

## KEY CAMPAIGN FACTS:

By 2025, more than 2.8 billion people in 48 countries will face water stress or conditions of scarcity. By the middle of this century, this will have reached almost 7 billion. Today's population is 7.8 billion.

Sources:

<https://www.theguardian.com/global-development-professionals-network/2017/jun/02/china-water-dangerous-pollution-gre-enpeace> <https://www.worldometers.info/world-population/>

It takes an average of 2,700 liters of water to make one Shirt

Sources: <https://www.worldwildlife.org/stories/the-impact-of-a-cotton-t-shirt>, National Geographic: <https://www.youtube.com/watch?v=xEEzMjSkwA>

It is estimated that 100 billion new garments are produced each year.

Sources: <https://truecostmovie.com/learn-more/environmental-impact/>  
<https://www.vogue.com/article/fast-fashion-environmental-impact-sustainability-parsons-zady>

A standard washing machine uses 155 liters of water per load, but a highly efficient washing machine uses less 105 liters of water. On average 5 shirts = 1kg of laundry. An average laundry machine holds 8-12 kg, meaning 40-60 shirts. Means a second hand item which is washed before sold needs an average of 3,1 liters of water.

2,700 liters of water = 1 new shirt = 870 second hand shirts

SOURCE: The U.S. Environmental Protection Agency (EPA), via <https://www.thespruce.com/save-water-in-the-laundry-room-2146003>

<https://www.appliancesonline.com.au/academy/laundry/get-the-right-size-washer-washing-machine-capacity-expained/>

## MORE FACTS

It takes an average of 7,000 litres of water to produce one pair of jeans. That's about the amount of water you drink over the course of 5-6 years.<sup>7</sup>

[https://www.greenpeace.de/sites/www.greenpeace.de/files/publications/es\\_reicht\\_leporello\\_mode\\_konsum\\_e01081\\_150528.pdf](https://www.greenpeace.de/sites/www.greenpeace.de/files/publications/es_reicht_leporello_mode_konsum_e01081_150528.pdf)

2 billion pairs of jeans are produced each year.<sup>17</sup>

<https://www.greenpeace.org/international/story/7539/fast-fashion-is-drowning-the-world-we-need-a-fashion-revolution/>

About 525,000 tonnes of microfibers enter the ocean from clothes each year.

<https://issuu.com/thecleanestline/docs/patagonia-enviro-initiatives-2018?e=1043061/67876879>

20% of industrial water pollution comes from the treating and dyeing textiles.<sup>6</sup>

<https://truecostmovie.com/>

In China 80% of the groundwater from major river basins is “unsuitable for human contact”.<sup>8</sup>

<https://www.theguardian.com/global-development-professionals-network/2017/jun/02/china-water-dangerous-pollution-greenpeace>

More than 2.8 billion people in 48 countries will face water stress or conditions of scarcity by 2025. By the middle of this century, this will have reached almost 7 billion.<sup>21</sup>

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Extending the life of clothing by further 9 months would reduce carbon waste and water footprints by around 20-30% each

Source: Fashion Revolution

The average consumer bought 60% more clothing in 2014 than in 2000, but kept each garment half as long<sup>4</sup>

McKinsey (2016). Style that's sustainable: A new fast-fashion formula.

<https://www.mckinsey.com/business-functions/sustainability-and-resource-productivity/our-insights/style-thats-sustainable-a-new-fast-fashion-formula>

On average Americans are throwing away 81 lbs of textiles per person per year<sup>5</sup>

McKinsey (2016). Style that's sustainable: A new fast-fashion formula.

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