THE DUMPING GROUNDS FOR FAST FASHION CLOTHES: AN ASSESSMENT OF THE ENVIRONMENTAL TRAGEDY RELATED TO SUSTAINABLE DEVELOPMENT IN THE EUROPEAN UNION

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ABSTRACT: This chapter aims to evaluate the situation of dumping grounds in some regions of the world and to size its impact on the European Union's (EU) expectations to achieve sustainable development. The purpose is, therefore, to analyze the effectiveness of the principle of sustainable development in the final stage of the production chain of fast fashion clothing, seeking to bring an analysis centered on international and European law. The research method adopted in this chapter is based on bibliographic and documental analysis as well as a case study. It concludes that there is a possible European success in enacting a due diligence directive with a specific scope to curb market practices that continuously make products and exempt themselves from responsibility, thus disregarding the sustainability of the environment.

1. INTRODUCTION

Fast fashion, just like any other mass production practice, comes with adverse side effects. In this case, an immense amount of clothes that is disproportional to the amount of consumers, which in turn impacts the environment. The market repeatedly seeks to meet the cravings of fashion consumption at ever-faster growing rates, often disregarding any ramifications that this cycle may generate through its production chain, especially those that could threaten the profit margin.³

However, the dogma that has persisted and is currently highlighted in political, legal and economic discussions is centered on the term "sustainable development". Today's scenario of the fast fashion industry stands out as more details are reported about the production cycle of fast fashion clothes and the most worrying final destination of these: the open-

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³ XUEMI BAI et al., Changing the scientific approach to fast transitions to a sustainable world, Improving knowledge production for sustainable policy and practice, in IASS Discussion Paper, 2019, p. 11.

air dumping grounds.⁴ The deplorable situation of clothing dumps is, without a doubt, irresponsible and an unprecedented environmental tragedy.

Notably, the term "irregular disposal" used throughout this study refers to the practice of discarding fast fashion clothes, and the leftover material scraps, at dumping grounds. The term "irregular" refers to the inappropriate nature of the disposal, which is not done in a dedicated place with a suitable process.

The garbage dumps that accumulate tons of fast fashion clothes are thousands of kilometers away from the territories that correspond to the European Union (EU), the United States of America (USA), and China. These are the main exporters of such products that, due to their low quality, are discarded in piles every week in countries like Chile⁵ and Ghana.^{6,7}

2. COMPARATIVE ANALYSIS OF THE EXTENT OF THE PROBLEMS PERPETUATED BY THE IRREGULAR DISPOSAL OF CLOTHING IN LIGHT OF INTERNATIONAL LAW: THE INTERNATIONAL CONVENTIONS OF BAMAKO AND BASEL

Between the availability of land; ease of acquisition; weak legislation and its lack of effectiveness; the incentive given by governments desperate to get foreign investment into their countries to generate income, economic growth, and improvements through technological modernization, the so-called developing countries are too attractive to the textile industry.⁸ All of these measures are meant to ensure growth while at the same time disregarding the essential relevance of environmental protection, as the situation

⁴ KIRSI NIINIMÄKI et al., *The environmental price of fast fashion*, in *Nature Reviews Earth & Environment*, 2020, p. 189.

⁵ https://www.dw.com/en/chile-mountains-of-discarded-clothes-in-the-atacama-desert/g-59855356

⁶ KENNETH AMANOR, *Developing a sustainable second-hand clothing tracer in Ghana*, Doctoral Thesis, University of Southampton, 2018, p. 40.

⁷ https://www.bbc.com/news/av/world-africa-58836618

⁸ ALDINE VALENTE BATHILLON, Colonialidade tóxica, descarte do lixo global e contra-narrativas socioambientais em África: uma análise das Convenções de Basiléia e de Bamako, in UNILAB, 2019, p. 20

explicitly shows, in the hope that these countries will achieve development. The globalization process also contributes to increasing waste around the globe.

