Consumer decision making

SUSTAINABLE DEVELOPMENT GOALS

SKILLS

Students will:

- ✓ discus, share and compare consumer behviour in connection with textile consumption.
- ✓ consider etical issues related to textile conusmption.
- ✓ develop skills of cooperative learning.

KNOWLEDGE

- ✓ Students get knowledge and understanding on:
- ✓ environmental impact of buying decisions,
- ✓ Important consumer decision factors in textile consumptions.
- ✓ alternative options in textile buying.

SustainComp

Activities

1. TEXTILE FIBRE

2. SUSTAINABLE TEXTILE BUYING

1. TEXTILE FIBRE

GROUP WORK (10 groups)

FIND OUT WHICH TEXTILE FIBRE ARE USED FOR SOME TEXTILE PRODUCTS and COMPLETE THE TABLE IN THE DOCUMENT:

WS-FOOTPRINT

Medical textile

House textile

Clothes

Footwear and acessories

Technical textiles

Check 5 complets of pictures.

Each complet presents one group of textile products.

CARBON FOOTPRINT

RESEARCH:

1. **With the help of cards showing the label of various textile products, find out which fibers predominate and fill in the table.**

TEXTILE PRODUCT	TEXTILE FIBRE USED	MARK WITH + IF ARTIFICIAL/CHEMICAL FIBRES WERE USED	
CHIRURGICAL MASK			
BANDAGE			**Legend:**

Table 1: Textile fibre in the product

Textile product	Textile fibre used	Mark with + when artificial fibre was used
Mask		
Surgical gown		
Surgical thread		
An artificial liver	Hollow viscose fiber	+
An artifical bone		
kitchen cloth		
Table cloth		
Tray gripper		
An appron		
Dish sponge		

FILL IN THE DOCUMENT:

WS - FOOTPRINT

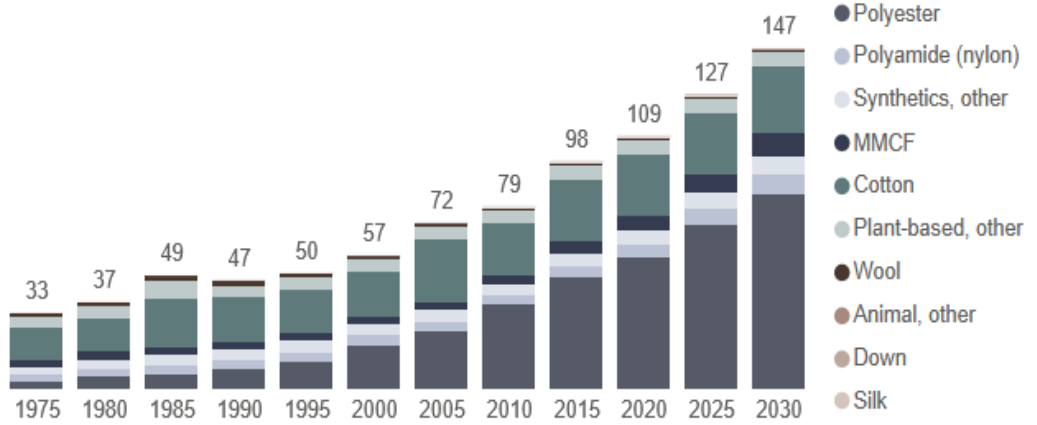
Answer:

Which fibers are dominant?

When buying textile products, do you pay attention to the composition of the raw materials?

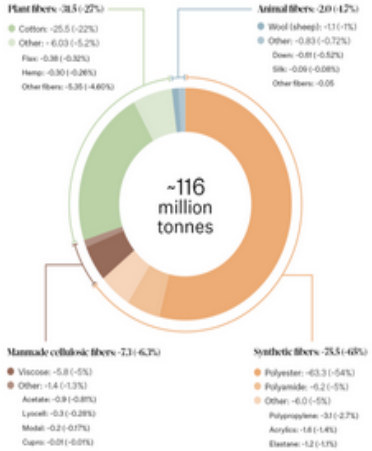
Why do you act the way you do?

