

24.04.16

FASHION REVOLUTION

**QUIZ
ANSWERS**

#FASHREV



BE CURIOUS



FIND OUT



DO SOMETHING

Quiz Answers

The answers to the quiz are revealed in the pages below.

- All answers are definitive and final.
- They can be fact checked using the links associated to each question.
- Obviously its up to all participants not to cheat and spoil the fun!
- We'd love to hear your feedback about how you find this quiz and also any ideas for next year.
- Thanks for joining the Fashion Revolution!

Quiz

Round 1: Who made my clothes?

01. How many people are directly employed in the global fashion industry?

- at least 60 million

SOURCE: http://fashionrevolution.org/wp-content/uploads/2015/11/FashRev_Whitepaper_Dec2015_screen.pdf

02. How much was the global fashion industry worth in 2013?

- US \$3 trillion

SOURCE: http://fashionrevolution.org/wp-content/uploads/2015/11/FashRev_Whitepaper_Dec2015_screen.pdf

03. What catastrophic event prompted the foundation of Fashion Revolution?

- the collapse of the Rana Plaza garment factory complex in Bangladesh in 2013

SOURCE: http://fashionrevolution.org/wp-content/uploads/2015/11/FashRev_Whitepaper_Dec2015_screen.pdf

04. At the end of March 2016, how many country coordinators did Fashion Revolution have and which country was the most recent to join?

- 86, Egypt

SOURCE: <http://fashionrevolution.org/get-involved/countries/>

05. Where does the fashion industry rank in terms of pollution?

- the second largest polluting industry in the world

SOURCE: <http://ecowatch.com/2015/08/17/fast-fashion-second-dirtiest-industry/>

06. According to China Water Risk, China produces what percentage of the world's clothing?

- 65%

SOURCE: <http://chinawaterrisk.org/resources/analysis-reviews/the-environmental-cost-of-clothes/>

07. By 2015, the global apparel industry was expected to produce enough fabric to cover which American State?

- California

SOURCE: <http://msl.mit.edu/publications/SustainableApparelMaterials.pdf>

08. In 2015, which vloggers posted #haulalternative videos on YouTube showing clothes they upcycled, swapped and bought in charity shops?

- Noodlerella, CutiePieMarzia and Bip Ling

SOURCE: <http://fashionrevolution.org/wp-content/uploads/2015/11/HowToBeAFashionRevolutionary.pdf>

09. When a fashion brand is accused of 'greenwashing', what does this mean?

- they have spent more time and money advertising how green they are than on implementing business practices that would minimise their environmental impact

SOURCE: <http://greenwashingindex.com/about-greenwashing/>

10. 'Fast fashion isn't free. Someone somewhere is _____' (Lucy Siegle). What is the missing word?

- paying

SOURCE: <https://s-media-cache-ak0.pinimg.com/736x/9e/0e/b7/9e0eb78e2bf6ac57da6fba9a41fc5281.jpg>

Quiz

Round 2: Be Curious

01. Which celebrity fronted PETA's 2015 campaign illustrating the harm done to animals, people and the environment in Bangladesh's billion dollar leather industry?

Leona Lewis

SOURCES: <https://www.youtube.com/watch?v=H8-leuG4jLw>

02. According to Baptist World Aid, what percentage of brands don't have full knowledge of where their cotton comes from?

91%

SOURCE: <http://www.baptistworldaid.org.au/assets/Be-Fair-Section/FashionReport.pdf>

03. According to Baptist World Aid, which companies have taken substantial steps to ensure that their clothes are not made with Uzbekistani cotton picked by forced labour? [NB more than one answer may be right]

Adidas, Nike & Puma

Gap, H&M & Levi Strauss

Fruit of the Loom, Kathmandu & Patagonia

SOURCE: <http://www.baptistworldaid.org.au/assets/Be-Fair-Section/FashionReport.pdf>

(All answers are correct)

04. According to Professor of Marketing Rebecca Reczek, what 'has made it a lot easier to see how other people's buying habits compare with our own'?

