

December - Consumerism

High Tech - Case Study



**Calendar for
Climate
Change**

Quid-Pro-Guo - Inter-generational
Education to Ease Global Warmi



Case Study: Etsy

Month:	December
Topic:	Consumerism
Case Study Title:	Reviewing Brand Sustainability



Source: Unsplash, Heidi Fin

Name of the Climate or Social Enterprise or Activist Group:	Good on You
What is their Story?	<p>Good on You is a website and app that ranks the sustainability of fashion brands by assessing their sustainable outputs based on a variety of different factors. Set up to help customers contribute to Sustainable Development Goal 12 “Ensure sustainable production and consumption patterns”, Good on You gives customers an overall rating on the sustainability of fashion brands so they can make a conscious decision about the brands they buy from.</p> <p>In order for a brand to be considered truly sustainable, they must pass a variety of testing criteria such as sustainability of packaging, production processes, treatment of employees, materials used, delivery, among many others. Currently on the database, over 4000 brands are ranked by sustainability, and more are being added every week.</p>
Link to the Case Study:	<p>Website: https://goodonyou.eco/ Instagram: https://www.instagram.com/goodonyou_app</p>




	<p>Twitter: @goodonyou_app Facebook: https://www.facebook.com/goodonyouapp Apple App Store: https://apps.apple.com/ie/app/good-on-you-ethical-fashion/id1044017998 Google Play Store: https://play.google.com/store/apps/details?id=au.org.goodonyou.goodonyou&hl=en</p>
<p>Why is this a Good Example to Follow?</p>	<p>Good on You is a great example to follow as it shows people how much greenwashing happens in the fashion industry. Greenwashing means using eco buzzwords and do the bare minimum to make a product or brand seem more eco-conscious than it is. This is a particular problem in the fashion industry as larger brands will often greenwash their company by providing choices that seem more eco-friendly and sustainable but in reality are not.</p> <p>Good on You does the hard work of researching a brand's sustainability practice for customers, so that they can research and easily learn about the sustainability of a company in an easy-to-understand format. Good on You assesses brands and companies practices and gives them an overall sustainability verdict out of five: from “We Avoid” for the worst offenders, to “Great!” for the best sustainability defenders. Some of the factors that Good on You assess to deliver a sustainability verdict for brands include: labour standards and payments, production practices and materials used, treatment and use of animal products, and delivery practices.</p> <p>This is especially important to know when buying presents as in 2020 alone, Europeans spent €220 billion on clothing (FashionUnited, 2022). The overconsumption of goods, in particular fashion goods, has led to Europe having the third largest impact on water and land use, and the fifth largest in terms of resource use and greenhouse gas emissions in 2020 (FashionUnited, 2022).</p>
<p>What Impact has this case study example achieved?</p>	<p>The impact of this case study for consumerism cannot be understated. By compiling and assessing the sustainability practices of thousands of brands across the globe, Good on You is actively working against the fast fashion epidemic, and also ensuring that consumers are conscious about the sustainability performance of the brands they are buying from.</p> <p>By keeping consumers informed about the sustainability of the fashion they are purchasing, Good on You increases consumer awareness and teaches consumers how they can cut down on their own environmental impact by shopping sustainably.</p>
<p>References</p>	<p>FashionUnited. (2022, July). <i>Global Fashion Industry Statistics</i>. https://fashionunited.com/global-fashion-industry-statistics Good on You. (2022, June 24). <i>About</i>. https://goodonyou.eco/about/</p>



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