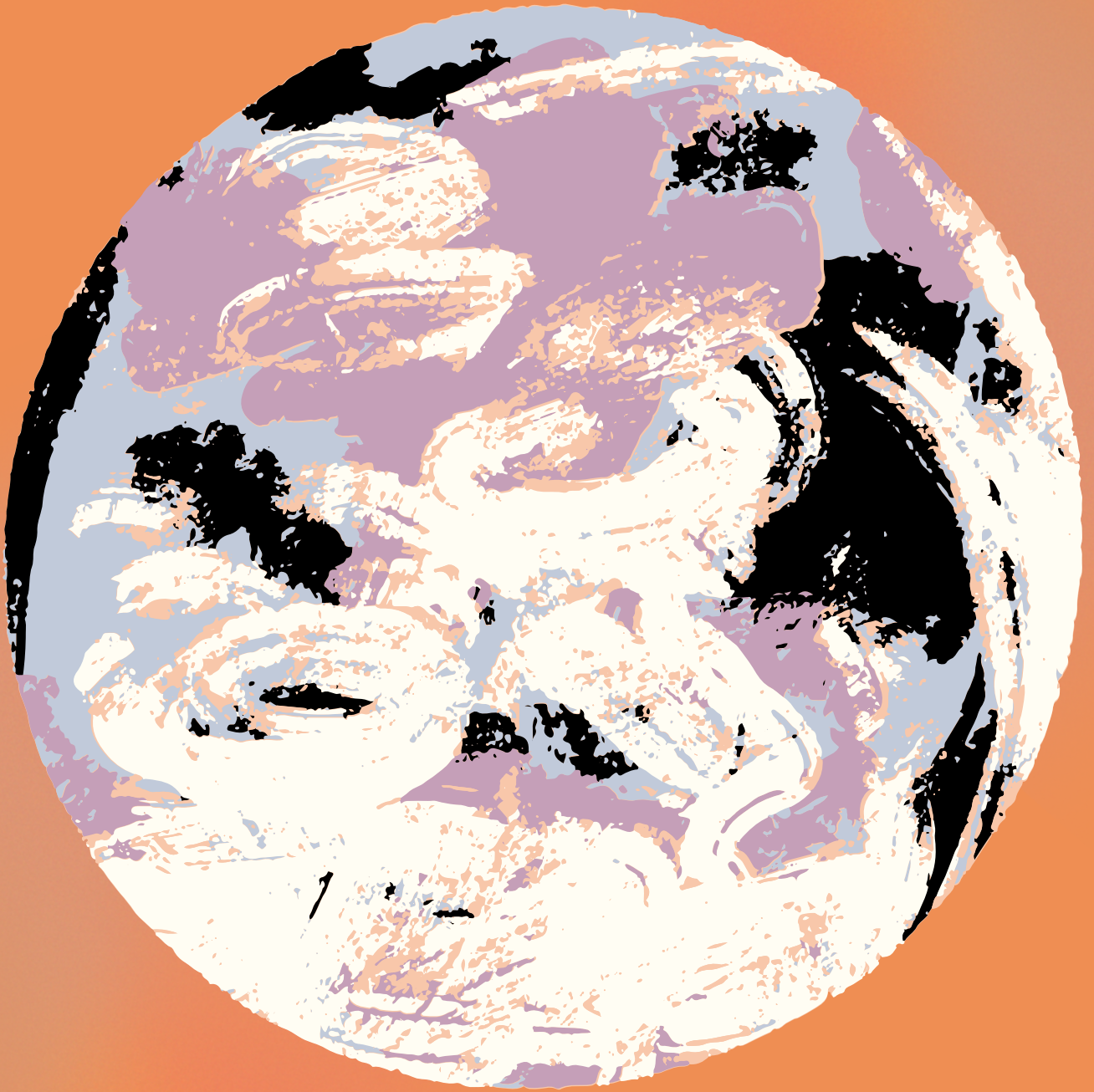


how earth + women are intertwined



ecofeminism

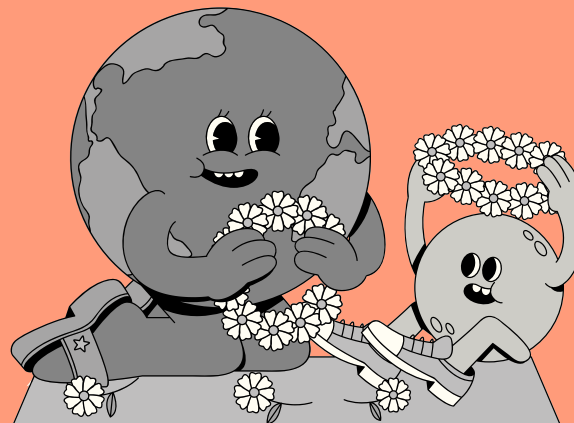
WKU Feminist Student Union
and Clean4Changeky



WHAT IS ECOFEMINISM?

Ecofeminism's core belief is that **the same systems of oppression that work to dominate, oppress, and control women are the same systems that degrade, deplete, and exhaust the planet.**

These systems include both **capitalism** and the **patriarchy**.



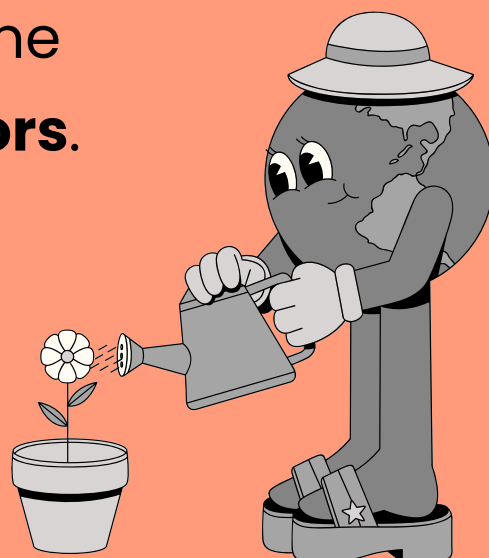


**INJUSTICE
ANYWHERE
IS A THREAT
TO JUSTICE
EVERYWHERE**

— MARTIN LUTHER KING JR.



Ecofeminism, WKU Feminist Student Union and **Clean4ChangeKY** prioritize **intersectionality**, or the idea that multiple parts of a person's identity intersect, creating