

The Role of Greenpeace as an International Organization in Handling Fast Fashion Industry Waste in Bangladesh

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Abstract

Industri fesyen menghasilkan 20 persen air limbah global dan 10 persen emisi karbon global, menjadikannya salah satu industri paling berpolusi di dunia. Salah satu negara dengan yang industri garmen dan tenaga kerja murah dalam jumlah yang banyak membuat negara ini menjadi salah satu eksportir garmen readymade terbesar kedua di dunia setelah China. Meskipun demikian, fast fashion menyebabkan konsekuensi lingkungan yang parah di Bangladesh. Produksi tekstil menghasilkan 1,2 miliar ton emisi gas rumah kaca setiap tahun dan mengkonsumsi banyak air. Namun Bangladesh sudah menjadi salah satu tempat yang paling rentan terhadap kerusakan lingkungan yang berbahaya di dunia karena adanya industri fast fashion ini, selain itu dengan padatnya penduduk dan dikelilingi oleh sistem sungai akan mengancam pertanian dan kesehatan masyarakat. Tujuan penelitian ini untuk mengetahui peran Greenpeace sebagai organisasi Internasional yang bergerak di bidang lingkungan dalam menyikapi permasalahan ini serta upaya-upaya yang telah dilakukannya. Metode penelitian yang digunakan peneliti dalam penelitian ini adalah pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data dari penelitian ini yaitu menggunakan data sekunder, seperti buku-buku mengenai teori-teori organisasi internasional, lingkungan hidup, dan buku-buku lain sejenis yang berhubungan dengan peran organisasi internasional. Hasil penelitian sebagai organisasi non pemerintah internasional yang memiliki fokus pada isu-isu lingkungan, Greenpeace mencoba menciptakan norma internasional baru yaitu penghapusan bahan kimia berbahaya selama pembuatan pakaian. Selain itu, Greenpeace memprakarsai Detox Campaign on Fashion, dengan agenda utama pembersihan atau penghilangan bahan-bahan kimia berbahaya dari produksi industri tekstil di Bangladesh.

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Abstrak

Industri fashion menghasilkan 20 persen air limbah global dan 10 persen emisi karbon global, menjadikannya salah satu industri yang paling berpolusi di dunia. Sebagai salah satu negara dengan jumlah industri garmen yang besar dan tenaga kerja yang murah, negara ini merupakan pengekspor garmen siap pakai terbesar kedua di dunia setelah Cina. Meskipun demikian, mode cepat memiliki konsekuensi lingkungan yang mengerikan di Bangladesh. Produksi tekstil menghasilkan 1,2 miliar ton emisi gas rumah kaca setiap tahunnya dan menghabiskan banyak air. Namun, Bangladesh sudah menjadi salah satu tempat yang paling rentan terhadap kerusakan lingkungan yang berbahaya di dunia karena industri fesyen cepat, selain karena padatnya penduduk dan dikelilingi oleh sistem sungai yang mengancam pertanian dan kesehatan masyarakat. Tujuan dari penelitian ini adalah untuk mengetahui peran Greenpeace sebagai organisasi internasional yang bergerak di bidang lingkungan hidup dalam menangani masalah ini dan upaya-upaya yang telah dilakukan. Metode penelitian yang digunakan peneliti dalam penelitian ini adalah pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data dari penelitian ini adalah dengan menggunakan data sekunder, seperti buku-buku mengenai teori-teori organisasi internasional, lingkungan hidup, dan buku-buku sejenis lainnya yang berkaitan dengan peran organisasi internasional. Hasil dari penelitian sebagai organisasi non pemerintah internasional yang memiliki fokus pada isu lingkungan, Greenpeace berusaha untuk menciptakan norma internasional baru yaitu penghapusan bahan kimia berbahaya selama pembuatan pakaian. Selain itu, Greenpeace memprakarsai Kampanye Detoksifikasi Fashion, dengan agenda utama membersihkan atau menghilangkan bahan kimia berbahaya dari produksi industri tekstil di Bangladesh.

