SDG 12: Responsible Consumption and Production

Fast Fashion, Fast End

Group 2 (Econowledge)
SDG 12: Responsible Consumption and Production

Group 2

ECOKNOWLEDGE

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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’.
• 12.2

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
DESIGN THINKING
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*

To produce

1x  t-shirt + 1x  jeans =

20,000 liters of water is needed

* Items depicted: one t-shirt and one pair of jeans
Source: Oxfam
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.
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.
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

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

**GAIN**
- Getting some money by selling old clothes
- Sharing some information about caring clothes
- Donating and collecting cute characters
OUR MOCKUP APP
STORYBOARD

#1 (Donation)
I have too many clothes!

Type something

Hey, why don't you use this app?

Type something

Through this app, you can sell your clothes and buy others that are the same.

Type something

But I don't have enough time for that. I want to donate some of my old clothes, but don't know how to donate them.

Type something

Don't worry! This application shows the location of the nearest donation box.

Type something

#2 (Community & Education)

Type something

What are friends doing?

Type something

OK, let me check!

Type something

Type something

Type something

...and friends are answering community questions.

Type something

I can also watch videos about my interests on other friends' channels.

Type something

Type something

Type something

Type something

Sure, do you want to apply for this service?"Dancing in the dark.

Type something

#3 (Buying & Selling)

Still too many clothes!

Type something

I will sell some of my clothes through this app that my friend recommended.

Type something

There's someone who wants to buy my clothes!

Type something

The seller can get

Type something

Type something

Type something

Too many clothes

Type something

Trying to organize

Type something

Type something

Type something

Type something

Take pictures of

Type something

If someone wants to buy a seller's

Type something

Chatting with

Type something

Type something

The seller can get

Type something

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:
THANK YOU.