

# Eco-Ethics: why should it matter?

## Sportswear Design

EOG/ Wrap/ TSB/ SAC Higg team  
FU Performance Sportswear Design

[Charles@email.com](mailto:Charles@email.com)

@charlesross      Linkedin via TKR

Phones swap!

# Questions

- This is meant to be a 30 minute segment – we have a mixed crowd here, hence I don't want to determine what information you receive because of **what I think** is interesting
- Hence: after 15 minutes of being bored by my waffle I want to open this up to you all. Thus listen to what is interesting for you & then ask for more detail when I finish my bit. We might even become interactive!

# Textile Intro

- Rana Plaza – post factory fire TV crews
- [http://www.thestar.com/news/world/2013/10/11/i\\_got\\_hired\\_at\\_a\\_bangladesh\\_sweatshop\\_meet\\_my\\_9yearold\\_boss.html](http://www.thestar.com/news/world/2013/10/11/i_got_hired_at_a_bangladesh_sweatshop_meet_my_9yearold_boss.html)
- China – 40 years ago
  - Post War/ Marshall Plan/ 50s Great Britain/ 60s Production/ 70s Selling/ 80s Marketing/ 90s Listening & MR/ 00s Caring or Eco/ 10s Specify?
  - Thatcher: export systems & technology
  - Eco disaster/ Detox ZDHC/ REACH
  - 99.5% of oil mined is either burnt or buried

# Sustainable (Fashion) Influences

- M&S      H&M      Zara
- The concept of hiring for Millennials
- Peak ownership, ethical spending, debt

Remanufacturing report      Stuffocation

Urbanisation      April 24<sup>th</sup> Rana Plaza

WFSGI report      [loveyourclothes.org.uk](http://loveyourclothes.org.uk)

Rare Earths – Falling Whistles

# References

- How Bad are Bananas/ The Burning Question  
Mike Berners-Lee
- Design for the Real World: Victor Papanek
- The Beautiful & the Good: Marco Ricchetti
- The Responsible Co: YC & Vincent Stanley
- Do Disrupt: Mark Shayler
- Water/ Waste/ Carbon (power/ petrochemicals)

# Circular Economy + textiles

- **Current trend**

2m tonne                      1m tonne -> 1/3<sup>rd</sup>m tonne

Charity Shops – Cash 4 Clothes

Death of the High St: Mall growth

Increase in cheap Fast Fashion (aka Primark)

Mary Queen of Shops in the Recession

# Why the Outdoors?

Landfill on an island – 7<sup>th</sup> largest category

**The change is noticeable** in our playground

– DAV; petrolchemical products; Aral sea Uzbekistan

**Higher level of debate** (single issue politics)

**Lobbying** – Defra + F&M

**Easier brand contact**

Twitter; email; reputation management

**Mono-brand influence** into Fashion

TNF; Rohan; Arc'teryx; Patagonia



# Brand Progress to circular

- Patagonia - Don't Buy this Jacket + Better than New

- Vaude – Green Shape



- Klattermusen – Buy Back



- Rohan - Gift Your Gear



- Paramo – Analogy clothing systems



- Arc'teryx – Birds Nest project



- Teijin – ecoCircle





# DON'T BUY THIS JACKET



COMMON THREADS INITIATIVE  
Together we can reduce our environmental footprint.

**TAKE THE PLEDGE**

# Better Than New



Patagonia® Surf Trunks from 1994.

Patagonia's commitment to environmental responsibility is a core part of our identity. We believe in using the best materials and processes available to create products that are both functional and sustainable. Our Common Threads Initiative is a key part of this commitment, encouraging our customers to buy less and buy better. By choosing quality over quantity, we can all do our part to reduce our environmental footprint.



patagonia

www.patagonia.com

# Value of Design

- To the UK economy
- What our World Wide Reputation is
- (Product) End of Life – repurpose
- Repair, re-use, reduce, re-imagine, recycle
- Anthropological production line generations
  - Luddite influence of location

# Problems

- Mixed Fibres - polycotton
- Disassembly – Asda badges
- Membranes – Sympatex
  
- Build to last – fit for purpose – remanufacture
- Staff loyalty – Millennials

# The future of clothing

- 3 factors that increase participation in a healthier lifestyle
- Smart clothing
- Bio ceramic
- Bio synthetic 1<sup>st</sup> + 2<sup>nd</sup> Generation
  - Lignocellulosics/ Lipids/ Bacteria
  - PLAs/ PHFAs/ PHAs/ Nylon 11

# Reshoring

- The security of the whole brand's journey
- Current buzz-word? Romantic dream?
- New manufacturing trend? Artisan...
- Re-establishment of the Apprenticeship?
- Primary/ Secondary/ Tertiary Economies?
- Over production/ over consumption?

- Too much looks the same, personality lost
- The youngest sample machinist is over 53
- Better credit terms
- Greater direct design
- The Circular Economy
- Ethical/ Eco qualms
- Rise of the 3D printer
- Provenance of the whole manufacturing chain
- Dhaka incident
- Hiut Denim      Trakke Adventure Carry

# Design & Marketing Challenges

- Staff turn
- Mixed fibres
- How to sell less, but keep profit levels up
- Relationship for life of partners
  
- Don't Buy this Jacket advert
- [Greyfoxblog.com/](http://Greyfoxblog.com/) [BestofBritannia.com](http://BestofBritannia.com)

# 16 things to tick off: Product/ Consumer

- Sustainability is Longevity: higher quality
- 50% are disappointed when replacing worn out
- Reduce/ Reuse/ Recondition/ Repair/ Reassign/  
Recycle      [recycleoutdoorgear.com](http://recycleoutdoorgear.com)
- Never landfill
- EOG's 'Give your Clothes a Second Life'
- Power of brands is communicating & influencing
- Post purchase footprint
- Repair/ reconditioning service      [www/QR](http://www/QR) tags



# Corporate set-up

- Know the overall impact picture & then target
- Advocate required, everybody has own area
- Let My People Go Surfing & The Responsible Co
- The Beautiful & The Good: Sustainable Fashion
- Apply Eco-Index/ Higg, start small
- Transport/ Waste/ Energy easy areas to target
- REACH will have future restrictions
  
- Ignore the Green Fog\* gain loyalty (int & ext)

# Time to think!

- “In the long term, the environment & the economy are the same thing. If it is un-environmental, it is un-economic. That is the rule of nature” Mollie Beattie
- “In the Future only companies that make Sustainability a goal will achieve competitive advantage. That means re-thinking business models as well as products, technologies & processes”  
Harvard Business Review