compounded injustices or privileges (e.g., race, gender, class, etc.). For example, a black queer woman may experience compounded effects of racism, homophobia, and sexism. In any justice movement, we are fighting the **same overarching oppressors**. Essential to intersectional action is the knowledge that **injustice anywhere is a threat to justice everywhere**.







EARTH
DAY

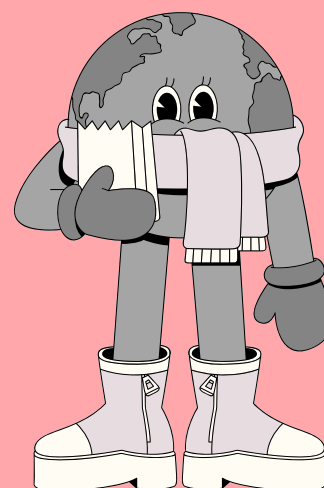
WIN A \$30
SPENCERS
OR VETTE
CITY
VINTAGE
GIFT CARD!
or a sustainable
goodie bag

HOW CAN I
SUPPORT?
Sign up to receive updates from
us, under "how do I enter to win a
door prize". Follow us on TikTok
or Instagram @clean4changeky,
or donate to us today using this
QR code!
donations



SO, WHY DO ENVIRONMENTALISTS CARE ABOUT FEMINISM?