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1. INTRODUCTION

Modernization has an influence on people's perceptions of fashion. Social media such as Instagram is one way to spread fashion trends in the world. It is easy for people to see the clothing styles that are being worn by many people, causing people to feel obliged to follow fashion trends in order to be considered modern people and are willing to spend money so that they are considered fashionable. Purchasing fashion products that follow trends becomes a means of self-existence, either to express oneself or to show social status in society (Timothy et al., 2013). Shinta (2018: 65) stated that fashion trends change quickly and cause people to compete to find the newest fashion items. Consumptive patterns have a good influence on fashion industry entrepreneurs in the world. Globalization makes it easier for entrepreneurs to promote and sell their products to the public. This causes the fashion industry to further improve their performance and quality so as not to be less competitive with other fashion business entrepreneurs. Fashion is important for life in this modern era so the fashion industry is a promising job. The development of the fashion industry is never separated from trends that change from time to time (Margaret P. et al., 2015).

Rapid changes in trends have led to the emergence of the ready-to-wear concept in the fast fashion industry. Ready to wear implements national and international fashion trends at a cheaper price and is easy to obtain and produced in large quantities. This causes many fashion products to be produced and sold quickly to people who are obsessed with the latest trends (Belal et al., 2015). Muhammad (2018:4) stated that fast fashion production is an effort by the fashion industry to adapt and complement consumer demands for fashion trends. Some examples from the fast fashion industry are H&M, Zara, Uniqlo, and many more. The problem that arises is because the fast fashion industry, namely the fashion industry, always follows developments in world trends which lead to the production of fashion products in large quantities. They then market their products to consumers so that they buy and use these fashion products. Many fashion products are eventually thrown away and end up as non-degradable waste which can be toxic to the environment. Every time fashion trends change, every shop and consumer will change their fashion collections so that more and more clothes become waste. Wei and Zhou (2013:261) explain that fast fashion is a modern term used by the fashion industry to refer to designs that move from fashion shows to stores in a short period of time to capture the latest trends in the market.

The high consumer demand for fast fashion has resulted in companies utilizing the global supply chain system to meet sales targets and reap maximum profits. Global Supply Chain is a system where companies cut production costs on a large scale by locating production sites through third parties in developing countries (Joy et al., 2012). The global supply chain system is one of the problems that influences the creation of controversial working conditions in the fast fashion industry. These controversial working conditions include violations of workers' human rights from various sectors such as salaries, working hours, the right to guarantee work safety and the right to health insurance. Bangladesh is one of the main target countries in the global fast fashion supply chain. Bangladesh was targeted because of the country's track record of expertise in the garment industry and also the availability of cheap labor in large numbers (Grappi et al., 2017). The garment industry in Bangladesh has absorbed at least 4 million people, spread across 5,000 garment factories where 90% of the workers are women (Teegen, 2003). In addition, in 2016 Bangladesh was named the second largest exporter of readymade garments in the world after China. The readymade garment industry in Bangladesh has also grown exponentially and is the backbone of the Bangladesh economy (Haque, 2017).

Nonetheless, fast fashion causes severe environmental consequences in Bangladesh. Textile production produces 1.2 billion tons of greenhouse gas emissions every year and consumes a lot of water. Furthermore, to produce clothes quickly and cheaply, garment factories use toxic dyes and chemicals. These chemicals are then released into nearby rivers, polluting the water supply. The World Bank estimates that around 20% of wastewater worldwide comes from textile dyes. Chemicals released into the water supply increase disease in Bangladeshi communities. Environmental damage usually follows rapid industrialization in developing countries. However,

Bangladesh has become one of the places most vulnerable to dangerous environmental damage in the world because of the fast fashion industry, and its dense population and being surrounded by river systems threatens agriculture and public health. The aim of this research is to find out the role of Greenpeace as an international organization working in the environmental sector in responding to this problem and the efforts it has made.

2. RESEARCH METHOD

The research method used by researchers in this research is a qualitative approach with descriptive methods. The aim of this descriptive research is to create a systematic, factual and accurate description, picture or painting of the facts, characteristics and relationships between the phenomena being investigated. This research was carried out on 01 August – 12 August 2023.

The data collection technique for this research is using secondary data, such as books on theories of international organizations, the environment, and other similar books related to the role of international organizations in facing and resolving an issue. Apart from that, data collection in this research used library research, listening techniques, which can be divided into several techniques, including note-taking techniques.

The note-taking technique is a data collection technique by using books, literature or library materials, then taking notes or quoting the opinions of experts in the books to strengthen the theoretical basis for the research. This note-taking technique uses books, journals, theses, literature and library materials that are relevant to the research being conducted.

