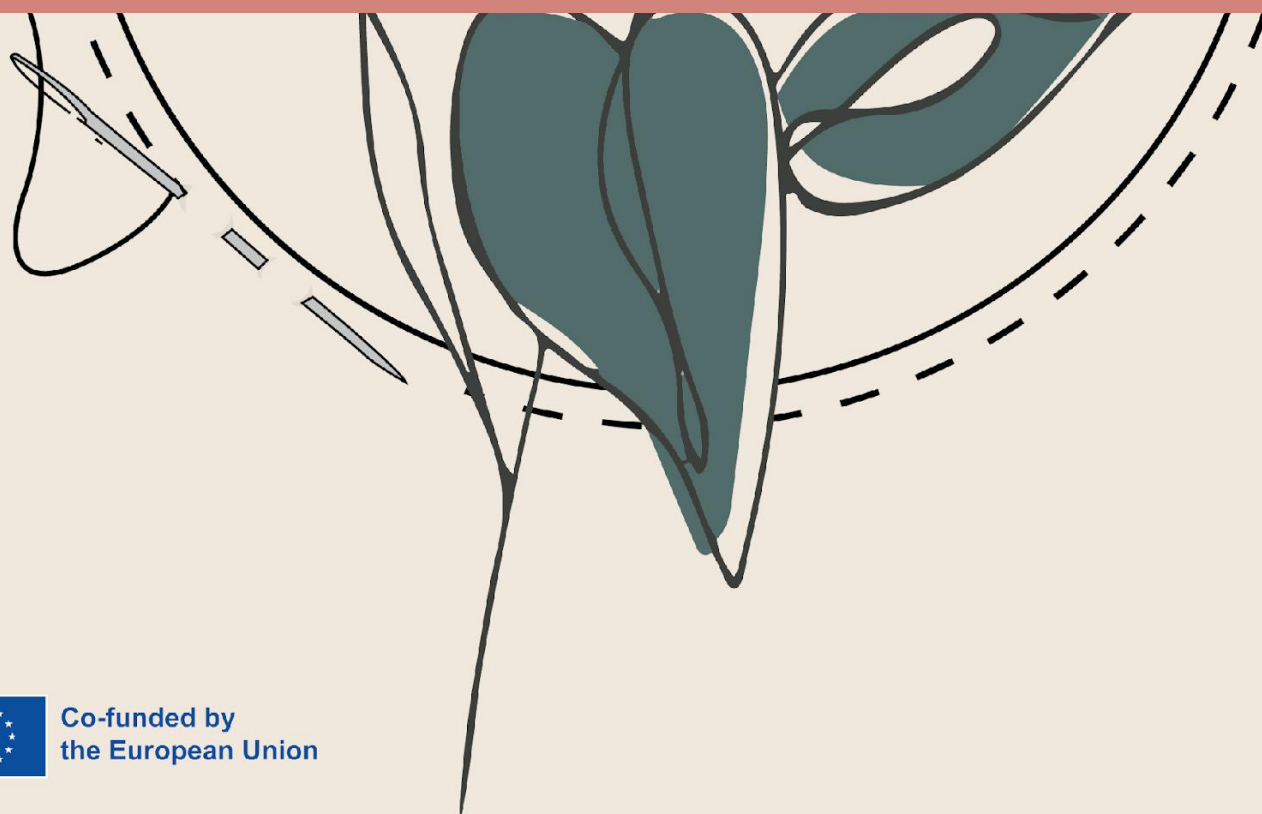




Consumer Analysis Report



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1. Project context

The objective of IO4 is to provide an informational guide for consumers that is easily accessible and understandable. This guide is an adaptation of the courses created for businesses, a simplified version catered to regular consumers to educate them on issues of the industry and what the appropriate attitude and behavior regarding the consumption, care, and appropriate disposal of garments.

While this guide is a resource that any consumer should be able to use; the specific target group was determined by a survey of 103 respondents. The data shows that the group of people presenting most interest in the topic of sustainable fashion is made up from women ages 16-55 with higher studies and middle-class income.

The innovation in this learning goal consists of the guide itself, since not many such resources are available to consumers with such ease. The idea of the guide is that literally, anyone that can read should be able to use and understand it and it's accessible at just a webpage away. Even more so, there will be a social media account that promotes the ideas of the guide, making it even easier to access and fitting the consumer preferences, which have mostly selected the options of a website and social media account for the way they would like to access the information. Another innovation consists of the visual and graphic design elements that will combine knowledge with visual support in order to make the guide appealing and pleasurable for the readers.

Re-Fashion Consumer Guide is expected to educate consumers for making more sustainable choices, changing habits and lifestyles. On long the term, changing consumer choices will contribute to the reduction of environmental impact (CO2 emission, water pollution, the use of chemicals, materials consumption, etc).



2. Analysis of consumer preferences

This activity is linked to the aforementioned survey that, in addition to defining the target group, also proposed ideas for which topics to the approach in the guide.

The preliminary survey performed during the prior elaboration of the project proposal already determined a few topics of major interest, which include sustainable fibers, textile recycling, ways of garment disposal and how to be a responsible consumer.

A new survey has been compiled by CNPCD and launched to the consumers to get deep insights into the target group's needs. The survey is meant to collect data on the consumers in each participating country, in order to determine the educational needs regarding sustainable consumption behaviors in the fashion and textile sector.

The target group is formed by people who are interested in fashion, comprised of women and men ages 16-56+.

3. Result of the survey

217 persons from partner countries responded to the survey. The results are presented in the next section. All responses have been analyzed and compiled in order to make possible to present synthetic data from all participating countries.

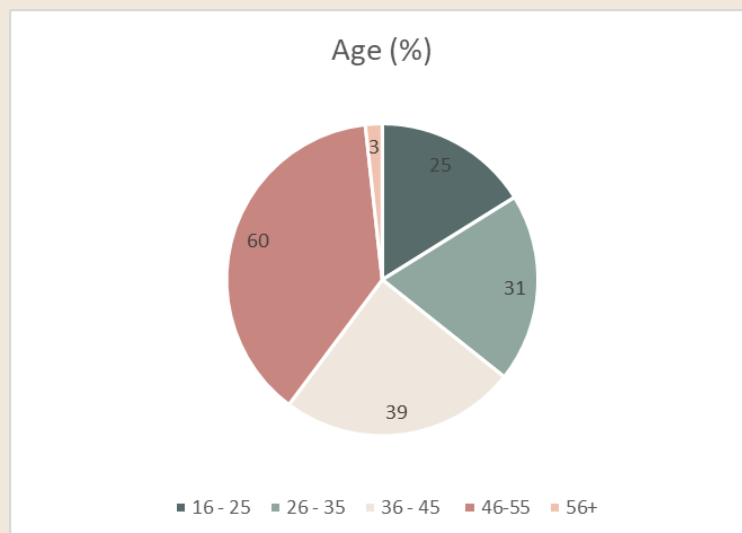
From the total of 217 responses, we had the following picture:

România	126
Italia	20
Slovenia	33
Grecia	37



Question 1: What is your age?