social media and consumer review websites

SOURCE: <http://www.npr.org/sections/goatsandsoda/2016/01/07/462132196/do-these-jeans-make-me-look-unethical>

05. How did one video for Labour Behind the Label's 2015 'Change your shoes' campaign show walkers and runners learning who made their footwear?

their reflections appeared in puddles waving at them and giving them notes

SOURCE: <https://vimeo.com/143602708>

06. How many litres of water are used to make a single cotton t-shirt?

2,720

SOURCE: http://fashionrevolution.org/wp-content/uploads/2015/11/FashRev_Whitepaper_Dec2015_screen.pdf

07. How many trees are cut down to produce wood-based clothing fibres each year?

70-100 million

SOURCE: <https://zady.com/thenewstandard?Fashion%20x%20Forests>

08. According to the Maplecroft Child Labour Index, in which country are 14 million children working, mainly in the textile industry?

India

SOURCE: http://fashionrevolution.org/wp-content/uploads/2015/11/FashRev_Whitepaper_Dec2015_screen.pdf

09. According to WRAP, what percentage of textile waste that goes into landfill could be reused?

80%

SOURCE: http://fashionrevolution.org/wp-content/uploads/2015/11/FashRev_Whitepaper_Dec2015_screen.pdf

10. What was unique about the dress that fashion activist Livia Firth wore to the Paris premiere of The King's Speech movie?

it had been made from one of her husband's old suits

SOURCE: <http://www.livemint.com/Leisure/3G7mbwq4vXlX5Zs78QmBAM/The-true-cost-of-cheap-clothes.html>

Quiz

Round 3: Find Out

01. Which country, where 300,000 workers in 300 factories make clothing for export, announced its first minimum wage legislation in September 2015?

Myanmar

SOURCE: <http://policy-practice.oxfam.org.uk/publications/made-in-myanmar-entrenched-poverty-or-decent-jobs-for-garment-workers-583241>

02. What word is missing from Vivienne Westwood's famous saying 'Buy less, choose well, make it _____'?

last

SOURCE: https://pbs.twimg.com/media/BL_nDfzCEAAPTc7.jpg

03. According to a 2015 Labour Behind the Label report, how do garment workers in India know that their factory is about to be inspected by buyers from UK High Street brand Marks and Spencer?

the factory is painstakingly cleaned and they are told to work silently and to respond to buyers' questions with a rehearsed set of answers

SOURCE: <http://labourbehindthelabel.net/wp-content/uploads/2016/02/DoWeBuyIt-spreadssml-1.pdf>

04. Of the 43 married female garment workers interviewed in Bangladesh by the International Labor Rights Forum in 2015, what percentage gave their husbands their wages every month?

79%

SOURCE: http://www.laborrights.org/sites/default/files/publications/Our%20Voices%2C%20Our%20Safety%20Online_1.pdf

05. In November 2015, Australian stylist Lesley Crawford successfully completed a year in which she spent no money on new clothes. What was the secret of her success?

she bought new clothes with the money she earned from selling her old clothes

SOURCE: <http://www.sbs.com.au/news/article/2015/11/20/comment-stylist-took-challenge-buy-no-new-clothes-year>

06. According to a straw poll carried out for a Guardian newspaper article, why did some consumers say they might be reluctant to wear clothes made from cloth grown in a mixture of yeast, bacteria and sugary green tea?

it would be like putting on dirty clothes after taking a bath

SOURCE: <http://www.theguardian.com/sustainable-business/sustainable-fashion-blog/2015/feb/17/grow-compost-wedding-dress-homegrown-fashion>

07. According to geographer of fashion Andrew Brooks, what percentage of clothes bought in Uganda are second hand?

81%

SOURCE: <http://www.clothingpoverty.com/jeans/>

08. In February 2016, according to the Clean Clothes Campaign, a factory in Bangladesh making clothes for JC Penny and H&M caught fire. What prevented this incident from killing or wounding any of its 6,000 workers?