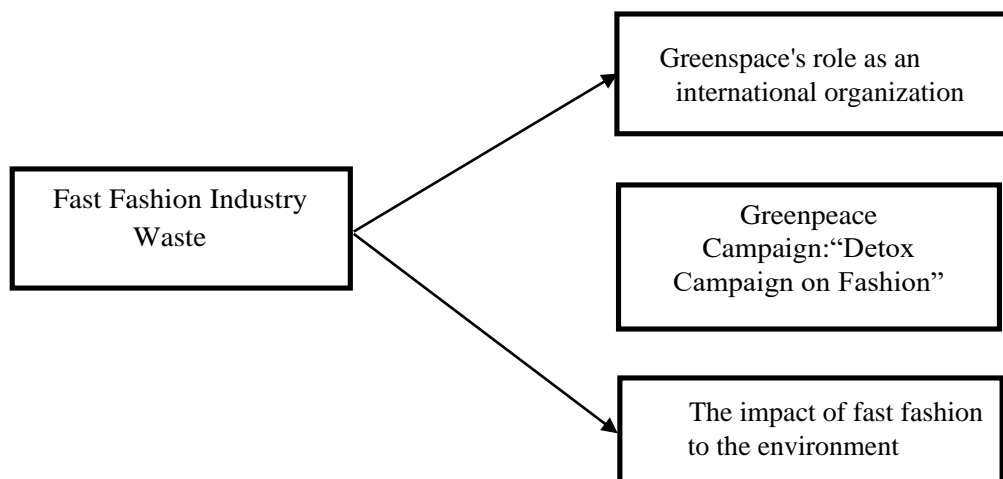


Figure 1. Framework Theory

3. RESEARCH RESULTS AND DISCUSSION

Greenpeace Organization and Global Environmental Issues

Greenpeace is an international non-governmental organization that focuses on environmental issues, the world's largest with 2.8 million supporters worldwide spread across 41 countries. As a global network environmental organization, Greenpeace has had a very big role in campaigning for environmental issues throughout the world. In carrying out its actions, this organization, which was founded in 1971, adheres to the principle of creative non-violent confrontation or known as non-coarsion. The creative confrontation actions carried out by Greenpeace in gathering support were by mobilizing the masses through blockades, placing banners, propaganda through print media, sabotage, and direct demonstrations on the streets.(Margaret P. et al., 2015). Throughout its journey, Greenpeace has experienced many changes in carrying out the campaign actions it promotes. This cannot be separated from the era of modernization which is marked by the spread of the globalization system which ultimately gave birth to changes in various fields such as technology, information and communication (ICT).

These developments in the ICT sector have also influenced Greenpeace as a global network environmental organization using various new media platforms to disseminate the campaigns it raises. One example of the transformation of the development of technology, information and communication (ICT) which is very close to human life today is the internet. The presence of the internet has made it seem as if people all over the world are gathered in one place where everything is connected to each other, making it easier for the people in it to exchange ideas and information without being hindered by distance and time. As stated by Marshall McLuhan with his theory "medium as an extension of human faculties", that media is actually an extension of the human body. Where the internet has become an extension or bridge in the communication process (Kurniawan et al., 2012). Greenpeace's consistency as a non-governmental organization in the environmental sector cannot be separated from the principles and vision that Greenpeace always adheres to and becomes a reference in fighting for the issues it raises. Principles such as non-violence (non-coarsion), independence, having no permanent allies or enemies, and being an organization that is transparent and moves forward are the values that have succeeded in making Greenpeace become the largest environmental organization in the world. (Keck & Sikkink, 1998).

International organizations, for example, can be independent actors by virtue of their rights. This institution has policy makers, bureaucrats, and various groups whose influence can be considered on the policy making process. Viewed from the pluralism perspective above, Greenpeace as a non-state actor can play the role and function of an international organization. In this case, Greenpeace is included in the NGO category whose members do not represent the government or state. Greenpeace as an intergovernmental international organization that is non-political in nature, carries out a number of functions to fulfill the hopes or goals that were mutually agreed upon at the time of its formation, and if the functions are linked to the objectives of an international organization, it can be explained that international organizations play a role as non-governmental agents with the aim of preserving and controlling the environment. An international organization can be defined as a continuous formal structure, the formation of which is based on agreements between its members from two or more sovereign states to achieve the common goals of its members. Another definition of an international organization is a pattern of cooperation that crosses national boundaries, based on a clear organizational structure, which is expected to function sustainably and institutionally in efforts to achieve necessary and mutually agreed goals, both between governments. with the government and among non-governmental groups in different countries (Joy et al., 2012).

