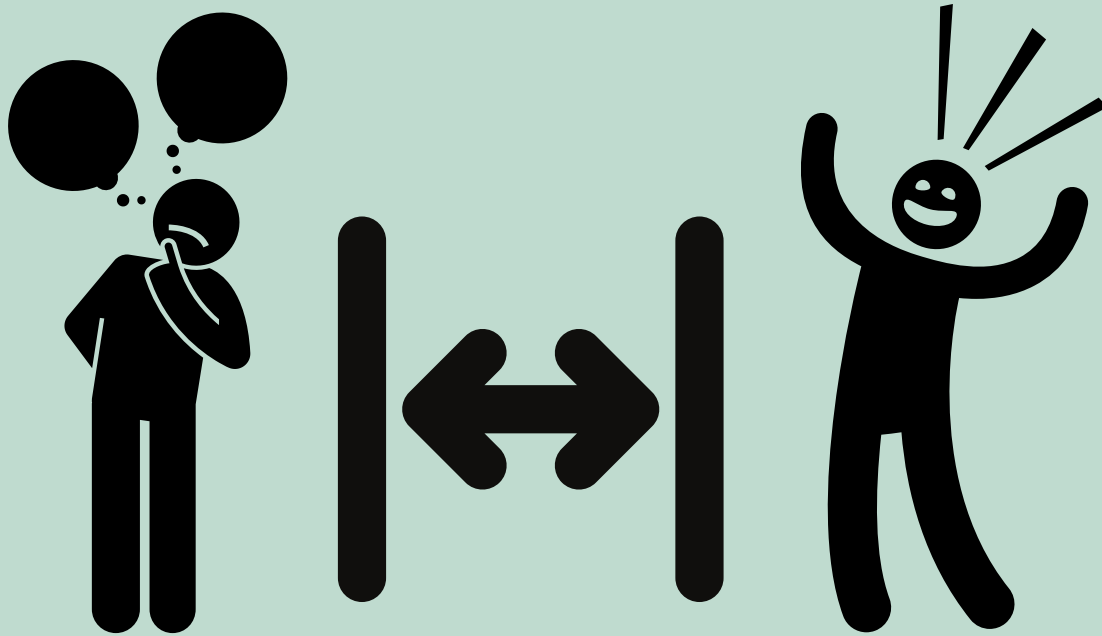


FairTracker



**FOR THE PLANET AND
FOR YOUR WALLET**



The attitude-behavior gap
Gap between the stated positive attitudes towards sustainable fashion and those who actually act in consistency with their attitudes.

The fashion industry is the second dirtiest industry after the oil industry:

- It is accountable for 10% of global carbon emissions worldwide
- 4 percent of pesticides and 10 percent of insecticides worldwide
- It can be made responsible for almost a quarter of worldwide water contamination
- It has a resource input of around 90 million tons per year

The fashion industry has a resource input of around 90 million tons per year.

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**The fashion industry is
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carbon emissions worldwide.**

Nowadays, we consume four times more clothes than we did 20 years ago whilst the clothes are only kept for half as long.

The increased rate of consumption leads to more textile waste than ever before. Around 85% of clothing in the United States end up in landfills every year.

TAKE A SECOND LOOK

15\$ / WORN 10 TIMES



FAST FASHION

1.50\$/WEAR

0.4 KG CO2/WEAR

270L/WEAR

WHICH ONE WOULD YOU CHOOSE?

30\$ / WORN 31 TIMES



SUSTAINABLE FASHION

0.97\$/WEAR

0.06 KG CO2/WEAR

7.8L/WEAR



FOR THE PLANET AND FOR YOUR WALLET



What is Cost-per-wear? (CPW)

price _____ CPW
total times worn _____

The cost-per-wear (CPW) gives you a more accurate estimation of whether something is worth the investment. Price is not the most significant indicator of value for money. CPW helps you find out the real price of your clothes.