The majority of respondents are between 46 and 55 years old (60%), followed by the group between 36 – 45 years old.



Question 2: What do you prefer?

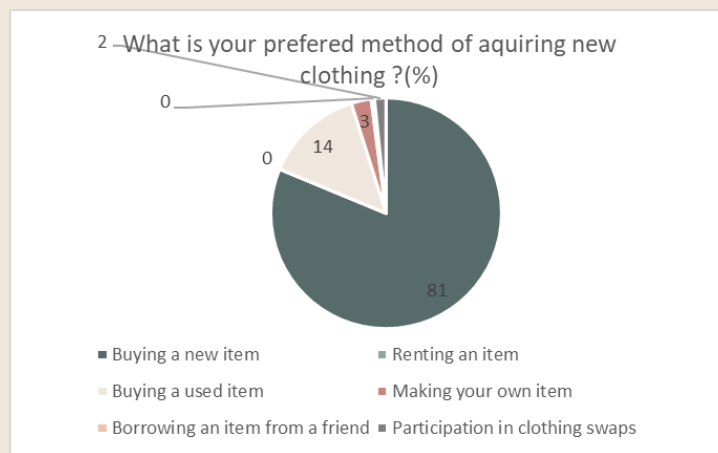
66% of respondents prefer in store shopping and 34% prefer online shopping.





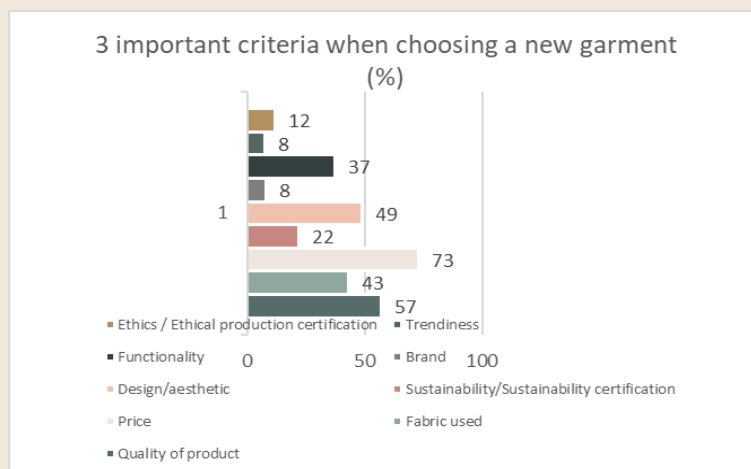
Question 3: What is your preferred method of acquiring "new" clothing?

81% of respondents prefer to buy a new item, while 14% prefer to buy used items, there is a small amount of 3% prefer to make their own clothes.



Question 4: Please select the 3 most important criteria when choosing a new garment!

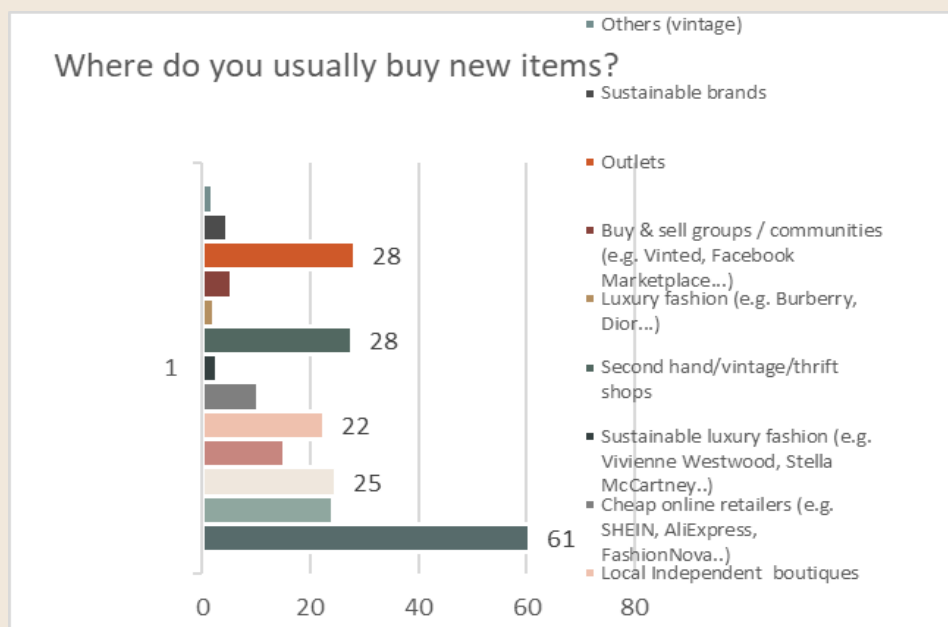
The first criteria when choosing a new garment is the price (73%), the second preferred criteria is functionality (57%) and the third is sustainability (49%).





Question 5: When you need something new, where do you usually buy it from?

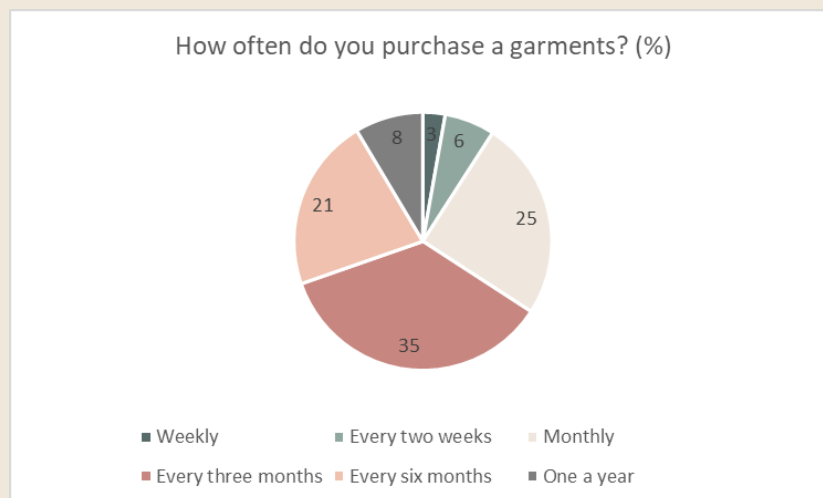
61% of the respondents buy from global fashion brands, 28% buy from outlets and the same percentage buy from second hand / vintage shops. Some respondents (22% and 25% respectively) also shop from local designers and outlets.





