

Danish Fashion Institute against plastic pollution from textiles

Copenhagen, 12 May 2016 – By 2025, there will be 1 ton of plastic for every 3 tons of fish in the oceans, and by 2050 the weight of plastic will overtake that of fish. The cause of this future scenario partly lies in our clothing and the plastic microfibers it sheds in every wash. A powerful, fast-growing global coalition is forming to stop this source of plastic pollution in its tracks through the Ocean Clean Wash campaign. Today, the Danish Fashion Institute publicly joined this coalition during the Copenhagen Fashion Summit.

“It’s a great honor to have the Danish Fashion Institute aboard with what I hope will be the biggest alliance ever to stop a huge source of ocean pollution,” says Maria Westerbos, founder of Ocean Clean Wash and director of the Plastic Soup Foundation.

20 million microfibers in one load of washing

Leading European research (<http://life-mermaids.eu/en/>) recently showed that a single synthetic fleece jacket releases an incredible 1 million microfibers every time it is washed, and a single load of washing can shed up to twenty million microfibers. “We must all come together to create methods and innovations to stop this as soon as we can,” Westerbos continued.

The Plastic Soup Foundation, from Amsterdam, has partnered with Plastic Change from Copenhagen and Plastic Pollution Coalition from Los Angeles to build the coalition around the Ocean Clean Wash. The Plastic Soup Foundation is also currently leading the successful Beat the Microbead campaign which has brought together over 80 members in a worldwide coalition and resulted in a ban on plastic microbeads in personal care products in the United States and continued pressure for such a ban in Europe.

Since clothing brand G-Star RAW became the first company to sign the Ocean Clean Wash charter on 25 April 2016, already over 70 organizations, environmental leaders, and scientists have signed a Declaration of Support for this important initiative. Leaders across the world, including Dianna Cohen of Plastic Pollution Coalition, Henrik Beha Pedersen of Plastic Change, photographer Chris Jordan, Captain Charles Moore of the Algalita Marine Research Foundation, Dr. Wallace J Nichols, musician Jack Johnson, and

many others, have added their names to the declaration calling on fashion companies, washing machine manufacturers and the textile industry to sign the charter and join forces for an Ocean Clean Wash.

The signatories of this initiative will contribute to the development of innovative solutions to prevent the release of plastic fibres from garments in the future, such as fabrics that do not release microfibers, a protective coating for textiles, or washing machine filters.