

The Fashion Industry Vs. Rainforest

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Where does our fashion come from?

- Your bag's, belts, and cellulose fibers are made from wood pulp linking to rainforest deforestation and other ecosystems
 - Boreal and tropical rainforests are cut down to make plantations to satisfy the demands of the wood pulp
- In South America, large chunks of the rainforests are cleared out for cattle pastures influenced by the demand for leather
- Some fast-fashion brands like H&M have a large impact on tropical deforestation based on the exposure they get with their supply chains, even high-end companies like Prada have an impact as well





Killing Trees

The Amazon rainforest



- Every year 200 million trees are chopped for textiles or clothes, most caused by the fast fashion industry
- Deforestation is the leading cause of biodiversity loss in the world, considering that it is continuously declining with the help of the fashion industry
- From 2001-2015, more than 20 million hectares of forest were taken down to be made into pastures, which turned into half of the Amazons total tree loss



What companies have done to help the deforestation

Sustainability



Some companies source their materials from sustainable forests or also make man made cellulosic fibers.

Partnerships



Many companies make sure there suppliers also operate with the standard to protect these rainforests and have similar values. However, it is difficult to trace back all the way to where and how the raw materials were produced

Commitments

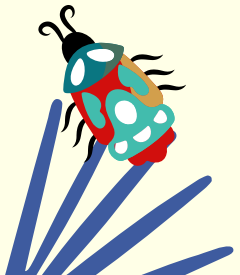


Some make forest-related commitments to their customers to guarantee zero deforestation and to protect these key ecosystems. However, some brands like Adidas and Amazon have not yet made a forest-related commitment.

Transparency



Companies need to be transparent with their customers so they know whether their purchases are driving deforestation or not. It can also create a race or competition for the top in sustainability for the fashion supply chains.



Forests4Fashion

- Forests4Fashion initiative was launched in 2014, promoting sustainable forest management in the textile and fashion industry
 - Aim to raise awareness of environmental and social impacts
- They also help showcase the work of designers who heavily focus on sustainable fashion
- This organization also created a “Sports Challenge” in 2021
 - Advance sustainability in sports by encouraging sports events, athletes, and brands to reuse their sportswear



The slide features a light cream background with stylized floral and butterfly illustrations. In the top left, there are red and pink flowers with green leaves. In the top right, there are large red and pink flowers with blue and black accents. In the bottom left, there are large pink and red flowers with blue and black accents. In the bottom right, there are large red and pink flowers with blue and black accents. A small butterfly with orange, yellow, and blue wings is in the top center. A small beetle with a blue and red patterned body is in the bottom right.

Quick Facts

- According to United Nations trade data, about 20% of all leather used in the fashion industry comes from the Brazilian Amazon.
- A year-long investigation by the nonprofit Earthsight revealed that cotton grown on illegally deforested land in Brazil was used in clothes certified by Better Cotton and by fast fashion companies.
- Wildlife populations have declined 69% in the past 48 years with the fashion industries ever-increasing demand for raw materials

What can you do?



- Be aware of which companies you buy from
- Understand that companies care a lot about consumer demands and you can add pressure
- Look out for companies that are transparent about where they source their materials and whether they are deforestation-free



