

ACADEMIC INSTITUTION	Sheridan College
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PROJECT NAME	Sew for Sustainability
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NEED AND AUDIENCE

According to UNICEF Canada (n.d.), based on the Intergovernmental Panel on Climate Change’s research, the timeline to tackle the growing issue of climate change is 11 years to avoid the worst environmental consequences (para.15). Hearing this, and then learning about the environmental impact of fast fashion and how it is one of the growing contributions to climate change as something like one cotton shirt takes 2 700 liters of water to make it (Kemalova, 2019, para.2), Enactus Sheridan decided to focus on this emerging issue in the hopes of promoting sustainability and combating the negative impacts that textile production and consumption do to the earth. Our target audience for this project was anyone within the Sheridan Community as climate change affects everyone and, in an effort to contribute to Sheridan College’s sustainability initiatives, we chose to start local with our school.

UNICEF Canada. (n.d.). CLIMATE CHANGE AND CHILDREN’S RIGHTS. <https://www.unicef.ca/en/climate-change-and-childrens-rights>

Kemalova, R. (2019, April 24). Sustainable Fashion – UNICEF Turkmenistan Sets the Trend. UNICEF Turkmenistan. <https://www.unicef.org/turkmenistan/stories/sustainable-fashion-unicef-turkmenistan-sets-trend#:~:text=Textile%20industry%20or%20working%20for,years%20and%20spoil%20the%20soil.>

ACTION TAKEN

To address the rising issue of climate change and one of its biggest contributions – fast fashion – we partnered with Mission Zero, Sheridan College’s Office of Sustainability, and helped develop, promote, and co-hosted the “Sew for Sustainability” virtual workshop using a Zoom platform. In this event, Mission Zero shared the effects that textile production and consumption have on the environment, the problem with fast fashion, and what participants can do to achieve sustainable fashion. We also had a guest speaker, Liz McGroarty - an experienced sewing fixer at Repair Café Toronto and a frequent volunteer at Sheridan’s Repair Café – join us and teach attendees sewing techniques to repair clothing in a sustainable way.

IMPACT

The overall impact that our project had on participants was that it strengthened their environmental knowledge on fast fashion, gained sewing techniques to repair clothing, and learned daily sustainable hacks. By sharing this, participants now have tools to help reduce global carbon emissions and the consumption of more resources (like water) used to make more clothing as they can now follow the path of sustainable fashion instead of fast fashion. In the end, this workshop directly impacted 25 participants, and those who the participants may have shared what they learned, thus possibly causing the impact to extend past this event. Of the 11 out of 25 participants who offered feedback on this event, almost 91% became aware or much more aware of the impact of fast fashion, 91% became interested or more interested in repairing clothes, 100% agreed or strongly agreed that they gained new ideas and techniques for repairing clothes, 73% found the session very beneficial, and 82% would recommend this workshop to others.

STANDARD METRICS
 (These metrics are related only to the project presented and represent work done since March 1, 2021)

Individuals educated on climate action	25	Businesses educated on climate action	
Litres of water conserved		Metric tonnes of waste diverted	
GHG emissions diverted		Dollar value of waste diverted in CAD \$	

PROJECT START DATE	June 17, 2021
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IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	This project was done in collaboration with Sheridan College’s Mission Zero.
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