The Impact of Fast Fashion on the Environment in Bangladesh

Behind the success of the fashion industry, this industry is one of the industries that produces the most pollution. Pollution and environmental damage can be grouped into four things, namely the use of clean water, greenhouse gas emissions, waste produced, and the use of dangerous chemicals. The fashion industry produces 20 percent of global wastewater and 10 percent of global carbon emissions, more than all international flights and ocean shipping put together. Textile dyeing is the second largest water pollutant in the world. Every second, the equivalent of one truckload of textile waste is landfilled or burned. unchanged, by 2050 the fashion industry will consume a quarter of the world's carbon budget. Washing clothes also releases half a million tons of microfibers into the ocean every year. In addition, waste from the use of dangerous chemicals is often not processed and is directly thrown into rivers, polluting the water and posing a health threat to the lives of people living around the river flow. (Joy et al., 2012).

Fashion is a combination of styles with designs and patterns that are liked and widely used by people as a culture of clothing. Fashion has grown with the times well. In fact, many of the ancient fashion trends have become trends again today. For example, in 2019, 80s or 90s clothing is becoming popular again among the public. Vintage or ancient styles are now combined with modern styles and are very popular with the public. 2019 is also a booming time for clothing with neon colors and lively patterns or motifs. The fashion trends currently favored by Indonesian people are influenced by European and Asian (especially Korean) culture. The development of

fashion trends is influenced by several aspects, namely:

1. Mass media

Changes in fashion styles are now not only based on one or two seasons. The influence of mass media makes a big contribution to the development of fashion trends. After the latest fashion collection comes out, reporters and journalists immediately rush to write articles about the latest fashion trends. Especially after the emergence of fashion magazines and television, it has become easier for people to see what kind of clothing styles are currently popular.

2. Entertainment world

The entertainment industry is one of the factors that makes it easier for world fashion trends to change. Famous artists who often appear in the media always change their clothing style to follow the latest trends or are even those who create or start these clothing trends.

3. Business

By fulfilling consumers' desires regarding fashion trends, the fashion industry takes advantage of the changing developments in fashion trends to attract consumers. The fashion industry is competing to produce the latest fashion trends so as not to be less competitive with other industries.

4. Internet

The existence of the internet is very helpful in spreading all kinds of latest trends. After there was the internet, it became easier for people to access anything online. Social media, supported by the internet, has become a center for finding the latest fashion trends. The ease of seeing our idols' clothing styles is the basis for spreading fashion trends to the public. Therefore, quite a few fashion industries or shops promote their products via the internet

The fast fashion phenomenon that occurs in the world as an implementation of the ready to wear concept, is no longer considered only as body protection. Fashion is now used as a marker of a person's social status. It cannot be denied that people judge other people by their external appearance first, so that people who wear neat clothes and look fashionable will be more highly regarded by other people. Therefore, people like to look fashionable and follow existing trends. This is of course increasingly profitable for every fast fashion outlet. Fast fashion can cause water pollution and environmental damage due to the use of toxic chemicals. In order to get materials that are cheaper and can be produced quickly, the fashion industry often ignores the dangers of chemicals contained in their products. For example, giving color to clothes, printing images, and finishing products usually use chemicals that contain toxins. One of the most common materials used in clothing production is polyester. Polyester is made from plastic and plastic is made from petroleum. Unfortunately, when polyester fabric is washed, it releases microfibers which can increase plastic levels in the sea. Microfiber which is difficult to decompose will have a bad influence on living things. Small creatures such as plankton will consume these microfibers and will become a food chain that ends in humans (Haque, 2017).

