

# JOURNEY OF A HARDSHELL JACKET



Thinking about the impact of consumption in outdoor sports by following the journey of clothes around the world.



Learning experience



Topic

Equipment and consumption



30-45 min



Participants

- Know how a typical outdoor sport jacket/t-shirt is produced
- Understand the high mobility of goods and resources related to this sort of production
- Understand the inequality of earnings of different co-producers
- Know about their responsibility as consumers



Suitable for  
outdoor sport instructors



Digital session  
Theoretical lessons



Outdoor F2F  
Indoor F2F  
Digital



Materials needed

Map or material to build a map e.g. ropes, stones etc.



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## Preparation

Have a world map or (natural) material to let participants build a map in place.

For a “warm-up” to the topic, the activity “world distribution game” is recommended.

## Activity instruction

Describe the journey of the outdoor sport equipment.

**Example of a T-shirt (source BMZ):**

1. Cotton is produced in Burkina Faso
2. In Turkey, the cotton gets processed to yarn and then to fabric.
3. The fabric gets dyed in China.
4. In Bangladesh, seamstresses sew a T-shirt from the fabric.
5. The T-shirt gets sold in a shop in Europe.

**Example of a Hard-shell Jacket (source: Vaude)**

See appendix 1 for Story

When the T-shirt/jacket has arrived at the destination (store in Germany/Europe), you can start a conversation:

- How many kilometres do you think have been covered? (A T-Shirt that is being sold in a shop in Europe has likely travelled 18.000 kilometres.)
- Who earns from the product / how does the price come about?

**Example of a jacket that is being sold for € 200 in a shop in Germany (Vaude):**

**State:** From € 200 selling price you pay at the retailer, 19% (€ 38) goes to the state as VAT.

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**Shop/retailer:** 38 % (€ 76) of the price go to the retailer. The retailer makes about 2% (€ 4) of the sales price in profit. The rest is used to cover costs, i.e. to pay his employees, rent, energy, etc.

**Brand:** 20 % (€ 40) of the price go to the brand. About 3% (6 €) remains as profit.

**Producer:** 23% (€ 46) go to the producer. From this, the producers also have to cover costs from the upstream supply chain for material procurement etc. Out of the 23%, the producers have about 3% of the sales price (€ 6) as profit left after covering all costs.

## Reflection and discussion

Following the journey, you can facilitate a discussion on the social and ecological impacts of the production that may arise. In addition, the group can discuss how to consume more sustainably and collect ideas on alternatives to buying equipment and clothes.

See pyramid of consumption (appendix 2) to facilitate the discussion.



## Potential variation

By focusing on the production process, you can also make it a good warm-up by letting participants act out the production of the T-shirt while telling the journey.

You can also give every participant a role as part of the jacket (buttons, sewing thread, membrane, fabric etc.). If you are using a big map e.g. made from ropes on the ground, you can let them travel around the world together and add parts (persons) during the journey of the jacket.

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## Background knowledge

### Some facts about consumption from the European Environment Agency

- Europe consumes more resources than most other regions. An average European citizen uses approximately four times more resources than one in Africa and three times more than one in Asia, but half of that of a citizen of the USA, Canada or Australia
- Resource use in Europe is increasing. Resource use per person increased by 9.1% in the EU-27 between 2000 and 2007, reaching some 17 tonnes per person annually. Of the 8.2 billion tonnes of materials used in the EU in 2007, minerals and metals accounted for more than half, while fossil fuels and biomass were approximately a quarter each.
- Europe can use resources more efficiently. 87% of EU citizens agree that Europe could use its natural resources more efficiently, and 41% think that their household produces too much waste.
- Europeans use more and more space for living. The average floor area of dwellings increased from 81 to 87 m<sup>2</sup> since 1990, while the number of people per household decreased from 2.8 to 2.4.
- Europeans travel more kilometres by car. Although cars are becoming more fuel-efficient on average, overall fuel consumption for private cars is barely going down, mainly because more kilometres are driven.
- An estimated 89 million tonnes of food ends up as waste each year in the EU. This is roughly 180 kg per citizen, wasted in households, manufacturing, shops and restaurants. In the UK, 25% of food purchased is thrown out, of which nearly two-thirds could have been eaten.
- Consumption indirectly uses water. For example, a cheeseburger requires 2,400 litres of water to produce, including the bread, beef and cheese. There are also indirect greenhouse gas emissions from our consumption. Staying with the burger example, producing the average patty results in more carbon emissions than driving 15 km in a large car.
- Current consumption leads to unsustainable waste levels. In 2008, every citizen threw out 444 kg of household waste on average, and indirectly generated 5.2 tonnes of waste in the European economy. And this is just in the EU - no data are available on waste generated from producing products and materials which are imported from other regions.

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## Literature

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Key words

#consumption  
#clothes  
#resources



Source

VAUDE



Presented by

Axel Malinek  
(German Alpine Club, DAV)

## Materials

### Appendix 1: Journey of a Hard-shell Jacket



Preliminary assumptions: The feedstock for most plastic fibres is petroleum. Let's assume that this comes from the Middle East and the corresponding starting products come from refineries in China. (Since these constellations probably change more frequently and the origin of the oil is lost in the refineries, this should suffice here as the beginning of the history of the creation of a hardshell jacket. Likewise, the position of the individual station points in the corresponding countries is due to the better representability and does not correspond exactly to the reality). Source: point 3.: VAUDE

1.	Saudi Arabia	Oil production
2.	China	Refinery: petroleum-based feedstocks
3.	USA	Here the adhesive for e.g. hems, zippers etc. is produced. This is then shipped to the garment factory in China.
4.	Taiwan	The brass buttons are produced here and also shipped to China for fabrication.
5.	Vietnam	Here the sewing thread is produced, then further shipped to the garment factory in China.
6.	China	Here the small parts like cord stoppers, zipper pullers are produced and also shipped to China for confection.
7.	Taiwan	The fabric is made here, on to China for confection.
8.	Taiwan	Likewise the membrane (Ceplex), ...
9.	Taiwan	and the mesh fabric for lining or pockets, ...
10.	Taiwan	as well as the ripstop fabric, ...
11.	Taiwan	and the tape to seal the seams.
12.	Vietnam	YKK zippers are manufactured here and shipped to China for confection.



13.	China	Now all individual components and materials are together and are checked here for quality, cut and ...
14.	China	... the corresponding blanks of the outer material are printed (logos) at an external subcontractor before they are printed again in a ...
15.	China	... final tailoring process to be assembled into the finished jacket.
16.	Worldwide shipping	The finished goods are transported from the producer in China to the target destination by ship.

## Appendix 2: Pyramid of consumption

