

Fast Fashion, **Fast End**

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PROBLEM STATEMENT

COLLEGE STUDENTS IN KOREA NEED TO CHANGE THEIR CLOTHING CONSUMPTION HABITS BECAUSE THEIR FAST FASHION CONSUMER BEHAVIOR HAS A NEGATIVELY IMPACT ON THE ENVIRONMENT.

What is Fast Fashion?

‘cheaply produced and priced garments that copy the latest catwalk styles and get pumped quickly through stores in order to maximise on current trends’.





12 RESPONSIBLE CONSUMPTION AND PRODUCTION



- 12.2

BY 2030, ACHIEVE THE SUSTAINABLE MANAGEMENT AND *EFFICIENT USE OF NATURAL RESOURCES*

- 12.4

BY 2020, ACHIEVE THE **ENVIRONMENTALLY SOUND MANAGEMENT** OF CHEMICALS AND ALL WASTES THROUGHOUT THEIR LIFE CYCLE, IN ACCORDANCE WITH AGREED INTERNATIONAL FRAMEWORKS, AND SIGNIFICANTLY REDUCE THEIR RELEASE TO AIR, WATER AND SOIL IN ORDER TO MINIMIZE THEIR ADVERSE IMPACTS ON **HUMAN HEALTH AND THE ENVIRONMENT**

- 12.5

BY 2030, SUBSTANTIALLY REDUCE WASTE GENERATION THROUGH **PREVENTION, REDUCTION, RECYCLING AND REUSE**

Goal 12: Ensure sustainable consumption and production patterns

Think and feel?

Empathy Map Canvas

Designed for: 5th UNOSD Youth Summer Camp

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Version:

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?
What do they need to do differently?
What do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

3 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?

4 What do they SEE?
What do they see in their marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

5 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

6 What do they SAY and DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

What other thoughts and feelings might motivate their behavior?