International efforts to control garbage and waste to avoid environmental pollution have resulted in significant international regulations, most notably the Basel Convention of 1989, created to control the international movement and disposal of hazardous wastes. Following the Basel Convention, African nations established the Bamako Convention (Mali, 1991) to complement the former. In it, African nations agreed to ban the import of all hazardous wastes and even went further than the Basel Convention by banning the import of radioactive wastes.⁹

The extent of the damage that is being caused to the environment by the lack of discipline and impunity of companies that continually export fast fashion clothing in droves is dangerous. They disregard whatever the clothes' final destination may be when they arrive in other territories, as in the cases of Chile¹⁰ and Ghana,¹¹ which have ended up with miles of clothes rotting, on fire, and causing other adverse effects that harm the environment and local populations.

Despite its limitations regarding the specificity of the materials, the Basel Convention is one of the agreements that the international community was able to get right on the waste issue. Nevertheless, even conventions that are in favor of a greater good such as environmental protection, are unfortunately framed as spaces for the affirmation of political interests and disputes, and the Basel Convention is no exception, which resulted in the subsequent need for the creation of another convention that could meet the specific demands presented by African nations.

https://www.unep.org/news-and-stories/press-release/bamako-convention-preventing-africa-becoming-dumping-ground-toxic

¹⁰ Oxford Analytica, *Ultra-fast fashion risks eroding sustainability gains*, in *Emerald Expert Briefings*, 2021, p. 56.

¹¹ J. Branson Skinner, Fashioning waste: Considering the global and local impacts of the secondhand clothing trade in Accra, Ghana and Charting an inclusive path forward, Doctoral Thesis, University of Cincinnati: 2019, p. 49.

Consequently, we argue that agreements based on interests listed in a top-down manner – which leave room for violations of the right to a clean, healthy, and sustainable environment – should no longer be the norm.

Although such a mechanism might have been considered by some of the parties at the time, one should not overlook the purpose of the Basel Convention, which is to prevent the outsourcing of waste disposal to Eastern Europe and countries labeled as members of the "developing world", where it is cheaper. However, despite being inspired by the "not in my backyard" movement, the Convention fails to consider the classification of waste based on its potential hazardousness, leaving open the possibility of targeting the "backyards" of less favoured nations with waste that is not covered by the Convention, but might become hazardous over time.

Both the Basel and Bamako Conventions are meant to regulate and control the transboundary movement of waste, but they only deal with waste *stricto sensu*. Therefore, they don't specifically cover fast fashion waste, as clothes are not considered waste by definition. Unfortunately, the sheer amount of clothes produced by fast fashion is bound to become waste at some point due to the constant evolution of demand from consumers. Therefore, while clothes in stores might not look like waste, they are most likely going to become so in the near future. This is why it is important to enact measures to either limit the export of poor-quality fast fashion clothes, which resellers cannot use and, therefore, end up in landfills (as evidenced by the British Broadcasting Corporation (BBC)¹⁴ and Deutsche Welle¹⁵ reports), or limit large scale production of clothing items.

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¹² http://www.basel.int/TheConvention/Overview/History/Overview/tabid/3405/Default.aspx

¹³ "In the 80s, growing environmental awareness in the industrialized world created enormous difficulties for the construction of new landfills and incinerators for hazardous waste. What came to be called "Not in my backyard" [...] combined with stricter environmental legislation and new international commitments to no longer dump hazardous waste into the oceans, caused hazardous waste management costs to skyrocket in the industrialized countries. The trade in hazardous waste then presented itself as the alternative, because for low costs it was possible to find companies that would buy this waste and dump it in developing countries. Corrupt dictators in African or Central American countries authorized the dumping of barrels on deserted beaches and abandoned areas in exchange for bank deposits in some tax haven." (Translated by the author). MARIJANE VIEIRA LISBOA, *Em busca de uma política externa brasileira de meio ambiente: três exemplos e uma exceção à regra*, in *São Paulo em Perspectiva*, 2002, p. 44 *et seq*.