Intersectional Environmentalists know that the same systems that are detrimental to the environment also take advantage of women, people of color, and the poor. **We are all connected.**

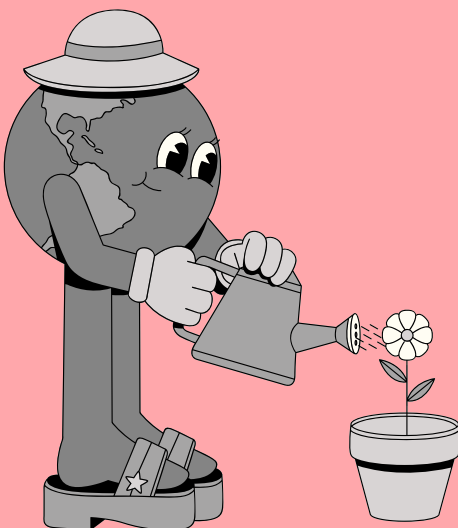




SO, WHY DO FEMINISTS CARE ABOUT ENVIRONMENTALISM?

Intersectional feminists are aware that systems that oppress women also take advantage of the planet,

especially those that view each as profitable rather than natural.



YOUR THREE HOMES

TAKE CARE OF THEM



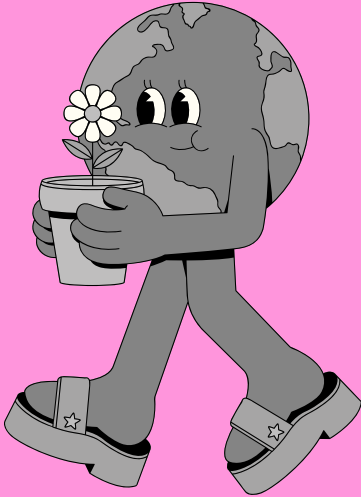
8 BODY



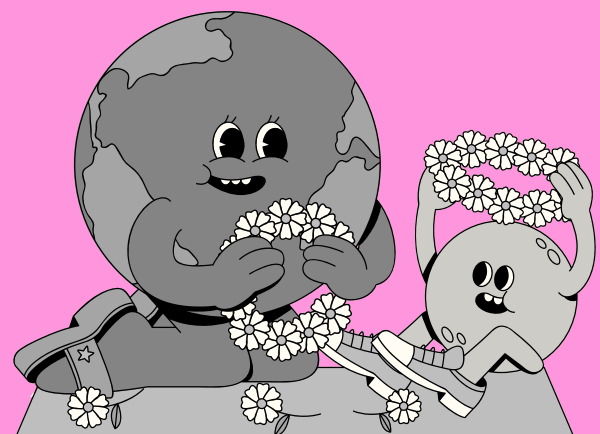
EARTH



MIND



one of the best case studies
that demonstrates how
**feminism and
environmentalism** are
interconnected is the case for
garment workers' rights

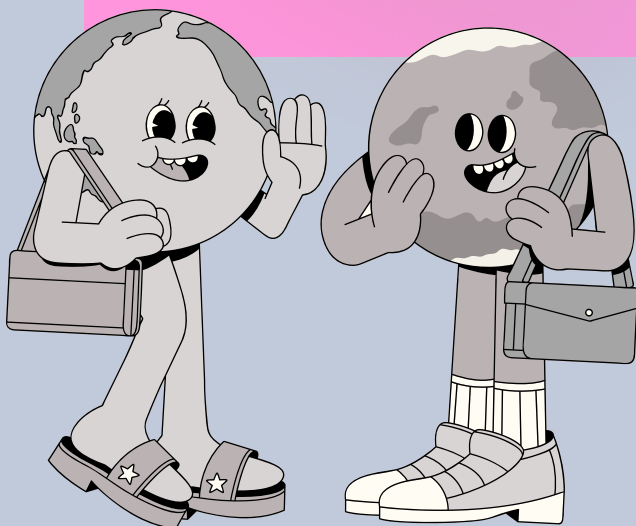


before explaining garment workers' rights, it's important to understand

Fast Fashion: the branch of the fashion industry focused on producing clothing and accessories rapidly with high profit margins and little concern for the environment

fast fashion brands you've probably heard of:

shein, romwe, h&m,
zara, forever 21





FAST FASHION IS DETRIMENTAL

to the environment as its focus on **overconsumption** and **overproduction** leaves sustainable practices behind. The fast fashion industry is so focused on making profit and benefiting from consumer involvement that it ignores its by-products of **air pollution, clothing/textile waste, and production of harmful microfibers.**

