



THE GREEN UPDATE

Social Justice & The Environment

The connection between social justice and sustainability is becoming ever more clear. Environmental catastrophes leading to disproportionately affected poor populations in under developed regions, deforestation, and desertification leading to less access to resources and housing displacement, and the lack of consumer protection in the products have marginalized populations. Working in the public interest with the pursuit of social justice and ensuring a better environment go hand in hand.

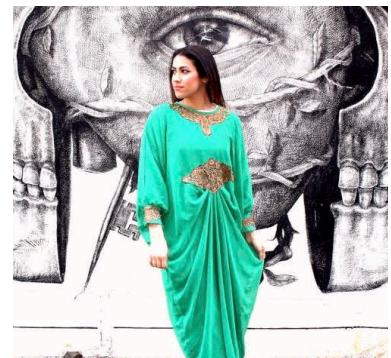
Fashion & Student Life

As college students at Hobart and William Smith Colleges, there are many opportunities where we are expected to purchase new clothing. Examples of this might include school-sponsored events, sporting games or tournaments, club and fraternity formals, or holiday parties, while we're simultaneously trying to keep up with the latest fashion trends. This attitude focuses on the need to constantly buy new clothing and is detrimental to the environment, because we are creating a demand for unneeded clothing that might only be worn or used for the single event.

In order to begin to lower the overproduction of fashion goods, we must begin to limit our purchases and only buy when we know we'll use something on a weekly basis, or at least for multiple events. A few communities around the world are beginning to host "Swishing Parties," or clothing swaps where the host will encourage their guests to bring clothing and accessories they don't wear or use to trade. In California, fashion designer Jeff Yokoyama is beginning to turn old athletic apparel into a sustainable clothing line, rather than let them go to waste. By beginning to make decisions like these to use and recycle clothing, we'll finally start to limit the excess amount of goods.



"Fashion consumptions affects unpaid labor, forced child labor, especially in developing countries for women and girls, with the access and resources we have, now more than ever people have the tools to shift into a better circular economy."



—Dena Mekawi

Founder of Style & Resilience, and representative of Women's National Book Association co-organized the Sustainable fashion show at the United Nations, November 16, 2017

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Fashion (Un)sustainability

“Fashion is a great example of what’s called Manufactured Demand. This is when items still have plenty of useful life (like shoes) but because major corporations are saying they are out of style it creates a demand that has been manufactured, when a new product is not actually needed. Eventually everyone will need a new pair of shoes, but the constant changing of fashion styles has led to the creation of unnecessary products and waste. Besides the environmental drawbacks with this system, it also makes individuals from lower income brackets feel disenfranchised because they cannot afford the newest styles and items. If someone does want to buy new fashion items, it is always best to buy at an actual store instead of online. That helps keep your money in your community.



Students pursuing used clothing at the Clothing Swap in the Scandling Center.

At HWS our clothing swap is a great way for students, faculty, and staff to socialize and exchange clothes. If you outgrew a shirt or perhaps you just never wear a hat, now it’s possible to exchange it for something ‘new.’ Plus a lot of time your favorite pair of pants will get just a small hole. Instead of discarding we also held a Fix It repair



Michael Amadori, HWS Sustainability Manager (left) and Noah Lucas H’13, HWS Sustainability Coordinator (right)

workshop to sew small patches and repair clothing.”

— Michael Amadori, HWS Sustainability Manager

I look for clothing with longevity and versatility. Manufacturing clothing takes an enormous toll on our land, air, and water, so if I can purchase less in the first place, and consciously in the second, everyone wins.

**— Noah Lucas H’13,
HWS Sustainability Coordinator**

GET INVOLVED LOCALLY GENEVA, NY & FINGER LAKES REGION

FIX IT CLINIC

The town of Geneva hosts an annual “Fix It Clinic,” an event downtown designated to repair loose furniture, broken appliances, torn clothing and damaged jewelry as an effort to reduce waste.

VINTAGE BUSINESSES

Many vintage stores are found throughout the Finger Lakes region selling second hand clothing, furniture, jewelry, and household appliances. Before purchasing new products from larger stores, check to see if any smaller vintage stores have what you’re looking for.

PLANET AID BOXES

Planet Aid is an organization serving impoverished communities around the world. Donate and recycle your used textiles in one of their yellow boxes placed around the Finger Lakes region to help protect the environment and support sustainable development.

Fashion Awareness at HWS

In order to increase fashion awareness at HWS and share the negative effects fast fashion has on the environment and human rights, there are various programs that could be organized. These programs could work to promote sustainable practices when shopping for new clothing and accessories.

