



Junk Kouture x Deloitte

The actions of governments, businesses, and individuals can have an undeniable impact on our world's climate, health, and equity outcomes.

The **choices we make today** will determine the quality of life for generations to come.

At Deloitte, we believe that **a better future is possible**. It will depend on sharing knowledge and experience more broadly than ever before and engaging our clients across each industry to take ambitious action.

Together with our clients, let's reimagine the way we collectively work and find new and lasting solutions.

Together, let's make an impact that matters.



CONTENTS

This guide offers ideas on how to discuss some of the impacts of climate change on society with the young people in your life. It includes:

- An overview of sustainability, climate change, the circular economy, and fast fashion
- Masterclass series episode guide
- Fashion “Fact or Fiction?” game cards
- Example questions, related insights, and resources for taking the conversations further

AUDIENCE

This material may be relevant to individuals who would like to increase their own literacy on some of the topics of sustainability and climate change as well as those looking for a way to engage with family and friends on these topics.

TIPS FOR USING THIS MATERIAL

- Create excitement for the conversation by watching the Junk Kouture Masterclass videos
- Use this guide to play a fun game of Fashion “Fact or Fiction?” and learn more about sustainability in the fashion industry
- Use the questions to kick-start conversations and continue to hold these conversations

ABOUT JUNK KOUTURE

[Junk Kouture](#) is the world’s largest sustainable fashion competition for youth with a mission to enrich and empower the lives of young people through creativity and sustainability.

What is Sustainability and Climate Change?

Sustainability can be defined as “[the practice of using natural resources responsibly today, so they are available for future generations tomorrow](#).” Sustainability also refers to “[the ability to maintain or support a process continuously over time](#).” [One definition](#) divides the concept into three fundamental pillars that must be satisfied for something to be “sustainable,” of which climate is one component:



Climate change is a global challenge that continues to impact *each of us*—consumers, businesses, and governments. And of course, the ones that tend to be most affected are often those who have contributed least to the crisis.

In the Deloitte US insights article, “[Climate Change 101 for business leaders](#),” the problem is clearly outlined. The planet is warming at a dangerous level that will likely impact all life on the planet and the overwhelming consensus of the scientific community is that human activities are the leading cause of the Earth’s warming in recent decades.

Time is no longer running out to act on climate change; it’s up, and the global economy is at a crossroads. However, Deloitte’s [Global Turning Point Report](#) found that if the world acts now to rapidly achieve net-zero emissions by mid-century, the transformation of the economy would set the world up for stronger economic growth by 2070 and limit global warming to as close to 1.5° C by century’s end.

We collectively cannot afford to waste another year, another month, debating the merits of doing something versus doing nothing. Every choice, every day is a chance to speed the realization of that vision.

What is the circular economy?

A systems solution framework that helps to tackle global challenges like climate change, biodiversity loss, waste, and pollution. It is based on three principles driven by design: eliminate waste and pollution, circulate products and materials (at their highest value), and regenerate nature.

Source: Ellen MacArthur Foundation, “[What is a circular economy](#),” accessed 2 October 2023.

What is “fast fashion”?