Example: 150 Euro / (2 * 30) = 2.50 Euro/wear

What's my ideal CPW (cost-per-wear)?

clothing budget _____ = ideal CPW
items worn daily * 30 _____

Example: 150 Euro / (2 * 30) = 2.50 Euro/wear

Your Goal: 34 wears

Current price 7 Euro
Current: 12 wears | Ideal CPW: 2.82 Euro/wear

Impact-per-wear (IPW)

The impact per wear (IPW) sets the environmental footprint of a garment in relation to its frequency of use

Info: Environmental footprint of garment _____ = IPW
Total times worn _____

Total environmental impact

6 kg CO2
6000l water

Your impact-per-wear (IPW)

You have worn this piece 12 times until now

Current CO2 footprint: 0.4kg CO2/wear
Current water footprint: 800l/wear

FairTracker
FOR THE PLANET AND FOR YOUR WALLET

Welcome to your slow fashion journey

with **FairTracker**
FOR THE PLANET AND FOR YOUR WALLET

App

The main idea of the app is to change price perceptions and the way people consider quality by emphasizing clothing's durability. By letting people track their daily clothing use, people could start to realize that investments in high-quality, sustainable garments eventually pay off through increased durability while also gaining a new appreciation of clothing.

The app is structured as follows: A decision-making guide, a sustainability roadmap, things to know (educational section), impact-per-wear (IPW), cost-per-wear (CPW), and the daily outfit tracker.



To buy or not to buy?

Decision-making guide



Chose an option

For your decision-making guide

Quick guide

Long guide



Quick Decision Guide

Do I already own something similar?



Does it fit me well?



Do I feel good in it?



Long Decision Guide

Do I already own something similar?



Is the items suited for everyday life?



Would it combine well with other pieces in my wardrobe?



Can I style the piece in numerous ways?



Does it fit me well?



Long Decision Guide

Do I feel good in it?



Does it feel comfortable to wear?



Is the item practical?



Would I still buy this piece a month from now?



