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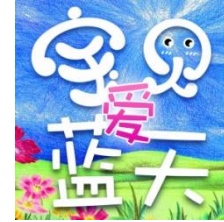
*EU-China NGO Twinning 2016: Climate change, social and environmental justice  
Participant experience on the topic of sustainable consumption*

# „On a T-shirt trip through China“ Twinners in Shanghai & Wuppertal

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**Lingling Zhang & Chunyan Zhao** (Blue Sky 4 Children)  
**Susanne Fischer & Monika Wirges** (Wuppertal Institute)

# With 3 T-shirts in the back pack to Chinese summer But did you know that shirts have back packs, too?



- The „**ecological back pack / rucksack**“ of a product comprises all raw materials extracted from the environment

Make a guess.  
Size of ecological rucksack of  
1 T-Shirt (200g)?

**12.8kg**  
**> Factor 64**



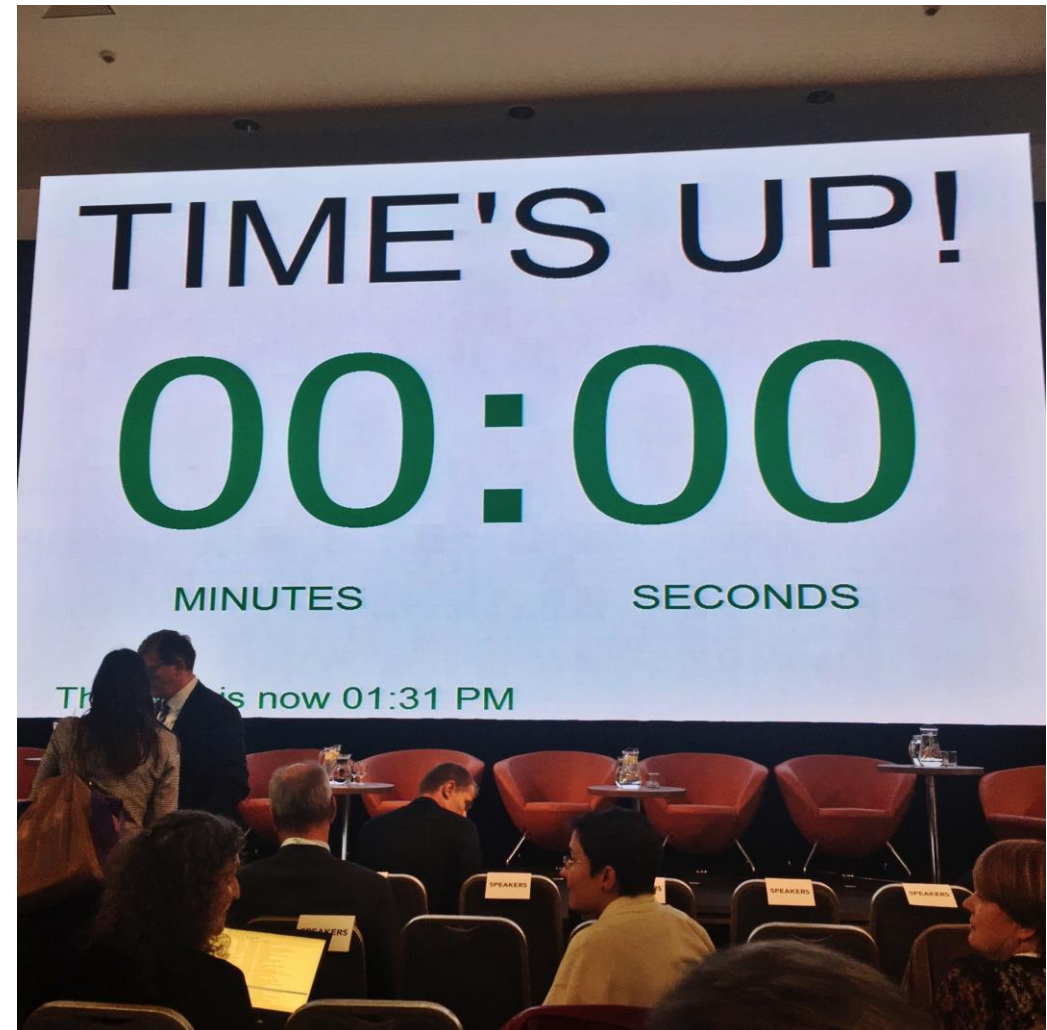
## „Linear T-Shirts“ generate waste.