Question 6: How often do you purchase a new garment?

35% of respondents purchase items every three months, 25% purchase every month while 21% every six months.



Question 7: Please name 3 sustainable brands that you know!

The analysis of the open - ended questions was made by selecting relevant indicators and using coding the text appropriately. Please observe the analysis in the Annex.

The results are as following:

217 answers in total (217 x 3 = 651 expected brand names)

Real input 374 brand names

67 – „I don't know"/no answer

Total real answers: 441

Out of which: 234 right answers (real sustainable brands were named 234 times) – most named brands were Patagonia and Levis (which were previously mentioned as examples in another question)



Patagonia was named 39 times

Levi's was named 33 times

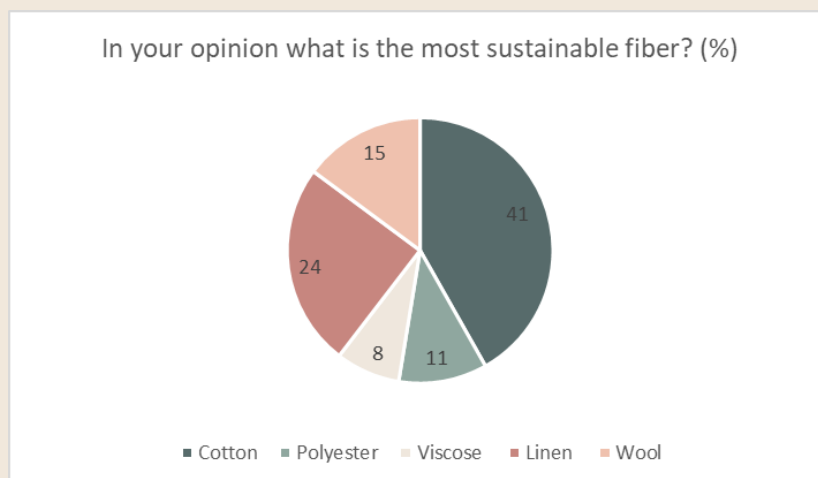
45 answers are false (either the brands named are not sustainable at all, nor do they claim to be; or the answers that contain falsely documented opinions such as "there is no such thing as a sustainable brand")

32 answers were brands that are not truly sustainable, but are not unsustainable (see Adidas and Tommy Hilfiger)

73 answers named brands that are known for greenwashing (especially prevalent are H&M -named 34 times- and Zara -named 30 times.

Question 8: In your opinion, which is the most sustainable fiber?

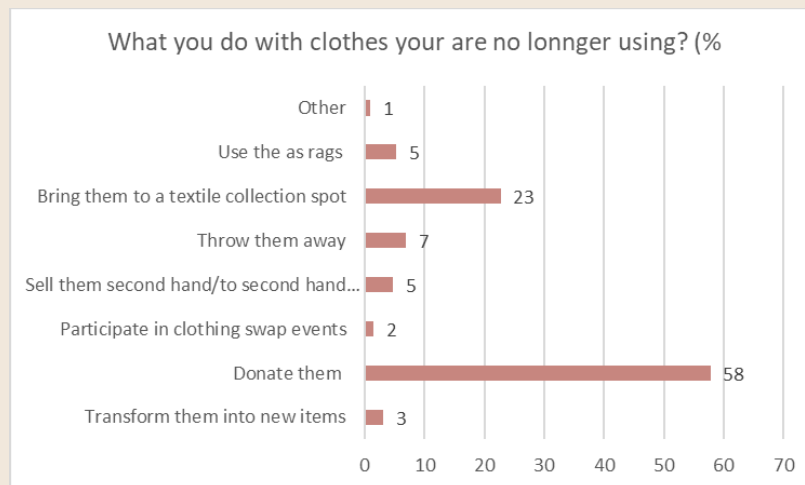
41% of respondents consider the most sustainable fabric is cotton (not true) and 24 % consider that is linen (correct).





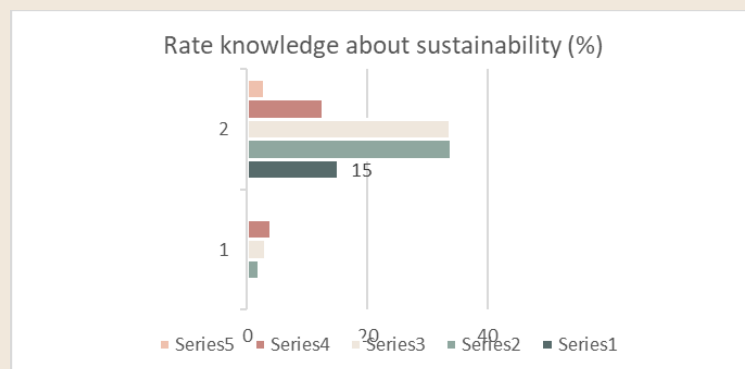
Question 9: What do you do with the clothes you are no longer used?

58% of respondents donate the cloths no longer used, while 23% bring them to the collection point, and only 7% throw the cloths away.



Question 10: From a scale from 1 to 5, how would you rate your knowledge about sustainability issues in the fashion and textile industry?