Does it spark joy



Decision-making guide

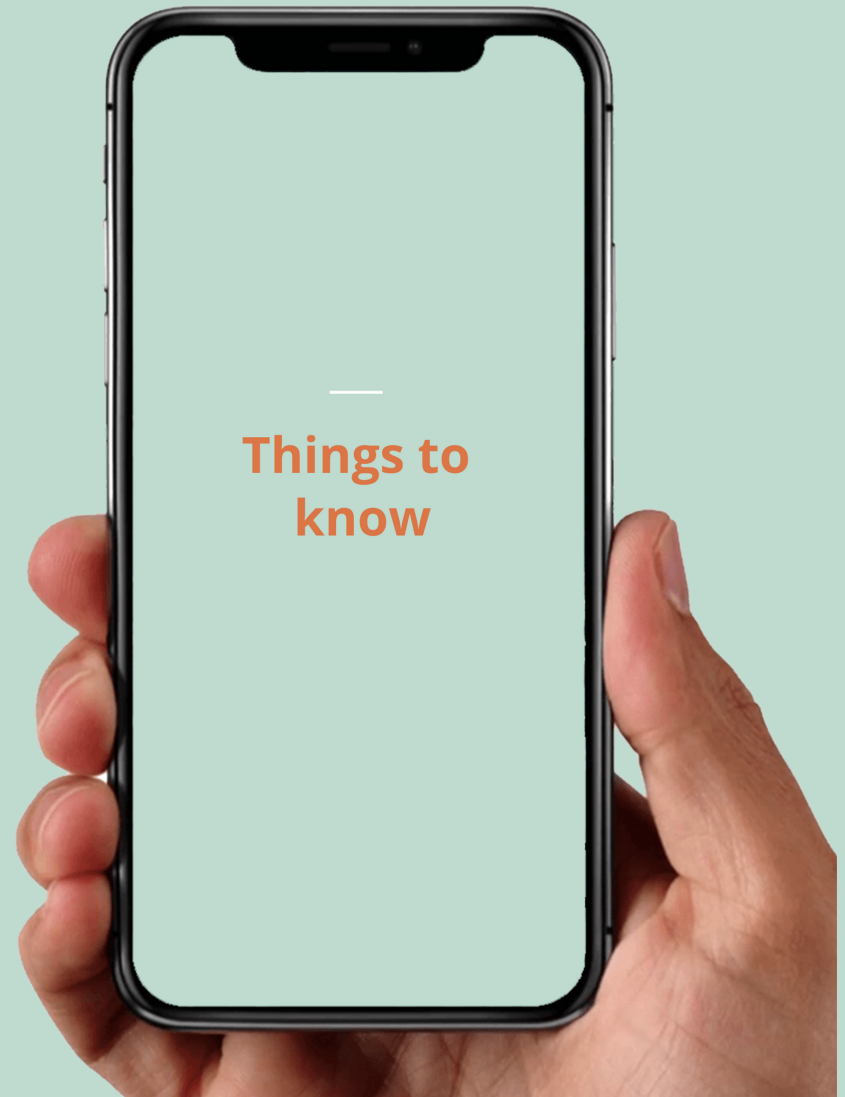
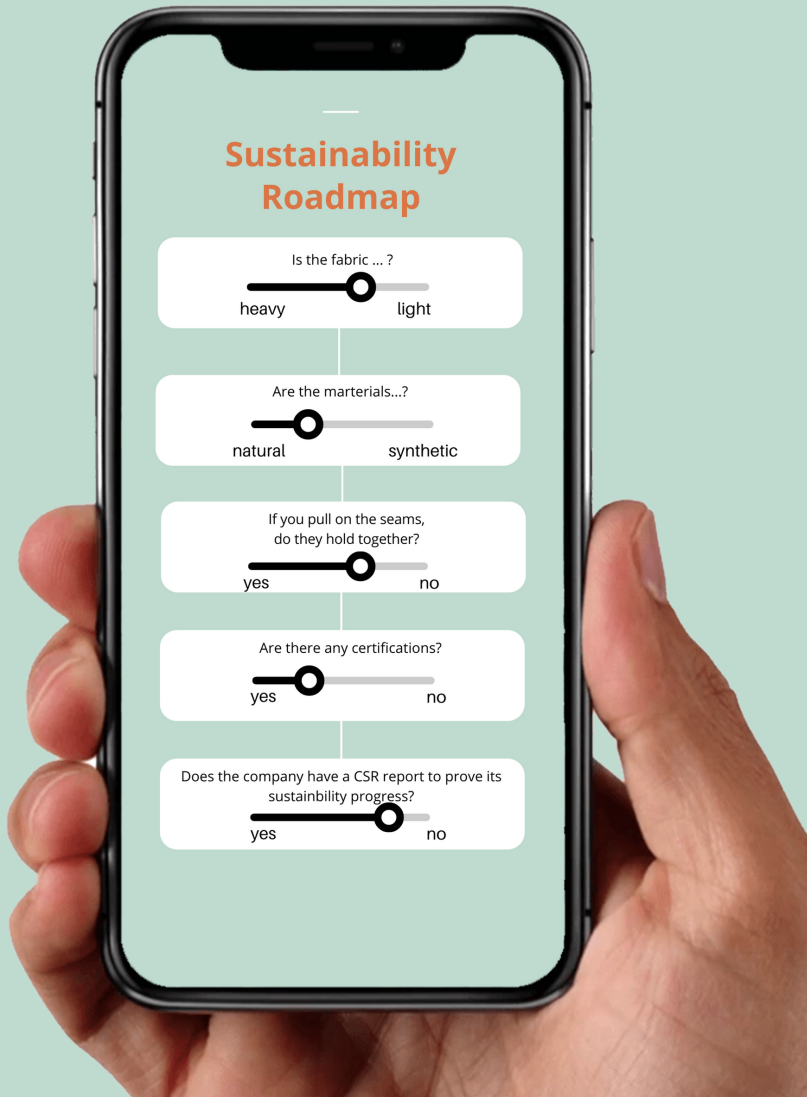
The decision-making guide offers the possibility of either a quick or long decision-making offering a more elaborate version of decision-making. The decision-making guide aims to stimulate more elaborate and rational thought processes.

Sustainability roadmap

the sustainability roadmap is a tool to roughly estimate clothing's sustainability, particularly helping users to discern good quality (durability) from bad quality.

Informative Section

An informative section educates app users on sustainable fashion highlighting the benefits of sustainable fashion and increasing understanding of the price.



1

Why sustainable fashion is better

- Fair working conditions: fair wages, respecting worker's rights
- Better for the environment: made to last, natural and less impactful materials, environmentally-friendly production, better use of resources

2

Why sustainable fashion last longer

Quality = Durability

...that you are likely going to get more wears out of sustainable fashion because the quality of the garments is higher and made to last...

