

Citizens vs. Fast Fashion

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The Challenge:

Challenge: The current textile industry has impacted the environment and the lives of Sri Lankans negatively. We want to focus on bettering the lives of the workers as well as helping reverse the detrimental effects on the environment caused by the textile industry.

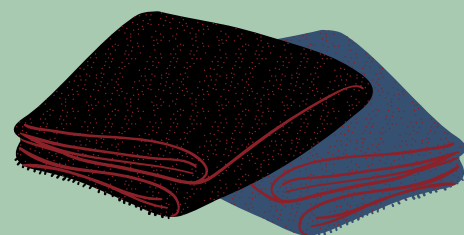
Hypothesis: If we create an environment that attracts enough people to leave current garment factories, it will cause the textile industry to be more ethical and environmentally friendly because we will establish serious competition.

Scalability: Initially, we will focus on establishing ourselves in poverty pockets in Sri Lanka. We will then scale to other south Asian countries that are also being taken advantage of by the textile industry.

SDGs we promote:



Specific Challenges: The textile industry in regards to water pollution, air pollution, litter, plastic pollution, unfair wages, and working conditions.



The Solution:

The Plan: We will create and give take-home packages filled with clean textile waste, available locally or from donations, to sew toys that we will sell. In Colombo, there are textile "mountains" dedicated purely to textile waste alone, from which we will be getting our resources. Gathering these resources and making them into take-home packages to create plushies should take up to 3 months. We will create a website that sells plushies internationally and takes donations to promote fundraising; this should take around 2 months. Initially, we will focus on finding people looking for employment to start our employee base. We will use personal connections to help get in touch with people to help create this base. We expect this to take around 6 months to gather at least 100 workers. After gaining a solid foundation, we will work on attracting employees from garment factories. The extra profit we get from selling plushies will be allocated to building a community center, donating to local orphanages, and personal business resources. In total, this may take up to 1 to 2 years. For our long-term goals, we want to stay in effect for several years until the textile industry changes worker conditions through pressure from losing employees to our more ethical company.



Benefits:

- Environment
 - Cleaner water
 - Reduced pollution
 - Reduced waste (through up-cycling)
- People
 - Provides a living wage
 - Providing money to aid orphanages
 - Unique solution by providing a safe/nontoxic working environment and education.
 - Community centers will provide educational and business opportunities, whereas current non-profits keep these workers in the textile industry.

SDGs we Advance:

- Decent Work and Economic Growth:
 - Our proposal provides community centers that offer education and sends profits to struggling orphanages.
- Responsible Consumption and Production:
 - Up-cycling textile waste into plush toys as well as contacting legislation in Sri Lanka to make sure the textile industry turns towards responsible actions and policies.



Implementation:

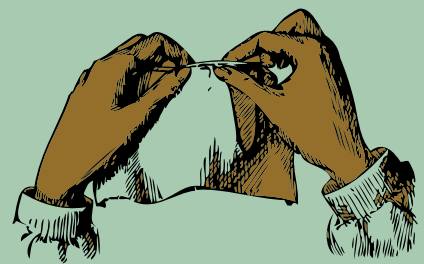
Needed Resources:



- Sewing supplies
 - Sewing machine - \$80 per person
 - Sewing kit - \$5 per person
 - Fabric/Textile Waste
 - Take from 9 giant textile landfills in Colombo.
 - Donations from unsellable clothing from thrift shops in America.
 - Sewing Patterns - \$0.10 per print
 - We have currently contacted two artists for sewing patterns. Respectively, we got approval to use their mushroom and frog plushie sewing patterns.
- Website - 200\$ per year
- Bank/Money
 - The current minimum wage is 10,000 LKR/ 54 USD while the living wage is 75,000 LKR/408\$ a month.
 - We will make an official non-profit organization to apply for grants to pay people's salaries immediately.
 - We will work independently from other organizations that aim to help textile workers since their current goals tend to promote upward mobility in the textile industry, which does not align with our goals.

Reach: We will be reaching out to our primary audience through social media, specifically TikTok. This platform has one of the keenest algorithms to target specific audiences and increase reach. Our current target demographic is the large influx of LGBTQ+ individuals interested in content resembling or depicting frogs and mushrooms. Those who can not afford items on this platform tend to help with outreach by sharing our TikTok videos containing product and company information.

Obstacles: The backlash from the garment industries and how they may react to losing garment workers, will they move onto another country to further abuse workers or will they attack us directly? Also how hard it will be to get the money to fundraise, and will the language barrier be difficult to overcome?



Acknowledgments:

Susan Becker, University of Illinois Urbana-Champaign, Clinical Assistant Professor at School of Art & Design, becker2@illinois.edu

Chiara Vincenzi, University of Illinois Urbana-Champaign, Clinical Assistant Professor at School of Art & Design, vincenzi@illinois.edu

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