

*Dan Znanstveno-istraživačkog centra za tekstil
25. rujna 2020., Zagreb*

*Da li je
održivost u
modi zapravo
održiva?*

Doc. dr. sc. Alica Grilec

Sveučilište u Zagrebu

Tekstilno-tehnološki fakultet



<https://www.ecotextile.com/2018091223723/materials-production-news/partnership-aims-to-tackle-synthetic-textile-pollution>



<http://www.chinahush.com/2014/05/13/guangdong-factory-waste-dyes-river-red-blue/>



<https://www.thedailystar.net/news-detail-155840>



<https://www.theguardian.com/world/2017/aug/22/the-blue-dogs-of-mumbai-industrial-waste-blamed-for-colourful-canines>

MODNA INDUSTRIJA KAO VELIKI ZAGAĐIVAČ OKOLIŠA

Making one pair of jeans produces the same amount of greenhouse gases as driving a car more than **69 miles**.

SCI FRI

Source: Levi Strauss

<https://www.sciencefriday.com/segments/doc-climate-and-fashion/>

85% ...of textiles are sent to landfills each year



<https://www.businessoffashion.com>



“My personal idea of luxury is having a voice, having freedom, clean air to breathe, animals by our side that are happy and healthy, having pure water to drink, having mother nature and planet Earth as the ultimate.

– Stella McCartney

<https://www.businessoffashion.com/articles/podcasts/the-bof-podcast-stella-mccartney-everything-is-at-stake>



<https://www.peta.org/blog/save-the-duck-2019-company-of-the-year/>

PRIMJERI ODRŽIVIH POSLOVNIH PRAKSI U MODNOJ INDUSTRIJI

STELLA McCARTNEY & SAVE THE DUCK



<https://www.carabinercoffee.com/carabiner-coffee-and-patagonia-team-up/?v=fd4c638da5f8>



<http://www.boardsportsource.com/2011/11/29/patagonia-makes-a-splash-with-new-york-times-ad/>



<https://www.nellyrodi.com/en/fashion-as-a-service/patagonia-better-than-new-2/>

ANTI-PROMOCIJA POTROŠNJE I PRODULJENJE ŽIVOTNOG VIJEKA
PROIZVODA

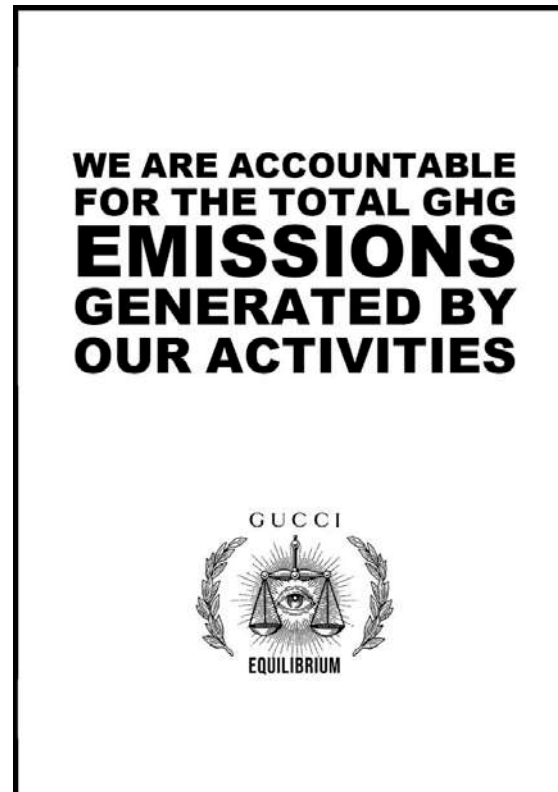
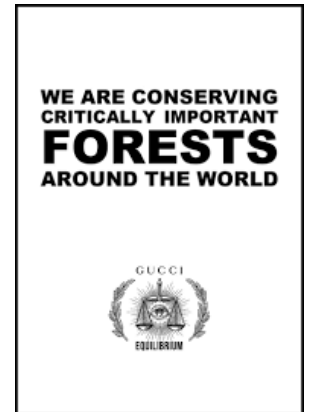
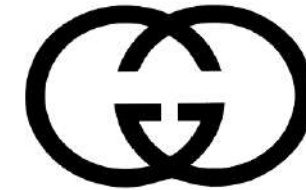
GUCCI

“Sada smo ugljično neutralni u vlastitim operacijama i u cijelom našem opskrbnom lancu, uzimajući u obzir sve emisije stakleničkih plinova (GHG) koje generiramo.”

IZVOR: <https://equilibrium.gucci.com/carbon-neutral-strategy/>



GUCCI





CRAFTED FROM
THE GROUND UP

Ten natural ingredients comprise The Plant Shoe, which was entirely designed with sustainability in mind. Extensive innovation and time-intensive methods were required to avoid the typical materials and processes used in the footwear industry.

SEE BEHIND THE SEEDS

10 NATURAL INGREDIENTS

<https://www.nativeshoes.com>



<https://www.miret.co>



V O L L E B A K

<https://www.vollebak.com>



BIORAZGRADIVI MODNI PROIZVODI



Fabrics Made with Milk

<https://www.textileblog.com>



<https://www.textileblog.com/fabric-made-with-milk-an-ecological-revolution/>



<https://mymodernmet.com/vegan-cactus-leather-desserto/>



<https://www.whatsorb.com/community/sustainable-fashion-fungi-roots-from-mycoworks-inspidere>



<https://www.textiletoday.com.bd/clothing-made-pineapple-fiber/>



ALTERNATIVNE SIROVINE ZA IZRADU TKANINA, MATERIJALA I PLETIVA



<https://fuel4fashion.wordpress.com/2014/03/17/eco-fabrics-made-out-of-milktea-and-coffee-beans/>



<https://www.ecowatch.com/look-out-cotton-these-3-fruits-are-shaking-up-the-textile-industry-1882021787.html>



SUSTAINABLE AND VITAMIN-ENRICHED TEXTILE FROM CITRUS PRODUCTS

<https://materialdistrict.com/article/fabric-orange-peel-orange-fiber/>



<https://www.unnatisilks.com/blog/corn-fiber-an-exciting-addition-to-the-world-of-fabrics/>

ODRŽIVI OBLICI POSLOVANJA

Reciklirana i redizajnirana moda je poput nove

Sharolta je novi etički osviješten modni brend osnovan u Budimpešti 2015. Sharolta izrađuje recikliranu i redizajniranu odjeću i torbe od trapera, čiji je utjecaj na okoliš do 90% manji od onoga koji ima izrada nove odjeće.