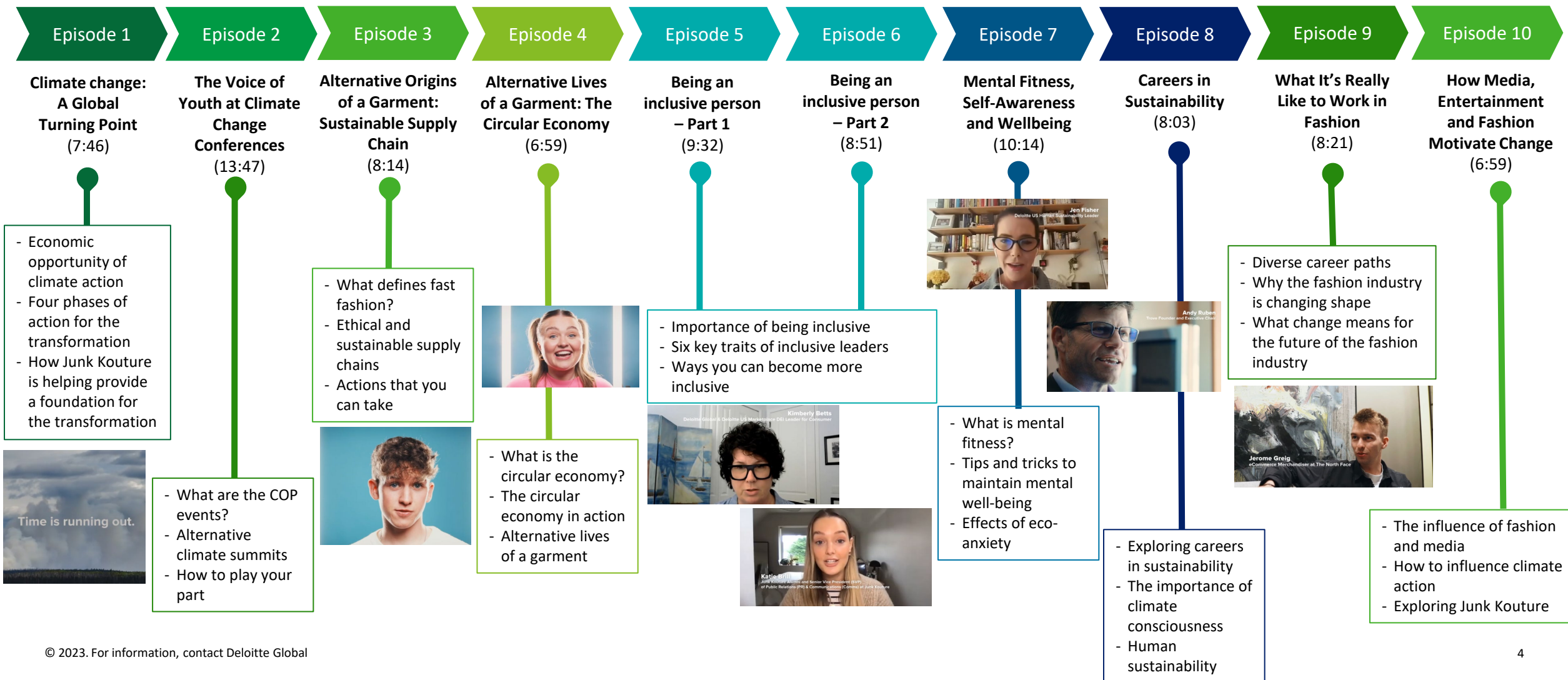
Since the 1980s, a new quick turnaround fashion business model has evolved alongside the luxury, designer labels: producing more collections of clothing at lower prices.

Source: Kate Whiting, “[7 ways to break the fast fashion habit—and save the planet](#),” World Economic Forum, 22 February 2019.

Masterclass Series - Episode guide

Created by Gen Z for Gen Z, this video series will explore sustainability, climate change, diversity, equity, and inclusion, and careers within the fashion industry. Join Deloitte and Junk Kouture students in learning more about sustainability and climate in the fashion industry—and beyond!

Watch the Masterclass series [here!](#)





Fashion Fact or Fiction

Play for fun or bring some competitive energy to the table by keeping score! Find the answers to the questions at the end of this document.

Fact or fiction?

Question 1

The world's most popular material to make is cotton.

Fact or fiction?

Question 5

In the last 15 years, the fashion industry has doubled production, while the time clothing is worn before it is thrown away has increased by approximately 40%.

Fact or fiction?

Question 2

France has the highest number of luxury goods companies.

Fact or fiction?

Question 6

Every hour around the world, the equivalent of one garbage truck full of textiles is landfilled or burned.

Fact or fiction?

Question 9

There are 17 Sustainable Development Goals (SDGs).

Fact or fiction?

Question 3

Climate change is a concern among Gen Zs and Millennials.

Fact or fiction?

Question 7

Each year in the UK, the amount of material recycled to make new clothes is less than 1%.

Fact or fiction?

Question 10

More than 90% of materials are either wasted, lost or remain unavailable for reuse for years as they are locked into long-lasting stock such as buildings and machinery.

Fact or fiction?

Question 4

Retailers are entering or expanding into pre-owned goods market, and the trend is expected to continue.

Fact or fiction?

Question 8

Linen represents 6% of all textile fibers consumed worldwide.

Fact or fiction?

Question 11

The Paris Agreement's goal is to hold the increase in the global average temperature to below 4 °C.

Keep the conversation going

Have you been hearing about any of these topics? At your school/with your friends?

What you do with your waste? Just throw it away or do you think about it before you throw it away?

What are some of your favorite stores? Do you consider your sustainability as you're buying your clothing? How do you decide where to shop?

Now that you know about Junk Kouture and the work they do, do you have any creative ideas of what you can do or we can do as a family or as a community?

How does talking about climate change and the future make you feel?

How do you make choices when you buy and/or cook your food? Are you thinking about where your food comes from?



Fashion Fact or Fiction - Answers

Question 1

The world's most popular material to make is cotton.

Answer: FACT

"[Cotton](#) decomposes in one week to five months in landfills. It's a natural material, bio-based, biodegradable, compostable, and recyclable.