¹⁴ https://www.bbc.com/news/av/world-africa-58836618

¹⁵ https://www.dw.com/en/chile-mountains-of-discarded-clothes-in-the-atacama-desert/g-59855356

As mentioned, the Basel and Bamako Conventions deal with the cross-border movement of hazardous wastes, but fast fashion clothes are not considered waste *per se*. However, they can serve as models for the creation of a similar convention which would deal with the issues created by the fast fashion industry. Such a convention could also learn from the shortcomings of the Basel and Bamako Conventions by having a more precise definition of what is considered waste, including materials with the potential to become so.

3. THE DUMPING GROUNDS FOR FAST FASHION CLOTHES: THE ACTUAL SCENARIO FROM A CRITICAL PERSPECTIVE

When focusing on the analyses arising from economic activities, it is important to understand that they can generate positive and negative externalities for economic activity. Its concept can be dissected as "[...] when a person engages in an action, without paying or receiving any compensation for that impact. If the impact on the third party is adverse, it is called a negative externality; if it is beneficial, it is called a positive externality". ¹⁶

The fast fashion industry has continuously used exploitation in its production chain, from the production of clothes to their disposal. This industry is characterized by poor and dangerous working conditions, especially in countries with weak labor legislation or weak implementation of labor laws.

According to REMY, SPEELMAN, and SWARTZ, clothing production doubled between 2000 and 2014, and consumers buy 60% more clothing items per year. ¹⁷ The impact of this increase has created a large production margin and consequent increase in waste materials

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¹⁶ NICHOLAS GREGORY MANKIW, *Principles of economics*, Cengage, 9th ed., 2020, p. 204.

¹⁷ https://www.mckinsey.com/business-functions/sustainability/our-insights/style-thats-sustainable-a-new-fast-fashion-formula

that are moved to landfills. In addition, the fast fashion industry is now the second most polluting industry on the planet, second only to oil.¹⁸

The negative externalities of the production of fast fashion items are numerous; most notably, the exacerbated increase in irrational consumption, psychological dependence, illegally extracted raw materials, and forced labor are some of the examples that can also be found in the fashion industry.¹⁹ Furthermore, more than USD120 billion in fabrics are stored in warehouses, about 87% of which ends up being burned or delivered to landfills.²⁰

It is also emphasized that both industries and consumers in the fast fashion segment can be considered key players in this chain process. This is because there is a concentration of poor quality or defective garments, as well as discarded clothes that arrive in tons every week in the ports of Ghana. Consequently, the lots that cannot be re-sold by local merchants, whether it's because of their low quality, defects, or other characteristics that show the lack of marketability of the product, end up finding their way into a true "graveyard of clothes" filled over the years with everything considered "undesirable" by the fashion market in the West as well as in China. 22

Furthermore, not only is it estimated that about 40% of all the material that arrives in Ghana, for example, is sent to these dumping grounds, but the situation is also made worse by the fact that the abundant quantity of clothes is now causing clothes to be washed out to sea.²³ Unfortunately, there is still no clear measurement of the damage caused to the environment by the contamination of clothes due to a lack of data on a global scale, data which would allow for the adoption of appropriate measures.²⁴

¹⁸ https://www.thefashionlaw.com/resource-center/fast-fashion/

¹⁹ RACHEL BICK, ERIKA HALSEY, and CHRISTINE C. EKENGA, *The global environmental injustice of fast fashion*, in *Environmental Health*, 2018, p. 1.

 $^{^{20}\} https://www.forbes.com/sites/sap/2021/10/20/reimagining-the-fashion-industry-by-designing-outwaste/?sh=234fef4b9e08$

²¹ KENNETH AMANOR, *Developing a sustainable second-hand clothing tracer in Ghana*, Doctoral Thesis, University of Southampton, 2018, p. 41.

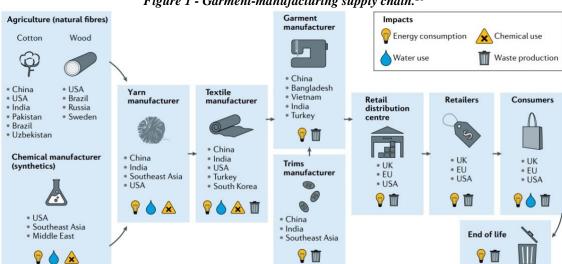
²² https://www.bbc.com/news/av/world-africa-58836618

²³ Ibidem.

