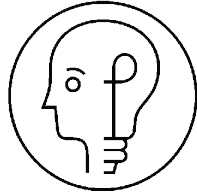


THE GOOD FASHION ACTION PLAN



CONSIDER

Consider

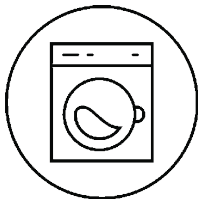
Wear more, waste less.
Become a borrower.
Buy nothing new for 30 days.
Check your label.



CHOOSE

Choose

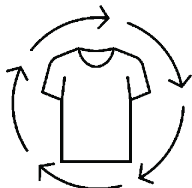
Shop second-hand.
Go organic.
Look out for certifications and standards.
Know before you buy.
Check the rankings.



USE

Use

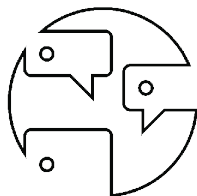
Wash clothes with cold water in quick cycle.
Only wash full loads of laundry.
Filter out microfibres.
Air dry your clothes.
Dry clean consciously



REUSE

Reuse

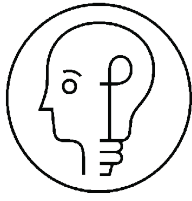
Restyle your closet.
Recycle old clothes.
Get creative.
Sell your stuff.



ACTIVATE

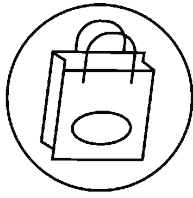
Activate

Ask questions.
Start a habit.
Message your favourite brand.
Become a storyteller.
Vote your values.
Host a movie night.



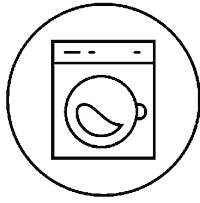
CONSIDER

- Wear more, waste less.**
Next time you are about to buy something, ask yourself: how many times would I wear this? By wearing your clothes for an extra nine months, you could reduce waste and water usage by ~20-30%.
- Become a borrower.**
Need something new? Try renting or leasing – especially for special occasions or if you are pregnant or have growing kids. By renting instead of buying, you could save up to 37,000 litres of water annually, which is equivalent to 50 years of one person's daily drinking water.
- Buy nothing new for 30 days.**
You heard us. For the next month, pledge not to buy any new clothes. Did you know that the world now consumes more than 100 billion new pieces of clothing every year? That is twice what we produced just 15 years ago!
- Check your label.**
What are your clothes made of? Each material has a different environmental impact and a product made from 100% of the same material is generally easier to recycle.



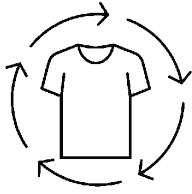
CHOOSE

- Shop second-hand.**
Find a local thrift or vintage store that suits your style. Bonus: follow them on social media to stay updated on new arrivals and get inspired with styling tips. Save money and save the planet! A 10% increase in second-hand sales could reduce carbon by 3% per tonne of clothing.
- Go organic.**
If you are buying cotton or a natural fibre, choose the organic option. Organic fibres are better for biodiversity since toxic chemicals cannot be used in their production.
- Look out for certifications and standards.**
Labels like Cradle to Cradle Certified™, Global Organic Textile Standard (GOTS), Fairtrade® OEKO-TEX® and others can signal better practices. For instance, Cradle to Cradle Certified™ looks at all aspects of how a product is made, including designing materials that can be safely returned to nature or industry.
- Know before you buy.**
Get to know your favourite brand by visiting their website or reading their corporate responsibility report, where they share their sustainability impact. Pay attention to how much hard data they make public and note if they are transparent about their challenges as well as their wins. This can help you tell real efforts from greenwashing.
- Check the rankings.**
How does your favourite brand stack up against others? Rankings like Fashion Revolution's Fashion Transparency Index can help you learn. Rankings can also put pressure on brands. For instance, between 2016 and 2018 there was a ~200% increase in companies sharing their supplier lists.



USE

- Wash your clothes with cold water in a quick cycle.**
Not all clothing needs to be washed hot. A cold cycle uses about half the energy of washing warm. By doing one cold load per week for a year, you could save the carbon equivalent of driving 123 kilometres.
- Only wash full loads of laundry.**
The average household does almost 400 loads of laundry each year – that's more than one load per day. By waiting until you have a full load, you can save over 19,000 litres of water each year. That's the same as taking 237 baths!
- Filter out microfibres.**
Microfibres are tiny bits of plastic found in synthetic materials like polyester. Explore some of the laundrybag and filter solutions on the market. It is estimated that half a million tonnes of plastic microfibres shed during clothes washing, ending up in our oceans, our waterways and even our drinking water.
- Air dry your clothes.**
By letting the sun do its work, you can skip both the dryer and iron. Air drying saves an average of 360 kWh per year – the same as powering your laptop eight hours a day for 750 days.
- Dry clean consciously.**
Find a dry cleaner that uses environmentally friendly processes – or think about whether that "dry clean only" garment can be cleaned another way. Most dry cleaners use harmful chemicals that are bad for your health and contribute to air and water pollution.



REUSE

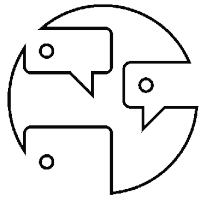
- Restyle your closet.**

Chances are you have lots of clothes you never wear. Invite your most stylish friend over and see if you can find ways to wear them differently. A Dutch closet typically contains 173 items of clothing, of which at least 50 have not been worn at all in the past year.
- Recycle old clothes.**

Give clothes you no longer wear to a reputable textile recycling programme that can give it a second life. Even though ~95% of discarded clothing can be recycled, nearly 73% of clothing ends up being burnt or in landfill.
- Get creative.**

Use your creativity to breathe new life into old clothes. Ripped jeans? Make them into shorts. Stained sweater? Sew a patch on it. Customisation is a fun way to create something unique and one of a kind – plus it's a fast-growing fashion trend.
- Sell your stuff.**

Make some cash off gently worn items through a consignment store or online platform like Vinted, Etsy or Marktplaats. In the Netherlands, you can also set up a second-hand booth at a market or on King's Day! When 100 T-Shirts enter the second-hand clothing market, the environmental impact of those T-Shirts decreases by 14% compared to if they had gone to landfill.



ACTIVATE

- Ask questions.**
If you are about to buy a product and cannot find the sustainability information you are looking for, ask a salesperson, send the brand an email or nudge them on social media. Even if no one has the answer, your question might start an internal conversation about the issue.
- Start a habit.**
When you buy one item of clothing, give away one item you don't want to a friend. One in twenty people have more than 50 items in their wardrobe with the tags still on.
- Message your favourite brand.**
Companies say their customers are their biggest influence. Reach out by email or social media and tell them what issues are important to you. The more people reach out, the more companies will realise that their customers care about social and environmental issues.
- Become a storyteller.**
The next time someone compliments what you're wearing, take a moment to share the story behind it – what it's made of, who made it and why you love it. By sharing your connection with your clothes, you can reinforce the idea that clothes have value and are not disposable.
- Vote your values.**
Research your policymakers' opinions on issues like the environment, climate change and human rights. Contact them when relevant laws are being debated – and remember their responses the next time you vote.
- Host a movie night.**
Get a group of friends together to watch "The True Cost" – a documentary about how our clothes are made. After the movie, share your impressions with each other. You can even make a group commitment to adjust your habits – and hold your friends accountable!