

Greenpeace's role in addressing the impact of fast fashion waste on the environment in Sub-Saharan Africa

Mulia Nurhandayani

Universitas Airlangga, Surabaya, Indonesia, email: mulia.nurhandayani-2023@fisip.unair.ac.id

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ABSTRACT

The fashion industry has experienced rapid growth along with the emergence of fast fashion. Fast fashion is a clothing business model that emphasizes rapid, large-scale production at affordable prices to meet trending needs. However, the emergence of fast fashion has caused a global environmental crisis worldwide, especially Africa being the most affected country. One of the ecological impacts of fast fashion is the increase in clothing waste. The increase in clothing waste has led Global North countries to systematically dispose of their used clothing in Ghana, Kenya, and Tanzania. This study aims to analyze the role of Greenpeace, an environmental NGO, in addressing the fast fashion waste crisis using the concept of Global Environmental Governance (GEG). The research method used is qualitative research with a case study approach. Data collection techniques include documentation studies from books, scientific journals, Greenpeace reports, online media, and others as data sources. The data obtained are then analyzed to draw research conclusions. The findings indicate that Greenpeace plays a significant role in global environmental governance. In the context of this research, Greenpeace has successfully raised the issue of fast fashion waste as part of the global political discourse. Greenpeace plays a role in (1) information provider, (2) input on agenda and policy developer, (3) environmental advocate, and (4) operational function implementer in the case of fast fashion waste in Ghana, Kenya, and Tanzania.

Keywords:

greenpeace; GEG; fast fashion waste; Africa

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INTRODUCTION

Globalization has had a significant impact on many industrial sectors. However, its impact is most clearly visible in the fashion industry, due to the emergence of fast fashion (Bowen & Bowen, 2024). According to Schlossberg, innovation driven by globalization has transformed the way the fashion industry operates, from the production process, marketing,

distribution, consumption, to the disposal of fashion products (Schlossberg, 2019). The rapid process of globalization and global economic growth makes it easy for supply chains to gain access to global markets, so that increasingly easy accessibility leads to an increase in the production of cheap clothing which is usually made in low-income countries that serves as global production hubs (Bick et al., 2018). This condition reflects that the globalization of the fashion industry has given rise to a new market driven by the high demand for trendy clothing (Schlossberg, 2019).

Between 2000 and 2014, clothing production doubled, while the average individual clothing purchase rose by about 60%. This surge is largely attributed to the rise of fast fashion (Mckinsey & Company, 2025). The term fast fashion refers to a fast and affordable production model. The word "fast" refers to how quickly retailers can produce fashion designs from fashion week or haute couture to in-store sales, meeting the ever-increasing demand for the latest fashion designs (Bick et al., 2018). With turnaround times as short as two weeks from design concept to sale, fast fashion leverages cost-effective, mass-produced production processes, offering shoppers trendy clothing quickly and affordably (Schlossberg, 2019).

The peak of the fast fashion trend occurred in the 1990s, with major brands like Zara and Forever 21 pioneering mass-producing clothing at approximately 52 micro-seasons (one new collection per week) per year. However, with the advent of social media, the trend's spread accelerated and expanded globally. This situation triggered the emergence of new online-based brands like Shein and Temu, which produce clothing at an even faster rate, known as ultra-fast fashion (Hardy, 2024). The online brand began increasing its market share in the mid-2000s and has grown rapidly following the COVID-19 pandemic (Williams, 2022).

The fashion industry is a highly profitable business sector. In 2023 alone, the industry was projected to be worth US\$1.7 trillion globally (Mckinsey & Company, 2025), with fast fashion worth USD 122.98 billion (The Business Research Company, 2024). However, despite its economic success, the fashion industry particularly fast fashion poses a serious substantial impact, potentially contributing to global disasters if precautions are not taken in its operations. The negative impacts of the fashion industry globally range from environmental degradation to climate change, caused by several factors, one of which is post-consumer waste (Andreidakis & Owusu-Wiredu, 2023). Massive production by well-known brands every week encourages the formation of a culture of excessive consumption (Leman, 2025), resulting in large amounts of fashion waste, while solutions for its disposal are still very limited and inadequate (Nkatha, 2023). This raises an important questions: where will all this clothing end up when it's no longer needed? Throughout the history of fashion waste management, countries in the Global North have tended to export their excess waste to developing countries, particularly in Africa (Andreidakis & Owusu-Wiredu, 2023). On the other hand, Africa, as a major destination for used clothing, has developed a thrifting business sector that contributes to the economy through job creation (Ekanem, 2024).