²⁴ BEATRIZ NUNES DIÓGENES, MARCELO DE OLIVEIRA SOARES, and TARIN CRISTINO FROTA MONT'ALVERNE, *Rethinking the environmental quality of Brazilian beaches: the incidence of microplastics*

The case of the Atacama Desert shows itself as another example of how fashion waste has made a profound impact on the environment. A desert that used to have predominantly dry tones now deals with a heap of colors of clothes that are being thrown away in piles because they have no other place to be discarded.²⁵

Understanding how the cycle happens helps us see the gravity of the whole process, comprehending that the resources and the final product can quickly turn into waste.



The discrepancy between where the raw material is extracted and where the consumption

of fast fashion clothes takes place is of interest: consumers are mostly located in the

northern hemisphere, in developed countries. It is also interesting to mention that most of

the products are designed at fashion companies' headquarters, generally located in

"consumer countries", while they are produced in "non-consumer countries", as this can

exacerbate the risk of mistakes happening along the production line, and in great

Figure 1 - Garment-manufacturing supply chain.²⁶

as an indicator for sea water and sand quality, in California Western International Law Journal, 2020, p.

quantities.²⁷

²⁵ https://www.dw.com/en/chile-mountains-of-discarded-clothes-in-the-atacama-desert/g-59855356

²⁶ KIRSI NIINIMÄKI et al., *The environmental price of fast fashion*, cit., p. 191: "The key stages of the fashion supply chain with the geographic location and broad-scale environmental impacts (energy use, water use, waste production and chemical use) for each stage of the process. The garment supply chain is globally distributed, with much of the initial fibre production and garment manufacturing occurring in developing countries, while consumption typically occurs in developed countries.".

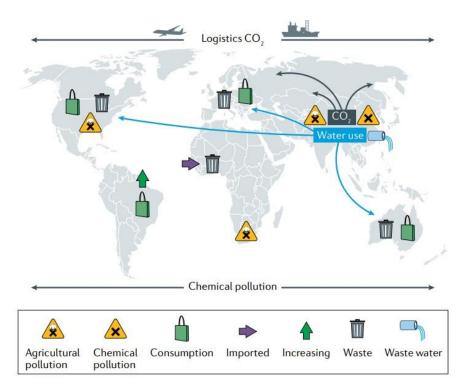
²⁷ Kirsi Niinimäki et al., *The environmental price of fast fashion, cit.*, p. 191.

A whole chain of processes designed because of the need for large-scale production of clothes has been the norm for years, disregarding any consequences or even taking into account what would happen to the leftover fabric. Such clothing is often not made properly and gets discarded by consumers because newer designs are constantly being produced. Developed countries, mainly in the northern hemisphere and the West, are the main consumers, but the countries producing the clothes bear the environmental costs, which are also imported by the developed countries, including most of the EU.²⁸

Figure 2 - Critical points in textile and fashion production.²⁹

 $^{^{28}}$ https://ctprodstorageaccountp.blob.core.windows.net/prod-drupal-files/documents/resource/public/International%20Carbon%20Flows%20-%20Clothing%20-%20REPORT.pdf

²⁹ KIRSI NIINIMÄKI et al., *The environmental price of fast fashion, cit.*, p. 192: "The geographic distribution of key environmental impacts from the textile and fashion supply chains. High volumes of fashion production and consumption and the logic behind fast fashion increase the environmental impacts by promoting unsustainable manufacturing, distribution and use of garments. Chemical pollution is greatest in countries where cotton is cultivated, but also in countries where waste water from the textile industry is not purified properly. Moreover, chemicals spread around the globe and they enrich (bioaccumulate) in the food chain, causing a risk to organisms, ecosystems and biodiversity. Water and energy are exported as garments from countries where they are produced (such as some Asian countries) to countries where they are consumed (such as North America, Europe and Australia). Waste is generated during both production and consumption, where it is either disposed of locally or exported, for example to countries in Africa". See also AMANDA ERICSSON and ANDREW BROOKS, *African Second-hand Clothes: Mima-te and the Development of Sustainable Fashion in* KATE FLETCHER and MATHILDA THAN (eds.), *Routledge Handbook of Sustainability and Fashion*, London, Routledge, 2015, p. 91 *et seq.*