Quality = Durability

... whereas in Fast Fashion clothing pieces are produced keeping production costs as low as possible through poor material quality and production

...sometimes even intentionally built to last only a few wears (a principle called built-in-obsolence)

Quality = Durability



Fast Fashion T-Shirt:
Worn 5 times, then fell apart



Sustainable Fashion T-Shirt:
Worn 15 times and still going

3

Why sustainable fashion is more expensive

Why sustainable fashion is more expensive

- Cost of fabric
Natural and organic materials are more expensive
- Cost of labor
Paying fair wages an grating workers rights increase labor costs
- Niche market
Sustainable fashion brands produce in lower quantities at similar fixed costs as big brands, increasing price per unit
- Retail markups
The cost difference (sustainable vs. fast fashion) is amplified when retailers add a margin of 2 or 3 times the wholesale price

Markups

True cost: 5\$ Wholesale price: 10\$ Retail price: 20\$

Fast Fashion

Markup ▲ 5\$ → ▲ 10\$ → ▲ 20\$

Sustainable Fashion

10\$ x2 = 20\$ x2 = 40\$

An initial price difference of 5\$ results in a 20\$ price difference in retail price

*Using a markup of x2 (multiplying times 2)
Industry standards are 2-3x markups

Cost breakdown

Fast Fashion		Sustainable Fashion	
Retail and Profit	2.10 Euro	Retail and Profit	8.72 Euro*
Marketing	0.65 Euro	Marketing	2.20 Euro
Taxes	0.79 Euro	Taxes	3.18 Euro
Factory profit	0.82 Euro	Factory profit	1.10 Euro
Material	0.40 Euro	Material	2.90 Euro
Transport	0.06 Euro	Transport	0.60 Euro
Labour	0.13 Euro	Labour	1.20 Euro
Retail price:	4.95 Euro	Retail price:	19.90 Euro

Example: Cotton T-Shirt

*due to amplification of markups

4

Why sustainable fashion is better for the environment

Environmental footprint

FAST FASHION

4 KG CO2
2700L WATER

SUSTAINABLE FASHION

2.1 KG CO2
243L WATER

Material comparison

per KG		Conventional cotton	Organic cotton
CO2		1.81kg CO2	0.98kg CO2
Acidification		18.70kg SO2	5.70kg SO2
Blue water footprint		2.12M2/Unit	0.75M2/Unit
Primary energy demand		15MJ	5.8MJ

Example: Cotton T-Shirt

Terminology explained

CO2 CO2 is a greenhouse gas that is naturally occurring in the atmosphere, through increased concentration through human activity it become an accelerator of global warming

Acidification When CO2 enters water and in large quantities changes the pH level

Blue water footprint Water that is used from existing bodies and not rainwater

Primary energy demand Energy that is not subjected to human-engineered conversion processes stemming from renewable and non-renewable sources such as coal, oil, natural gas, and wind



Impact-per-wear (IPW)
The IPW measure is a way to provide individuals with information on their environmental footprint in a feasible and tangible way. Thereby, it puts the total environmental impact of a garment in relation to its frequency of use.

Cost-per-wear (CPW)

The core function of the app is the CPW feature. The cost-per-wear principle is a simple yet effective way of reframing prices: The retail price of the garment divided by the times a clothing item is worn constitutes the cost-per-wear (CPW). As it frames the price relative to its use, it gives a better indication of value-for-money and also puts emphasis on durability and quality, two major benefits of sustainable fashion. Furthermore, based on people's monthly clothing budget, their ideal cost-per-wear is calculated, which serves as a reference point for new purchases.

Your cost-per-wear (CPW)

Cost-per-wear (CPW)

The cost per wear (CPW) is a more representative indicator of the price as it sets price in relation to use

Info

$$\frac{\text{price}}{\text{total times worn}} = \text{CPW}$$

What is your monthly clothing budget?



Your ideal cost-per-wear (CPW)