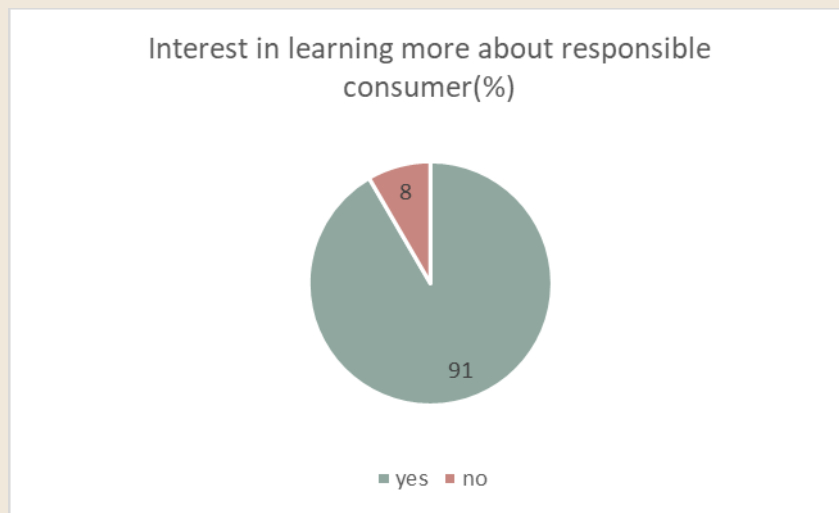
34% consider that have low and average knowledge about sustainability issues in the fashion and textile industry while 15 % consider that have very low knowledge,





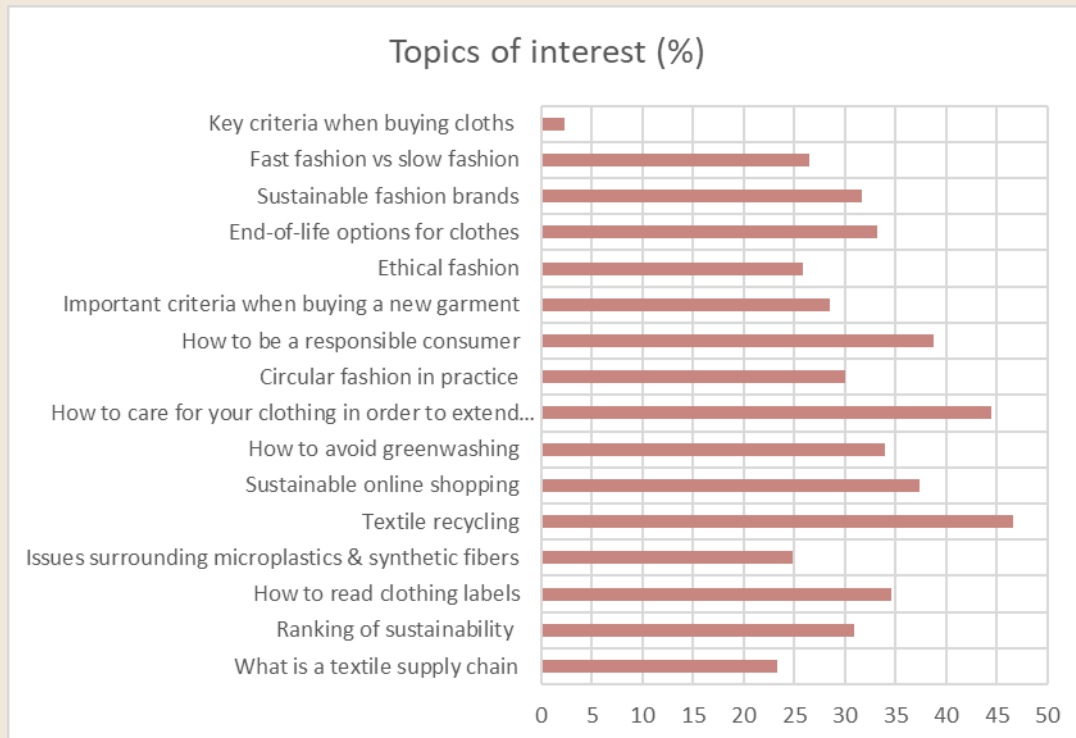
Question 11: Are you interested in learning more about sustainable fashion and how to be a responsible consumer?

The good news is that 91% of respondents have high interest in learning more about sustainable fashion and how to be a responsible consumer!



Question 12: In order of preference, please select 5 topics you are interested in learning about! (multiple choice)

The first preferred topic is textile recycling (47%), followed by how to care for clothing to extend clothes life (44%), how to be a responsible consumer (38%), end of life options for clothes (34%), etc,



Question 13: What do you expect to learn from a sustainable fashion consumer guide?

This was an open question. All responses have been analysed and relevance has been explained for each topic.

What is a textile supply chain – 6 mentions

Relevant: To offer recommendations regarding every step of the supply chain

Recommendations: To explain the fashion supply chain briefly

Ranking of fiber sustainability – mentioned 9 times

Relevant: Have a better and broader knowledge of fabrics, their use, resistance, impact, ability to be recycled.



Recommendations: include information about fabrics and their level of sustainability

How to read clothing labels – 1 mention

Textile recycling – 10 mentions

Sustainable online shopping – 2 mentions

Relevant: online shops that have ethically and sustainably produced clothes

Recommendation: Include ethical clothing sources too

How to avoid greenwashing – 4 mentions

Relevant: What makes a brand sustainable

Recommendation: Include sustainability criteria to look for when researching a brand

How to care for your clothing in order to extend its lifespan – 13 mentions

Relevant: How could I extend the life of my clothes, or recycle them so that I can use them without getting 'bored' of them? How to maximize the use of cloths?

Recommendations: Include info about upcycling and creative repair/redesign techniques

Circular fashion in practice – 6 mentions

Relevant: Practical things e.g., second hand shops (example?) clothes exchange (who have such events) clothes sale (example where?); what is circular fashion and how do I benefit from it

Recommendations: Include practical examples and tips for a circular consumer, explain the consumer benefits of CE

How to be a responsible consumer – 41 mentions



Relevant: how with small changes I could contribute with my choices; To indicate easy ways to change consumer behaviors; practical advice on how to start transitioning from fast fashion and mass consumption to more sustainable solutions. ; how to reuse clothing, how to maintain my style and sustain sustainable fashion

Recommendations: Include budget-friendly tips, reuse & upcycling tips, explain impact of choices, how to transition from fast to slow fashion

Important criteria when buying a new garment – 21 mentions

Relevant: clothes that will have less impact on the environment.; Learn what are the elements that make a garment "sustainable"

Recommendations: include information about what type of clothing has less impact, criteria that makes a garment more sustainable than another

Ethical fashion – 5 mentions

Relevant: what is ethical fashion? ethical fashion brands; Tips to buy ethically

End-of-life options for clothes – 12 mentions

Relevant: how to reuse fabrics; where cloths end up at the end of life? What happens when recycled? Creative idea for cloths upcycling

Recommendations: creative upcycling, what happens with recycled fabrics, and where they end up.

Sustainable fashion brands – 24 mentions

Relevant: How to easily and safely choose sustainable brands; How can I ascertain the sustainability of a brand; Criteria for the sustainability of brands; How to recognize sustainable brands and products. Know about local sustainable brands.