These clothes are resold as cheap products, even though most are unusable or simply thrown away. This not only exacerbates the global waste crisis but can also contribute to environmental and social problems in African countries (Nkatha, 2023). This phenomenon is problematic, given that the increasing amount of clothing waste adds to the long list of environmental problems in Africa, as a major destination for final disposal. In response to this problem, Greenpeace highlights how fast fashion is flooding markets and local ecosystems, necessitating further intervention. Therefore, this article attempts to explore Greenpeace's role as a Non-Governmental Organization (hereinafter referred to as an NGO) working in the environmental field from a Global Environmental Governance perspective (or

GEG). The main focus is analyzing Greenpeace's role in addressing the problem of fast fashion waste and the efforts it has made in several African countries, particularly Ghana, Kenya, and Tanzania.

Global Governance (GEG) refers to the various elements that govern environmental issues on a global scale, including international and transnational institutional systems, actor constellations, formal and informal governance processes, and governance instruments such as regulations, agreements, and norms. GEG stems from the broader conceptual framework of global governance, a concept popularized by scholars of international relations and political science in the 1990s (O'Neill, 2015). Global governance is the cooperative action undertaken by actors in the international community in various fields globally to achieve goals and promote common interests through formal and informal institutional arrangements (Qingcai & Nongshou in Zou & Wang, 2021), and emphasizes non-hierarchical forms of governance and the participation of non-state actors. This differs from traditional governance, which is hierarchical, state-centered, and top-down (O'Neill, 2015). In the context of the evolution of global environmental politics and policies, the goal of GEG is to improve the environment and more broadly to support the achievement of sustainable development throughout the world (Najam et al., 2006).

The GEG reflects the dynamics of global politics, which are no longer limited to the role of nation-states. Its development has seen increasing participation from various non-state actors, previously active only at the subnational level, who are now contributing to the direction of the global political system. This multi-actor governance encompasses the roles of the private sector, such as expert networks, environmentalists, multinational corporations, new government-formed institutions, including inter governmental organizations and international courts, as well as NGOs (Biermann & Pattberg, 2008).

NGOs have a competitive advantage in the environmental governance domain because they establish moral values and principles, the ability to influence public opinion, make decisions (Zou & Wang, 2021), actively involved in agenda setting, policy formulation, the creation of rules and regulations, and has collaborated with governments to implement international norms. For example, strategically designed campaigns by environmental activists have proven effective in influencing and changing the foreign policies of a number of major countries (Biermann & Pattberg, 2008). As non-state actors, NGOs are able to function within the international system due to the inherent authority granted to them. Through this authority, NGOs can function independently and autonomously in global governance, particularly in the environmental sphere (Zou & Wang, 2021). Thus, the presence of non-state actors is what distinguishes GEG from traditional international environmental politics, which previously focused solely on states.

METHOD

This research uses qualitative methods. Qualitative research focuses on understanding a phenomenon in its natural context (Herdiansyah, 2010), and is carried out to study aspects of life, history, behavior, social movements, the role of organizations and interactions (Amrullah et al., 2022). In the process, qualitative research emphasizes the importance of a deep and contextual understanding of the phenomena being studied (Herdiansyah, 2010). Strauss and Corbin state that qualitative research findings are not derived through statistical procedures. Although it can be conducted like a census, the analysis process is non-mathematical and must be qualitative (Amrullah et al., 2022). The case study approach was used in this research, focusing on an in-depth analysis of a single or multiple cases. In this case, researchers are directed to examine a particular phenomenon or case and to comprehensively understand the phenomenon being studied (Herdiansyah, 2010).

In qualitative research, the methods commonly used to collect data include interviews, observation, documentation studies, and focus group discussions. This research uses a data collection technique in the form of a documentation study. Documentation study is a method for analyzing various documents created by the subject or other parties researching the subject (Herdiansyah, 2010). The author used secondary data sources in this study, including books, scientific journals, official Greenpeace documents, and online articles. The collected data was then analyzed. Data analysis was conducted to transform raw data into data that is easily interpreted and understood clearly and in accordance with scientific principles. Miles & Huberman in Herdiansyah, (2010) divides data analysis techniques into four stages. The first is data collection, which has been carried out since the beginning of the data research. The second is data reduction, in which researchers select and organize raw data into a structured script for analysis. The third is data presentation, allowing researchers to see patterns, relationships, or meanings to facilitate drawing conclusions. Finally, conclusions are drawn.

