



# **SERVE THE PLANET 2018**

## **Module 2: Study Circle Part 1**

### **Energy Use in Daily Life: Clothing**



# Outline

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- ▶ Why do we wear clothes?
- ▶ Where do the fibres that make up our clothes come from?
- ▶ Lifecycle of the clothes that we wear
- ▶ Energy consumption and environmental impact of clothes
- ▶ Why do we buy more clothes than we need?
- ▶ What changes can one make?

**The purpose of this study circle is to understand the impact of our clothes on the planet and how we can be more responsible to make the planet more sustainable.**



# Why do we wear clothes?



## Physical Needs

Protection  
Safety



## Social Needs

Fitting in



## Psychological Needs

Adornment  
Cultural identity



# What is the source of clothing fibres?

## Natural Fibres



**Cotton - cotton plant**



**Linen - flax plant**



**Wool - sheep**



**Cashmere - cashmere goats**



**Mohair - Angora goats/hairs**



**Silk - silkworms**



**Hemp - hemp plant**



**Leather - animal hide**



**Jute - jute plant**



# What is the source of clothing fibres? contd.



## Synthetic Fibres

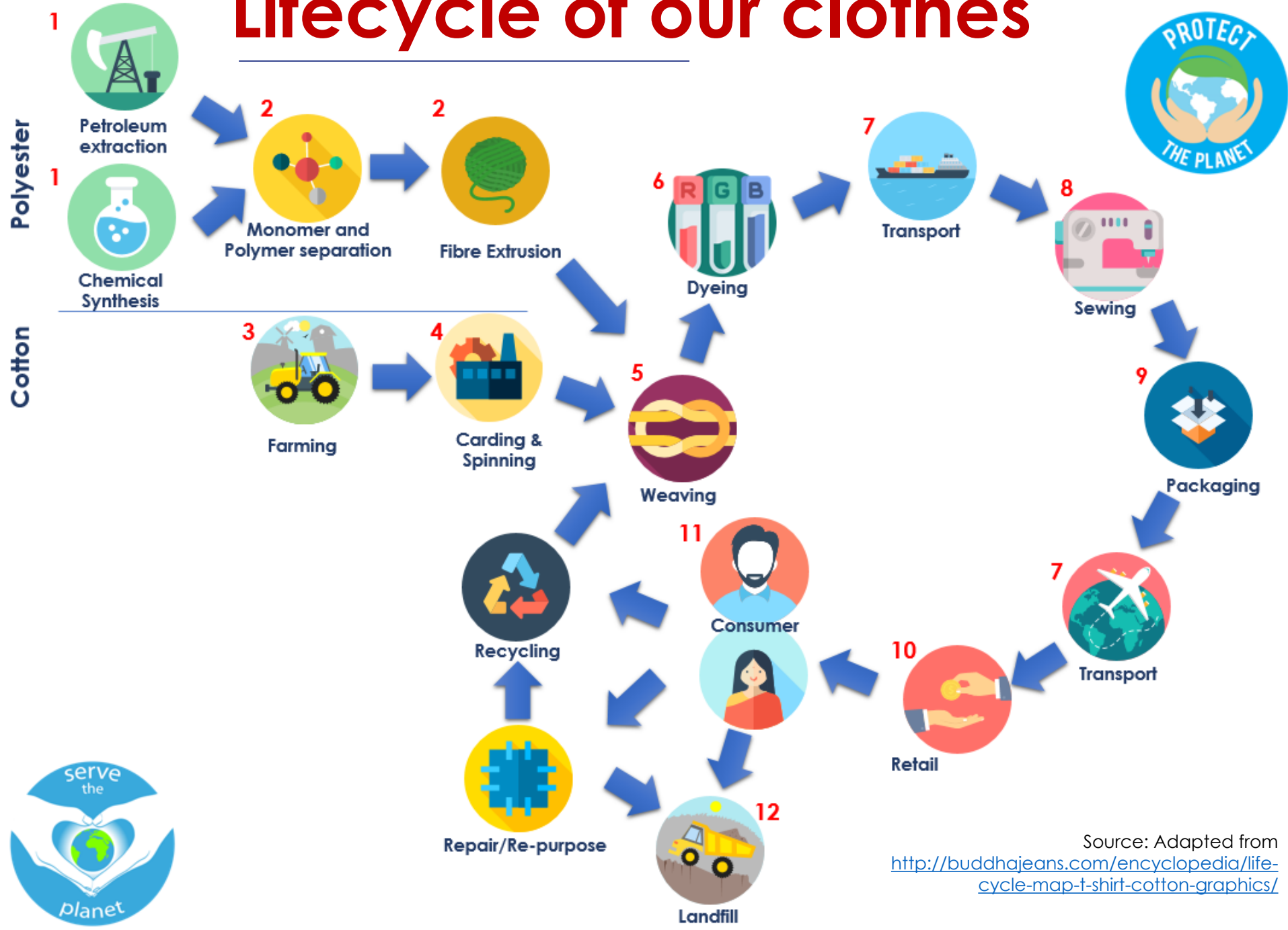
→ Rayon/ Viscose- Modified fibres from soy/ sugarcane/bamboo plants