FAST FASHION IS RESPONSIBLE FOR:

10% of carbon emissions

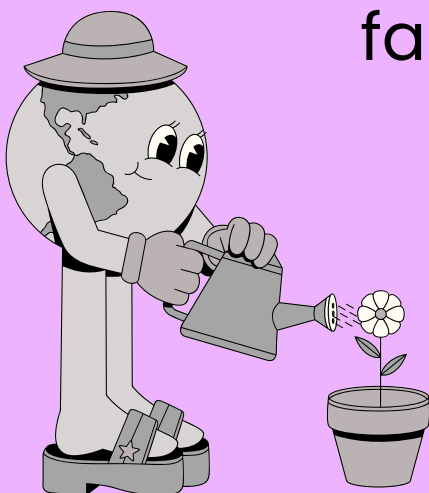
environmental pollution from just washing clothing made with plastic—equivalent to **50 billion water bottles being released into our ecosystems per year**

85% of clothing ending up in landfills each year



FAST FASHION IS DETRIMENTAL TO WOMEN.

Garment workers, or people who work in fashion factories, are typically women, especially in outsourced countries. thus, the people working in these factories are taken advantage of by the **low wages and poor working conditions** that make fast fashion so cheap and with such fast turnarounds.



FAST FASHION IS RESPONSIBLE FOR:

the presence of harmful chemicals such as **formaldehyde and arsenic** in factories, known to cause **respiratory illnesses** in workers as well as releasing these harmful substances into the environment

109 building infractions, which lead to 491 injuries and at least twenty-seven deaths since 2013



**one of the first suffragist
movements in the US was organized
by garment workers on strike**





FAST FASHION IS DETRIMENTAL TO WOMEN.

Not only does the fast fashion industry take advantage of women workers, but it also directly benefits from the promotion of unrealistic body standards, promoting the **patriarchal** idea that women are objects.

Fast fashion directly and routinely benefits from the objectification of women as a means to sell products

HOW FAST FASHION PROMOTES THE PATRIARCHY:

at least **44% of ads are retouched**, censoring or changing women's natural bodies to be more palatable or to uphold patriarchal body standards (skinniness, larger breasts, flatter stomachs, longer lashes, smaller arms)

quick trend turnarounds also focus on different body standards, including y2k or even heroin girl, making not only the clothes a product, but the woman as well, actively objectifying body types.

COMBATTING FAST FASHION

actions for the consumer

recycle

reuse

reduce

recycle



Recycling

clothing is the most mainstream green clothing practice in the US today. it takes several forms including **thrifting** and **clothing swaps**. it works by **keeping clothes out of dumps and in circulation** for longer than one use.

thrifting: buying second-hand clothing usually keeps prices low and use high

clothing swaps: trading clothes, instead of paying for them, keeps the wardrobe rotating and keeps clothes in circulation

reuse



Reusing

clothing is one of the more simple ways to stay sustainable. However, in the fast-paced quick turnaround culture that fast fashion has created, outfit repeating has become frowned upon and trends hardly stay around for long.

outfit repeating: don't fall into trends designed to make you buy more and wear less. **Stay intentional** with your fashion choices by developing your own style (rather than following the trends) and wearing pieces that withstand fads.

repairing clothing is a great way to keep clothes in your closet. Mending small tears or repurposing old t-shirts as rags extends their life and keeps them out of landfills longer

upcycle your clothes to make them more you! if you're tired of a pair of jeans, try painting them. If you realize you're tired of your color scheme, but you still like the pieces in your closet, try dying them.