RESULT AND DISCUSSION

The Impact of Global Fast Fashion on the Environment

The first impact on the environment is the accumulation of clothing waste. Fast fashion is a contemporary business model that promotes the idea that clothing is a single-use item. Bick said that globally, as many as 80 billion pieces of new clothing are purchased annually, generating profits of up to USD 1.2 trillion. The United States is one example of a country that consumes a large amount of clothing and textiles compared to other countries. However, approximately 85% of purchased clothing ends up in solid waste landfills, with a total weight of approximately 2 million tons per year (Bick et al., 2018). Furthermore, according to the International Centre for Settlement of Investment Disputes (ICSID), after fast fashion became popular, Americans purchased 64 items of clothing and 7 accessories per year. This contrasts with the 1980s, when they only purchased 12 items of clothing per year (Thomas in Williams, 2022). The reason these clothes end up in landfills is because the quality of the clothes is below standard, thus worsening the environmental crisis and having an impact on increasing greenhouse gas emissions (Andreakis & Owusu-Wiredu, 2023).

Second, there is increasing energy use and carbon emissions. By 2023, the United Nations Environment Program (UNEP) stated that the fashion industry will contribute 10% of global carbon emissions annually, as well as a reliance on fossil fuels in its production process (Hardy, 2024). The production process produces total carbon emissions reaching 1.2 billion tons per year, exceeding the emissions produced by international flights and ships collectively (Mckinsey & Company, 2025). High carbon emissions are caused by large energy consumption and are influenced by the energy sources used (Andreadakis & Owusu-Wiredu, 2023). For example, dependence on the use of petroleum, which is a non-renewable energy resource, in polyester production contributes to pollution and increased greenhouse gas emissions (O'Connell, 2024). Another concrete example is that in China, the clothing production process still relies on coal-based energy, which produces much higher carbon emissions compared to production processes in Türkiye or European countries (Andreadakis & Owusu-Wiredu, 2023).

In addition to the production process, the distribution of fashion products also contributes to carbon emissions. Many developing countries are used as production locations because regulations regarding environmental impacts tend to be lax. To distribute clothing from these countries to the global market, air transportation is often used, which has significantly higher carbon emissions than other modes of transportation. Carbon emissions also arise during the consumption stage, such as washing clothes, which requires

a large amount of energy (Andreadakis & Owusu-Wiredu, 2023). Essentially, this shows that the entire life cycle of clothing from production to consumption and distribution contributes to energy use and emits high carbon emissions.

Third, the intensity of water use and plastic pollution. Textile production can exacerbate environmental damage due to excessive water use and pollution, as well as the release of microplastic fibers into the oceans (Williams, 2022). Various stages in the textile industry, such as the cultivation of agricultural raw materials, pre-processing processes, machine cleaning, and washing are large consumers of water, contributing 20% of water waste, with an average use of around two hundred tons of water to produce one ton of textiles. The existence of the Fast fashion industry exacerbates the impact of water waste due to large-scale production, which directly increases the need for water resources as the most widely used main component (Andreadakis & Owusu-Wiredu, 2023).

Fourth is the use of chemicals. The fashion industry uses at least 15,000 different chemicals from the very beginning of cotton fiber production alone, accounting for 6% of global pesticide production on cotton crops (Niinimäki et al., 2020), dyeing, printing, and finally fabric. Conventional cotton cultivation uses large amounts of toxic fertilizers and pesticides. Pesticides are used because cotton plants are susceptible to pests. The dyeing and printing processes use dyes and pigments, most of which are synthetic organic compounds. Certain dyeing and pigmentation processes often contain heavy metals such as cadmium, lead, and mercury. These heavy metals are highly toxic to the human body and can cause damage to the nervous system, kidneys, and even cancer (Manickam & Vijay, 2021). Another common practice is the use of chemicals to improve the appearance and functionality of clothing. For example, formaldehyde is used to make clothing more wrinkle-resistant (O'Connell, 2024).