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Really a lot of waste...

- 26 million tons of waste p.a. in China
- Textile is 2nd most polluting industry globally

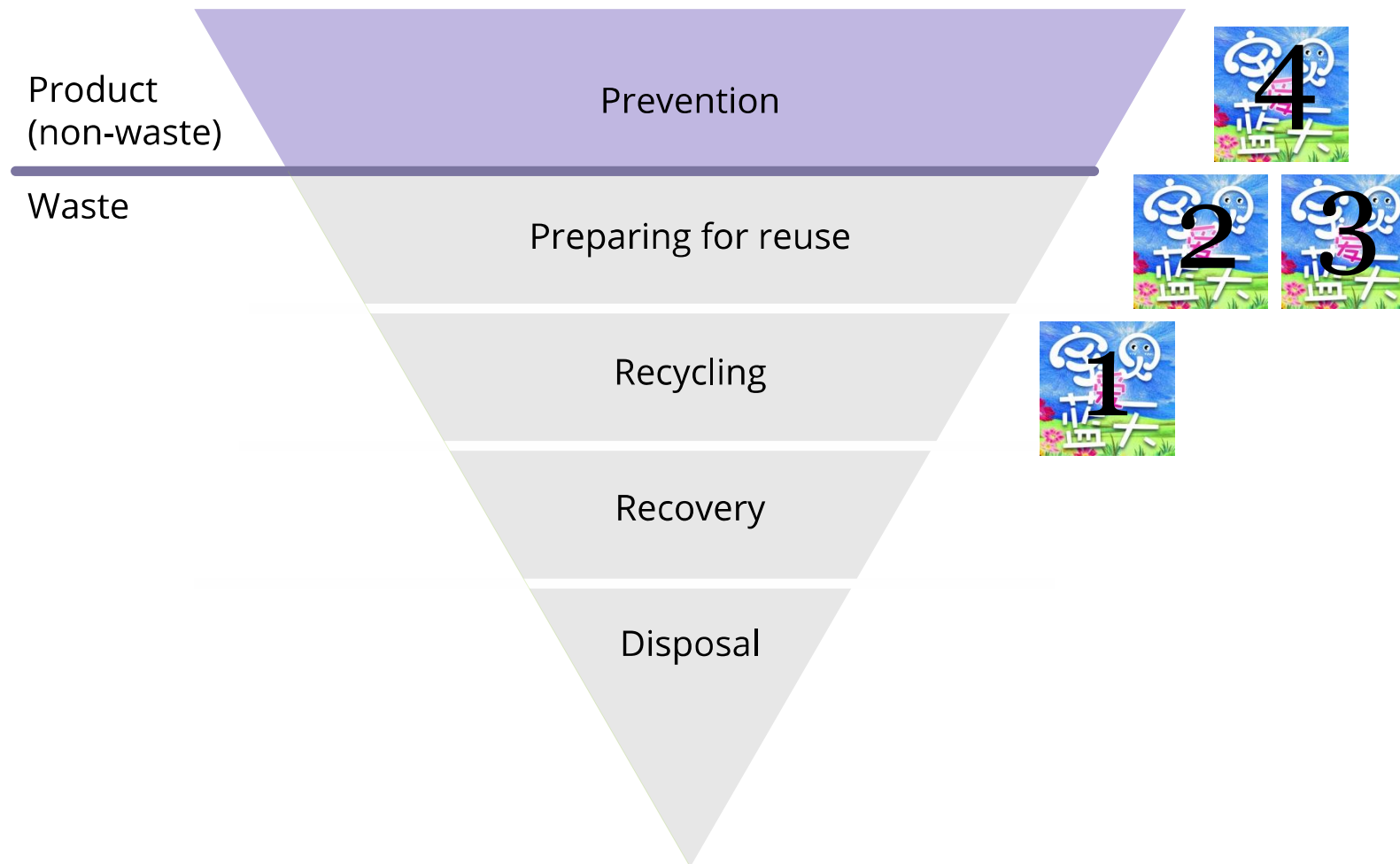


So what to do? The answer is:  
„Linear“ T-shirts should become more „circular“



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„EU Hierarchy of Waste“ formulates different approaches and priorities



# How to translate that into practice?



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**1 Recycling:** Door-to-door collection of used clothes for **textile recycling**