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>



Swap clothes with other people in the neighborhood through the app

DESIGN THINKING

ENVIRONMENTAL PROBLEMS

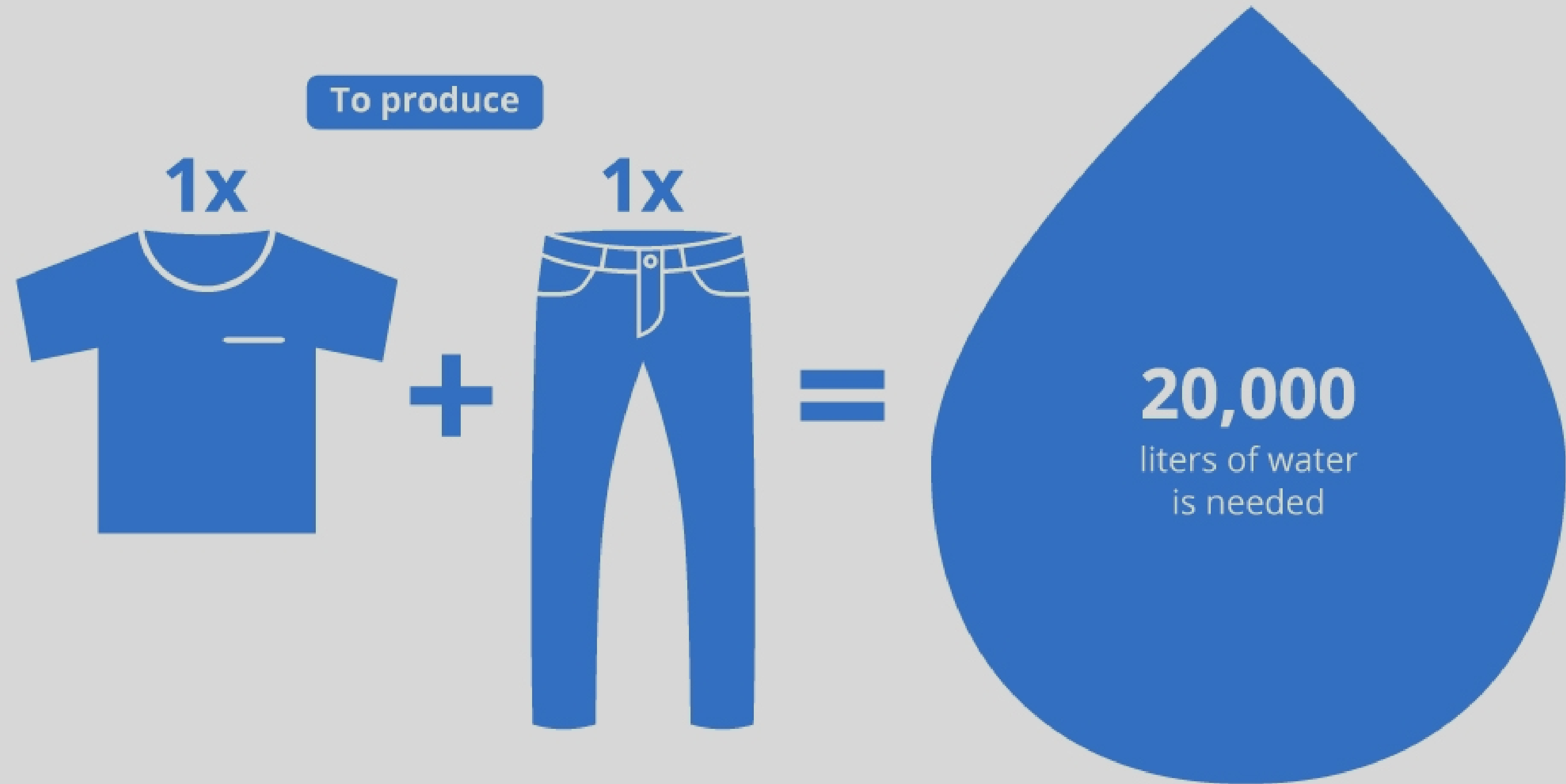
WATER

- The fashion industry is the second-biggest consumer of water (UNEP).
- Generating around **20 percent of the world's wastewater** and releasing **half a million tons** of synthetic microfibers into the ocean annually.



The Insatiable Thirst of Fashion

Estimated water required in the production of cotton clothing items*



ENVIRONMENTAL PROBLEMS

CO2 EMISSIONS

- The fashion industry is responsible for 8-10% of global carbon emissions – *more than all international flights and maritime shipping combined.*
- Part of these emissions come from pumping water to irrigate crops like cotton, pesticides, machinery for harvesting, and emissions from transport.



ENVIRONMENTAL PROBLEMS

WASTE AND LANDS

- It loses about \$500 billion of value every year due to the lack of recycling and clothes that are thrown into landfills before ever being sold.
- Cotton farming is responsible for 24% of insecticides and 11% of pesticides despite using only 3% of the world's arable land.



SOLUTION



STATEMENT

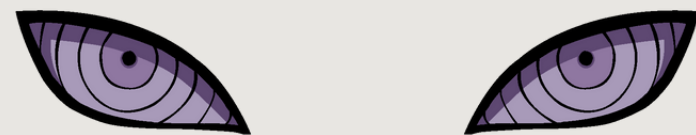
Creating a new application for college students in Korea can :

- activate **fast** secondhand clothing transactions,
- donate** their old clothes,
- raise awareness of **fast**
fashion's negative impact on the environment.