Taken from Technical Textile Markets statistical data, as a result of consumer demand for fast fashion, demand for polyester fiber has doubled compared to 15 years ago. The result is that the fashion industry is now the second biggest polluter on Earth after oil, with 300,000 tonnes of used clothing due to be landfilled in 2016 in the UK alone. And when clothes made from natural fibers like cotton end up in landfill, it behaves like food waste, they produce greenhouse gas methane as they degrade in an abnormal anaerobic environment. Synthetic fibers such as polyester and nylon are basically made from plastic and are very difficult to break down. Both types of clothing are bleached, dyed and printed with chemicals during the production process and once in the landfill, these chemicals leach into the soil and groundwater. Many people donate their used clothes. But donating old clothes to charity has little impact on reducing textile waste. According to the Council for Textile Recycling, only 20% of donated clothing is sold in charity shops. Unpurchased clothing eventually ends up in textile recyclers. These recyclers sell it in large quantities as shredded cloth for industrial use (which is ultimately landfilled), or send it to developing countries such as Uganda and Kenya, where donations of used clothing from developed countries have led to the collapse of their textile industries. (Grappi et al., 2017).

The Role of Greenspace in Handling Industrial Waste in Bangladesh

The problem of environmental pollution is the main focus of many large institutions in the world, especially Greenpeace. Greenpeace is a non-governmental organization that promotes environmental issues and its performance has been proven and recognized worldwide. Often the activities carried out on this earth have a negative impact on the environment, the waste output from unused factories is in the form of air pollution or solid or liquid waste. If the materials used by a manufacturer are materials that are safe for the environment, it may only pollute the environment a little, still not good but more manageable than if the materials used are materials that are categorized as dangerous so they can directly pollute the environment. From one of the issues that Greenpeace has worked on, several things caught the author's attention, one of which was the discovery of the terrible fact that there was dangerous chemical waste pollution by textile factories in large rivers in Bangladesh, what was even more terrible was that the factories those involved involve large world companies, namely H&M, Zara, and so on. Of course, hazardous chemical waste threatens the sustainability of human, animal and environmental health (Finnemore & Sikkink, 1998).

Greenpeace always starts a campaign after issuing a report stating that a company is related to pollution that occurs in a country. Second, symbolic politics tactics, which are campaign activities to further frame issues, usually through symbolic actions. The symbolic actions carried out by Greenpeace were a mass striptease in the campaign against Nike and Adidas, then carrying out a mannequin walkout in the campaign against Zara, and placing stickers saying Detox in H&M stores. Third, leverage politics tactics by influencing well-known international fashion companies such as Nike, Adidas, H&M and Inditex. Fourth, accountability politics tactics, namely asking for responsibility for the Detox commitment that has been stated by international fashion companies. Greenpeace did this by holding a Detox Catwalk in 2013, 2015 and 2016. Greenpeace's success in creating this norm can be seen from two things, namely data transparency and stopping the use of chemicals by international fashion companies. The four companies analyzed in this paper demonstrate increased data transparency through the publication of lists of their suppliers worldwide. Apart from that, Nike, Adidas, H&M and Inditex also adopted 11 priority groups of hazardous chemicals in their respective MRSLs and set targets for ending the use of hazardous chemicals. The fashion industry is one of the industries that produces the most pollution and uses clean water in the process. One of the pollution that results is from the use of dangerous chemicals which can threaten the health of the environment and surrounding communities. Added to this is the fast fashion phenomenon which causes an increase in the volume of clothing produced and consumed every year. There are 11 priority groups of dangerous chemicals that have toxic, disruptive to hormones, carcinogenic, or bio-accumulative properties that should be immediately stopped being used in the production process. However, this is hampered by the government's lack of will to create and enforce strict regulations regarding the use of dangerous chemicals and the lack of incentives for companies to stop using them.

Under these conditions, Greenpeace as an INGO that operates in the field of environmental protection decided to try to create a new international norm, namely the prohibition of the use of dangerous chemicals in the production process, the enforcement of which no longer has to come from the local government, but can also be carried out by the international community. Therefore, the formulation of the question from this research is "What are Greenpeace's efforts in the Detox My Fashion campaign in 2011-2018 to form new international norms regarding the use of hazardous chemicals in the production process of the international fashion industry?" The research results show that Greenpeace started the campaign by publishing a report containing the results of its investigations and research. The reports issued become the basis of knowledge for conducting campaigns. During the Detox My Fashion campaign, Greenpeace has published more than twenty documents containing the latest knowledge, information and data regarding dangerous chemical pollution caused by the fashion industry. (Christmann & Taylor, 2002).

