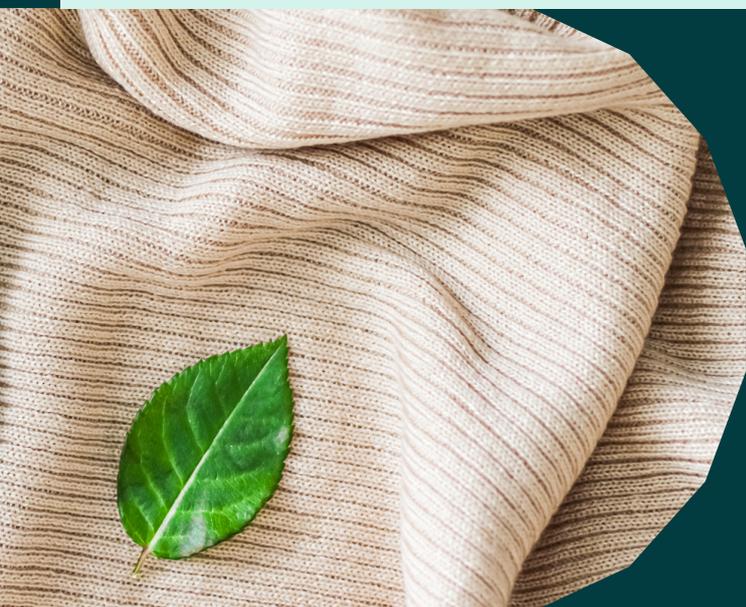


The Matcha Initiative *presents*

Sustainability Week Kit:



FASHION



Understand why your fashion choices could be contributing to climate change.

Hi!

Welcome to the ***Fashion*** edition of the **Sustainability Week Kit**.

The Sustainability Week Kit is your go-to guide on learning about sustainability and educating your whole team.

Using the resources we've provided, your team will be able to understand what is the issue at hand and how you all can contribute as an office community to reduce your impact on the environment and even take these tips home to share with your friends and family!

We hope this week of sustainability will not only be your first step into a greener office and a more sustainable lifestyle, but also an engaging week that bonds you as colleagues and peers!

Wishing you the best,
The Matcha Team



The Matcha Initiative

How to use this kit

01 Resources

Browse the videos, articles, and other resources to plan your sustainable week and get acquainted with sustainable fashion.

02 Guide

Or use our guided structure on how you can conduct your week and which resources are most helpful!

03 Reflection

End off your week with a reflection and a group pledge on staying committed to sustainability.