Global fiber production (million tonnes)



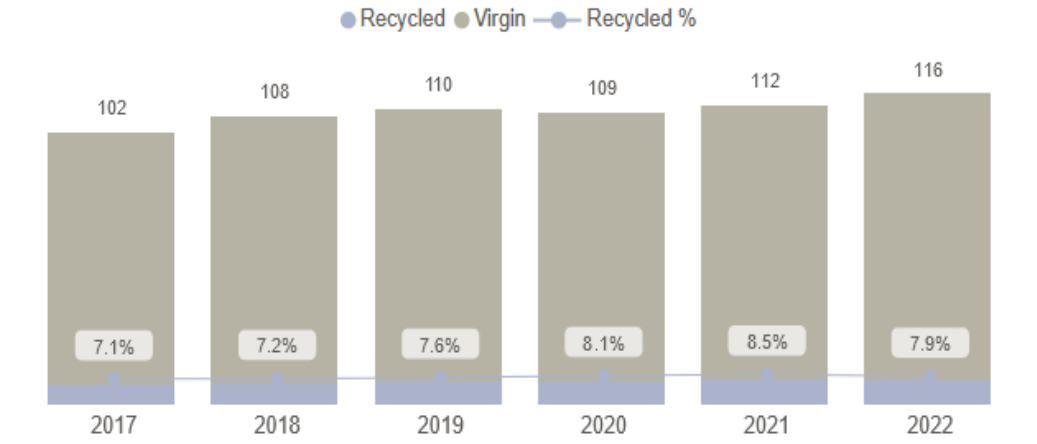
Source: Textile Exchange compilation based on data from CIRFS, FAO, ICAC, IVC, IWTO, Maia Research, and its own modelling.

Global fiber production in 2022 (in million tonnes)



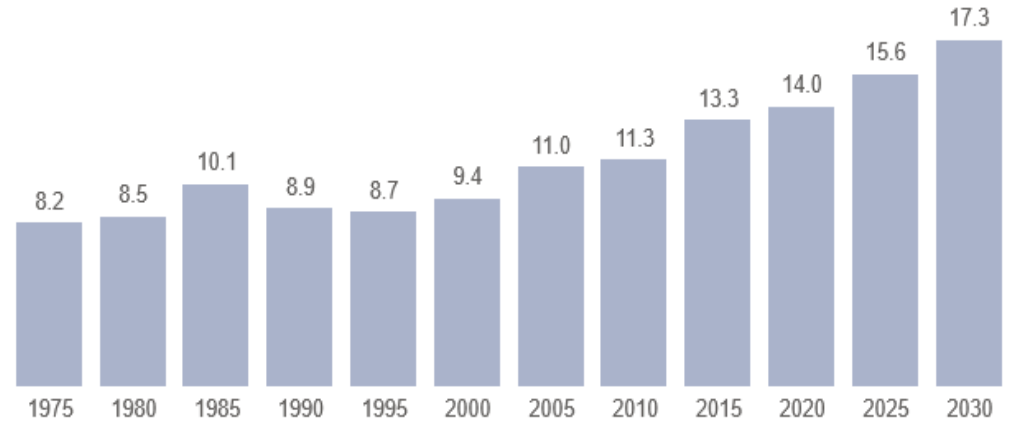
Source: Textile Exchange compilation based on data from CIRFS, FAO, ICAC, IVC, IWTO, Maia Research, and its own modelling.

Global fiber production (million tonnes) and % recycled



Source: Textile Exchange compilation based on data from CIRFS, FAO, ICAC, IVC, IWTO, Maia Research, and its own modelling.

Global fiber production (kilograms per person)



Source: Textile Exchange based on UN data and global data compilation

Production of fibers is one side of problem. There are many steps neded to form fibers to ending textile product, which include the use of water, energy, chemicals, workers...

Prepare mind map

Group work : Diskus on the following questions and prepare mind map in the MS - FOOTPRINT document:

WHICH NEGATIVE IMAPCT could HAVE TEXTILE INDUSTRY IN GENERAL ON ENVIRONMENT, INDIVUDUALS and SOCIETY?

You can use next link and documents:

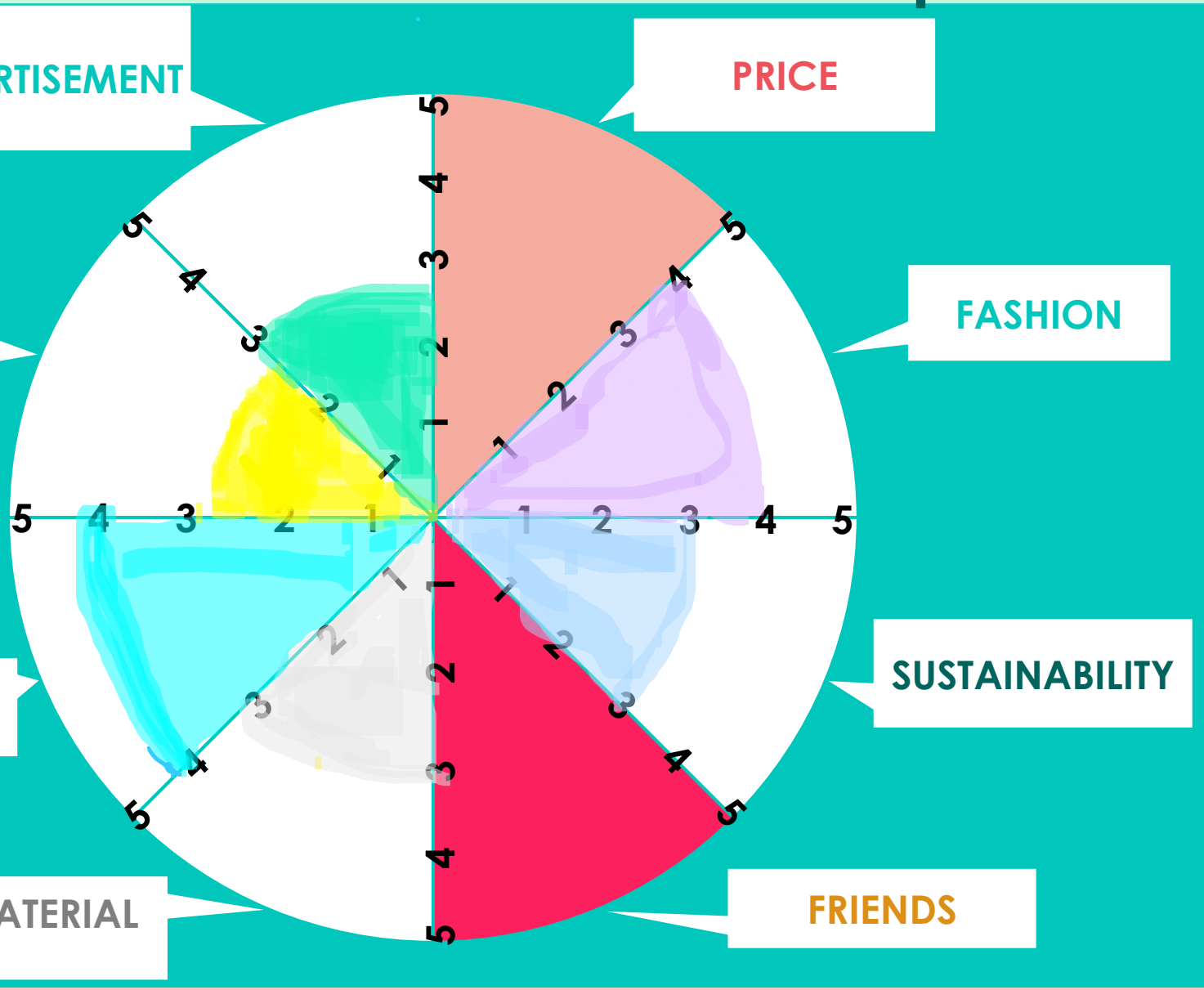
https://www.europarl.europa.eu/thinktank/en/document/EPRS_BRI(2019)633143

The impact of textile production and waste on the environment (infographics) | News | European Parliament (europa.eu)