Environmental Problems Caused by Fast Fashion Waste in Africa

The ever-production of fast fashion has contributed to a surge in the volume of used clothing exported from Global North countries to the Global South. According to Viola Wohlgemuth, an expert from Greenpeace, this practice reflects the fashion industry's failure to maintain environmental sustainability because it diverts synthetic clothing waste to African regions (Anadolu Agency, 2024). Greenpeace highlights how countries Global North systematically exporting fashion waste as a solution to their domestic problems, but at the same time burdening recipient countries which generally lack adequate in waste management infrastructure (Andreadakis & Owusu-Wiredu, 2023). According to a report by the Observatory of Economic Complexity (OEC), five countries contributed to secondhand clothing exports in 2022 is the United States, China, the United Kingdom, Germany, and South Korea (Ekanem, 2024).

Disguised as charity or support for NGOs, these export activities aim to dump tons of used clothing into low- and middle-income countries, such as Ghana. In Ghana, used clothing is known as *broni wawu* which means "clothes of deceased white people". This phenomenon shows a pattern of unequal relations between Global North and Global South, which the United Nations (UN) called in 1989 a new form of "Waste colonialism". A term to explain that Global North utilize the Global South area especially African land as a waste disposal location at low cost (Mensah, 2023).

Ghana is the world's largest destination for clothing waste. The waste is then resold at the Kantamanto secondhand clothing market in Accra. Approximately 20 million items of clothing arrive in the city each week. However, approximately 40% of these items are unsaleable due to poor condition or low quality (Andreadakis & Owusu-Wiredu, 2023). Unable to resell, many clothes are discarded, creating towering mountains of waste. These

piles of waste then cover natural habitats, pollute rivers, and contribute to the formation of so-called "plastic beaches" along coastlines (Quashie-Idun, 2024a). In addition, some clothing waste is burned in public places such as laundries, which causes the release of toxic fumes into the atmosphere and endangers the health of the surrounding community (Leman, 2025).

According to a Greenpeace report, It was found that the air in a public laundry located in Old Fadama contained very high levels of toxic substances exceeding European safety standards. Located near Kantamanto Market, Old Fadama is Accra's largest informal settlement with over 80,000 residents. Unsold used clothing from Kantamanto Market and other markets largely ends up in this settlement. These clothes contain hazardous substances, namely benzene and polycyclic aromatic hydrocarbons (PAHs), which are potential carcinogens. This has a direct impact on workers and customers at the laundry, as well as local residents who are exposed to polluted air. Then, infrared testing was conducted on used clothing from Kantamanto Market and the landfill. The results showed that almost 90% of the clothing was made of synthetic fibers such as polyester. Polyester is a material that is difficult to decompose naturally and will become microplastics that contribute to the spread of pollution in the environment (Quashie-Idun, 2024a).

In Kenya, the mismanaged disposal of fashion waste has had a serious impact on water resources. The Nairobi River is an example of a water resource directly polluted by fashion waste due to its proximity to Gikomba Market, Kenya's largest secondhand textile market. Poor disposal of fashion waste also contributes to the clogging of urban drainage systems, leading to leaks and burst pipes. Overflow from these damaged systems then flows into nearby water sources, contaminating them. Lake Victoria, a large body of water, is also affected through the discharge of waste from some of its tributaries. More broadly, rivers across Africa have been polluted by contamination with dyes and hazardous chemicals. River water has become blue or alkaline, like bleach, making it unsuitable for agricultural use or consumption (Nkatha, 2023). In Tanzania, clothing waste is disposed of haphazardly, either along rivers or in residential areas, increasing the risk of flooding, even some of it is burned openly. This is due to the limited waste management infrastructure. Meanwhile, official landfills have been at capacity for years due to the increasing volume of waste (Cobbing et al., 2022).

On the other hand, poor management of fashion waste in Africa has also impacted public health. One of the impacts is respiratory illnesses such as asthma and pneumonia. These conditions are caused by exposure to hazardous fumes from the continuous burning of clothes. In addition to health problems related to polluted air, water pollution also endangers public health, especially those without access to clean water. Furthermore, the use of synthetic fabrics in clothing is a source of microplastics, which can increase the risk of cancer if exposed to them over a long period of time (Nkatha, 2023).