- CLOTHING SWAP CENTER ON CAMPUS

Many schools have created “Clothing Swap Centers” in their buildings where they invite their students to drop off any unwanted clothing in exchange for others’ clothing items. These centers provide students with an option to access sustainable clothing and accessories rather than shop online or in stores for brand new products.



- WORKSHOPS TO LEARN SUSTAINABLE PRACTICES

Members of the HWS community who are knowledgeable about sustainable practices can host workshops for students who might not be as familiar with ways to stay environmentally friendly. Through workshops or clinics revolving around different topics, HWS students can become more aware of their daily habits and ways they can make small changes. Topics could include beekeeping, hand-dyeing and sewing clothing, gardening, and creative ways to use older products laying around the house.



- SHOP ETHICALLY & PROMOTE ECO-FRIENDLY BRANDS

By teaching college students tips about shopping ethically, they’ll learn ways to reassess what stores they’re buying from. Although cheaper clothing stores are easier on the wallet, this typically means the retailer isn’t paying the employees making the clothing very well and the clothes are not high quality. HWS students should promote brands such as Levi’s, Patagonia, or rag & bone, as they are all committed to the environment and aim to reduce their carbon footprint while still providing customers with high quality, timeless clothing and accessories.



CAMPUS RESOURCES

FINGER LAKES INSTITUTE

601 SOUTH MAIN STREET
GENEVA, NY 14456

Finger Lakes Institute (FLI) is dedicated to the promotion of environmental research and education about the Finger Lakes and surrounding environments.

CONTACT

EMAIL: fli@hws.edu

PHONE: (315) 781-4390

WEBSITE: www.hws.edu/fli

FRIBOLIN FARM

56 WHITE SPRINGS LANE
GENEVA, NY 14456

Fribolin Farm offers opportunities to engage with our food system, the campus and our surrounding community through programming, which includes food and farm field trips, garden development, cooking demonstrations, food forums, service opportunities.

CONTACT

EMAIL: farm@hws.edu

WEBSITE: www.hws.edu/fli/hwsfarm.aspx

HWS STUDENT GROUPS

ECO REPS

A student volunteer group promoting sustainable practices on campus.

CONTACT: sustainability@hws.edu

CAMPUS GREENS

A club promoting environmental awareness and action on campus.

CONTACT: HELEN.WAGNERMAGGITTI@hws.edu

REAL FOOD CHALLENGE

Student-led campaign to source more local, fair, humane, and ecologically sound food in campus dining halls.

CONTACT: SMEYER@hws.edu

FARM COMMITTEE

A group that plans for the future of the Colleges’ Campus farm.

CONTACT: SMEYER@hws.edu, farm@hws.edu & BRUBAKER@hws.edu

OFFICE OF SUSTAINABILITY

The Office of Sustainability develops programs, events, and other opportunities for HWS students, faculty, and staff to improve the campus’ sustainability practices. Various programs include the EcoReps, Campus Greens, Sustainable Foods Club, and Student Research Opportunities.

CONTACT

EMAIL: sustainability@hws.edu

PHONE: (315) 781-3676

WEBSITE: www.hws.edu/about/sustainability



A LITTLE ABOUT COTTON...

“Cotton, one of the most popular and versatile fibers used in clothing manufacture, also has a significant environmental footprint. This crop accounts for a quarter of all the pesticides used in the United States, the largest exporter of cotton in the world, according to the USDA. The U.S. cotton crop benefits from subsidies that keep prices low and production high. The high production of cotton at subsidized low prices is one of the first spokes in the wheel that drives the globalization of fashion.”

(“Waste Culture: Environmental Impact of the Clothing Industry”
by Bob Petz)

NEGATIVE IMPACT AREAS OF THE APPAREL INDUSTRY



SOURCE: WWW.SUSTAINABLEFASHIONACADEMY.ORG



MONIKA VON BRAUCHITSCH
WILLIAM SMITH CLASS OF 2018

Monika von Brauchitsch recently graduated *cum laude* with the Hobart and William Smith Colleges Classes of 2018 as a double major in Media & Society and Writing & Rhetoric with a minor in Spanish & Hispanic Studies. During her four years as a student at HWS, she worked as the Blog Intern at the Office of Intercultural Affairs and as a Programming Assistant at the Center for Global Education. This summer, she is pursuing an advertising internship with IPG Mediabrands in Sydney, Australia through the Bickley Family Endowed International Internship Fund.