

MYTEKS

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Sustainability Newsletter

A NEW START: SUSTAINABILITY



EMERGENCE OF THE NEED FOR SUSTAINABILITY

Climate change, one of the most important issues of recent years, is the result of the rapid increase in greenhouse gases released into the atmosphere by human activities such as the use of fossil fuels, deforestation, and industrial processes. The increase of the natural greenhouse effect, the increase of the average surface temperature of the Earth and the changes in the climate are the consequences of global climate change.

We call **SUSTAINABILITY** the current generation's use of the world's resources in a way that does not limit the next generation's right to use their resources.

***Sustainability is not a choice today;
it is obligation and responsibility.***

FOR A MORE SUSTAINABLE FUTURE

➤➤➤ When we look at the concept of sustainability starting from the first definition, environmental factors and nature come to mind first for most of us. But now we all know that sustainability is actually a much bigger and broader concept than that. If we look at the UNDP's Sustainable Development Goals, we see 17 items, including poverty, gender equality, responsible production and consumption, quality education, and clean and renewable energy.

- Worldwide, an average of 110 MILLION TONS fibers are produced annually.
- Each year, 342 MILLION barrels of oil are used for fiber production and 300 BILLION m³ of water are used for cotton production.

This is equivalent to 12% of the world's fresh water.

Sustainability starts with the selection of raw materials and in the design phase. The selection of sustainable raw materials is the most important starting point. For this reason, the design process should be informed by environmental concerns.

Another aspect that includes reducing raw material consumption, designing products that can be easily separated and reused after use (eco-design), extending the life of products through maintenance and repair, using recyclable materials in products, and recovering raw materials from the waste stream is the circular economy. Well; designs a production and consumption system with minimal material and energy loss through extensive reuse, recycling and recovery.





80% of the carbon produced by a garment in the textile industry depends on the raw materials and the design process.

If we look at the production processes in the textile industry, we can see that **80%** of the water used comes from the consumer. In turn, the use of water in wet processes in production accounts for **20%** of industrial water pollution.



WE HAVE A WORLD

By adapting to the sustainability transformation in the textile industry, we are ready for new market dynamics and the full integration of sustainability thinking production processes and marketing strategies. We are pleased to announce that we have added sustainability studies to our current work.