Most of the clothes we find in the fast fashion market are made of cotton or polyester. When these are dyed, it creates additional residues that also contaminate water when not treated properly.³⁰

The very consumption and storage of items in homes during the pandemic can also be seen as an aggravating factor for environmental pollution,³¹ not to mention that the supply of fast fashion clothing is still driven by online offers, which have increased significantly on the Internet with social distancing. Therefore, we will also start to analyze the obstacles that persist on the way to an adequate and precise regulation regarding the treatment of the problem of dumping grounds, so that they cease to exist as we know it.

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³⁰ SANA KHAN and ABDUL MALIK, Environmental and health effects of textile industry wastewater, in Abdul Malik, Elisabeth Grohmann and Rais Akhtar (eds.), Environmental Deterioration and Human Health, Springer, 2014, p. 61.

³¹ ADRIANA ISABELLE BARBOSA LIMA SÁ LEITÃO and TARIN CRISTINO FROTA MONT'ALVERNE, *The COVID-19 pandemic as an impeller for the aggravation of marine plastic pollution and economic crisis: the reserve effect of health protection measures on human lives*, in *Revista de Direito Internacional*, 2021, p. 138.

4. A EUROPEAN APPROACH: ALTERNATIVES AND CHALLENGES FOR THE EUROPEAN UNION IN A SCENARIO OF STRIVING FOR SUSTAINABILITY

The EU is not pointed out as the main responsible for the environmental problem derived from the irregular disposal of fast fashion clothes. The role of the EU as a global player for sustainable development is essential for there to be an international consensus.³² The goal is to make decisions that will establish a global standard for green consumption and production, extending beyond European-based companies.

Moreover, the fashion consumption market in Europe is closely linked to the problem of overproduction and the irregular disposal mode of fast fashion clothing.³³ With countries of the European bloc being part of this, either through the headquarters of retail companies or through consumers, which brings up the need to discuss the problem on a regional (European) level.

It is important to emphasize provisions that deal with curbing practices considered abusive in relation to human rights. The resolution of 25 October 2016 on corporate liability for serious human rights abuses in third countries of the European Parliament, aknowledges that "these business enterprises may at times cause or contribute to human rights violations and affect the rights of vulnerable groups such as minorities, indigenous people, women, and children or contribute to environmental problems".³⁴

This device is of interest because it demonstrates the Parliament's concerns about human rights violations in third countries, including that these may also cause environmental problems. In short, the provision already brings insights from the awareness of the long

³² ARLO POLETTI, DANIELA SICURELLI, and AYDIN B. YILDIRIM, *Promoting sustainable development through trade? EU trade agreements and global value chains*, in *Italian Political Science Review/Rivista Italiana di Scienza Politica*, 2021, p. 339.

³³ Kirsi Niinimäki et al., *The environmental price of fast fashion, cit.*, p. 192.

³⁴ European Parliament, Resolution on corporate liability for serious human rights abuses in third countries of 25 October 2016, 2015/2315(INI) (2015).

production chain in which transnational companies have violated the principles of human rights in third countries.

In addition, the lack of materialization is also noted for the victims of these violations, who face several obstacles in accessing legal remedy, including procedural barriers in terms of admissibility and burden of proof, often prohibitive court costs, and the lack of clear liability standards for corporate involvement in human rights and environmental violations.³⁵

Ten years after the publication of the United Nations Guiding Principles on Business and Human Rights, which brought the slogan of "Protect, Respect and Remedy"³⁶ in the field of human rights by transnational corporations, a Resolution of the European Parliament giving continuity on the subject in the EU was published in 2022. The Resolution, driven by a commitment to duty of care and corporate responsibility, is currently being debated. If adopted, it would allow for the incorporation of a proposed directive aimed at creating a universal and mandatory regulatory framework within the EU. This framework aims to promote a unified legal approach to corporate governance, as well as social and environmental sustainability.³⁷

The proposed regulatory matrix goes further than the UNGP by imposing mandatory due diligence not limited to companies headquartered in the EU. Companies based in other countries that operate in the internal market, as well as their entire value chain that includes suppliers, third-party contractors, and partner companies also enter the spectrum of the resolution that seeks to propose a directive to the Commission (Article 2).