**2 Reuse:** Clothes donation for **second hand use**

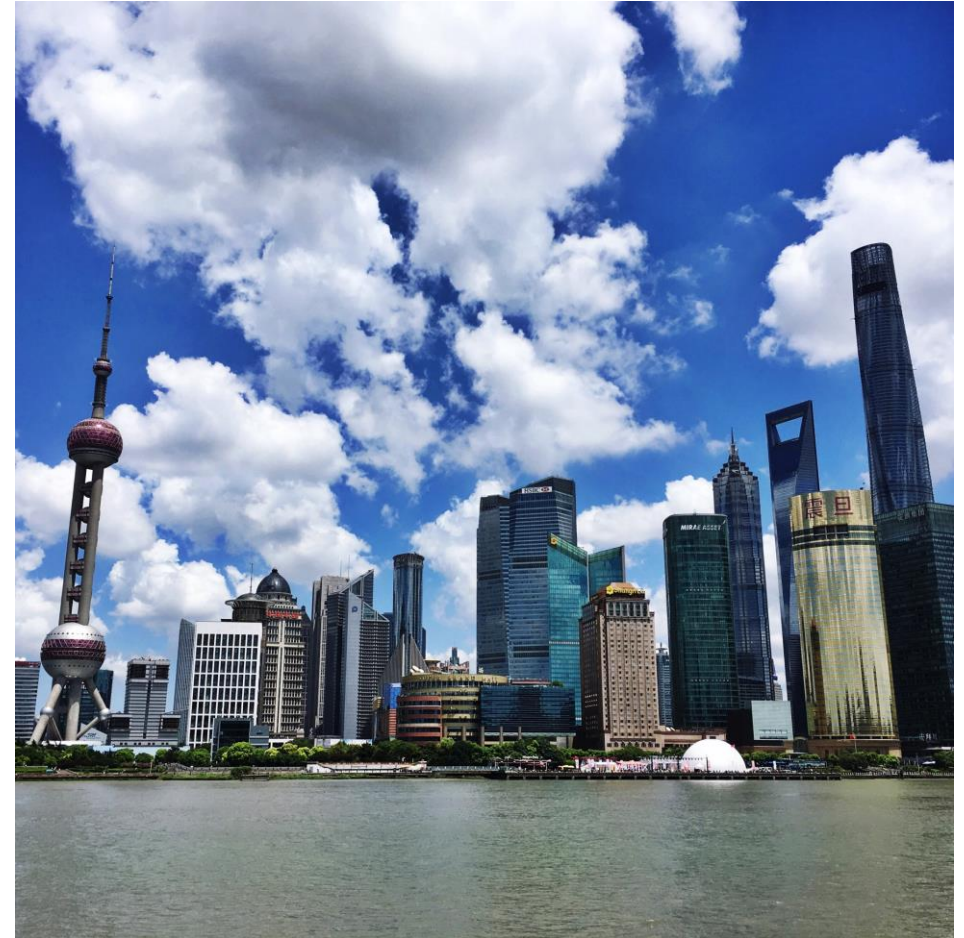
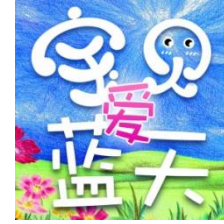
**3 Reuse:** Awareness raising in local communities via **upcycling from old clothes**