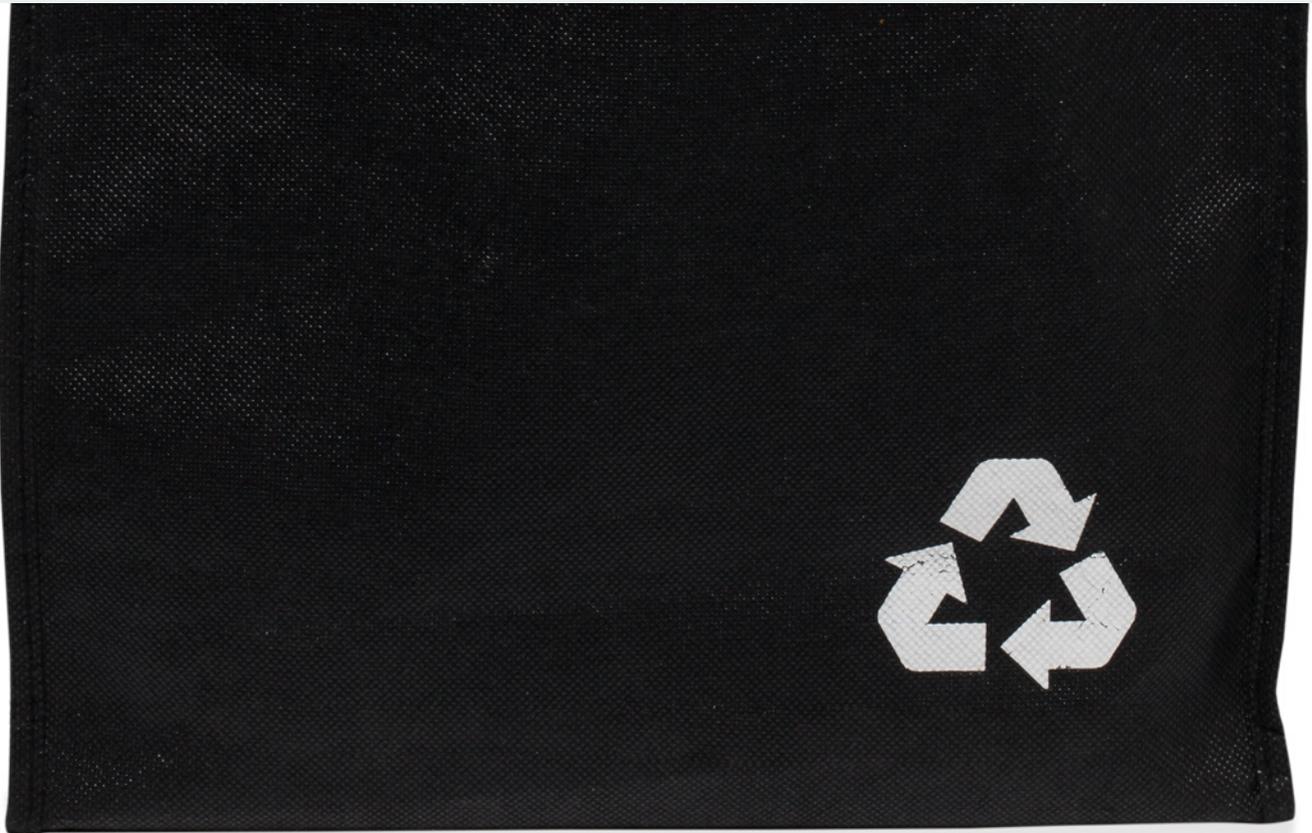


01 Resources

Here you'll find a depository of videos, articles, podcasts, and activities that will provide you and your team the necessary information to get started with your sustainable fashion journey!

The resources have been carefully curated by our team and categorised by length, level of complexity, and areas of focus.

Create your own Sustainable Fashion Week agenda or use our recommended agenda in the next section!



What is *Fast Fashion*?

VIDEOS

The Ugly Truth about Fast Fashion

30min.

by The Patriot Act with Hasan Minaj
Entertaining, casual, and comprehensive

ARTICLES

What Is Fast Fashion, Anyway?

05min.

by The Good Trade
Comprehensive, straight to the point, provides historical context

Why Fashion Needs to Be More Sustainable

08min.

by Columbia Climate School
Provides details on the scale of fast fashion and its links to Climate Change

What is Greenwashing?

04min.

by Sustain.Life
Comprehensive in language but slightly more complex issues regarding fast fashion



Why is there an *Issue*?

VIDEOS

The True Cost of Fast Fashion 07min.

by The Economist

Short & comprehensive on how fast fashion is tackled

Unravel 13min.

by Aeon Video

Short and lighter. About waste and consumerism

SHEIN, AliExpress, Zaful haul: Toxic chemicals found in some clothes 18min.

by CBC News

Highlights how our day-to-day brands are contributing to the issue

The Clothes We Wear 28min.

by DW Documentary

Comprehensive explanation of the direct environmental effects of fast fashion production

ARTICLES

How Fast Fashion is Destroying the Planet 05min.

by The New York Times

More complex illustrations of the issue



Why is there an *Issue*?

PODCASTS

Remember Who Made Them

**45min.
to 1hr.**

A 6-part series that highlights both worker exploitation and environmental degradation caused by fast fashion

Chloe Assam on Fast Fashion's Waste Crisis | All The Small Things Podcast

31min.

More complex illustration and elaboration on the issue of waste caused by fast fashion

Fighting Pollution and Detoxing Fashion with Greenpeace Eco Warrior Kirsten Brodde | Wardrobe Crisis with Clare Press

40min.

More complex illustration and elaboration on the issue of pollution caused by fast fashion and what it takes to 'detox' fashion

Jennifer Lavers: Ocean Plastic, Marine Conservation, and Birdlife | Wardrobe Crisis with Clare Press

49min.