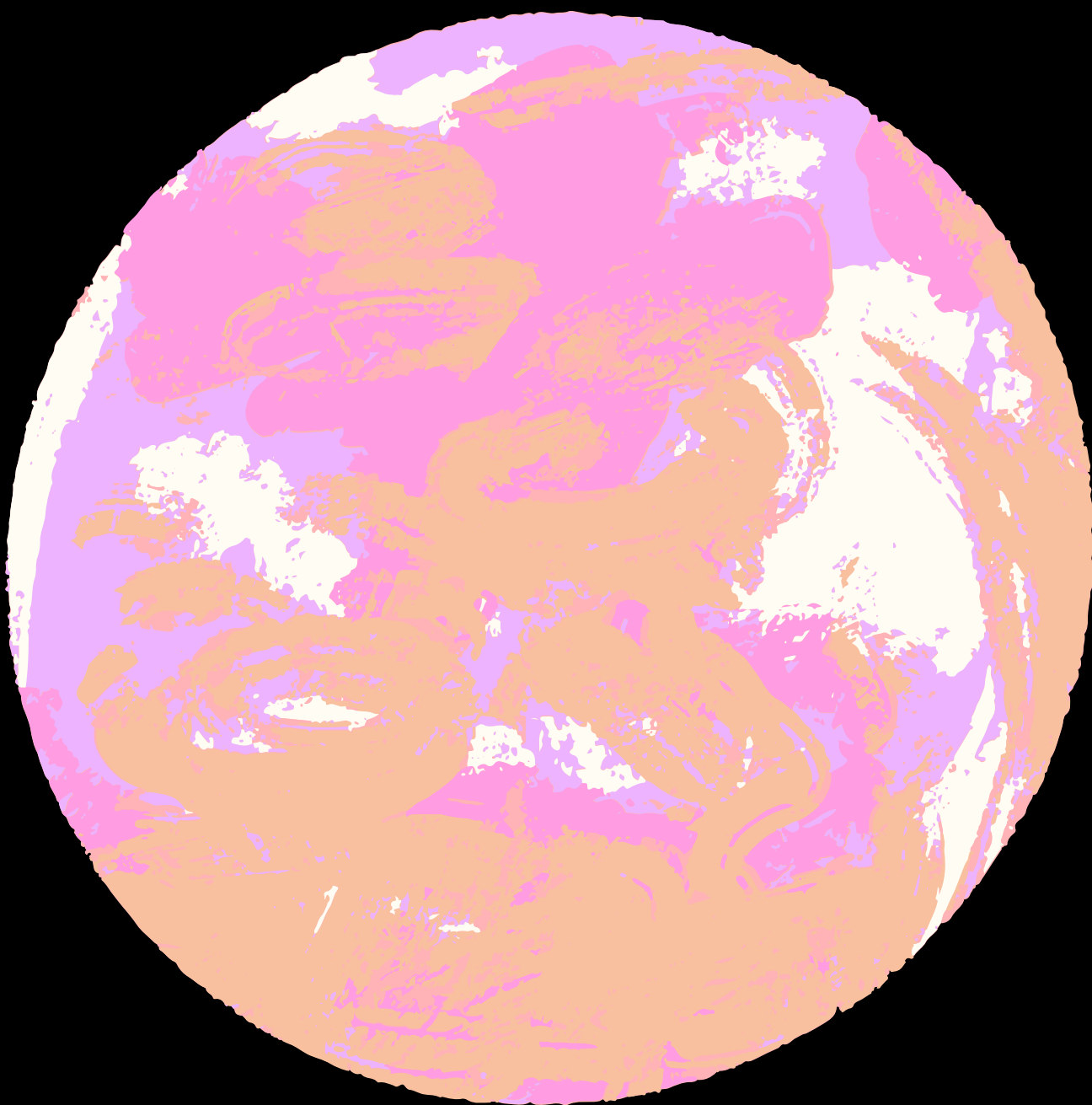
reduce



Reducing consumption is perhaps one of the most challenging sustainable practices. in a culture that constantly tells us that we need more more more, it can be hard to stay satisfied and content with what we already have, but **the most sustainable item we can have is the one we already own.**

some of our favorite tips to reduce consumption include

- ***thinking twice before you buy***– do you still want it a week later? will you use it? how often?
- ***acknowledge its impact***– will you buying it help or harm the environment? do you need it? how bad? when?