CUSTOMERS'

PAIN VS. GAIN

- Being behind in the fashion trend
- Spending too much money
- Wasting time on shopping
- Too much waste



- Getting some money by selling old clothes
- Sharing some information about caring clothes
- Donating and collecting cute characters



OUR MOCKUP APP



ECOknowledge

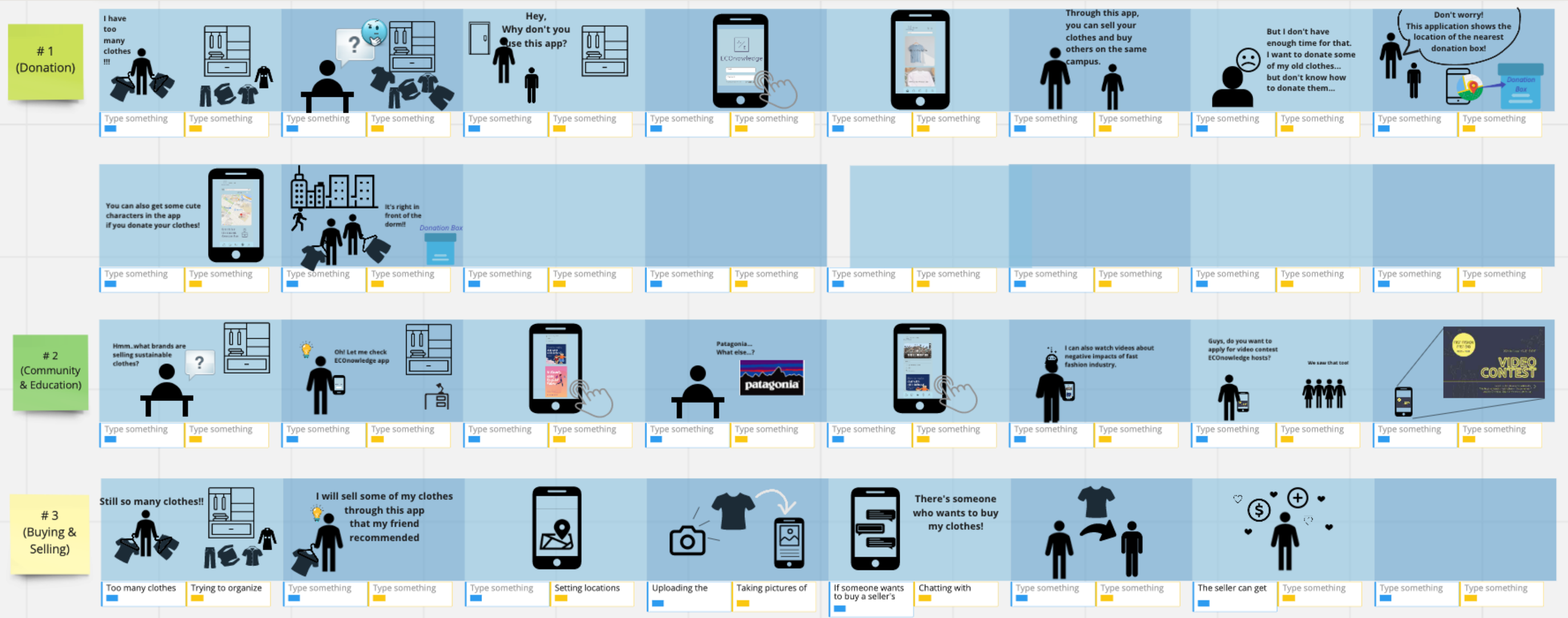
[Forgot your password?](#)

or [Sign up](#)

WELCOME !

[Create an account](#)

