

# FANTASTIC FUN FESTIVE FAST FASHION

Okayama Joto High School

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



## Introduction

### Fast Fashion

- Business model and brand
- quickly follow the latest trends
  - produce in bulk at low prices
  - sell in a short cycle

### 3.3 billion pieces

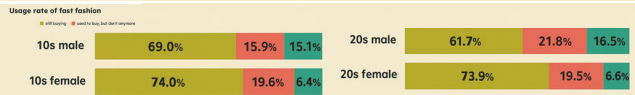
Every year in Japan throws away

1 million tons of clothes = 3.3 billion pieces of clothing

Clothes are burned → very bad effect on the environment

## Background

### Close to young people and we depending on



### Q: Why do we continue to use fast fashion?

#### A: Cute and Cheap

People continue to buy fast-fashion items

Xrealizing how much waste this trend is creating

### Specific situation about fast fashion in our school

#### School festival

→ students spend too much money

→ creates too much waste

ex) Individual decorations, clothes, exhibition, skid



Last year: we spent 6,292 yen (20 students average)

→ We are the part of the problem

## Hypothesis

### Big Brand recycling boxes

have saved 58.97 million pieces of clothings across 81 countries and regions

### Hypothesis

By making a recycling box, we will...

- ① reduce single use purchases
- ② reduce waste
- ③ reduce items
- ④ raise awareness

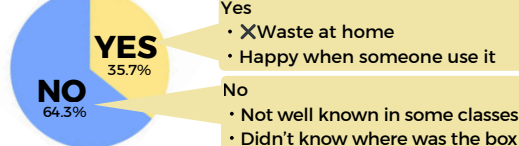
## Result, Conclusion

### [The Sum Total Amount]

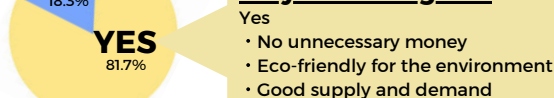
	Number of items	Estimated price of items
Collected	31 items Ex) ribbons×5 headband×1	¥21,834
Taken	20 items Ex) sunglasses×3 arm warmer×1	¥16,573
Left	11 items Ex) head band×2	¥5,261

### [The Result of Survey]

#### Q: Did you use the recycle box



#### Q: Do you want to use the recycle box again?



## Method

### ① Gather Information

Our group gathered how much students spend for culture held last year by asking friends directly and looking at photos from last year

### ② Make a Recycling Box

- A box measuring 45 cm in height × 60 cm in width × 45 cm in depth
- Decorated with eye-catching illustrations
- Attached instructions on how to use the box and safety precautions to the side

### ③ Making a Request

We called on the whole school to take part in a recycling project

- (1) Called on every classes
- (2) Make a instagram account



### ④ Conducted Recycle Project

This recycling box was implemented in two stages.

- (1) Gathering period  
:students placed unwanted items in the box
- (2) Distribution period  
:students take these items freely from the boxes

### ⑤ Give a Survey to See

- Asked the following questions  
(1) "Did you use the box?"  
(2) "What did you put in the box?"  
(3) "Do you want to use it again?" in description
- Estimated their total value by checking prices on online shops: (2)
- Analyzed the results using the positive and negative feedback by the students: (1) (3)

### <Recyclebox>



### <Instagram account>



### Recycle Box at Joto = Success!

- The box was well received → 81.7% of students wanting to reuse it
- Many positive comments from students

You can get things for free and reduce waste. It fits Joto students' needs for festival decorations. You can give unused items to people who need them. It made more people aware of recycling.

→ The project had real value

On the other hand ...

- Students who didn't use the box
  - Students didn't even know about this project
- We wanted more people to try it and realize how useful it is

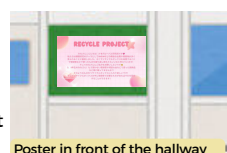
### Joto High School

Many female students → Wear colorful costumes for school festivals

Take responsibility for items we bought  
Not throwing away → Finding ways to reuse them

### To promote the recycling box next year

- ① Raise more awareness  
→ More active engagement on Instagram  
→ Distribution of posters
- ② Move the recycling box to a place where everyone can see it  
→ The front of student entrance



Small actions help us move toward achieving SDGs goal 12