

## Change fashion forever

**The Danish Fashion Institute (DAFI) is introducing an online platform to help designers and product development teams to extend the life of clothing.**

### **European Clothing Action Plan (ECAP), designers and product developers**

ECAP addresses the environmental challenges at every stage of the European clothing industry's life cycle. Delivered by a unique consortium of specialist organisations, supported by EU LIFE funding, this €3.6m project will run until March 2019.

Help ECAP drive sustainable fashion activities across Europe and move the industry towards a more circular economy.

### **Creating a circular approach to fashion across Europe**

## Shaping for the long-term

As a clothing designer or product developer, you face a greater challenge than ever to design clothing that will stay in use longer and be recycled more effectively at the end of its life.

While consumer awareness of the issues surrounding energy usage, transport emissions and end of life is increasing and businesses are finding ways to deal with these, long-term change requires innovative solutions and the sharing of exciting ideas.

It could be extending the useful life of clothes or identifying new options for re-use and recycling, as well as helping brands and retailers get the waste reduction message over to consumers.

## A simple online tool to help you and your business

By being part of ECAP, your organisation will have the opportunity to use a great online tool to help and inspire clothing designers and developers to create sustainable change. Through design changes and longer lasting clothing, reducing waste and saving carbon and water, you will be helping to make further savings. You will also be able to develop strategies for a circular economy, such as:

**Identifying a range of ideas and design practices**

**Changing the way consumers behave with clothing**

**Extending the lifespan of clothes and increase recycling**

The online courses will share the knowledge and experience of a wide range of different brands, retailers, research institutions and issue-led organisations to inspire you and equip future leaders and innovators on sustainable fashion.

# Make your pledge

What you do now can make a huge difference in the future.

80% of a garment's environmental impact is decided in the design phase. Changing the way you work can make an impact on increasing sustainable fashion and creating a more circular economy.

A recent study in the UK showed that by prolonging the average lifespan of garments by 10% or three months will save:

Scenario of savings in the United Kingdom for prolonged lifetime of garments

SCENARIO	CARBON SAVING*	WATER SAVING	WASTE SAVING	RESOURCE COST SAVING
10% longer lifetime (i.e. 3 month longer)	8% (3 MtCO <sub>2</sub> e)	10% (600 million m <sup>3</sup> )	9% (150,000 tonnes)	9% (£2 billion)
33% longer lifetime (i.e. 9 month longer)	27% (10 MtCO <sub>2</sub> e)	33% (2,000 million m <sup>3</sup> )	9% (400,000 tonnes)	9% (£5 billion)

\*The savings would be reduced if life extension increased the manufacturing burden, e. g. through the use of heavier fabric

## Sign up and take part

### Designers and product development teams

Simply sign up as participants for the project. After we launch in September 2017, you'll receive targeted content on how to design for longevity and drive sustainable fashion forward.

### Brands, retailers, research institutions and issue-driven organisations

If you want to lead the agenda and/or participate in shaping the platform content, sign up and take part in a series of explorative workshops.

Milestones



## Find out more

Contact: [tobias@danishfashioninstitute.dk](mailto:tobias@danishfashioninstitute.dk)

Visit [ecap.eu.com](http://ecap.eu.com)

DANISH FASHION INSTITUTE

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