Recommendations: Sustainability criteria for fashion brands, how to recognize a sustainable brand and product, local producers guide

4. Conclusions



Considering that 126 responses from 217 are from Romania, we may say that the results of the survey are influenced by the Romanian consumers. However, we noticed that knowledge about sustainability issues in the fashion and textile industry and sustainable consumption are precarious, for example given the answer saying that cotton is the most sustainable material, or the responses to the open question regarding sustainable brands, where from 651 responses only 234 were right answers (real sustainable brands were named 234 times), while the rest of the answers were wrong, or left blank. Most named brands were Patagonia and Levis (which were previously mentioned as examples in another question) and unsustainable brands such as Mango, H&M and Zara, were named as sustainable 70 times.

The answers provided to question 13, are giving more insights into the needs and interest of consumers; they are quite keen to learn how to become responsible consumers (41 answers), what are the criteria when buying a new garment (21 answers) or what are the sustainable brands (24 answers). Respondents are also highly interested in textile recycling, what happens with clothing at the end of life, and they can become more responsible. The open-ended questions reveal high interest in how to be a responsible consumer, sustainable fashion brands and important criteria when buying clothing, with some additional mentions to include budget-friendly tips, reuse & upcycling tips, explain impact of choices, how to transition from fast to slow fashion; information about what type of clothing has less impact, criteria that makes a garment more sustainable than another; sustainability criteria for fashion brands, how to recognize a sustainable brand and product, local producers guide.

From this report, the relevant topics for the consumer guide are selected, based on the needs of consumers, to increase their knowledge and bridge the existing educational gaps.

5. Annex – open ended question analysis



What is a textile supply chain

Ranking of fiber sustainability

How to read clothing labels

Issues surrounding microplastics & synthetic fibers

Textile recycling

Sustainable online shopping

How to avoid greenwashing

How to care for your clothing in order to extend its lifespan

Circular fashion in practice

How to be a responsible consumer

Important criteria when buying a new garment

Ethical fashion

End-of-life options for clothes

Sustainable fashion brands

Fast fashion vs slow fashion

Nothing/No answer

Information outside the provided criteria



All mentioned criteria

GR Q2

how it is achieved in practice

Sustainable ways to preserve clothes, Costing sustainable clothes

what to look out for when buying clothes, what are the best alternatives for fast fashion

how can proper recycling be done

How to have more sustainable clothes and avoid the fast fashion

nothing

Ways to be a responsible consumer circular

fashion ethical fashion brands, what makes a market sustainable, tips for buying new clothes

Practical applications, what we should pay

attention to in every purchase of clothes from brands that declare sustainable or not, how we could make the most of our clothes



I would be very interested to know the differences between fast fashion and slow fashion as well as the materials that are considered sustainable. I would also be interested in learning about ethical fashion.

indicative ecological brands and international brands as well as of each country, effects of sustainable consumer behavior, everything that is mentioned in the previous question

Practical things eg second hand shops (example?) clothes exchange (who have such events) clothes sale (example where?)

Which fabrics/materials/products are the most sustainable?

How could I make slow fashion purchases, and support sustainable brands, in an economical way for sustainable fashion brands

what are its benefits

Ways of applying sustainable fashion in everyday life

For the brands



Why should I stop fast fashion, what is ethical fashion, how much energy is used to produce sustainable clothes

How to make it applicable and accessible

How to easily and safely choose sustainable brands

how it is applied in practice

How can I ascertain the sustainability of a brand, the stages and process required for sustainability in clothing, and whether it is worth the price

To learn about the basic principles and processes of sustainability in fashion, and how with small changes I could contribute with my choices

Criteria for the sustainability of brands, ways to change our consumption habits for the better, both financially and for the environment

Ways to use clothes after we don't want to use them anymore, processing, changing consumption habits

Easy ways to change the way we buy and use the clothes we have so we can use them more



Which brand should I choose?

To indicate easy ways to change consumer behaviors

How could I extend the life of my clothes, or recycle them so that I can use them without getting 'bored' of them?

I would like to know the criteria that make a brand, and a consumer behavior, sustainable

What makes a brand and a clothing production process sustainable

How could I acquire a sustainable consumer attitude, but in a relatively economical way

The utilization of clothes after the end of its use and information about their recycling

Tips to buy ethically, what is circular fashion and how do I benefit from it, online shops that have ethically and sustainably produced clothes

How could I have a more responsible attitude with my purchases?



I would be very interested to learn about greenwashing as well as the differences between fast fashion and slow fashion.

How to choose sustainable clothes and how to recycle them once I don't want to wear them anymore

SI Q2

/

To introduce us to examples of good practice in preserving our environment.

How to reduce the burden on the planet by correctly choosing new clothes and ecological preservation of clothes throughout their entire lifespan.

To learn something new about sustainable fashion and start practicing it in practice.

I do not know

Tips on how we can help ourselves, or know how to choose sustainably and wisely.

As much relevant information as possible, but above all practical advice on how to start



transitioning from fast fashion and mass consumption to more sustainable solutions.
To be read by as many readers as possible.
That I have the opportunity to collect clothes that will have less impact on the environment.

Topics marked above

Topics marked above

all of the above

I expect information that will deepen my knowledge about sustainable development in textiles

Relatively good prices

I do not know

..

To make the guide interesting and informative

To learn more about sustainable fashion

Easy to use

To get answers to my questions

To present the target group with well-argued pros and cons, which then influence further decisions in the field of fashion in the long term.



▪

How, where it is produced, impact on the environment, the best providers

To help people who want to live more sustainably and don't know how to start.

A transparent and clear presentation of the possibilities of what sustainable fashion is (certificates, specific brands), where/how we can buy sustainable fashion, methods of textile reuse/processing...

Information and guidelines to improve the sustainable development of fashion.

That he knows what he's talking about

Q2 IT

Have a better and broader knowledge of fabrics, their use, resistance, impact, ability to be recycled. In essence, I would like a guide that would help me understand the quality of the product I am about to buy so as to evaluate its actual cost and the possibility of using it for a long time.
to raise my awareness on the subject



How to shop more sustainably

Learn what are the elements that make a garment "sustainable"

I expect to understand what lies behind the production of fast fashion garments and to learn to recognize sustainable fashion brands in order to make informed purchases.

learn more about the most sustainable brands

I expect to learn how to choose my clothes in a better way for the environment and how to "be green" about my clothes

Get to know more sustainable fashion brands and be more aware of sustainability

how to buy more consciously

Have clear but concise guidelines to become a more aware and responsible consumer and find the "key" to cyclically adopt more sustainable behaviors

Impact of the textile sector

The various phases of the textile chain

How to buy slow fashion at affordable prices



Learn how to reuse fabrics or recycle them properly

/

I don't know

Focus also on accessories, not just on dresses

▪

Keep your clothes from getting ruined quickly

Romania:

Q2

Să ofere informații clare, de actualitate, bine structurate. Să nu facă reclamă la branduri. Să prezinte studii de caz, bine argumentate.

