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Green Immersive Education for All

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Arguably, it was the British designer Anya Hindmarch who put the reusable cotton bag on the map. Her 2007 “[I’m Not a Plastic Bag](#)” tote, created with the environmental agency Swift, sold for around \$10 (£5) in supermarkets. It encouraged shoppers to stop buying single-use bags and went effectively viral.

“Eighty thousand people queued in one day in the U.K.” alone, the designer said. And it was effective. The number of bags bought in the U.K. dropped from around 10 billion to about six billion by 2010, [according to the British Retail Consortium](#). “It was important at the time to use fashion to communicate the problem,” Ms. Hindmarch said.





An organic cotton tote needs to be used 20,000 times to offset its overall impact of production, [according to a 2018 study](#) by the Ministry of Environment and Food of Denmark. That equates to daily use for 54 years — for just one bag. According to that metric, if all 25 of her totes were organic, Ms. Berry would have to live for more than a thousand years to offset her current arsenal. (The study has not been peer-reviewed.)

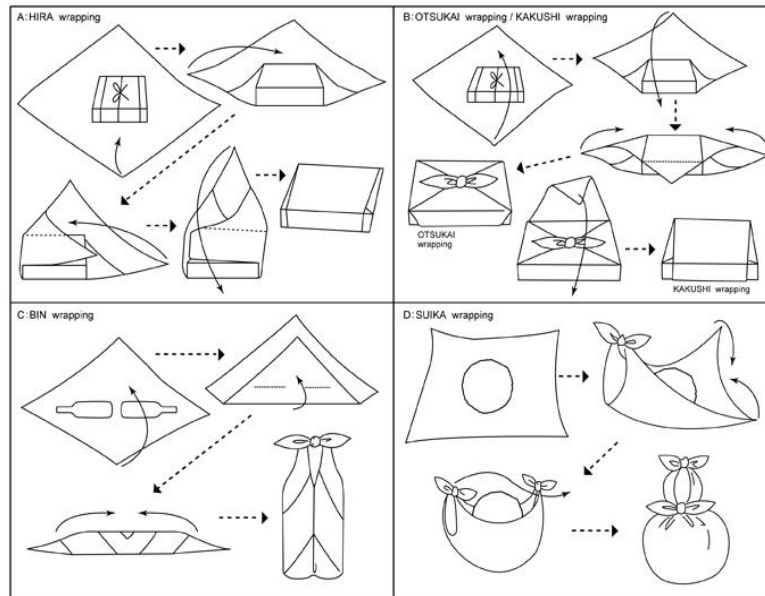
“Cotton is so water intensive,” said Travis Wagner, an environmental science professor at the University of Maine. It’s also associated with forced labor, thanks to revelations about the [treatment of Uyghurs in Xinjiang, China](#), which produces 20 percent of the world’s cotton and supplies most Western fashion brands. And figuring out how to dispose of a tote in an environmentally low-impact way is not nearly as simple as people think.



The Catalan solution



The Japanese solution



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