

How to become a biodiversity hero

Chapter 2: The Fashionista

The fashion industry has a dramatic impact on nature. The processing of new clothes requires around 8000 different chemicals² which contaminate around 20%³ of all lakes, rivers and other freshwater sources.

Anne knows fashion trends are always making a comeback. Instead of buying new clothes, she loves to go shopping in second hand stores to look for vintage pieces that meet her needs.

Be trendy and thoughtful like Anne.



20%

² Source: Common Objective (2018)

³ Source: Kant (2012)