**4 Prevention:** Life coaching to **reduce unnecessary consumption**





## Lingling's and Chunyan's mission: „A blue sky for children“ – in Shanghai

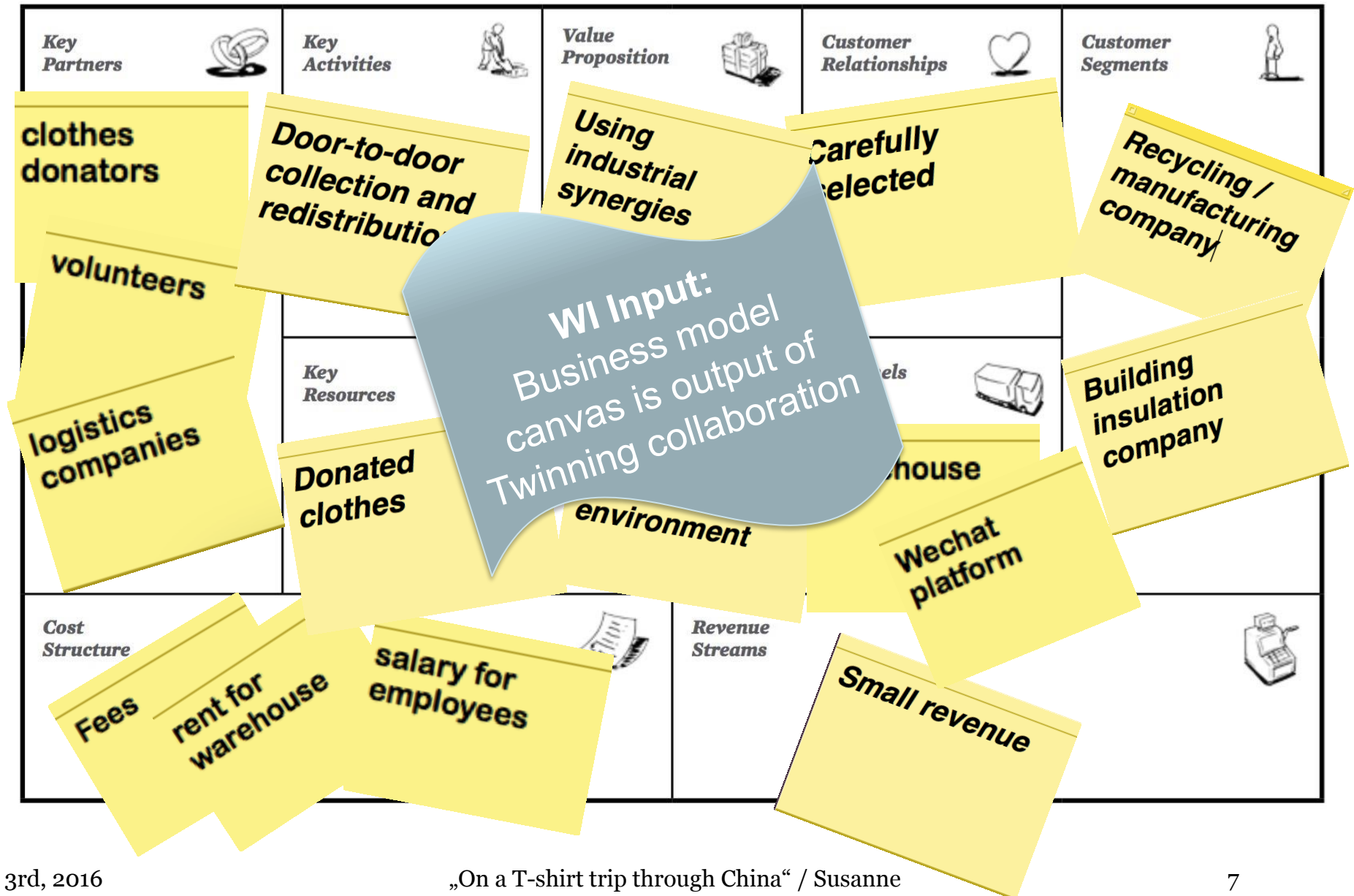


“Blue Sky 4 Children” aims to provide an environmental protection platform where **‘the light green’** people can participate