Cum sa fiu un consumator sustenabil si cum sa refolosesc obiectele vestimentare

▪

Cateva aspecte mentionate la punctul de mai sus legat de eticheta, cateva exemple de bune practici, reciclare, etc

Ce am bifat la întrebarea anterioară

Pasi clari pt un lifestyle mai sustenabil

Corelare moda sustenabila- produse sustenabile- durata viata produse- scadere nr achizitii produse etc

Sugestii de branduri de haine sustenabile, cum afecteaza industria modei mediul inconjurator si exemple despre cum pot fi combatute efectele

De ce si cum să reducem amprenta negativa a alegerilor noastre zilnice asupra planetei

impactul pe care il are asupra mediului, cum pute sprijini moda sustenabila

Care sunt posibilitatile de educare a consumatorilor de moda!

Cred ca m-ar interesa impactul industriei asupra societatii, de la prelucarea fibrelor, la vopsire, cut&sew, transport, pana ajunge in magazin Din punctul meu de vedere sa fii sustanabil necesita o



colaborare între mai multe domenii, așa ca să vrea să știu ce impact are fiecare etapă din proces asupra oamenilor, mediului etc.
Cum ne putem îndrepta spre un model de economie circulară
De unde provin fibrele din care sunt confecționate textilele și unde ajung ele când sunt reciclate și ce devin.
Soluții pentru a trece de la consum extrem de Fast Fashion la un consum mai responsabil.
Cum să cumpăr responsabil, după ce criterii să cautăm branduri sustenabile, etc
Multe
Ce am selectat mai sus
Oroce sfat e binevenit
Impactul lanțului de aprovizionare a textilelor Clasamentul sustenabilității fibrelor Cum se citesc etichetele de îmbrăcăminte Probleme legate de microplastice și fibrele sintetice Reciclarea textilelor Cum se cumpără sustenabil online Cum să eviți greenwashing-ul Cum să vă îngrijiți hainele pentru a le prelungi durata de viață Moda circulară în practică Cum să fii un consumator responsabil Criterii importante atunci când cumpărați o haină nouă Noțiuni de modă etică Opțiuni pentru haine la sfârșitul ciclului de viață Branduri de modă durabilă Fast fashion vs Slow fashion
Ca responsabilitatea cea mai mare nu este a consumatorului, ci a producătorului
Cum să cumpăr eficient
-
Lucrurile de bază, cele mai importante.
cum să eviți produsele care nu sunt ok
Cele menționate la întrebarea anterioară
Informații/educație
Să fii un consumator responsabil.
Despre materiale sustenabile
Tot ce poate contribui la educarea consumatorului de modă sustenabilă.
Ceea ce mă interesează
Cum să contribui la implementarea ideii de sustenabilitate în viața de zi cu zi



Orice informatii care ne pot scoate din bula in care traim si ne dau o perspectiva noua legata de obiceiurile de shopping/styling putin mai eco friendly :)
Despre re folosirea hainelor când încetează să mai fie purtabile
Cum pot cumpăra haine bune la prețuri rezonabile
modă sustenabilă :))
-
Despre toate cele de mai sus.
Informatii noi
Totul despre sustenabilitate
NS/NR
NS/NR
Sa inteleg impactul acestei industrii asupra mediului pe tot lantul de fabricatie, cum fac sa cumpar haine care sa tina mai mult, dar si branduri concrete spre care sa ne indreptam. Si bineinteles, cum fac acestea sa lase o amprenta cat mai mica asupra mediului.
Cum sa cumpăr sustenabil
cele bifate mai sus
De unde să cumpăr haine
As vrea sa invat mai multe despre haine sustenabile
multe sper!
Să ofere informatii transparente despre ciclu de productie al hainelor
-
Tot ce este mentionat la intrebarea anterioara.
toate optiunile din întrebarea precedenta
Sa inteleg mai bine, cu cifre, exemple si poze, care este impactul negativ asupra mediului, a fast fashion.
Un capitol dedicat echipamentului pentru ciclism si alte activitati outdoor
sa folosesc produse cu un cat mai mic impact asupra mediului, realizate cu etica
Sa "traduca" cifre in fapte, prin coroborarea de analize diverse
Acces la informații din toate aspectele domeniului in ierarhia importantei ca si educare in masa.
Mi-as dori sa invat modalitati prin care pot sa ma asigur ca achizitiile pe care le fac au un impact minim asupra mediului.
Idei creative de reciclare a articolelor vestimentare ce nu mai pot fi purtate
Design vestimentar sustenabil



Cum sa achizitionez haine care sa arate bine, sa fie calitative, sustenabile dar care sa nu coste cat tot salariul meu pe o luna. A devenit o moda si asta, sa fim sustenabili/bio dar exploatam aceasta nevoie de responsabilitate prin a tripla preturile. Atat de "resposabila" incat sa cheltui nerezonabil de mult pe un produs nu doresc sa fiu.
End of waste criteria for textiles, despte imbracaminte sustenabila (fibre naturale, lant valoric sustenabil)
un ghid al surselor locale de articole de fashion sustenabile, atat create de designeri locali in sistem artizanal cat si branduri mai mari, informatii despre tipurile de fibra sustenabile, mod de ingrijire a imbracamintei, exemple de trasee posibile ale articolelor uzate sau nedorite astfel incat sa treaca prin cat mai multe etape inainte de aruncare, etc
Cum sa imi mentin stilul si bugetul sustinand si moda sustenabila
Nu am neapărat așteptări specifice, eventual să fie abordate subiectele pe care le-am ales la întrebarea anterioară.
Cum sa imi aleg mai bine hainele si sa fiu un consumator mai responsabil
Informațiile descrise în punctul anterior
Informatii clare si concise
Noi idei despre reciclare.
Criteriul dupa care se declara o marca sustenabila
Dintr-un ghid al consumatorului de moda sustenabila ma astept sa invat despre branduri locale sustenabile, moda zero-waste, fibre naturale folosite in moda sustenabila.
Notiuni de moda etica, cum sa fiu mai responsabila
Idei, recomandari, surse de inspiratie
Cum sa alegi haine cu durata mare de viata, upcycling, etc
Cum să fim consumatori responsabili!
Ce am bifat mai sus :)
Modalitati de reciclare a textilelor
ce inseamna moda sustenabila, cum pot sa particip ca si consumator, materiale sustenabile.
Vreau sa invat cum sa recilez mai bine imbracamintea
...
How to keep sustainability in mind while making a new purchase, and ways to protect the environment by making right choices when it comes to fashion and clothing.
Cat mai multe lucruri noi.
Notiuni privind sustenabilitatea in moda
Care sunt brand din România și promovarea lor.
Cum să fii un consumator responsabil.