Reciklirana moda iz Budimpešte

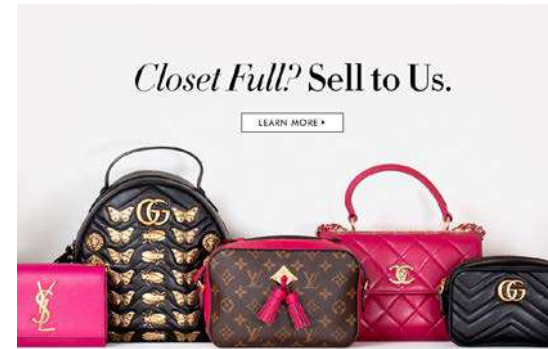


shar
olta.

Traper čini oko 5% ukupnog tekstilnog otpada na svijetu. Odbačeni traper još je uvijek vrijedan resurs jer sadrži 95-100% visokokvalitetnog pamuka.

Sharolta prikuplja odjeću od trapera na više mjesta u Budimpešti i pretvara ju u prekrasnu odjeću i torbe. U usporedbi s tvrtkama koje proizvode novu odjeću, Sharolta za proizvodnju koristi 50-90% manje energije, sirovina i vode.

https://danube-goes-circular.eu/moveco/sites/default/files/uploaded%20Innovation%20Tools/MOVECO_Brochure_SCREEN_Croatian.pdf



<https://www.bagborroworsteal.com>

**OTVOREN DUĆAN ZA NAJAM TORBICA I NAKITA
Plati i posudi što želiš na rok od dva tjedna!**

Plaćanje godišnje članarine omogućuje djevojkama da tijekom 12 mjeseci posude što žele iz dućana na rok od dva tjedna

Autor: Viktorija Masniković Objavljeno: 21. veljača 2019. 13:01

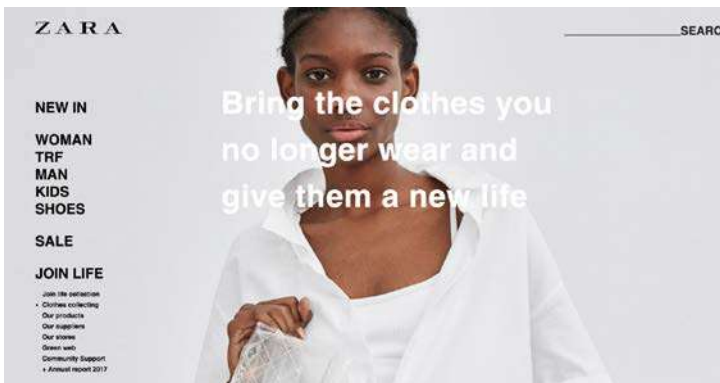
Share Tweet Print



<https://www.jutarnji.hr/vijesti/zagreb/otvoren-ducun-za-najam-torbica-i-nakita-plati-i-posudi-sto-zelis-na-rok-od-dva-tjedna-478759>



<https://ulicni-ormar.hr>



<https://soundssustainable.com/chucking-out-old-clothes-how-to-recycle-your-clothes-at-hm-and-zara-and-get-rewarded/>



<https://www.mdpi.com/2071-1050/6/9/6236/htm>



<https://twitter.com/ChurchillSquare/status/918389379789393920/photo/1>

RECIKLIRANJE U PODUZEĆIMA BRZE MODE

“GREENWASHING” - ZLOUPORABA TERMINA “ZELENOG IMIDŽA” I “ODRŽIVOG POSLOVANJA”

IZVOR: UL, poduzeće za zaštitu okoliša/environmental marketing company, „Understanding the Effective Use of Green Product Labels”, 2010. (https://msc.ul.com/wp-content/uploads/2018/03/UL_WP_Looking-Behind-Product-Environmental-Claims.pdf)

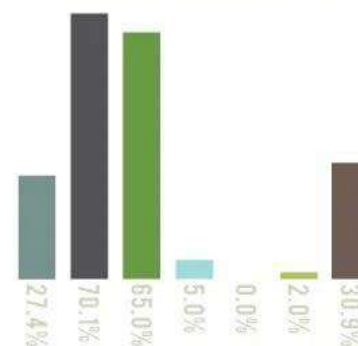


UNDERSTANDING GREENWASHING

► The practice of promoting environmentally friendly programs to deflect attention from an organization's environmentally unfriendly or less savory activities



7 SINS of GREENWASHING



- HIDDEN TRADE-OFF
- NO PROOF
- VAGUENESS
- IRRELEVANCE
- LESSER OF TWO EVILS
- FIBBING
- WORSHIPPING FALSE LABELS



EKOLOŠKA
SAVJESNA
KUPOVINA

DA LI JE
ODRŽIVOST U
MODI ZAPRAVO
ODRŽIVA?



HVALA NA PAŽNJI!

Ukoliko imate pitanja, slobodno me
kontaktirajte na: alica.grilec@ttf.hr