

Het leven van kleding, tijd voor verandering!

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Introductie



MORE THAN 30 MILLION PEOPLE
WORLDWIDE HAVE JOINED THE MOVEMENT

From Academy Award® Winners
Leonardo DiCaprio and **Fisher Stevens**

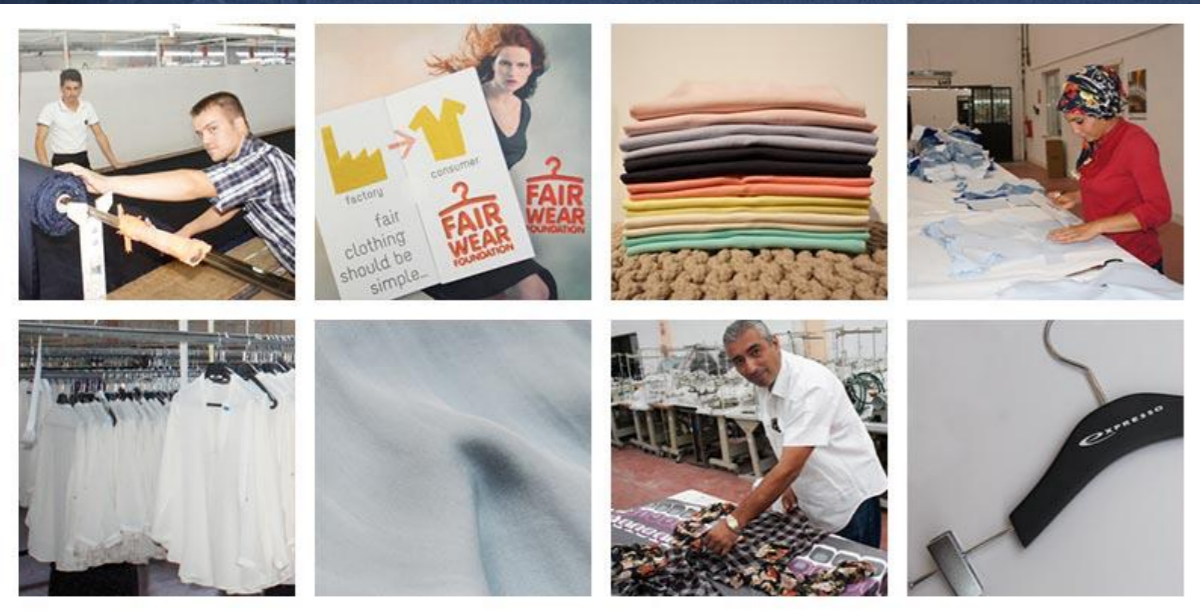
BEFORE THE FLOOD



Produced by **Leonardo DiCaprio, Fisher Stevens, Trevor Davidoski, Jennifer Davisson, Brett Ratner** and **James Packer** and Executive Produced by **Martin Scorsese**

AVAILABLE FOR FREE UNTIL NOV 6

Get it on         



 **LUCAS SIMONS**

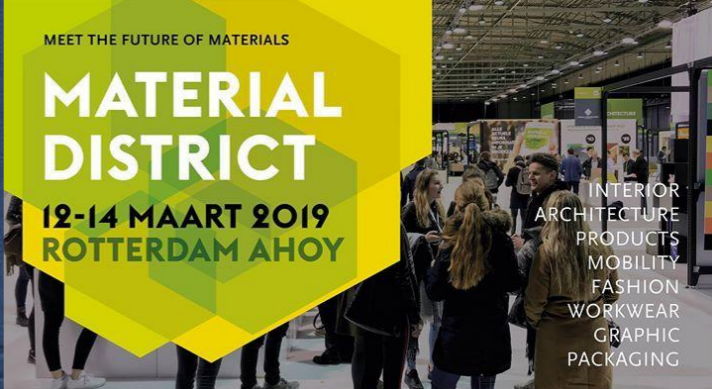


**CHANGING THE
FOOD GAME**
MARKET TRANSFORMATION STRATEGIES
FOR SUSTAINABLE AGRICULTURE 

MEET THE FUTURE OF MATERIALS

MATERIAL DISTRICT

**12-14 MAART 2019
ROTTERDAM AHOY**



INTERIOR
ARCHITECTURE
PRODUCTS
MOBILITY
FASHION
WORKWEAR
GRAPHIC
PACKAGING

Check-in



Wie ben je?

En hoeveel kledingstukken heb je?