- Polyester
- Nylon
- Spandex
- Polypropylene
- Polyethylene
- Vinyl



# Lifecycle of our clothes



Source: Adapted from <http://buddhajeans.com/encyclopedia/life-cycle-map-t-shirt-cotton-graphics/>

# Energy & Resources Use in Clothing and the Environmental Impact

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<https://www.youtube.com/watch?v=NXTIfcfzSnE>

Video duration – 3 mins 43 secs



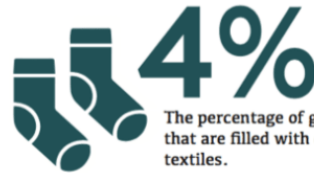
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# Environmental Impact of Clothes



**68 POUNDS**

The amount of clothing that the average American discards each year, 85% of which ends up in landfills or incinerators.



**4%**

The percentage of global landfills that are filled with clothing and textiles.

**700 GALLONS**

The amount of water it takes to produce a single cotton T-shirt.



**2.6%**

The percentage of global water used for growing cotton.

**99%**



The estimated percentage of used clothing that is recyclable.



**17-20%**

The estimated percentage of industrial water pollution that comes from textile dyeing and treatment.

**8,000**

The estimated number of synthetic chemicals that are used worldwide to turn raw materials into textiles.

**60,000,000**

The estimated number of people who work in the fashion industry worldwide.



