



Sustainable Activewear

What is it? What does it mean? And why do we need it?

It seems that right now, we're told that everything is 'green', 'environmentally friendly', 'eco' and 'sustainable'. But what does that **actually mean**? Well, until 30th March 2022, when the **EU Commission** proposed new consumer rights and ban on greenwashing, these words didn't really much. They were used as marketing tools to attract buyers to their products; but we'll talk more about greenwashing another time. Simply put, **sustainable**, or **sustainability**, refers to the ability to maintain or support a process continuously over time.

Building a sustainable future is so pivotal to the future of planet earth, that in 2015 the United Nations announced their 17 Sustainability Development Goals (SDGs), adopted by all UN Member States, which effectively outlines their blueprint for a sustainable future. We all have a part to play to ensure that our planet can thrive.

'Fashion shouldn't cost the earth' - Environmental Audit Company.

And, that's where you and I come in. If you've read this far, you're either into fitness or fashion, which means **you're one of us**. So how do we link sustainability to **activewear**? Well, '**sustainable activewear**' is that which is created using **materials, manufacturing processes and supply chain practices**, which can be **maintained** over a long period of time, without a having a **detrimental** environmental, economical or social **impact**.

But first, what makes activewear unsustainable?

Typically, and generally speaking, activewear is created from **Nylon or Polyester**, or a blend of both, mixed with something like spandex to provide the 'stretchiness'. The problem is to be created, Nylon and Polyester both require **fossil fuels**, and the infrastructure doesn't yet exist to easily recycle **blends of fibre**. Meaning we use earth's **finite resources** to create a product which we will use for a **short period** of time and eventually **discard to landfill**. Compound that with the problem of **greenhouse gases** emitted during production, **water consumption**, **landfill capacity**, the promotion of **overconsumption** (through things like 50% off sales) and the fact that manufacturing tends to take place in countries where there is **cheap labour** and **fewer human rights** laws.

See the problem? This, right here, is what we would consider to be completely **unsustainable**.



"Fast fashion is not free. Someone somewhere is paying"
 Lucy Siegle.

But there is hope.

The **health and fitness** industry has a massive **opportunity** to be impactful and really make a difference. And it **starts** with the clothes we **wear**. Our gym gear, sports kit, running clothes and activewear.

There's no 'one size fits all' here, and we're all on a journey, but we feel that in order to be sustainable, activewear must, at minimum:

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|  Be certified. Avoid greenwashing.
Certifications such as GOTS, GRS and Bluesign are a must. |  Be packaged correctly.
No plastic bags or single use mailers. Think biodegradable. |
|  Use recycled materials
The plastic already exists, no need to make more. Such as rPET. |  Support equal rights
Including fair pay and working conditions for the supply chain. |
|  Use natural fibres
Those that require no fossil fuels and regenerate fast, like bamboo. |  Support social causes
Such as raising awareness for a cause or giving back. |
|  Have transparency
Make sure the brand is open and honest about their supply chain. |  Be carbon neutral.
Or at least be on the journey. This is hard, but the brand must try. |

If **every brand** adopted these simple standards, we think the planet would be on a fast track to a **brighter future**. Not every brand does, **yet**.

So at **Mocean Fitness**, we've decided we'll **lead** the way. You **with** us?

Head to www.moceanfitness.com/sustainability to see just how much of our own champagne we really drink.