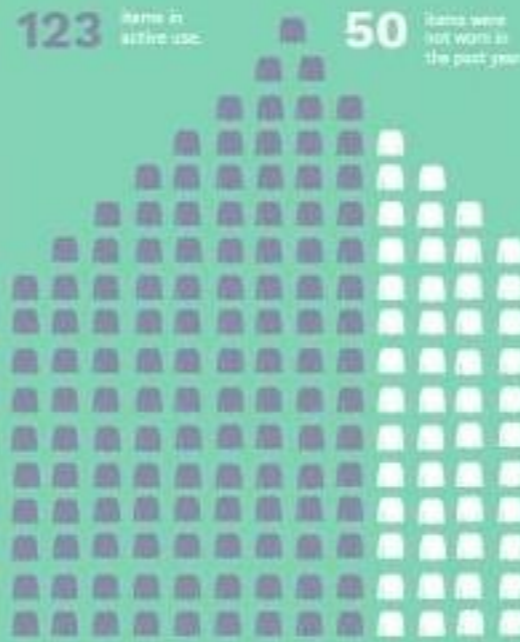


THE DUTCH CLOTHING MOUNTAIN

46 items bought annually per person.



173 items in each personal wardrobe.



40 items are annually disposed of per person.



Wardrobe
a report from



Wardrobe is a report from MVO, Circle Economy, Modint, Sashion and Syccipany. It is funded by Rijksoverheid, KLM, and the Dutch Fashion Council.

Wat doe jij met kleding welke je niet
(meer) draagt?





Wat gebeurt er met deze kleding?









Innovatie: de Fibersort machine

<https://www.youtube.com/watch?v=L2dYN59ax-I>



Innovatie: Worn Again

<https://www.youtube.com/watch?v=EGX9ikJx8S4>



Wist je dat het maken van een katoenen T-shirt 2.700 liter water kost? Dat is wat 1 persoon drinkt in 3 jaar.
Graag deel ik je ook hoeveel water er wordt gebruikt voor het maken van een spijkerbroek... maar liefst 10.000 liter water!
Daarvan kun je 200 dagen 6 minuten per dag douchen.

In de toekomst minder primaire grondstoffen nodig,
minder water nodig en minder chemisch vervuilende processen



Hoe? Redesign

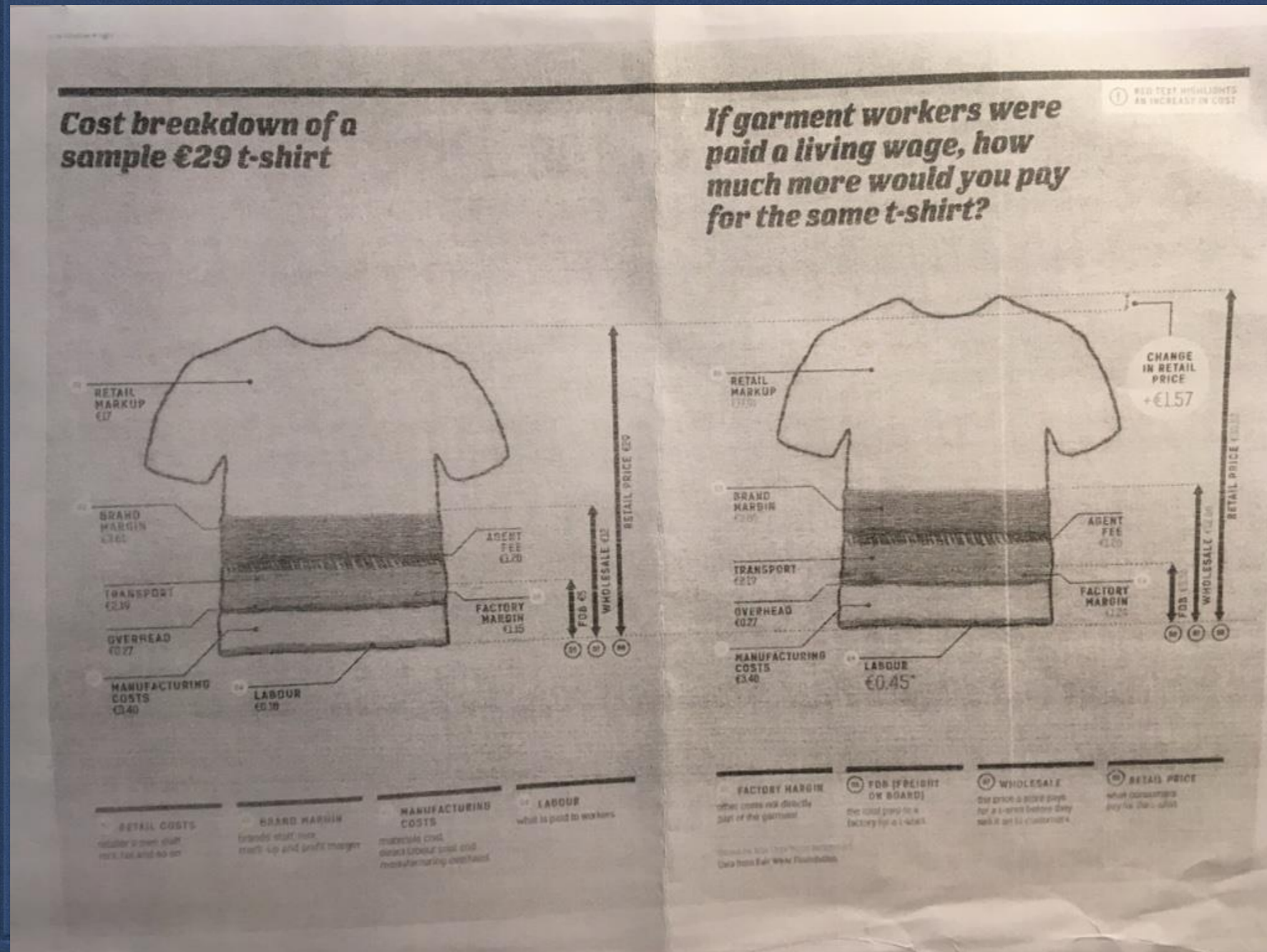
Bij het ontwerpen van kleding!



