## EXHIBITION



DO YOU KNOW HOW MUCH ENERGY IS USED TO PREPARE A CUP OF COFFEE?

HOW MUCH WATER IS USED TO PRODUCE YOUR T-SHIRT?

> To be able to grasp the full picture we need to account for all energy, materials and emissions used.

> Only when looking at the whole product cycle are we able to make truly informed decisions about which products are preferable and how to substantially reduce their impacts.

TODAY, WE SEE BEHIND THE CURTAIN OF A T-SHIRT, COFFEE AND CHOCOLATE, OUR FAVORITE SOURCE OF ENERGY.

# T-SHIRT

# HOW MANY T-SHIRTS DO YOU OWN?

Cotton fiber is the most used textile fiber in the world.

26 million tons of cotton are produced each year. This is equivalent to:



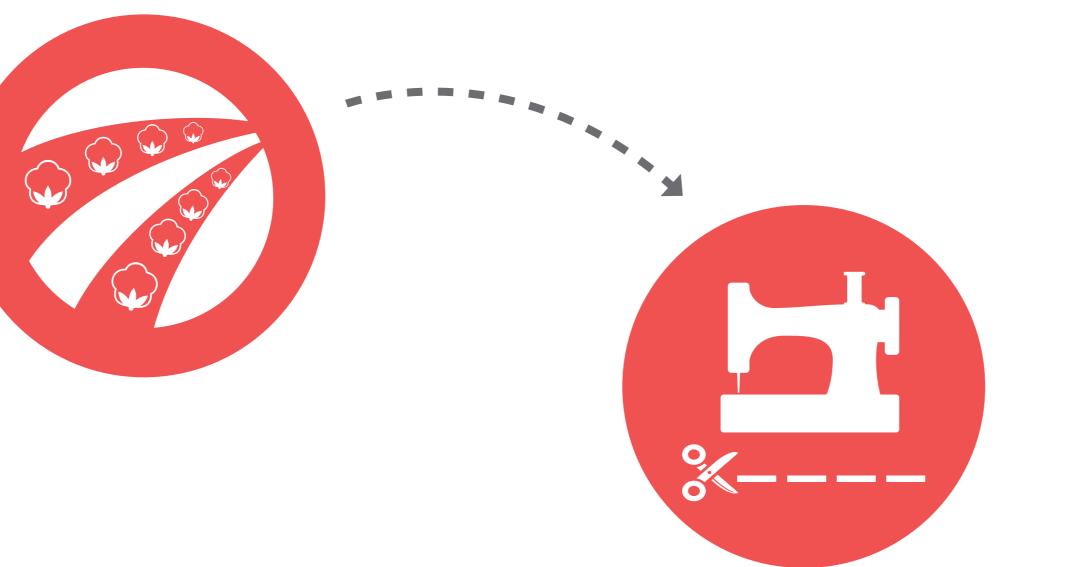




## WHAT IS THE LIFE CYCLE OF A T-SHIRT?

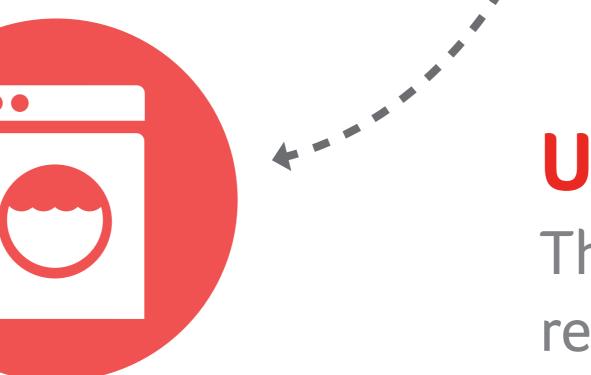
### Cotton cultivation

Growing cotton is the first step in the life of a t-shirt. The main producers are China, India and the USA.



## Manufacturing

Once cotton fibers leave the farm, hey travel through stages of grinning, textile production, dyeing and garment assembly to finally become a t-shirt.



### Use and end-of-life

The t-shirt is bought, worn and laundered repeatedly until meeting its end-of-life.

## WHAT IS THE ENVIRONMENTAL FOOTPRINT OF A T-SHIRT?



It takes energy to grow, manufacture and transport a cotton t-shirt. But a lot of energy and ssion can be avoided by washing and drying

ncredibly high. In contrast, your favourite t-shirt which is worn over and over again is way more sustainable.

e way from cotton fiber to your t-shirt is long. addition to the impacts of long transportation istances, the various processing steps, especially consume a lot of energy and seriously impact

### Cotton cultivation:

The main impacts of cotton production are land use, water use, the use of fertilizers and pesticides. Only 4% of all clothes are organically produced. Make sure to look for sustainably sourced cotton when you buy a t-shirt.

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