The implementation of the Detox My Fashion campaign is a form of Greenpeace's effort to

create new international norms regarding stopping the use of dangerous chemicals in the international fashion production process. To achieve success, Greenpeace uses four types of tactics. First, information politics tactics by providing alternative information to the international community regarding the issue of environmental pollution due to the use of dangerous chemicals. Greenpeace always starts a campaign after issuing a report stating that a company is linked to pollution that occurs in a country. Second, symbolic politics tactics, which are campaign activities to further frame issues, usually through symbolic actions. The symbolic actions carried out by Greenpeace were a mass striptease during the campaign against Nike and Adidas, then carrying out a mannequin walkout during the campaign against Zara, and placing stickers saying Detox in H&M stores. Third, leverage politics tactics by influencing well-known international fashion companies such as Nike, Adidas, H&M and Inditex. Fourth, accountability politics tactics, namely asking for responsibility for the Detox commitment that has been stated by international fashion companies. Greenpeace did this by holding a Detox Catwalk in 2013, 2015 and 2016. Greenpeace's success in creating this norm can be seen from two things, namely data transparency and stopping the use of chemicals by international fashion companies. The four companies analyzed in this paper demonstrate increased data transparency through the publication of lists of their suppliers worldwide. In addition, Nike, Adidas, H&M and Inditex also adopted 11 priority groups for hazardous chemicals in their respective MRSLs and set targets for ending the use of hazardous chemicals.

Greenpeace Campaign: “Detox Campaign on Fashion”

Campaigns are one method in a series of advocacy that is widely used by NGO actors to accommodate problems in the environmental realm. Campaigns are also one of the popular advocacy methods chosen because campaigns are quite effective methods. The issue of industrial waste in Bangladesh sparked advocacy efforts carried out by Greenpeace International. Greenpeace initiated the Detox Campaign on Fashion, with the main agenda of cleaning or eliminating dangerous chemicals from textile industrial production in Bangladesh. The detox campaign targets business players, namely the world's leading textile industry, to commit to eliminating dangerous chemicals from their production. Apart from that, through the Detox Campaign, Greenpeace also targets Bangladeshi state actors to advocate for the very serious issue of industrial waste in Bangladesh. Not only that, Greenpeace also invites the participation of every international community to make the Detox Campaign a success. The Detox Campaign on Fashion is a campaign promoted by Greenpeace International to advocate for industrial waste issues in Bangladesh. The campaign calls for the removal of dangerous chemicals from According to Greenpeace, the production, processing and use of textile products by producers and consumers can contribute to dangerous chemicals that become water pollutants. Wet production processes (wet processing) such as material preparation, dyeing, screen printing and washing textile materials emit chemical waste. Chemical waste resulting from the production process comes out with the water and flows into rivers and lakes around the factory. This made Greenpeace target not only Bangladesh, but also several world-renowned textile manufacturers (fashion brands) to participate in advocating for industrial waste by eliminating dangerous chemicals from their textile production. Greenpeace started the Detox Campaign in July 2011. Before starting the campaign, Greenpeace had conducted research for approximately one year on the problem of industrial waste in Bangladesh. (Belal et al., 2015).

According to Greenpeace, industrial waste in Bangladesh is mostly caused by untreated textile industry waste and is allowed to flow into rivers and lakes in Bangladesh's industrial areas. Greenpeace issued a research report that same year under the title Dirty Laundry. “Dirty Laundry, Unraveling the corporate connection to toxic water pollution in China” is the result of initial research used by Greenpeace to initiate the Detox Campaign on Fashion in Bangladesh. In it, Greenpeace revealed the results of research showing the content of dangerous chemicals by well-known global fashion industries that set up factories in Bangladesh. In addition to written research, Greenpeace also issued a video publication on this matter to the wider media. Dirty Laundry 1

reveals the serious industrial waste problem in Bangladesh.

Greenpeace said that around 70% of natural water sources in Bangladesh have been affected by heavy pollution, including lakes, rivers and water storage areas. Half of the water in Bangladesh is no longer safe for human use. In addition, industrial waste According to *Greenpeace*, the production, processing and use of textile products by producers and consumers can contribute dangerous chemicals that become water pollutants. Wet production processes (wet processing) such as material preparation, dyeing, screen printing and washing textile materials emit chemical waste. Chemical waste resulting from the production process comes out with the water and flows into rivers and lakes around the factory. This made *Greenpeace* target not only Bangladesh, but also several world-renowned textile manufacturers (fashion brands) to participate in advocating for industrial waste by eliminating dangerous chemicals from their textile production. *Greenpeace* started the Detox Campaign in July 2011. Before starting the campaign, *Greenpeace* had conducted research for approximately one year on the problem of industrial waste in Bangladesh. According to *Greenpeace*, industrial waste in Bangladesh is mostly caused by untreated textile industry waste and is allowed to flow into rivers and lakes in Bangladesh's industrial areas.

