Sustainability Ambassadors

IP3 Strategy Impact Project Design, Tracking, Storytelling

Learn more about IP3 Strategy here

Fleeing Fast Fashion

Your name, Class of ____
School, School District, City

Make it your own!

- Click "File" and Copy or Download this template
- Replace any orange text with your own details
- Adjust the procedure to achieve your goals
- Swap out sample data with your own
- Storytelling is the key! Get creative with it

1. Impact Design

Impact Statement - If I commit to boycotting fast fashion by shopping sustainably, I can reduce my carbon and water footprints, and contribute to improving labor practices. By "voting with my dollars" I am sending a signal to manufacturers to better their practices.

Community Alignment	
Group	**Goal/Action**
Zero Waste Washington - Advocacy group reducing waste in Washington.	The organization focuses on advancing policies, their initiatives include pushing for extended producer responsibility, repair and reuse, and enhancing recycling infrastructure across the state.
City of Seattle, Solid Waste Division - Sector of city government working on zero waste strategies.	Seattle's Division of Solid Waste developed a plan to reduce the amount of waste the city produces. They outline "threadcycle" as a key strategy to reduce textile and product waste, this strategy focuses on teaching residents how to break the cycle of fast fashion.
King County Climate Action - Sector of King County government working to address climate change.	King County's Strategic Climate Action Plan outlines Material Management as a major area of greenhouse gas reduction. Strategy 5.7 states "buy and promote use of recycled, low carbon, and other sustainable products and services whenever practical." *This includes clothing!*

Procedure - *Steps for implementation!*

1. **Research!** You've probably heard of fast fashion before, but do you know why it is harmful? Dig into these resources below to learn about the environmental effects of this industry:
    a. Fast Fashion's Carbon Footprint: Great article illustrating just how the fashion industry earned the title of the second-largest industrial polluter in the globe.
    b. Polluting and Using Water: It takes a lot of water to make clothes, just one t-shirt takes 700 gallons of water to produce.
    c. Labor Practices in Fast Fashion: In such a fast-growing industry there are a lot of jobs being created each year, but not all of these businesses use ethical labor practices.
2. **Perform a Closet Audit.** Take a look at your wardrobe and know what you own!
    a. Sort through all your clothes, if you have items you don't wear often consider donating them to a local thrift store, consignment, or charity.

    b. What brands do you usually shop from? Dig into their sustainability practices, policies, and labor information to understand their impact. Decide whether you will continue to shop from these brands or not.
    c. Next time you're in the market for clothes take a look at your local thrift, shop from one of these sustainable brands, or find your own!
3. **Now the hard part, it's time to *Buy Less*.** Now that you know everything in your closet it's time to evaluate your shopping habits. Answer these questions below:
    a. How often do you buy new clothes? On average how many items do you buy each trip?
    b. Do you buy new clothes when an old item is no longer wearable?
    c. What seasons do you shop the most?
4. **Do the Math!** Do the math below to find out just how much changing your shopping habits can help the environment.
5. **Amplify Your Impact!** Consider doing some of these other projects below to amplify your impact:
    a. Engage your club, group, or organization!
    b. Host a clothing swap! Watch Siena's video for inspiration.
    c. Do a pledge for Fleeing Fast Fashion.
6. **Tell Your Story!** Tell your friends, family, and neighbors about how such an easy change in your lifestyle can make a huge, positive impact on the environment!

2. Impact Data Tracking - *Quantify your impact!*

Set your Closet Baseline!
To understand your impact and change your shopping habits, it's good to establish a baseline and understand what is already in your closet to prevent over-consumption. Donate anything you don't wanna keep to give it another life outside of the landfill!

Time to Buy Less!
Use this calculator to estimate your fashion footprint based on your shopping habits.
Carbon Footprint: 1,175 lbs of CO2 annually
Water Footprint: (10 tops*1,500 liters H2O*0.26 gal/L) + (10 bottoms*7,250 liters H2O*0.26 gal/L) + (5 sweaters*3,350 liters H2O*0.26 gal/L) + (1 pair of shoes*2,250 gallons H2O) = 29,355 gallons of water!

Now cut your **shopping in half**, what's your savings:
Carbon Savings: 1,175 lbs - 600 lbs = 575 lbs of CO2!
Water Savings: 29,355 gal - 15,367 gal = 13,988 gal of H2O!

That's enough carbon to drive 667 miles in the average car AND enough water to take 822 showers!

3. Impact Storytelling - *Share your data with who needs to know!* **See more tips**

Think on different scales of stakeholders… Family, School, Community, and Aligned Groups

Stakeholder	Interests	Approach
Family — Parents	Saving money	**Shopping Seasonally:** Limit shopping together as a family to only a few times a year, like back to school season, this way you can save money by limiting the amount of clothes you buy and reduce your impacts on the environment.
School — Peers	Sustainable fashion	**Thrifting Competition:** Create a competition with your friends or club at school around thrifting, see who can find the best thrift store in your area!
Community — Neighbors	Protecting the environment	**Donate to your local thrift:** To give your old clothes another life, donate them to a local consignment store or Goodwill, that way your community can shop sustainability with you.
Aligned Groups — Social Media	Protecting the environment	**Share your story**: Social media is a great way to amplify your story and get more people to flee fast fashion. Consider posting your project and tagging the accounts below to amplify further: Department of Ecology Zero Waste WA Sustainability Ambassadors (that's us!) …and use #boycottfastfashion!

For the opportunity to earn Volunteer Service Hours for your efforts… *Submit Your Project here!*