the fire took place before most people had arrived for work

SOURCE: <https://uk.pinterest.com/pin/322288917063517692/>

09. Why is Timberland working with a tyre company? [NB more than one answer may be right]

to produce Timberland tyres for Jeeps and other vehicles

to make shoe soles from worn out tyres

SOURCE: <https://www.timberland.com/moderntrail/timberland-tires.html>

(a & b are correct)

10. Which company won PETA Vegan Fashion awards in 2015 in the Suedette Jacket and Faux Suede Overshirt categories?

Zara

SOURCE: <http://www.peta.org.uk/living/peta-uk-vegan-fashion-awards-2015/>

Quiz

Round 4: Do Something

01. In which country do people hang clothes they no longer need on 'Walls of Kindness' for those who need them to take away?

- Iran

SOURCE: <http://www.theguardian.com/world/2016/jan/14/irans-walls-of-kindness-offer-help-to-the-homeless>

02. What contribution have former garment workers Kao Sochevika, Leng Leakhana, Vun Em, Nam Sophors and Chrek Sopha made to the defense of women's rights in Cambodia?

- formed a rock band to sing about women's rights

SOURCE: <http://www.scmp.com/magazines/post-magazine/article/1877768/rallying-cry-cambodias-all-female-rock-band-ex-garment>

03. In March 2016, the Clean Clothes Campaign published an open letter to all brands manufacturing clothing in Cambodia. As a condition for future sourcing from the country, what did it ask the brands to demand from its government?

- trade union legislation meeting International Labour Organisation conventions

SOURCE: <http://www.cleanclothes.org/news/2016/03/22/open-letter-to-all-brands-sourcing-from-cambodia>

04. In 2015, the Canadian Fair Trade Network altered a blazer, a sweater and a hoodie to expose the truth about sweatshops. How did they do this?

- replaced their 'made in' labels with short essays about the people who made them

SOURCE: <http://www.ecouterre.com/fair-trade-clothing-labels-expose-the-truth-about-sweatshops/>

05. What does the Green Carpet Challenge encourage fashion designers to make?

- sustainable fashion for the world's most high profile events

SOURCE: <http://eco-age.com/green-carpet-challenge/>

06. In April 2015, what did Fashion Revolution activists in Germany make to draw public attention to sweatshops in the fashion industry?

- a vending machine which sold cheap t-shirts only after customers had watched a video about how they were made

SOURCE: https://www.youtube.com/watch?v=KfANs2y_frk

07. How do the knitters and embroiderers of the Malacate Taller Experimental Textile Project in Mexico tell consumers who made the clothes they are wearing?

- add a label with their names and birthplaces which explains that the design relates to the rights of indigenous communities where they live

SOURCE: <http://fashionrevolution.org/malacate-por-karla-perez-canovas/>

08. At the end of March 2016, approximately how many people had made the pledge to 'become a responsible consumer and educate yourself on the true cost of fashion' on the website of the documentary film The True Cost?

- 11,000

SOURCE: <http://truecostmovie.com/learn-more/human-rights/>

09. Which documentary film, released in 2015, 'follows a turbulent half decade in the lives of women on the front line in the garment worker's struggle. From 2010, when organising in the workplace would lead to beatings, sacking and arrests, through the tragedies of Tazreen and Rana Plaza, and to the present day, when the long fight has begun to pay dividends'?

- UDITA

SOURCE: <http://www.waronwant.org/media/udita-arise-documentary-about-struggle-women-garment-workers>

10. 'Women can be made to dance like puppets, but men cannot be abused in the same way. The owners do not care if we ask for something, but demands raised by the men must be given some consideration. So they _____' What words are missing from this quote from a female garment work in Bangladesh published in a 2015 Labour Behind the Label report?

- do not employ male workers

SOURCE: <http://labourbehindthelabel.org/the-women-who-make-your-clothes/>

[NB all URLs were live at the time of publication in April 2016]