Cotton is still the most widely used natural fiber worldwide and one of the cheapest to produce. And it's the second most used fiber for garment production behind polyester globally.

The cotton fiber used for textiles comes from cotton plant bolls. It's processed and combed into yarn. But the cotton plant requires tons of water, pesticides, and fertilizers to grow."

Alex Assoune, "[The Time It Takes Clothes To Decompose In Landfills](#)," Panaprium.

Question 2

France has the highest number of luxury goods companies.

Answer: FICTION

"While Italy (with 23 companies) still has the highest number of luxury goods companies, seven French companies contributed the largest share (nearly one-third) to the Top 100 luxury goods sales in FY2022."

Deloitte, [Global Powers of Luxury Goods 2023](#)

Question 3

Climate change is a concern among Gen Zs and Millennials

Answer: FACT

"Seven in 10 respondents saying they actively try to minimize their impact on the environment."

Deloitte, [2023 Gen Z and Millennial Survey](#)

Question 4

Retailers are entering or expanding into pre-owned goods market, and the trend is expected to continue.

Answer: FACT

"Several retailers are entering or expanding into the pre-owned goods market by introducing marketplaces and buy-back options. This market is fueled by consumers who are increasingly conscious of what they purchase. Especially those from the millennial and Gen Z generations prefer sustainable buying options and are also affected by the increasing costs of first-hand goods. We expect future retail models, especially those used by large companies, to combine mainline, outlet, and resale models."

Evan Sheehan, "[Sustainability in retail](#)," Deloitte.

Question 5

In the last 15 years the fashion industry has doubled production, while the time clothing is worn before it is thrown away has increased by around 40%.

Answer: FICTION

"In the last 15 years the fashion industry has doubled production, while the time clothing is worn before it is thrown away has **fallen** by around 40%."

Francois Souchet, "[Fashion has a huge waste problem. Here's how it can change](#)," World Economic Forum, 28 February 2023.

Question 6

Every hour around the world, the equivalent of one garbage truck full of textiles is landfilled or burned.

Answer: FICTION

"Every **second**, the equivalent of a rubbish truck load of clothes is burnt or buried in a landfill"

Ellen Macarthur Foundation, "[Fashion and a circular economy | Ellen MacArthur Foundation](#)")

Fashion Fact or Fiction - Answers

Question 7

Each year in the UK, the amount of material recycled to make new clothes is less than 1%.

Answer: FACT

Each year in the UK, [300,000 metric tons of textiles are binned](#), ending up in landfill (20%) or burnt (80%) in incinerators. The amount of material being recycled to make new clothes is less than 1%.

Kate Whiting, "[7 ways to break the fast fashion habit—and save the planet](#)," World Economic Forum, 22 February 2019.

Question 8

Linen represents 6% of all textile fibers consumed worldwide.

Answer: FICTION

[Linen](#) decomposes in two weeks to six months in landfills. It's a natural fiber, biodegradable, recyclable, and one of the most environmentally friendly and socially responsible materials.

Linen represents less than 1% of all textile fibers consumed worldwide. Despite its low availability, many fashion brands and designers choose linen fabric to create eco-friendly, beautiful, and luxurious collections.

Linen comes from a natural and renewable resource: the flax plant. It requires very little water to grow, much less than cotton unless the weather is warm and dry.

Alex Assoune, "[The Time It Takes Clothes To Decompose In Landfills](#)," Panaprium.

Question 9

There are 17 Sustainable Development Goals (SDGs).

Answer: FACT

"At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries—developed and developing—in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth—all while tackling climate change and working to preserve our oceans and forests."

United Nations, "[The 17 Goals](#)," accessed 2 October 2023.

Question 10

More than 90% of materials are either wasted, lost or remain unavailable for reuse for years as they are locked into long-lasting stock such as buildings and machinery.

Answer: Fact

"Materials that are cycled back into the global economy after the end of their useful life, otherwise known as secondary materials, account for 7.2% of all material inputs into the economy—this is the Circularity Metric."

Circle Economy Foundation, "[The Circularity Gap Report 2023](#)"

Question 11

The Paris Agreement's goal is to hold the increase in the global average temperature to below 4 °C.

Answer: False

The Paris Agreement is a **legally binding international treaty on climate change**. It was adopted by 196 Parties at the UN Climate Change Conference (COP21) in Paris, France, on 12 December 2015. It entered into force on 4 November 2016.

Its overarching goal is to hold "the increase in the global average temperature to well below 2 °C above pre-industrial levels" and pursue efforts "to limit the temperature increase to 1.5°C above pre-industrial levels."

United Nations Climate Change, "[The Paris Agreement](#)," accessed 2 October 2023.



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