Hoe wordt kleding nu gemaakt?
Vraag het eens aan kinderen....



Hoe wordt kleding nu gemaakt?



Interessant spel: Who made your clothes?

SUPPLY CHAIN GAME

Cut out the playing pieces (or just use coins) and place them on 'Start'. Roll the dice (or download a dice app) and race against the other players as you play the Supply Chain Game! Improve your business by climbing the ladders, but beware of the risks! If you land on a snake, you'll slide down and be left behind.

FINISH Look at the label. Ask brands and retailers **#whomademyclothes?** Push for greater transparency to help improve the lives of the people who make your clothes. www.fashionrevolution.org

START

Farmer buys cotton seeds.

Cotton seeds are planted.

Brand pays you a Fairtrade premium. **Roll again.**

Droughts give you a bad cotton harvest. **Go back to the start.**

Cotton is cleaned, ginned and checked for quality.

Cotton is sold and transported to a mill.

Cotton is carded and spun into yarn, then woven into fabric.

The Aral Sea has shrunk to 10% of its size due to cotton irrigation. **Go back to the start.**

Fabric is sent to a finishing plant, where it is bleached, pre-shrunk, dyed, printed and treated.

Price of chemicals skyrocket. **Go back 1 space.**

Toxic chemicals make workers ill and pollute the water supply.

A new technical innovation reduces the environmental footprint of the fabric by 40%.

Fabric is checked for quality, then sent to the garment factory.

Fabric is considered faulty for being the wrong shade. Hundreds of thousands of meters are undeliverable. **Go back 5 spaces.**

The garment factory starts paying a living wage.

Garment is cut by hands and tools.

150 billion garments are produced and 60 billion meters of fabric are wasted on the cutting room floor every year. **Go back 4 spaces.**

Garment is sewn by garment workers and machines.

Garment workers go on strike for higher wages. **Miss a go.**

Garment is finished with its trims and details.

Factory upgrades its fire escapes and makes structural repairs. **Move ahead 2 spaces.**

Garment is washed and checked for quality control.

It takes 2720 litres of water to make a t-shirt. That's how much we normally drink in 3 years.

Garment run is faulty. **Go back 5 spaces.**

Garment is cleaned and pressed.

Brand cancels order. Thousands of garments are discarded, or rather incinerated for brand protection.

Garment is sent to a distribution warehouse.

Govt passes new law that requires companies to report on slavery in the supply chain. **Move ahead 4 spaces.**

Garment is sent to the shop by truck.

Brand completes an audit and makes improvements to its supply chain. **Roll again.**

Garment is unpacked and placed on the shop floor display.

You buy the garment.

The garment is out of stock. Brand asks factories to produce more, but cheaper.

Garment is packaged and stored for shipment.

Behoud kleding, als kleding en repareer het!

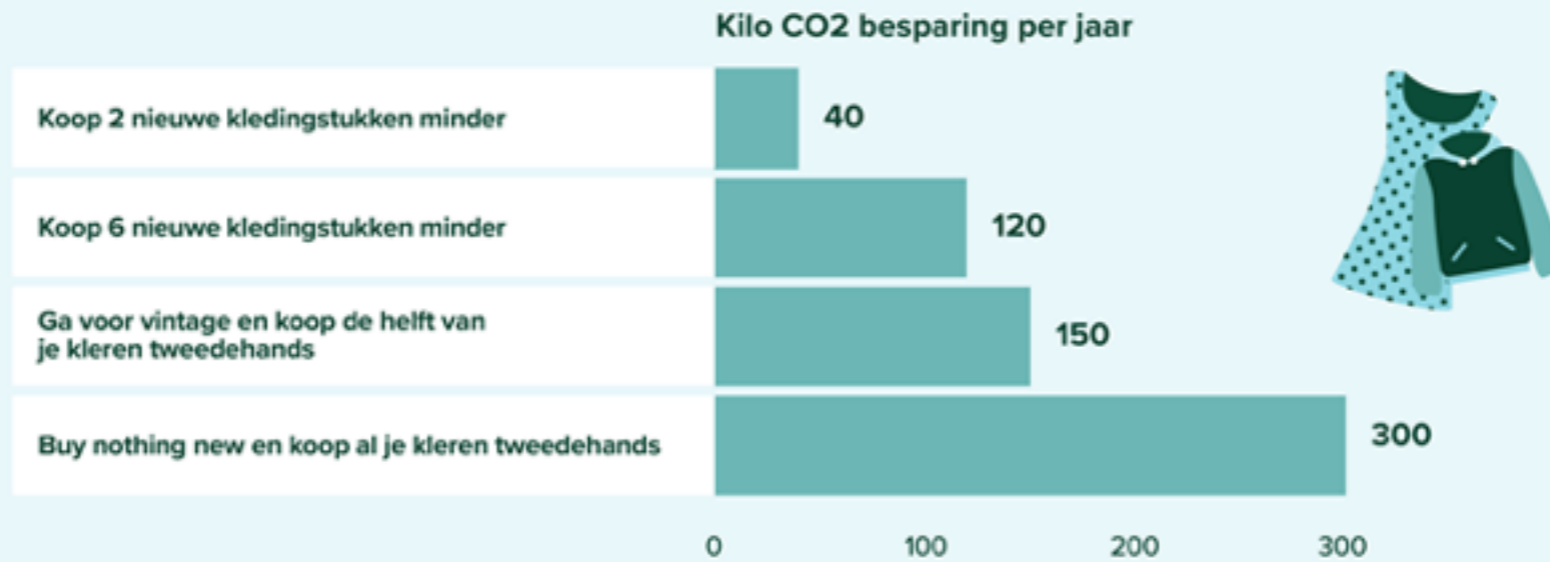
Bijvoorbeeld met een Repair Café voor kinderen.
Waardeer het, repareer het.



Wat ga je vanaf morgen
anders doen?



KLIMAATKLAPPERS: KLIMAATVRIENDELIJK SHOPPEN



© 2019

milieu
centraal



**REDUCE
REUSE
REPAIR**
THEN
RECYCLE

REMEMBER THE 4 "R'S"

RECYCLE

RECYCLE IS THE
"R" OF LAST
RESORT

RULES TO LIVE BY

En voor nu als je toch nieuwe kleding wilt?

Kledingruilen

Swop party

Kleding lenen (oa Lena)

Tweedehands winkels (oa Claudia Sträter op A'dam
CS)

The Next Closet

Vinted

Marktplaats

United Wardrobe

Schrav

Hacked By

Circulaire kleding?

Mud Jeans
(nieuwe jeans met 40% oude jeans)

Loop a Life
(nieuwe trui of jurk van 100% oude truien)

Tassen van i-did
(100% gerecycled bedrijfskleding)

En hopelijk snel meer...

Naai- en breilessen op school! Waardering voor deze ambachten

(tip: gebruik circulaire/hergebruikte materialen en
hergebruik naaimachines)



Check-out



Wat neem je mee uit de vanmiddag
verzamelde 'kledingtas' vol tips en
ideeën?





Vragen, suggesties voor
Danielle Schouten?

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