



# Fast fashion & sustainability: a youth-driven challenge?

## Good practice

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[www.scp-centre.org](http://www.scp-centre.org)

**People are irrational, yet often we  
design things as if they were  
entirely rational**

# Dress green, save the environment

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# I'm already doing everything I can

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# How do people feel about sustainable fashion?

Some key behavioural challenges for us to consider

Concern for the environment is high, but it's not top of the list

- Global surveys show that sustainability concerns are important clothing consumption drivers, but not dominate consumer-buying decisions.
- Sustainability has been mentioned as a behavioural determinant by 60% of respondents, while quality (89%), comfort and price (both 88%) and clothing fit (90%) were higher in the priority list.

There's a gap between what people think and what they do

- In many categories of behaviour consumers wrongly believe they are doing as much as they possibly can, and have no desire to revisit it in future
- Or simply feels too complicated to get out of our comfort and convenience

Overclaim is routine when it comes to pro-environmental behaviours

- People aren't good at accurately reporting their behaviour

# Mainstream behaviours

## Related to fast fashion in Europe

- According to European Environment Agency (EEA) estimates, in the time period between 1996 and 2012, **the amount of clothes bought per person** in the EU **increased by 40 %**.
- Much of the **9.5 million tonnes of textiles** that EU citizens purchase each year is **discarded**, long before it is worn out.
- **More than 30 % of clothes** in Europeans' wardrobes **have not been used** for at least a year.
- Consumers keep clothing items about **half as long as they did 15 years ago**. Some estimates suggest that consumers treat the **lowest-priced garments as nearly disposable**, discarding them after just seven or eight wears.
- European consumers shopping for clothes can choose between value, mid-market, aspirational and luxury retailers. Overall, **a majority (59%) of them spend their money with value retailers (low-price good shops)**, while a further 30% choose mid-market brands, with aspirational and luxury stores accounting for 8% and 3% respectively.

# How to move towards sustainable, circular fashion?

We believe great ideas come from a combination of



Ways of thinking based on a **realistic view of human behaviour**: existing evidence, quantitative, qualitative research

Tools, models and sources of inspiration to tackle tough challenges in clearly singled out behaviours

Ultimately, to enhance the effectiveness/impact of the work we do by **informing policy making, business innovation and civil society action**

# DutchAwareness

Looking into market acceptance



**DUTCH  
AWARENESS**

pioneer in circular chain management

- We design and produce 100% recyclable garments
- Returnity uses 95% less water and 64% less energy whilst producing 73% fewer carbon emission per garment during production than standard cotton
- Design and manage new circular textile supply chains
- Test market validation of the new business models
- Multi-stakeholder process supported by the European Commission

# Goals for good

## Challenging materialistic notions of happiness among the youth

- A new course that draws from research into positive psychology and sustainability to help **young people** live happier, healthier, and more planet friendly lifestyles.
- Research has confirmed that the traditional symbols of a successful life (the higher paying job, the big house, **the designer clothes**) are not all they're cracked up to be when it comes to a happier life.
- Find meaning and purpose by considering the effect of their goals beyond themselves, e.g. with regards to their shopping and dressing behaviours.



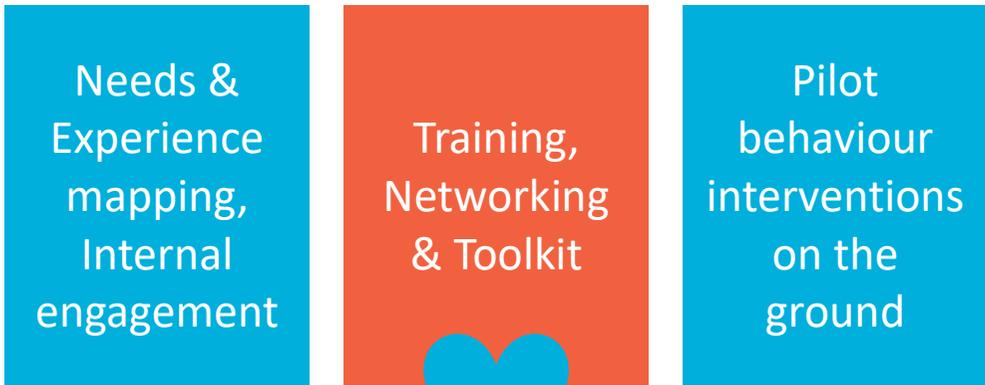
# What is the way forward?

Behavioural insights to inform policy making and beyond

It is crucial to generate and apply behavioural insights to inform policy making, scale up more sustainable textiles initiatives and deliver positive results for people and the planet.



The Academy of Change is a programme on sustainable behaviour change designed for future leaders driving sustainability. We started with the NGO sector, working with 60 leading NGOs carefully selected from all over the world. Our goal is to unlock the practical applications of behavioural knowledge to enable stakeholders to accelerate change in the sustainable behaviours and lifestyles that really matter.