Based on your budget you should aim for at least 2\$/wear

Info

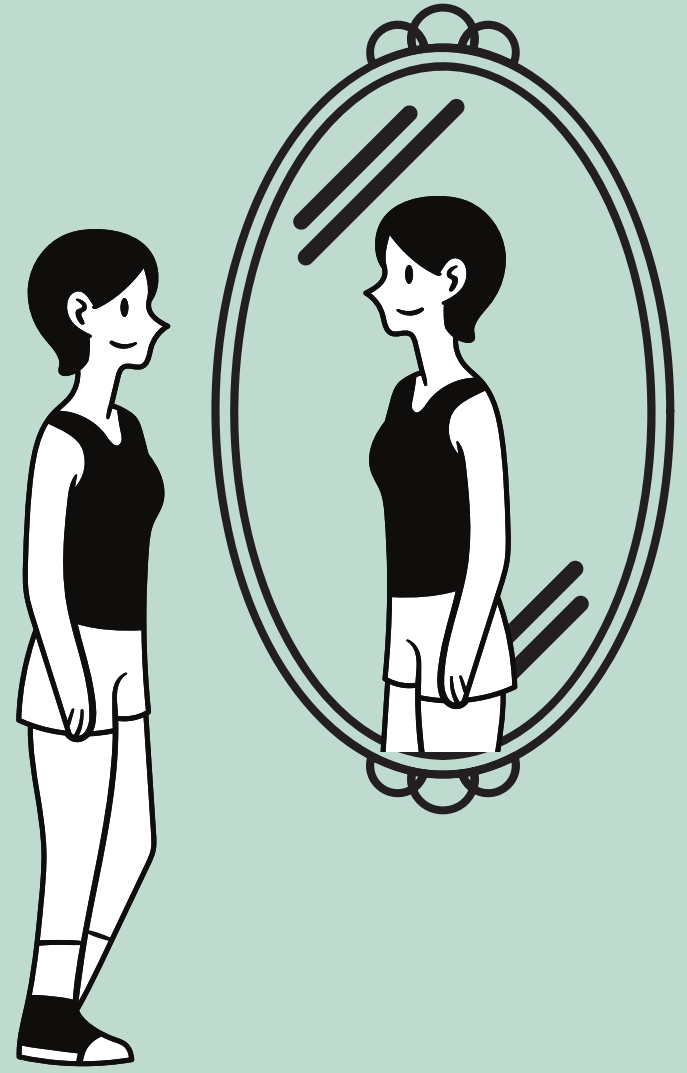
$$\frac{\text{clothing budget}}{\text{items worn daily} * 30} = \text{Ideal CPW}$$

Based on your ideal cost-per-wear (CPW) of **2\$/wear** and the garment price of **168\$** you should wear the item at least **84 times**



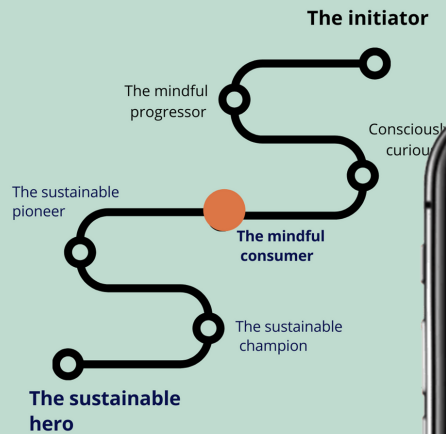
Daily outfit tracker

Clothing tags will be attached to garments with a QR code that not only serves app promotion, but through scanning, the key data points are automatically entered into the app, such as the price, the environmental impact, as well as a photo of the purchased garment. Thereby, people can start tracking without manual data entry.



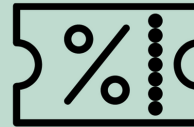
Daily outfit tracker

Level of progression



Congratulations!

As a reward you get 5 Euro Voucher of one of our Fair Fashion partner stores of your choice.



Click here

to claim your reward.

Congratulations!

You have worn the item

84 times

and have thereby acquired the status of

"Mindful Consumer"