women
are
leading
the fight
for
climate
action



SKOLSTREJK
FÖR
KLIMATET

Greta Thunberg

the organizer of one of the biggest young climate movements, school strike for climate, and the woman who took down andrew tate with a pizza box



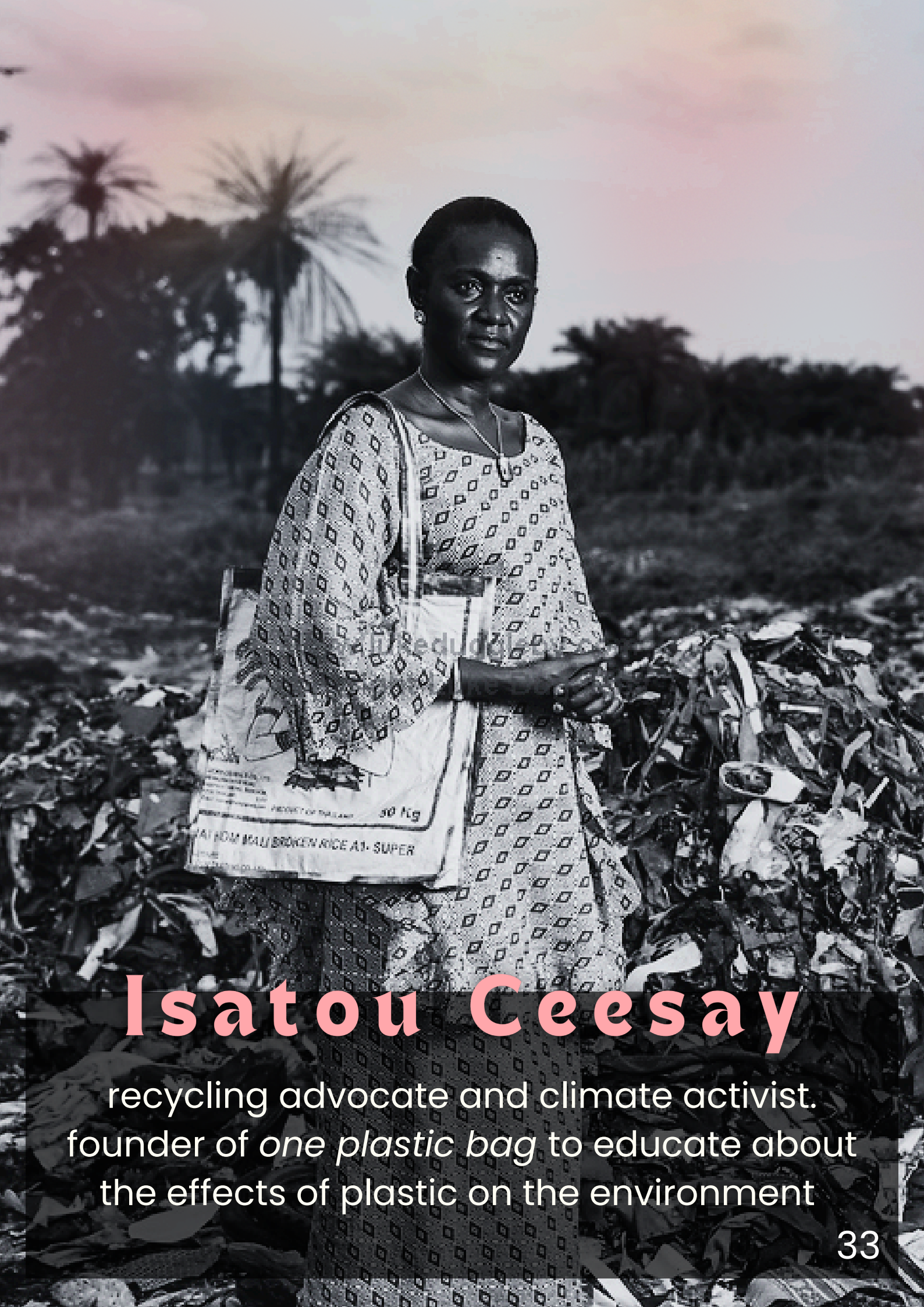
Leah Thomas

the founder of intersectional
environmentalist and activist for
comprehensive climate justice