## Pilots



Berlin



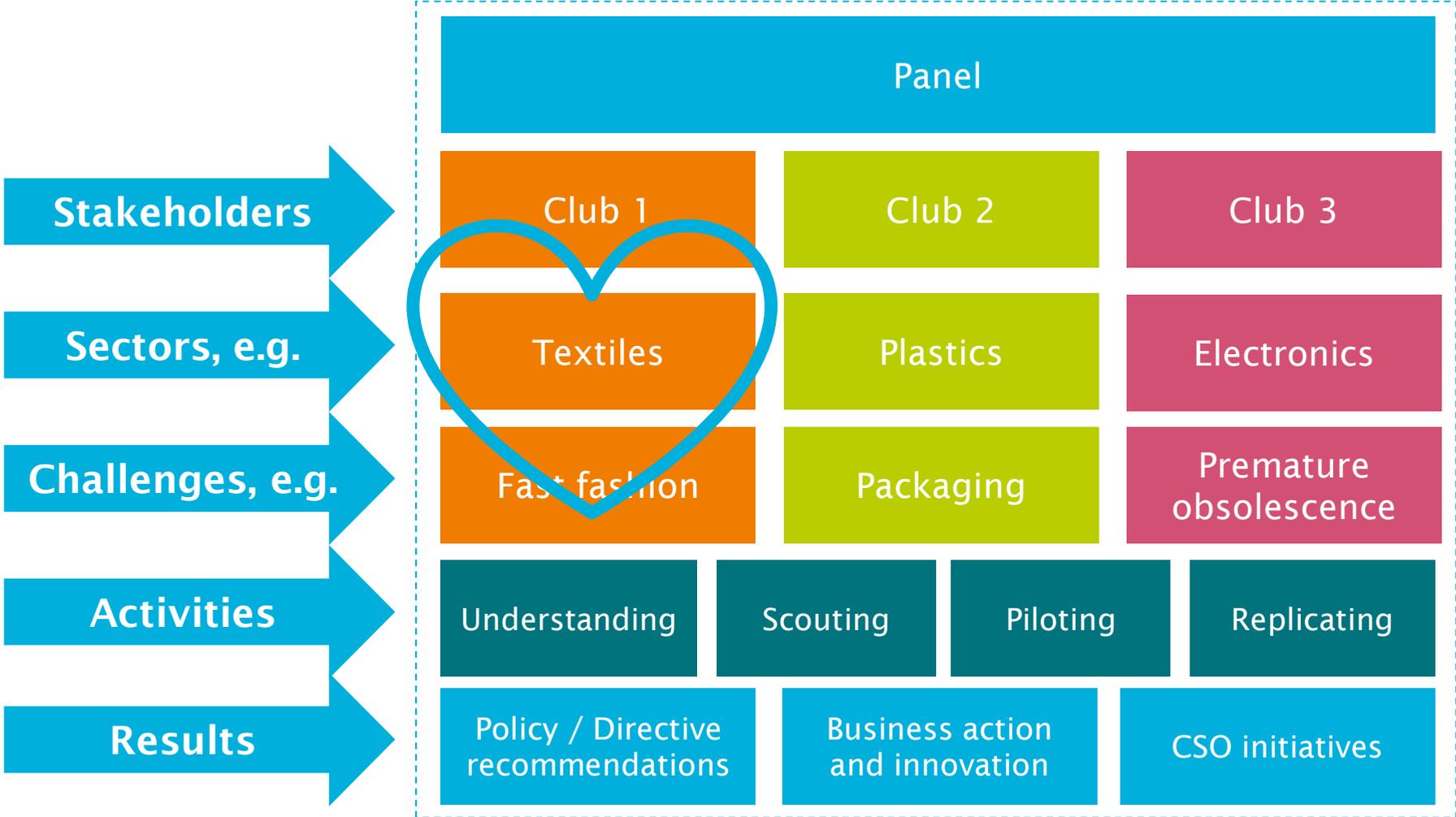
Madrid



Beijing

# Establish a Consumer Insight Action Panel

Overview of key components





COLLABORATING CENTRE ON SUSTAINABLE  
CONSUMPTION AND PRODUCTION

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# Fast vs Slow Fashion

## Some basic concepts

“Slow fashion is an attempt to engage consumers with buying fewer clothes of better quality and to keep them for longer. The philosophy includes reliance on trusted supply chains, small-scale production, traditional crafting techniques, using local materials and trans-seasonal garments. It calls for a change in the economic model, towards selling fewer clothes. It is however not supposed to be simply a marketing stunt to sell even more clothes. As a result it could threaten the economic survival of clothes producers unless consumers are also willing to pay higher prices.”

Šajn, 2019