More complex illustration and elaboration on the issue of environmental pollution cause by fast fashion and how it affects wildlife and biodiversity



What can I Do?

VIDEOS

Singaporeans Embrace Clothes Swapping To Combat Fashion Waste

03min.

by South China Morning Post

Illustrates an alternative to fast fashion

ARTICLES

Vogue's ultimate guide to sustainable fashion

06min.

by Vogue

Comprehensive tips and recommendations to shop more sustainably



What can **We** do now?

WORKSHOPS

Fabric Upcycling Workshop with Wah So Simple

WAH SO SIMPLE

Fabric Waste Workshop with Green Nudge

GREEN NUDGE

Sustainable Fashion Talks and Lounge Sessions

ZERRIN

Sustainable Fashion Talks

TAFF SG

Organise a small-scale sustainable fashion event

GREEN SQUARE

QUICK-WIN ACTIONS

Implement a textile recycling point

GREEN SQUARE

Gift sustainable fashion products (e.g. thrifted, eco-conscious) instead of brand-new/fast fashion products for celebrations

See **here** for corporate gift ideas

Organise movie nights for team building

See **here** for movie suggestions



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Movie Night Recommendations

Note: *These videos/documentaries might be overwhelming for some people. Remember to debrief and reflect as a group after the movie night - encourage and comfort each other. Sustainability is a journey we take slowly but what's most important is we work together!*

ON WORKER EXPLOITATION

The Machinists by Rainbow Collective	51min.
Made in Bangladesh by Al Jazeera	25min.
Udita by Rainbow Collective	1hr15min.
The True Cost by Untold Creative	1hr30min.

ON ENVIRONMENTAL IMPACT

The Environmental Disaster that is Fueled by Used Clothes and Fast Fashion by Foreign Correspondent	30min.
Textile Mountain - The Hidden Burden Of Our Fashion Waste by TheEEBChannel	22min.





02 Guide

Ready to get started on your Sustainable Fashion Week in the office but don't know how to start? Fret not! We're here to help - In this section, you'll find a guided structure on how to conduct your sustainable week, including the key takeaways and which resources to use.

Not your style? That's fine too! You can still use our resources even if you're not using our recommended structure.



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Your Sustainable Fashion Week

DAY 1 UNDERSTANDING THE PROBLEMS

Duration: 1 hour

Aim: Understanding what is fast fashion and the base of the problem

Agenda: [05min.]

Article - **What Is Fast Fashion, Anyway?**

[30min.]

Video - **The Ugly Truth About Fast Fashion**

[15-30min.]

Discussion:

1. **What is fast fashion?**
2. **What are its effects, i.e. positive and/or negative?**
3. **What are some internal reflections of the team, i.e. disappointed, shocked, angry, etc.?**

- Tip:**
1. Read the article before your Sustainable Fashion Week so you can better facilitate the discussion with the group
 2. After everyone has gone through the resources, have the group share their thoughts and concerns regarding the topic
 3. Have everyone write down these concerns onto a whiteboard (don't erase this as this will be your discussion board for the week)
 - No whiteboard? No worries! Use a Google/Word document as your discussion forum

- Key Takeaways:**
- Fast Fashion as a **manufacturing process**
 - The **quality** of clothes and their **life span**
 - **Textile waste**

Your Sustainable Fashion Week

DAY 2 UNDERSTANDING THE PROBLEMS

Duration: 1 hour

Aim: Understanding how fast fashion causes social and environmental issues

Agenda: [07min.]

Video - **The True Cost of Fast Fashion**

[18min.]

Video - **SHEIN, AliExpress, Zaful haul: Toxic chemicals found in some clothes**

[15-30min.]