The proposed directive also seeks to apply "to large undertakings governed by the law of a Member State or established in the territory of the Union" (Article 2 (1)), and also "to

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³⁵ Ibidem.

³⁶ United Nations, *Guiding principles on business and human rights: Implementing the United Nations* "Protect, Respect and Remedy" framework, available at https://www.ohchr.org/documents/publications/guidingprinciplesbusinesshr_en.pdf.

³⁷ European Parliament, Resolution with recommendations to the Commission on corporate due diligence and corporate accountability of 10 March 2021, 2020/2129(INL) (2021).

large undertakings, to publicly listed small and medium-sized undertakings [...] operating in high-risk sectors, which are governed by the law of a third country" (Article 2 (3)). The same article brings up the finality of the companies when operating in the internal market: "are not established in the territory of the Union when they operate in the internal market selling goods or providing services" (Article 2 (3)).

In these terms, the European initiative is affirming a sense of progress in the direction of implementing due diligence to hold companies accountable for environmental harm or human rights violations..

It is clear that this effort alone is not enough to deal with the problem that has a global dimension, but it is an avant-garde step by the European bloc in seeking to emphasize corporate responsibility. Relations between states and multinational companies are also intertwined in some scenarios, such as when they transcend their core business and cause damage to third parties, such as the environment.³⁸

However, where is the mechanism that will condemn the European bloc for its omission when it comes to the disposal of fast fashion waste? Is it a problem as serious as the incentive that has been constantly given to fast fashion production, causing the industry to expand in other parts of the world? Even more so in countries that do not have enough technical, physical, scientific, or financial resources to deal with the problem on their own?

All this represents a major risk for the European economy: either the transition will happen to a green economy or everyone will suffer an irreversible climate cataclysm. The European bloc should, therefore, implement policies to encourage a transition from fast fashion consumption to slow fashion consumption, for example, by instating rigorous controls to de-incensitvise European companies from such production and disposal processes.

³⁸ GILBERTO SARFATI, The limits of power of multinational companies: the Cartagena protocol on biosafety, in Ambiente & Sociedade, 2008, p. 118.

The EU has a wide range of options to implement legislation meant to halt the rampant production of clothing destined to become waste in other parts of the planet, which should be done in cooperation with other global actors.

5. FINAL CONSIDERATIONS

The very issue that permeates the irregular disposal of garments and their leftovers in deserts or other areas that should be for environmental preservation already shows us how the authorities and the industry see the cause. While it does not violate any treaty or law, mostly due to the absence of such rules in international law, dumping practices are immoral and are incompatible with the goals of sustainable development.

Nonetheless, the EU, through its commitment to sustainability, and its role as a global player, has the means to curb the practice of irregular disposal of waste, burning, and polluting of the soil and the sea. Such measures would especially be welcome since the bloc ends up, even though it has not been widely held responsible, being a co-actor, as we have seen throughout the study, in a weekly cycle of production, consumption, and disposal of fast fashion clothing.

The EU's proposal for a Corporate Sustainability Due Diligence Directive, if adopted, would provide a way to hold companies that are based or operate in the EU accountable for violations of human rights along their chain of production, including violations in third countries.

Even though dumping grounds are not within the EU, the EU cannot ignore the role it plays in laying down the path towards these dumping grounds. There is no point in wanting to be the "first climate-neutral continent" when this neutrality is achieved through exporting their garbage to countries that lack the infrastructure to properly handle it.

Therefore, there are many opportunities for the EU to achieve its goals of sustainable development and commitment to climate change. But it must be emphasized that this will happen through a new ethos of our time, where there is a set of norms that can establish greater protection of the right to the future, for the sake of the next generations.

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