Cum sa recunoști brandurile și produsele sustenabile, metode de reciclare a hainelor
Cum se poate dezvolta sistemul de reciclare al hainelor.
Noutăți
Mare parte din subiectele de la pct anterior.
Cum se cumpără sustenabil atât online cât și offline
Cum sa apreciem corect noile achiziții
Pasii reali , necesari dpdv informatii si aspecte practice, usor de inteles si aplicat, pentru a deveni un consumator de moda sustenabila si pentru a ghida si pe cei apropiati catre a deveni asemenea !
Care sunt tendintele si cum sa ma imbrac pentru orice situatie cu haine confortabile
Informatii cât mai actuale în privinta modei sustenabile si a comportamentului consumatorilor.
Cum sa micsoram impactul asupra mediului.
Toate temele mentionate la intrebarea anterioara, ilustrate prin cazuri real din tari care au performante si best practice, dar si din Romania, unde avem mari probleme de educatie in sustenabilitate in general, in special in textile.
Cunoștințe care chiar se pot aplica
Noutati
Cum să ținem hainele in stare bună,mai mult timp?(pt a economisi bani)
Elemente privind impactul poluării cu deșeuri textile și posibilitățile de reducere a acestuia.
Cum sa fiu un consumator responsabil
.
Cum sa fii un consumator responsabil
Criterii de cumparare
Cum sa devii un consumator responsabil
Cum sa maximizez folosirea produselor textile
Cum să nu mai facem risipă de materiale textile.
Cum se recicleaza stofele
O parte, dacă nu toate, din subiectele menționate mai sus.
mai multe despre optiunile de la intrebarea anterioară (nu doar cele 5 selectate, ci despre toate)
Nimic
Cum să devin un consumator responsabil și frumos îmbrăcat
Opțiuni și metode de consum de modă mai sustenabile în România, ghid al producătorilor locali suatenabili, how to în reducerea consumului și creșterea vieții produselor



<p>Toate subiectele enumerate mai sus sunt valoroase, depinde cine e publicul țintă al ghidului. Personal, aș vrea să văd exemple clare de branduri de modă durabilă, nu doar de inițiative ale unor companii folosite ca strategie de îmbunătățire a imaginii firmei</p>
<p>P</p>
<p>Despre proveniența materialelor și fabricație, aspecte de responsabilitate,</p>
<p>Care sunt brandurile care sunt într-adevăr sustenabile și care fac obiecte de îmbrăcăminte cu viața prelungită</p>
<p>Metode practice prin care se poate diminua generarea deșeurilor post-consum</p>
<p>Modalități de reducere a costului de achiziție, respectiv costului de producție</p>
<p>Recomandări privind fiecare etapă de la achiziție, întreținere și valorificarea produselor de vestimentație pentru a respecta principiile sustenabilității.</p>
<p>Modalități eficiente de promovare a modei sustenabile Efectele benefice a modei sustenabile Plan de promovare a acestei teme în rândul elevilor</p>
<p>Educație pentru conștientizarea impactului asupra mediului, exemple puse în practică, ghid de urmat în alegerea produselor de îmbrăcăminte, mod de întreținere, informații de bază pentru necunosători care mai departe au șansa să devină consumatori model de modă sustenabilă.</p>
<p>Cum să cumpăr responsabil</p>
<p>Etapile din care să ne educăm, treptat, cum reducem consumul exagerat în domeniul modei și cum să încercăm să creștem acea economie circulară în acest domeniu.</p>
<p>Durata de degradare a texturilor naturale față de cele "artificiale"</p>
<p>Principiile de bază a comportamentului corect și responsabil pe care îl respecta oricare consumator de modă sustenabilă și nu numai. Un alt aspect util ar fi prezentarea consecințelor nerespectării acestui comportament și extinderea acestora în toate ariile de activitate pe termen scurt, mediu și lung.</p>
<p>Elementele menționate la întrebarea anterioară + brandurile sustenabile.</p>



Q1 OVERALL

Correct answer (brands that are actually sustainable)

False answer (brands that are not actually sustainable, or false facts and opinions)

No answer (couldn't name a sustainable brand)

Greenwashing (brands that make greenwashing)

Average (brand is neither sustainable or unsustainable)

patagonia, levi's, eileen fisher

Adidas, Levi's, "Gucci (Off The Grid)"

Djerf Avenue, Patagonia

Patagonia, Levis

adidas

I do not know

Fjällräven, the project soma, veja



Project Soma, Adidas x Parley, VATHOS apparel

I don't know if any brand is viable.

well-known brands such as H&M have a

commitment to sustainable products

None that are exclusively sustainable except for

collections of brands that are considered fast

fashion and have simply from time to time

produced sustainable lines

Levi's H&M Puma

MUSA, H&M, Patagonia

I don't know any

I don't know any

Levi's, Patagonia, Eileen Fisher

None

PCP, Alchimia vegan shoes, Lefkon

None

None

NONE

LEVI'S, Adidas, Project Soma

I don't know any for sure

LEVIS, ADIDAS, MAIRIBOO



I don't know for sure

I am not sure

Levis, Patagonia, weekday

I am not sure about the sustainability criteria of the brands

Patagonia, LEVI'S

Do not know

I don't know any

Do not know

Do not know

adidas, vivienne westwood, sezane

Do not know

I don't know if any brand uses a sustainable way of production.

H&M

Patagonia

I don't know any

Patagonia, Columbia, The North Face

Levi's

I do not know

Patagonia, Levi's



Patagonia, Pact

I do not know.

S.oliver, tom tailer, levis

nothing

Ragwear, ?, ?