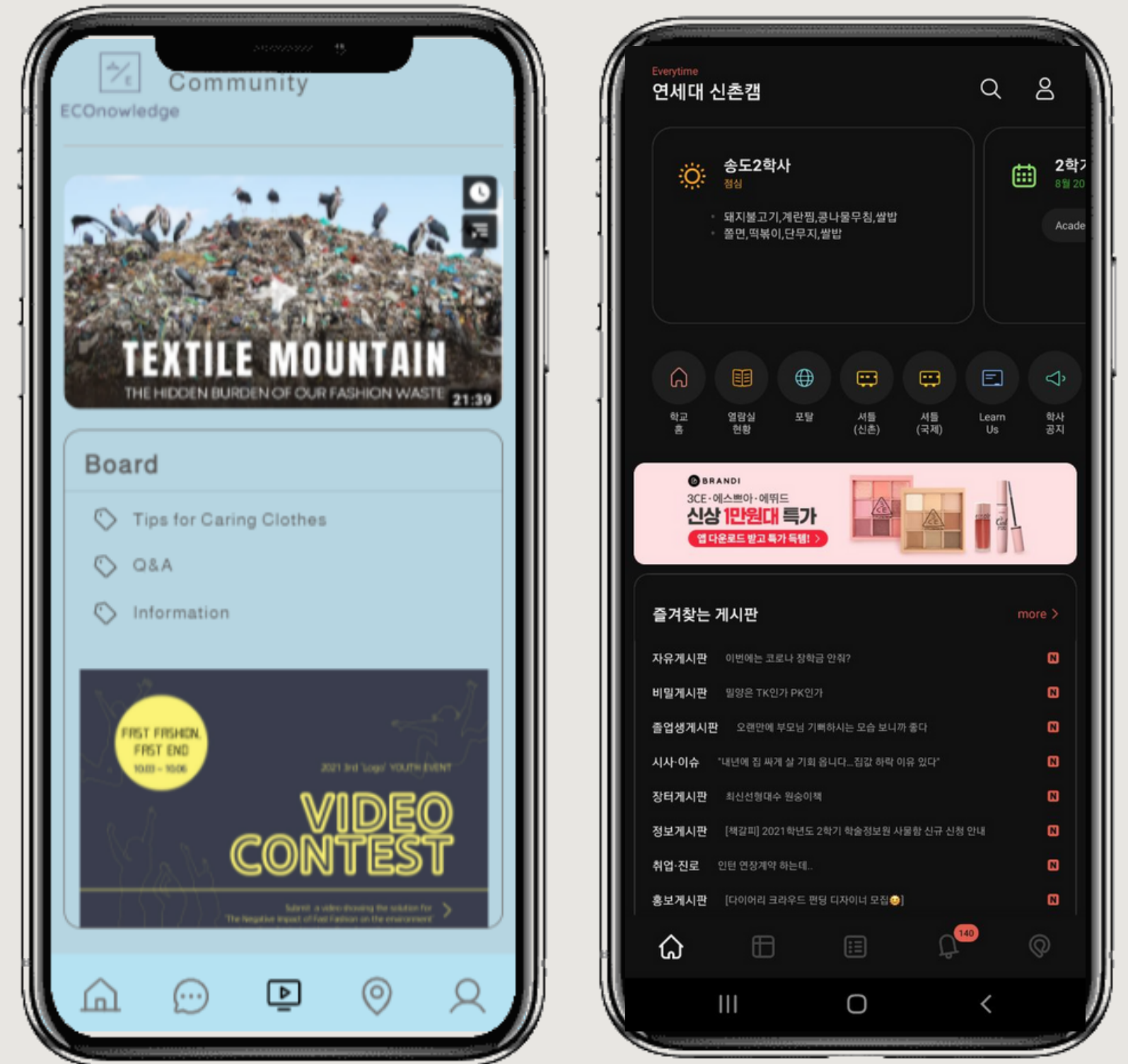
STORYBOARD



https://miro.com/app/board/o9J_l11LD3M=

FORMING A COMMUNITY

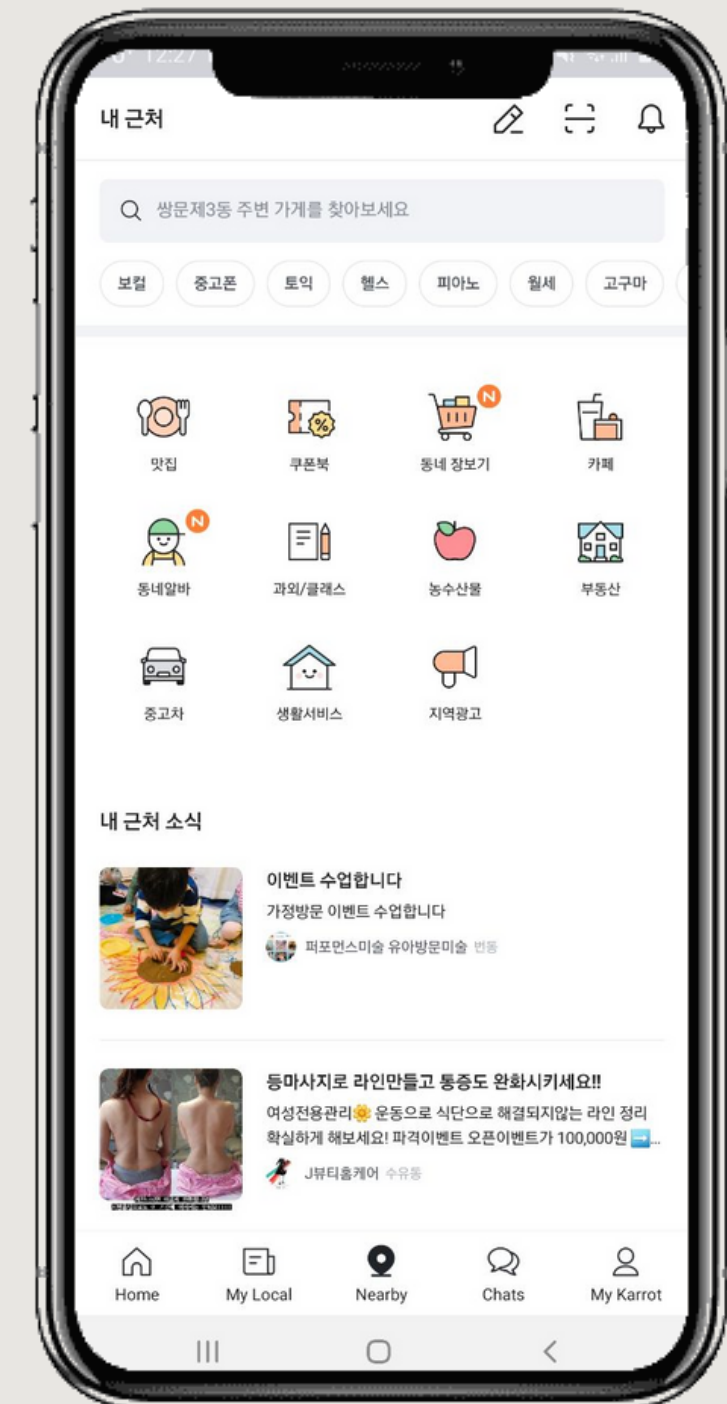
- The difference between other services is that we **form a COMMUNITY** within our application. Users can **get information** about 'Fast Fashion' through community functions, **share their tips** for caring clothes and participate in various events such as contests.



DONATING THE OLD CLOTHES



- Unlike other applications, this application helps Korean college students **DONATE** their old clothes to charity by putting them into a donation box near their dormitory.
- This application has a function of **searching for** the nearest donation box.



POTENTIAL FOR SCALING UP



- **Place:** Expand the app's accessibility, so that college students can use the app, not only in Seoul, but in other cities and provinces in Korea
- **Services:** Go to each campus every week and deliver clothes from one city to another (i.e. Seoul to Busan) (Cross-campus shipping).
- **Marketing:** Involve celebrities in campaigns that encourage college students to donate their clothes and wear secondhand clothes rather than buy new ones.
- **Zokhira will keep going with this project.**

CONCLUSION:





THE GLOBAL GOALS

THANK YOU.