Vandana Shiva

environmentalist, feminist, ecologist,
physicist, and founder of Navdanya- an
organization focused on biodiversity and
farmers' rights



Isatou Ceesay

recycling advocate and climate activist.
founder of *one plastic bag* to educate about
the effects of plastic on the environment

A black and white photograph of Jane Goodall. She is an older woman with long, light-colored hair, looking intently through binoculars. She is wearing a light-colored button-down shirt. The background is a blurred natural setting with tall grass or reeds.

Jane Goodall

known for her research with chimpanzees, Jane has also contributed to conservation efforts and animal rights campaigns.

THE FUTURE
OF SUMMIT
HABI 2015

Jennifer Holmgren

environmental scientist, inventor of a new biofuel that is the equivalent to taking 120,000 cars off the road annually, and CEO of LanzaTech, a carbon recycling company.

resources



slowfashion brands

SLOW FASHION is the **opposite** of fast fashion, focused on **making the earth greener, limiting carbon footprint, and paying fair wages.**



complete with a second-hand shop, built-to-last materials, and climate activism locator tool, **PATAGONIA** is making waves in the fashion industry



made with recycled materials and size inclusive, **GIRLFRIEND COLLECTIVE** is the intersectional fitness clothing brand we've been looking for.

slowfashion brands



committed to making quality, lasting, organic clothes with a carbon neutral footprint, **MATE THE LABEL** is fashionable, clean, and minimalist (AND produced here in the US)



vegan, ecofriendly, woman and BIPOC owned, **THESUS OUTDOORS** is focused on making a difference across the board.



organic, fair trade, and versatile, **PACT ORGANIC** is boldly taking on the fast fashion industry. offering clothing from the coast to the court, pact probably has what you're looking for.

podcasts+media

the upstream podcast-

radical ideas and inspiring stories for a just transition to a beautiful and equitable new world

see their episode: Terra Viva with Vandana Shiva

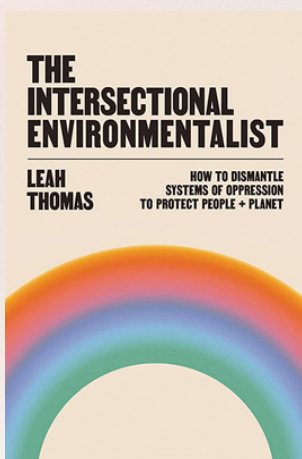


the joy report by ie-

a podcast centered on celebration, optimism, and intersectionality as it explores climate solutions



books+print



the intersectional environmentalist
leah thomas

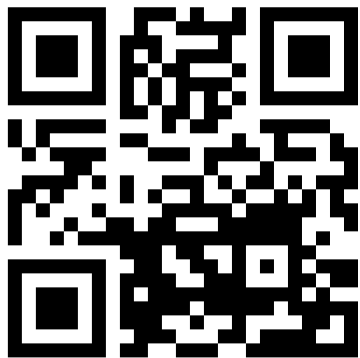
**good good good co-
the good newspaper**
various authors



organizations



intersectional environmentalist- an organization focused on comprehensive, inclusive justice



clean4change- an organization focused on at home, manageable, personal environmental actions through litter clean up projects



clean clothes campaign- an organization focused on rights for garment workers. known for organizing campaigns to raise awareness and spur action

organizations



the slow factory- an award-winning organization creatively addressing the intersecting crises of climate justice & human rights through powerful cultural change and design.



feminist student union- an organization on campus committed to encouraging, empowering + inspiring people through feminism, partnering with other feminist and holistic organizations, and fostering dialogue supporting students + feminism

sources

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