Only sons, nonoi,

I do not know

Vivienne Westwood, Stella McCartney, I don't

know others

/

/

Zara, Adidas, Mango

I do not know

Tommy Hilfiger, Adidas, Levi's

-

H&m, Levis, Guess

People Tree

H&M, Zara, Shein

/

Addidas, Nike, Under Armour

H&M



Levi's, Tentree, Avocado

LEVI'S, H&M

/

Patagonia, north face,

Birdsong, Vivienne Westwood, Levi's

Levi's, Nike, adidas, Calvin Klein...

/

COS, Rifolab, ARMEDANGELS

Patagonia

Patagonia

Patagonia, RifoLab, Exseat (borse e accessori)

Levi's, Napapijri, Armani

koche, id.right, uniqlo

Non lo so

Non ne conosci

I don't know

We don't know Non

Levis

Patagonia

They are not

Levis and Patagonia



Rifa

Timberland

Timberland, Levi's

Stella Mk

.

Levis and Patagonia

Patagonia, NorthFace, Ludic

.

Nu cunosc branduri sustenabile. Cateva au actiuni sustenabile (cum ar fi H&M, New Yorker, etc), insa daca ne uitam la intregul lant de la achizitia de materiale prime la utilizarea produselor finale, acestea nu sunt sustenabile deloc.

Unda, Ocru, Shmen

Patagonia /

Cos, Massimo Dutti, Tommy

H&M, Levi's, Deichmann

Ocru Studio, Patagonia, Stanley /Stella

Ciao Lucia

Levi s

Nu cunosc a true sustainable brand yet, im sure there are but i just did not find them.

Girlfriend collective, PUR, Organic Basics

Nu cunosc

Bethany Williams, thinking moo, Noyoco, loom, Rejina pyo, story mfg, Marine serre.

Pur clothing, Les vacances d' Irina, REDU

C&A, zara

Nu cunosc

Tom Taylor, C&A, MANGO

nu cunosc

Verlinne, remesh, patagonia



H&M C&A ZARA
-
C&A, New Balance, Under Armour
Swarovski, Wolford, Caalo
Tombabe, Ocru, Pepi si noi
Lufian, Patagonia, Levis
H&M Zara Dechatlon
Levis, polo, hilfiger
Lacausa, Patagonia, Amour Vert
H&M, Zara,
Aday, Kotn, Patagonia
Patagonia, Summersalt, Levi's
No idea!
nu știu
??
Us polo, tommy, esprit
No idea.
Nike, zara, under armour
H&m, CCC, Pepco
H&M, Patagonia, Simple Stories
H&M, Patagonia, ZARA
Din pacate, niciunul
Tommy Hilfiget, Gucci, Guess
Patagonia, Merinito,
Reserved
□
nu cunosc
H&M
-
Nu cunosc.



Patagonia, Coline, nu stiu altele

Pur Clothing, Ludic, Patagonia

nu imi amintesc :)

nu stiu

Etic, esmara lidl, tex Carrefour

Remake, Everlane, Good on you

Mango, Arket, COS, Patagonia

Kerne Milk, Anita Vitek, Preen

By Walid, kerne milk , Preen

Nu cunosc branduri specifice. Nu sunt in mod deosebit interesata de brand.

All birds, patagonia, UCB

Patagonia, Allbirds, Marks & Spencer

Ucca, Wool Me, Zara basic

UCCA, Patagonia, Levi's

Nu cunosc

Zara, Peek&Cloppenburg, Pull&Bear, NewEra, Vans, SuperDry

POM, Bianca popp, aday

Nu cunosc.

Columbia, Patagonia, G-Star

Kerne Milk, MARTAN, Patagonia

Patagonia, AmiAmalia, Ioana Ciolacu, PUR, Ocro

Organic Basics, patagonia, Avocado

Patagonia, la Veja, Verlinne

Stradivarius, Pull&Bear, Zara

Made in Rosia Montana

H&M

nu cunosc

HM, Zara, Koton

.....

Veja, Reformation



Nu prea cunosc.

adidas, jaquemus, c&a

Verlinne, Pur clothing

Levi's, Deichmann, Sense

Levi's, Veja, Lucy & Yak

DL1961, Nisolo, Adidas

Poema, marks&spencer, dasha

Reserved

Nu cunosc brand-uri sustenabile

Zara Massino Dutti Sinsay

COS, Stella McCartney, Tanya Sarne

H&M, Zara, A&C...

Pangaia, Patagonia, Jack Wolfskin

nu cunosc, sunt foarte putin promovate din pacate

Patagonia, Native Dhoes, Thinx, GOTD

Zara, H, & M, Cristian Berg

Nu cunosc

Zara, H&M, Pepco

Hervis, Norton Face, Vaude

Zara, mohito, h&m

Zara, mussete, ecco

Poema Zara Mango

OYSHO Mango Massimo

Sinsay, Zara, House, Cropp

H&M

Patagonia, Levi's.

Atelier Merci, Felicity, InLin

H&M, Levis, Sense

-

Adidas, Nike, Puma



Kf
Patzaikin, Pangaia, Mesteshukar Butiq
Patagonia, Elia
H&M conscious, levi's, diesel
Nu cunosc care sunt sustenabile, poate chiar detin unele dar nu ma uit la acest criteriu, din pacate..
Goat, AAGold, Preen
PeopleTree, TwoThirds, Boden
Katty Fashion, Nicoleta Obis, Simone Perricone
Katty Fashion, Simplicity Kids Boutique, Galla Maison
Levi's, Stella McCartney, Zara Sustainable
Sense, Stella Mc Carney, Deichmann
REDU, Ficimimi
Nicoleta Obis, Katty Fashion, Galla Maison
Katty Fashion, 3 AM, Lily of the Valley
Eticheta hainelor imi spune daca sunt sustenabile.

217 answers in total (217 x 3 = 651 expected brand names)

Real input 374 brand names

67 – „i don't know"/no answer

Total 441

Out of which: 234 right answers (real sustainable brands were named 234 times) – most named brands were Patagonia and Levis (which were previously mentioned as examples in another question)

Patagonia was named 39 times

Levi's was named 33 times

45 answers are false (either the brands named are not sustainable at all, nor do they claim to be; or the answers that contain falsely documented opinions such as “there is no such thing as a sustainable brand”)

32 answers were brands that are not truly sustainable, but are not unsustainable (see Adidas and Tommy Hilfiger)

73 answers named brands that are known for greenwashing (especially prevalent are H&M -named 24 times- and Zara -named 20 times- or other Inditex brands)

