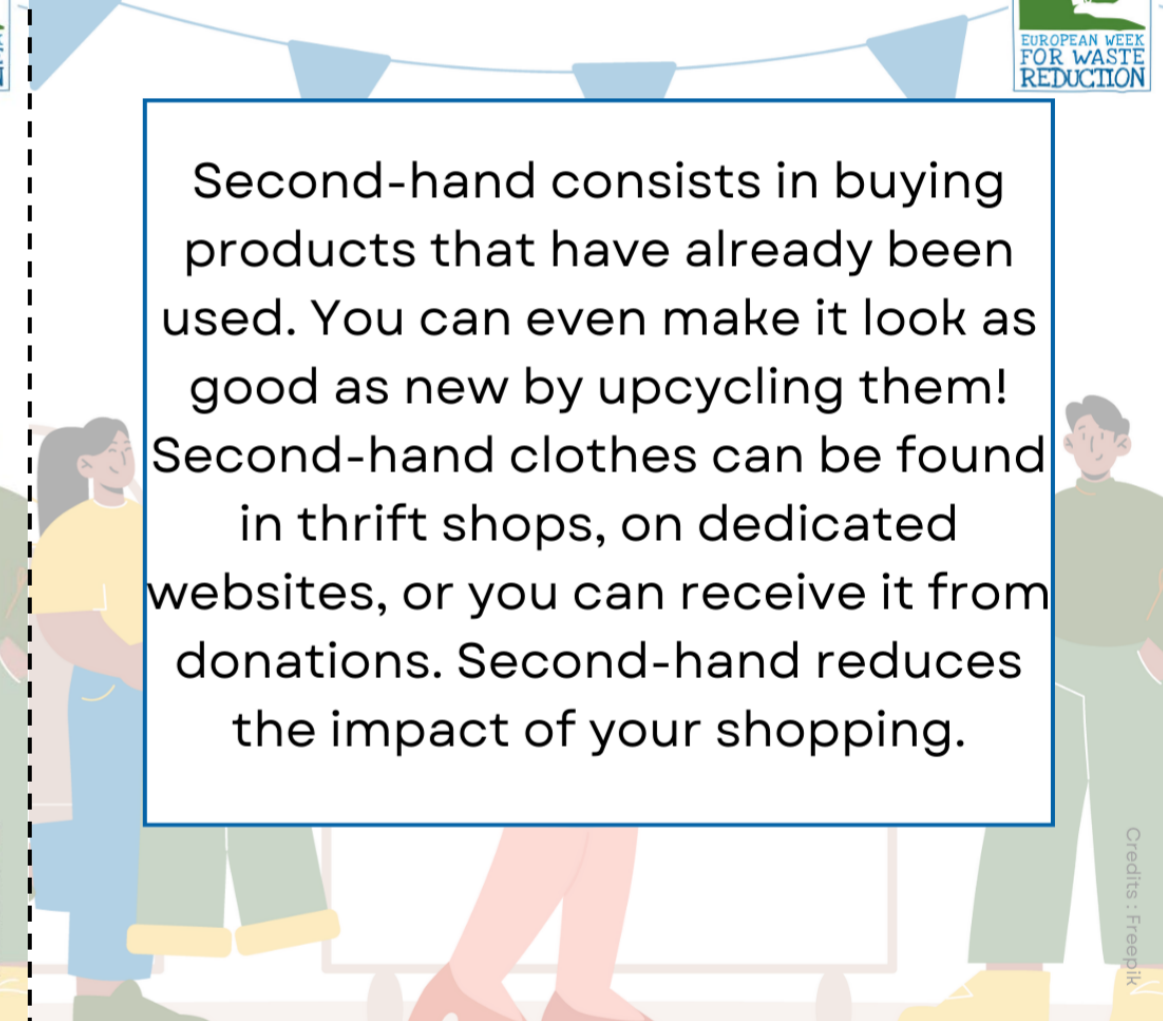
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Second-hand

Second-hand consists in buying products that have already been used. You can even make it look as good as new by upcycling them! Second-hand clothes can be found in thrift shops, on dedicated websites, or you can receive it from donations. Second-hand reduces the impact of your shopping.

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Circular economy

A production and consumption model that is respectful of the environment. Circular economy revolves around waste as a resource, instead of seeing it as trash. Products are then better conceived and recycled, and everything keeps in the loop.

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Fast fashion

Ultra-fast renewal of fashion trends and collections. Such clothes are not made to last, thus they are usually very cheap and easy to consume, but break easily and are very polluting. The cheap price often hides very low working conditions in poor and developing countries.

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Upcycling

The process that saves the textile material from the rubbish transforming it into something shining and new with an even greater value. Some creativity is needed but it's a great substitute of producing new products. It's a greener way of transforming.

Minimal approach

Identifying what is truly essential, removing and avoiding unnecessary items, while thinking about the value of belongings. Embracing this lifestyle brings people to reduce their need of buying new things. Less is more.

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Overconsumption

Consuming more than what one actually needs. This applies to all sectors and is greatly due to planned obsolescence and higher living standards. Overconsumption leads to the overexploitation of natural resources.

Eco-design

Ensuring that the way a product is made is ecological. It implies using clean resources and making sure the product can be reused, repaired, and recycled. The way a product is made takes into consideration also the end of its life providing a solution for its reuse, or recycling.

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