Discussion:

1. **What is the impact of fast fashion on the environment?**
2. **What are the possible repercussions on people and other habitats/species?**
3. **What are some internal reflections of the team regarding this impact, i.e. disappointed, shocked, angry, etc.?** (E.g. *Toxic chemicals leaking into water supply and end up in our food cycle*)

- Tip:**
1. Before the session, gather some information from the group like their most visited clothing stores and how often do they go shopping
 2. After everyone has gone through the resources, have the group share their thoughts and concerns regarding the topic
 3. Add these reflections to your discussion forum
 4. The group can listen to one of the podcast episodes to learn more about the issue

*Remember the aim is not to shame, blame, or attack anybody, but to learn about the issues regarding the environment and make personal initiatives to contribute to the mitigation

Key Takeaways:

- Fast Fashion and **Exploitation**
- Fast Fashion and **Pollution**

Your Sustainable Fashion Week

DAY 3 UNDERSTANDING THE SOLUTIONS

Duration: 1 hour

Aim: Understanding alternatives to fast fashion & sustainable fashion solutions

Agenda: [15-20min.]

Discussion:

1. Reflect upon the effects of fast fashion learnt the day before
2. Brainstorm possible solutions/alternatives to fast fashion

[03min.]

Video - **Singaporeans Embrace Clothes Swapping To Combat Fashion Waste**

[06min.]

Video - **Vogue's ultimate guide to sustainable fashion**

[15-30min.]

Discussion:

1. **Reflection on the past 3 days, e.g. shocked, sad, inspired**
2. **What is the team determined to do now, e.g. pledge to shop more sustainably (how?), pledge to avoid fast fashion brands (like which?)?**

- Tip:**
1. Add the pledges to the discussion forum and leave it displayed for the next 1-3 months
 2. Revisit the topic on sustainability/sustainable fashion in 1-3 months time and reflect upon the pledges of the team
 - How far has everyone come along? What more can be done by everyone?
 3. Re-pledge to commitments to sustainability/sustainable fashion and encourage each other in their efforts

Key Takeaways:

- **Slow** Fashion
- **Demand** and Circular economy

Your Sustainable Fashion Week

DAY 4 PRACTICING THE SOLUTIONS

Duration: 1 hour minimum

Aim: Understanding more about fast fashion, its issues, and solutions

Agenda: Engage with any of the workshops we've suggested

- Tip:**
1. Reflect upon whether the recommendations/information shared in the workshop can help in the team's pledges and personal commitments to sustainable fashion
 2. Reflect upon what other aspects of sustainability is connected to fashion and what are the possible impacts sustainable fashion has on the general topic of sustainability

Key Takeaways:

- Decide upon what **quick actions** should be implemented in the office. See **here**.

Check out any of these workshops to practice the solutions:

Fabric Upcycling Workshop with Wah So Simple	Wah So Simple
Fabric Waste Workshop with Green Nudge	Green Nudge
Sustainable Fashion Talks and Lounge Sessions	Zerrin
Sustainable Fashion Talks	TAFF SG
Organise a small-scale sustainable fashion event	Green Square

Don't have time to organise your own sustainable fashion week? Consult **Wah So Simple** or **Green Nudge** to get started on your sustainability journey!

03 Reflection

At the end of the week, reflect upon what the team has learned and make a group pledge on what can be done in the office as well as in your personal lives.

Using the key takeaways provided **here**, the team can reflect together and help each other make their pledges and keep each other committed to their pledges.



TEAM Pledges

Use the following example as a reference for your team's pledge!

Individual Pledge

As a...

*Parent
Animal lover
Individual*

I want...

*To preserve the world for my child
To protect the lives of animals and other species
Be able to enjoy the planet's resources*

I pledge...

*To shop less and only when necessary
To upcycle my unwanted clothes to reduce waste*



Group Pledge

As a...

*Company
Team*

We pledge...

*To refrain from gifting fast fashion items as gifts
To implement a textile recycling point*



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KEY TAKEAWAYS

What is Fast Fashion?	<ul style="list-style-type: none">• Fast Fashion as a manufacturing process• The clothes life span
Why is there an issue?	<ul style="list-style-type: none">• The quality of clothes and their life span• Textile waste• Fast Fashion and Exploitation• Fast Fashion and Pollution
What can be done?	<ul style="list-style-type: none">• Slow Fashion• Reduce demand• Think Circular economy





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Most importantly, have fun!

**Did you use our guide and recommendations?
Post it on social media and tag us using the
hashtag #TMIsolutions! We'd love to know
how we helped to bring sustainability into your
organisation.**

Find us on:

