

Carbon Footprint



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Carbon Footprint

- The carbon footprint represents the greenhouse gas emissions, both direct and indirect, produced by human activities.
- It's quantified in tons of carbon dioxide (CO₂) per year.



Types Of Carbon Footprints

Organisational

Include the emissions in making of a product (include only Direct emissions)

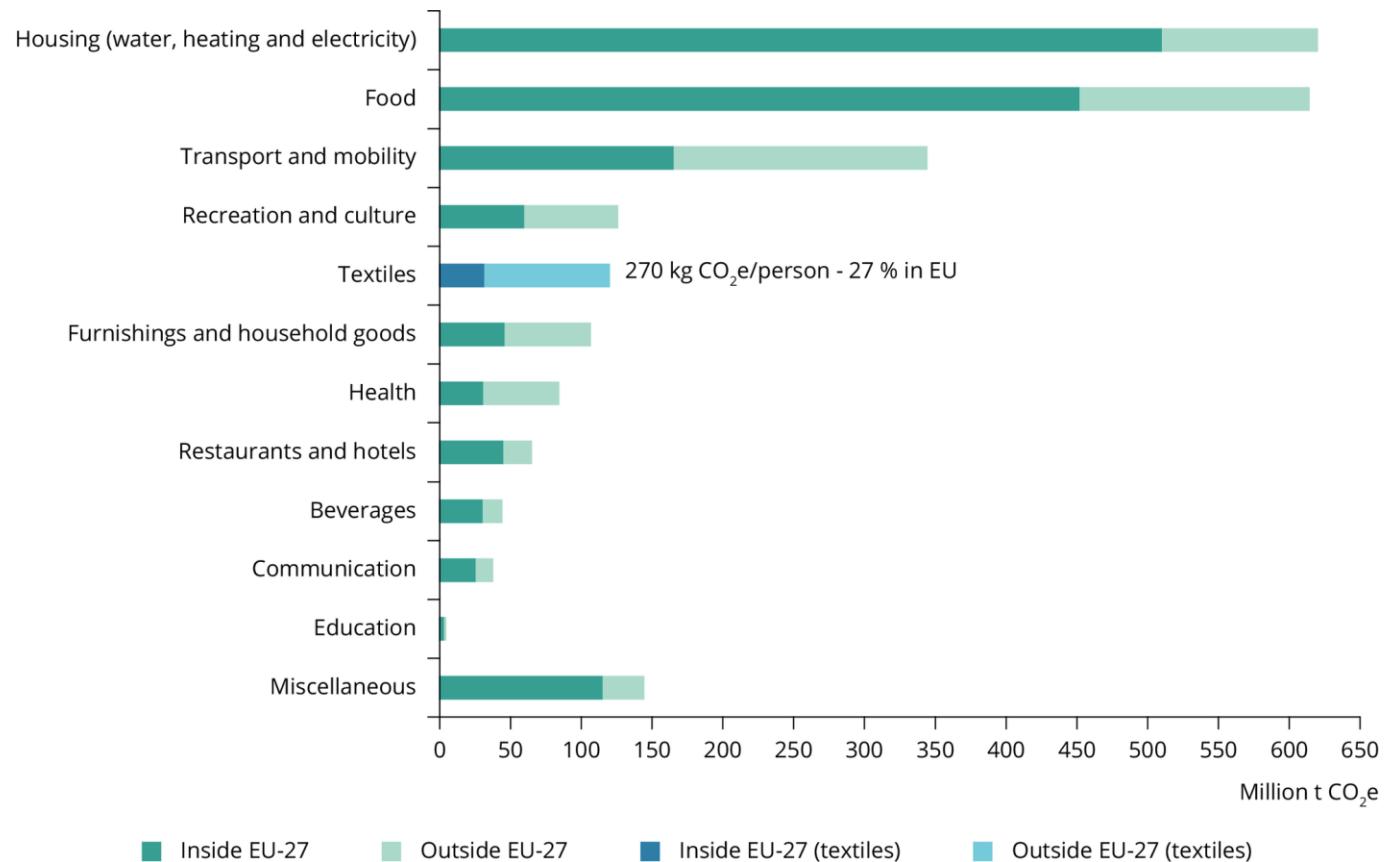
Value chain

Include the emission in making as well as transport of product (include only Direct emissions)

Product

Include the emission in procurement of raw materials, making and transport (include Direct and indirect emissions)

Fashion Industry



The fashion industry is one of the most polluting industries in the world and current trends cannot be maintained if the industry wants to reduce its carbon footprint.

In Europe the consumption of clothing, footwear and household textiles is the fourth largest contributor to greenhouse gas emission.

How Brand and Consumer can reduce fashion's Carbon Footprint

Consumers

- Choose organic or recycled fabric
- Repair your clothes instead of buying new ones
- Second-hand shops are useful
- Buy clothes made with organic flax or hemp
- Choose transparent brands
- Wash your clothes correctly

Brands

- Decarbonizing material production and processing
- Minimizing production and manufacturing waste
- Switching to less carbon intensive fiber
- Increasing the use of sustainable transport and packaging
- Reducing overproduction by optimizing demand
- Increasing the use of renewable energy



Conclusion

Reducing our carbon footprint is essential for a sustainable future. Each small effort, collectively, makes a significant impact in combating climate change and preserving our planet.