https://textileexchange.org/

2. SUSTAINABLE TEXTILE BUYING – important factors

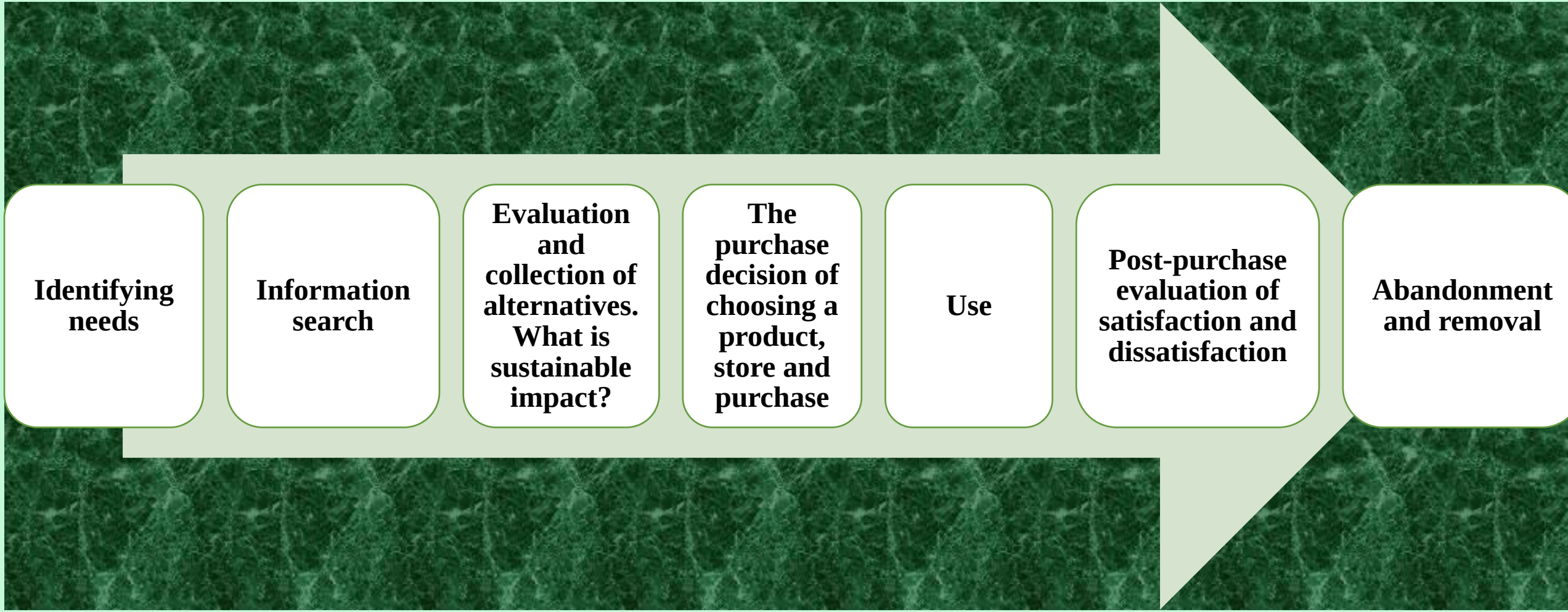
EXAMPLE



1. THINK AND DISCUS:
How important are different factors in buying decision in your group:
- price,
- colour,
- raw material composition,
- brand,
- necessity of purchase,
- liking,
- having something that "everyone" has"….?

2. DRAW a circle with scales from 1- 5, ENTER THE FACTORS that are important to you and SHOW THE IMPORTANCE of the factors by coloring individual sections.

Buying decision model



Group work
1. Case study – individual behaviour

1. **Facts**

- **Manca took advantage of the Black Friday discounts and bought the following clothes:**

Raw material composition:

Polyester 100%

Product weight: 330 g

Raw material composition:
Acrylic 100%

Product weight: 230 g

Raw material composition:

Polyester 54%

Wool 46%

Product weight: 900 g

7 Carbon Footprint of Textile and Clothing Products

Sohel Rana, Subramani Pichandi, Shabaridharan Karunamoorthy, Amitava Bhattacharyya, Shama Parveen, and Raul Fangueiro

See discussions, stats, and author profiles for this publication at: https://www.researchgate.net/publication/276193965

Carbon Footprint of Textile and Clothing Products

Chapter · April 2015

DOI: 10.1201/b18428-10

FIGURE 7.16 Carbon footprint of three different textile products during its life cycle. (From Jungmichel, N., *The Carbon Footprint of Textiles*, Systain Consulting, Berlin, Germany, 2010.)

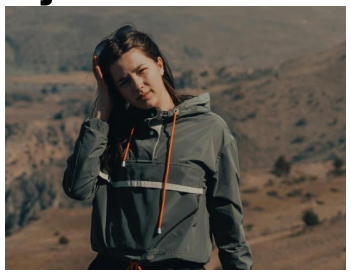
TABLE 7.7

CO_2 Emissions in kg/kg of Different Textile Fibers Based on Energy Consumption (kW h/kg Fiber)

Fiber Type	Energy Consumption kW h/kg Fiber	CO_2 Emissions in kg/kg Fiber
Nylon	69	37
Acrylic	49	26
Polyester	35	19
Polypropylene	32	17
Viscose	28	15
Cotton	15	8
Wool	13	7
Hemp	5	3

Source: http://www.metrocon.info/images/uploads/SWhittaker-METROCON12.pdf, accessed on March 11, 2014.

Carbon footprint of Manca's purchase. FILL IN THE DOCUMENT: **WS - FOOTPRINT**

The product	The proportion of individual fiber in the product	C02 emissions kg/kg fiber	CO2 emissions of purchased product
A jacket 	**330g**	**19**	**0,330 kg fiber x 19 kg CO2/kg fiber =**
T- shirt 			
Coat 			
		Total:	

ANSWER IN THE DOCUMENT: WS - FOOTPRINT

a) Calculate the carbon footprint of the selected textile product.

b) Which product has the largest environmental footprint?

c) Was the purchase made by Manca optimal from the point of view of reducing the carbon footprint? Justify your answer.

d) Advise Manca on how to shop in the future to reduce her environmental footprint.

e) Check the fibre composition of your clothes and assess how sustainable they are. Look at the labels on your clothes.

How can we teach sustainable consumption in school?

Keep in mind your class, differentation and/or scaffold...

Be creative!

Sustainable Competences in Higher Education.

‘SustainComp Curriculum’

Masaryk University

University College

SustainComp

UiA University of Agder

University of Ljubljana

Erasmus+