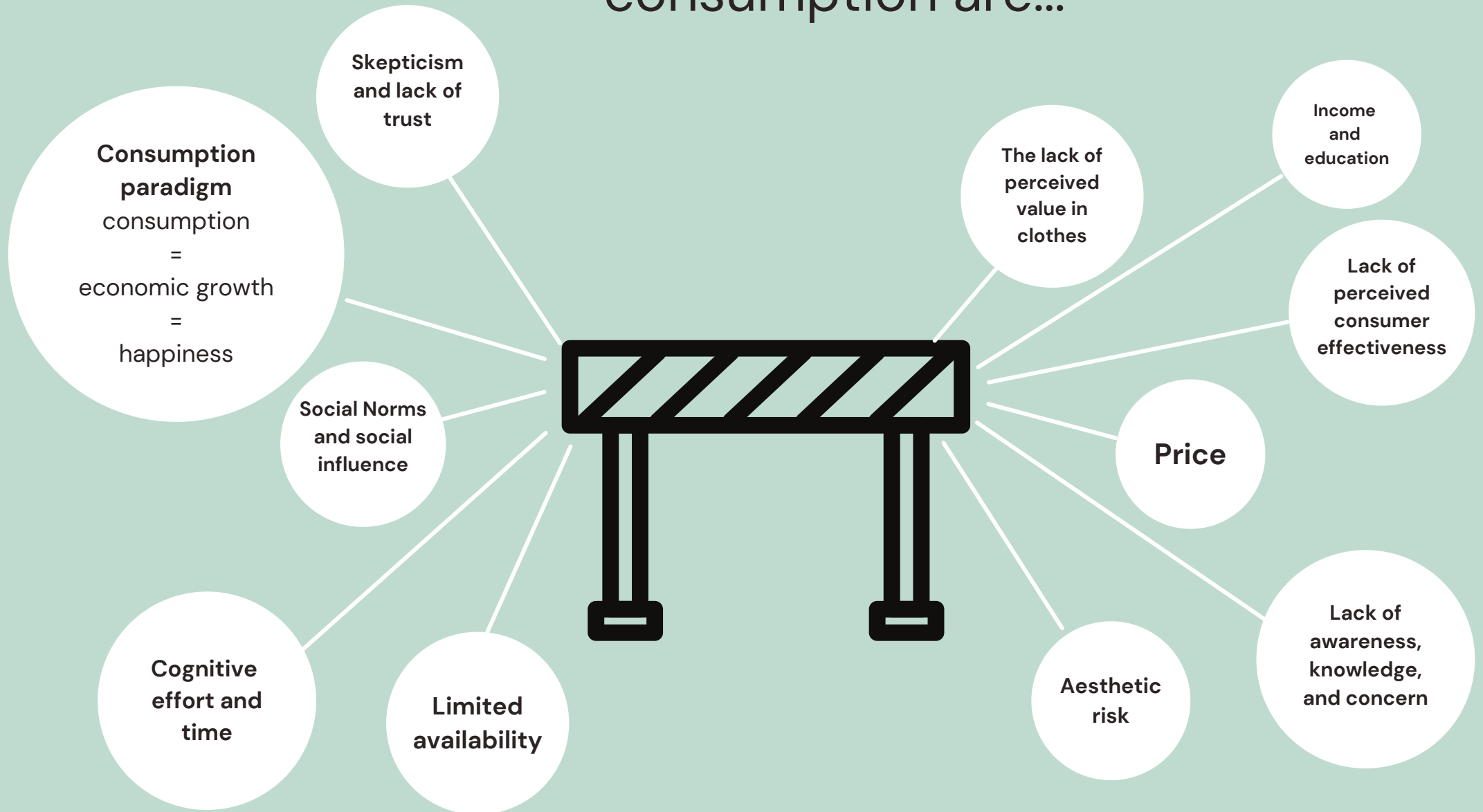


Reward System

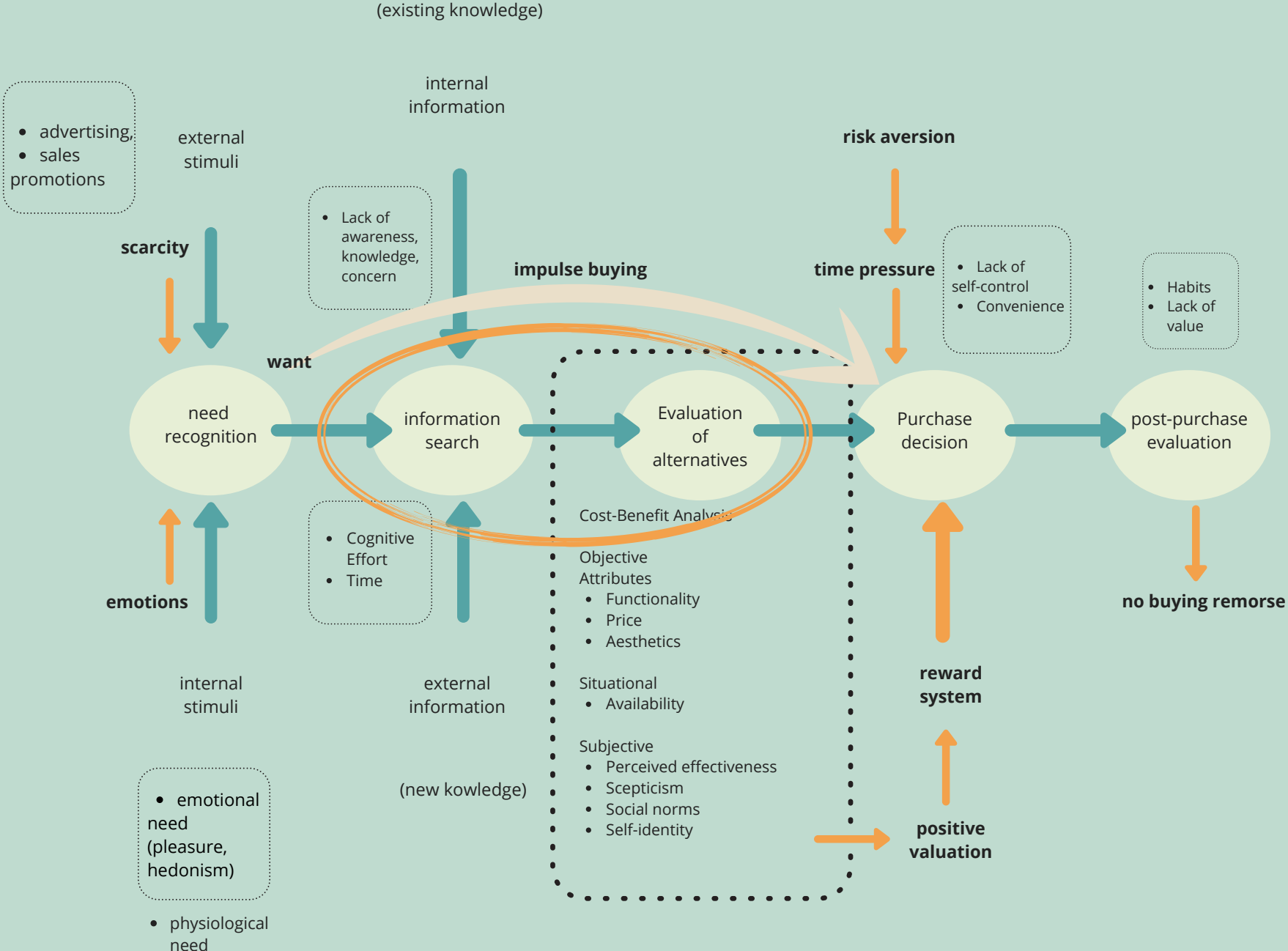
Gamification

In order to incentivize people to use the app, a reward system is added in the form of vouchers from sustainable clothing brands as well as title recognitions that can be earned at different levels. Gamification has been proven to be a successful way of motivating sustainable fashion consumption (Waydel-Bendyk, 2020).

The most common barriers to sustainable fashion consumption are...



Consumer-Decision making model: The Intervention area





Awareness campaign

The campaign is a simple and straightforward way of communicating. By directly comparing Fast Fashion with sustainable fashion in terms of CPW and IPW, viewers are stimulated to change their perceptions regarding sustainable fashion by putting the price and environmental footprint in relation to the frequency of wear. The key message here is the same: Sustainable fashion relatively ends up costing less, as an investment in high-quality products is worth it in addition to being more sustainable.



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SCAN ME
TO FIND OUT
MORE



Offline store concept

Through physical as well as digital banners, the FairTracker app would be promoted. The advantage of the digital banners is that people have a direct touchpoint to familiarize themselves with the cost-per-wear in-store without first downloading the app. As mentioned previously, the clothing tags not only serve to promote the app but also save basic information of the garments so that people don't have to insert information of newly purchased items manually into the app but can start tracking right after purchase, decreasing required effort.



Online store concept

Whenever shoppers visit a sustainable fashion site and hover above the image of a particular item, a menu appears that will take them to different sections: cost-per-wear (CPW), impact-per-wear (IPW), and a cost breakdown. Like in the app, by inserting their monthly clothing budget, shoppers are prompted with their ideal cost-per-wear and based on this measure, a "target wear frequency" is proposed for the chosen item: The minimum suggested amount an item should be worn relative to one's budget. Simultaneously, an interactive wheel allows shoppers to play around with different wear frequencies and get a better idea of different CPWs.

In another section, the impact-per-wear is displayed as a way of making the personal impact more tangible to shoppers. Last but not least, the cost breakdown offers price transparency which is important for perceived price fairness (Maldji, 2019).