Greenpeace issued a research report in the same year under the title Dirty Laundry. "Dirty Laundry, Unraveling the corporate connection to toxic water pollution in China" is the result of initial research used by *Greenpeace* to initiate the Detox Campaign on Fashion in Bangladesh. In it, *Greenpeace* revealed the results of research showing the content of dangerous chemicals by well-known global fashion industries that set up factories in Bangladesh. In addition to written research, *Greenpeace* also issued a video publication on this matter to the wider media. Dirty Laundry 1 reveals the serious industrial waste problem in Bangladesh. *Greenpeace* said that around 70% of natural water sources in Bangladesh have been affected by heavy pollution, including lakes, rivers and water storage areas. Half of the water in Bangladesh is no longer safe for human use. Apart from that, industrial waste also has an impact on habitats or aquatic living creatures in Bangladesh. River fish have been contaminated with dangerous bacteria, and now it is difficult to find habitat around rivers and lakes in Bangladesh. Then in August 2011, *Greenpeace* released their second series of research reports in Dirty Laundry 2: Unraveling The Toxic Trail from Pipes to Products. In the second report, *Greenpeace* revealed that the textile production process involves chemicals that are not destroyed in nature, but instead damage nature, even though they have become waste. *Greenpeace* also describes the global waste cycle in textile production (clothing and the global toxic cycle) (Timothy et al., 2013).

So, the Detox Campaign on Fashion in Bangladesh targets world-renowned fashion brands to commit to eliminating the use of dangerous chemicals from their production. This campaign also targets the Bangladesh government to not only see the economic benefits of industry for the country, but also advocate for legal and sustainable industrial waste. The Detox Campaign on Fashion by *Greenpeace* International targets the commitment of various world-leading fashion brands, especially those who have textile manufacturing suppliers in Bangladesh. However, in the series of implementing this campaign, *Greenpeace* is also trying to provoke a reaction from the Bangladesh government to immediately enact strict laws and regulations regarding production waste that pollutes the environment, especially water. Apart from that, *Greenpeace* is also gathering real support from the global community to jointly support *Greenpeace*'s transnational advocacy in Bangladesh by participating through the #PeoplePower movement. In this advocacy effort, *Greenpeace* raised the issue of industrial waste in Bangladesh as a global issue. Industrial waste arises due to industrial activities that are not accompanied by good factory waste processing in Bangladesh. Through global campaigns, *Greenpeace* as an NGO advocates for domestic problems in Bangladesh. The issue advocacy carried out was packaged with a series of campaigns made popular by the use of various media, so that Bangladesh's domestic issue regarding industrial waste also became a global issue that became a global concern. The issue of industrial waste in Bangladesh has become a transnational issue that has wider public support and attention.

4. CONCLUSION

Rapid changes in trends have led to the emergence of the ready-to-wear concept in the fast fashion industry. Ready to wear implements national and international fashion trends at a cheaper price and is easy to obtain and produced in large quantities. The high consumer demand for fast fashion has resulted in companies utilizing the global supply chain system to meet sales targets and reap maximum profits. The readymade garment industry in Bangladesh has also grown exponentially and is the backbone of the Bangladesh economy. Nonetheless, fast fashion causes severe environmental consequences in Bangladesh. Textile production produces 1.2 billion tons of greenhouse gas emissions every year and consumes a lot of water. Furthermore, to produce clothes quickly and cheaply, garment factories use toxic dyes and chemicals. These chemicals are then released into nearby rivers, polluting the water supply. The World Bank estimates that around 20% of wastewater worldwide comes from textile dyes. Chemicals released into the water supply increase disease in Bangladeshi communities. Given this problem, Greenspace has made several efforts so that this problem can be resolved. The problem of environmental pollution is the main focus of many large institutions in the world, especially Greenpeace. Greenpeace is a non-governmental organization that promotes environmental issues and its performance has been proven and recognized worldwide.

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