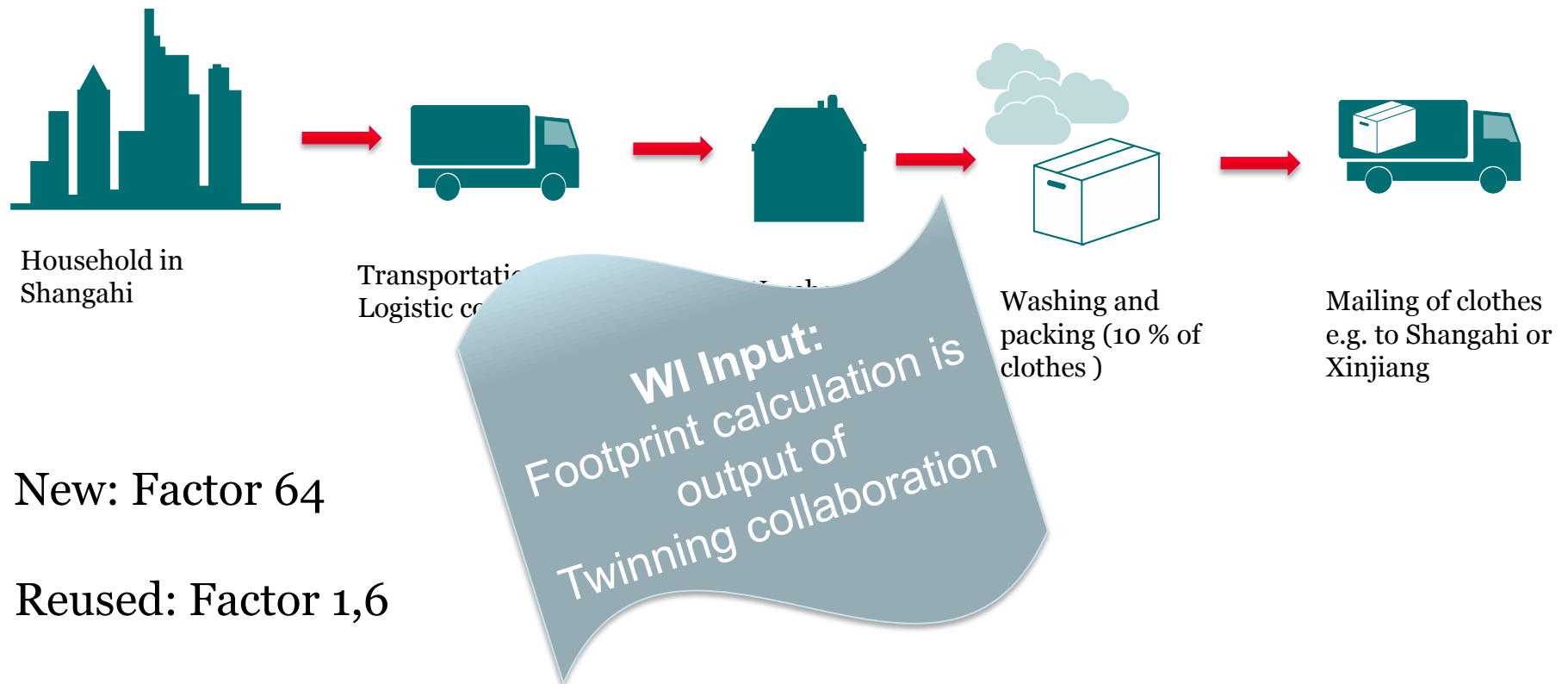
# 1st approach: Textile recycling



## *The Business Model Canvas*



## 2nd approach: Second hand use



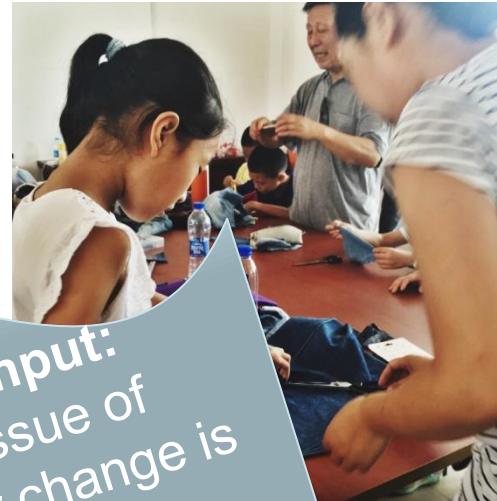
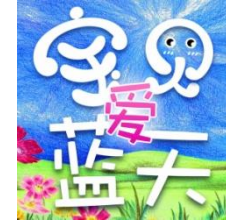
New: Factor 64

Reused: Factor 1,6

**By reusing instead of producing a new (1kg) T-shirt  
more than 60 kg of resources can be left untouched in environment**



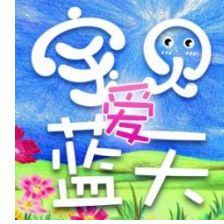
### 3rd approach: Upcycling from old clothes



**BS4C Input:**  
„Soft“ issue of  
behaviour change is  
actually the  
„hardest nut“ to crack



## 4th approach: Reduce unnecessary consumption

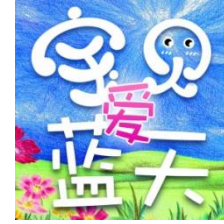


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# Old successes & new challenges: The „invisible“ T-Shirt



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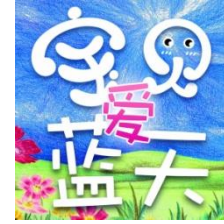


Planned visits:

- Wuppertal textile industry route
- 2nd hand clothing distribution
- renting clothes business model
- ...
- repair café
- urban gardening
- food sharing initiatives

**On our journey the T-shirt has become not only circular but also „invisible“.**

**Research question: Benefits of waste prevention approaches.**



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**Many thanks for your kind attention!**  
**感谢聆听!**