Source: Conscious Company Media



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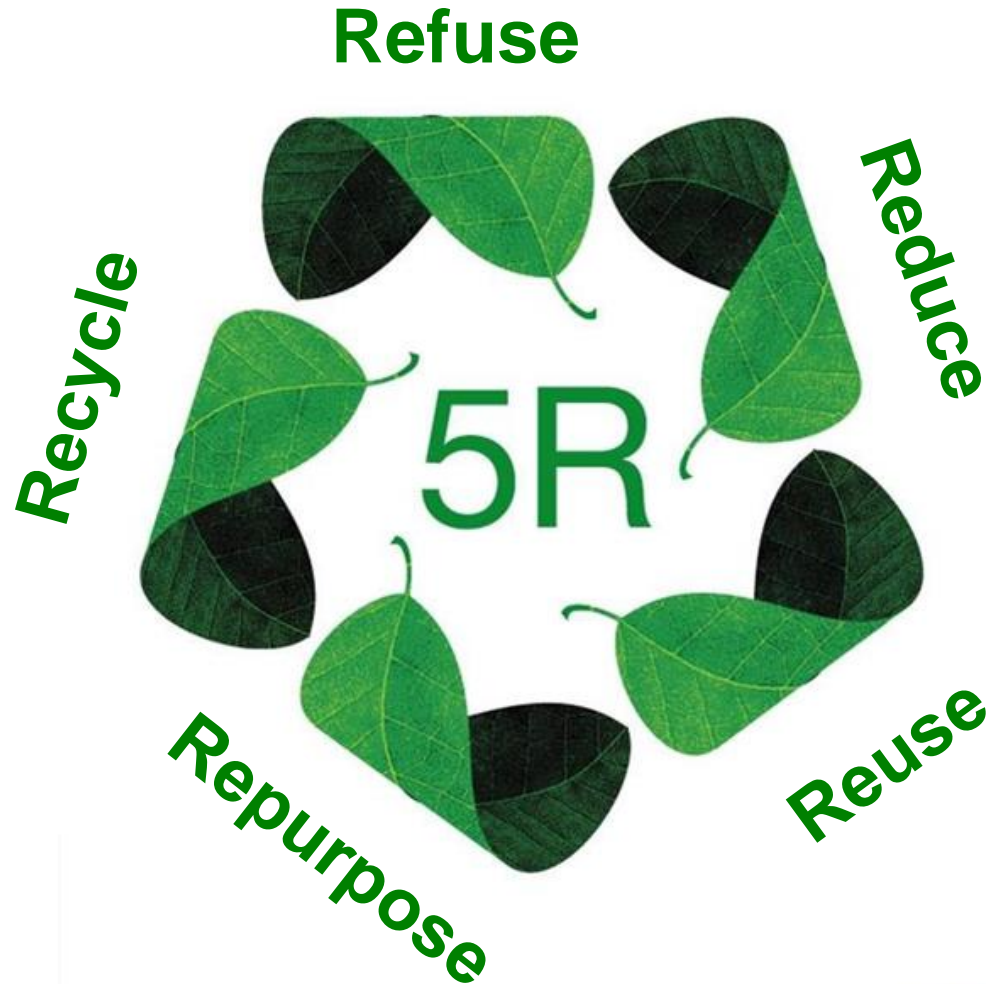
# Why do we buy more clothes than we need?

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# What changes can we make?

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# What changes can we make? contd..



Start by asking yourself- Is it a need or want?

## Ceiling on Desires

- Don't Waste **Energy**
- Don't Waste **Time**
- Don't Waste **Food**
- Don't Waste **Water**
- Don't Waste **Money**



Need



Want



Acquire what require

only you



Deploy the principles of "COD"



Sublimation



# Reducing Energy Impact of Clothes

Cultivation or extraction of natural resources for production of fabrics, manufacturing, distribution and disposal - all require energy

REFUSE	REDUCE	REUSE	REPURPOSE	RECYCLE
Do I need it?	Cut down your needs	Wear handed down clothes	Repair, alter into different style or modify it to fit a different use	Recycle what can't be reused or repurposed - it diminishes the need for mining/ extraction of natural resources and energy use
Can I afford it?	Donate	Donate clothes to a charity that can redistribute it	This video is an example: <a href="https://www.youtube.com/watch?v=DesGx5lpMWQ">https://www.youtube.com/watch?v=DesGx5lpMWQ</a> (Duration 1:24 minutes)	
Will I use it?				
Is it worth it?				
Will it last longer?				
Can I borrow it instead?				



# Recap

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- ▶ Why do we wear clothes?
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# In PART 2 of Module 2 study circle series, we will cover: Energy & Food

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- ▶ To what extent Energy is used in the 'food sector'
- ▶ How does this affect climate change and pollution, as a result of energy use?
- ▶ Are renewable sources the answer?
- ▶ What can we do daily to reduce our energy footprint in relation to food, and serve Mother Earth?



# Get in Touch

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If you have any questions, feedback or ideas on Serve The Planet Programme, please get in touch with the Team at [servetheplanet.ssio@gmail.com](mailto:servetheplanet.ssio@gmail.com)

**JAI SRI SAI RAM**



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