Greenpeace as a Global Governance that Addresses Environmental Issues

Greenpeace is an NGO that exposes global environmental issues through non-violent and innovative confrontation through global campaigns (Greenpeace International, 2025). The global campaign is implemented through several approaches, including investigations, lobbying, peaceful action, involving all elements of society, and mobilizing the public to push for change. To achieve its mission, Greenpeace is carrying out peaceful, nonviolent actions by advocating for sustainable solutions (Greenpeace UK, 2025). Greenpeace's primary mission is focused on preserving biodiversity in all its forms, preventing pollution and exploitation of the Earth's oceans, land, atmosphere, and freshwater resources. Additionally, they are also committed to ending all threats of nuclear use and advocating for peace, global

disarmament, and non-violence. Central to its mission is the investigation, documentation, and expose the root causes of environmental degradation. Greenpeace's strategic interventions are aimed at catalyzing positive transformation, by targeting environmental destroyers (Greenpeace International, 2025).

Greenpeace currently covers various issues related to climate and the environment. First, in the areas of climate and energy issues, Greenpeace advocates for the cessation of fossil fuel projects. Its mission is to challenge the power of fossil fuel companies, promote renewable energy sources and community-driven energy sources, and ensure the accountability of major environmental polluters. Second, in biodiversity conservation, Greenpeace aims to protect, preserve, and restore the Earth's ecosystems that are vital for the interests of climate and biodiversity. The mission focuses on the conservation of global forests and oceans. Third, Greenpeace addresses social and economic issues by encouraging sustainable consumption and production, and also to expose collusion between companies and governments that prioritizes profits over the well-being of communities and the environment.

The early history of Greenpeace cannot be separated from their first act of activism, namely carrying out a protest to stop nuclear weapons testing carried out by the United States by sailing to Amchitka Island, Alaska in 1971. A group of activists raised funds for the mission by holding a concert to buy their first ship named "The Greenpeace". This marked proof of their commitment to environmental advocacy (Greenpeace International, 2025). Similar to the Amchitka protests, Greenpeace conducted the Mururoa campaign, strategically targeting local communities and the country through a combination of media engagement, street demonstrations, and grassroots networking. The organization quickly gained support from environmentally conscious individuals and led to the launch of various campaigns.

In late 1974, Greenpeace activists initiated the formulation of an anti-whaling campaign strategy. Similar to the organization's previous initiatives, the campaign aimed to raise awareness among the local Vancouver community while attracting volunteers and raising funds for a global campaign. Subsequent campaign actions were taken to protect the seals being hunted. Greenpeace adopted a multifaceted approach to the anti-seal hunt, targeting both the hunting industry and the Canadian government. They raised funds locally and internationally and then conducted a media campaign targeting the United States and the European Union. This was done to foster public outrage that would ultimately pressure the Canadian government to stop the seal hunt. Greenpeace also actively sought to influence the United Nations (UN), engaging in lobbying efforts at the UN headquarters in New York and staging protests at the UN Conference on the Environment in Stockholm. These acts of activism were not intended to criticize the UN but to inspire the creation of a "Green UN." (Zelko, 2017).

Greenpeace's emergence as the world's largest non-governmental organization demonstrates its significant influence on global environmental politics. Greenpeace's influence is largely due to its involvement in what Paul Wapner refers to as "world civil politics" (world civil politics)". Greenpeace has succeeded in spreading ecological awareness that influences behavior at various levels by using multi-faceted strategies and targeting various political arenas, from local communities to multilateral government bodies and super power countries. Thus Greenpeace has caused a shift towards a new mode of cooperative governance and state governance (Zelko, 2017).

Greenpeace's role in the issue of Fast Fashion waste in Africa through the lens of Global Environmental Governance

Greenpeace has actively intervened in the waste crisis caused by fast fashion in Africa through global campaign efforts. According to [Alam \(2023\)](#), Greenpeace prioritizes developing campaign strategies and policies that promote social justice globally while respecting democratic principles. In carrying out its mission, Greenpeace undertakes various strategic efforts, including investigating environmental crimes and transparently reporting them to the public, collaborating with scientists to conduct scientific research, identifying environmental issues, such as climate change, and then documenting them, participating in global negotiations and providing support to governments and industries regarding environmental issues, carrying out peaceful, non-violent actions, providing solutions to environmental issues, and involving and educating local communities.

According to [Gemmell-Herren & Bamidele-Izu \(2002\)](#) NGOs play five key roles in the domain of Global Environmental Governance: (1) collecting, disseminating, and analyzing information; (2) contributing to agenda-setting and policy development; (3) carrying out operational functions; (4) providing assessments of environmental conditions and monitoring compliance with environmental agreements; and (5) encouraging the realization of environmental justice through advocacy.

In the first role, we can see how Greenpeace conducted investigations and research, focusing primarily on several African countries. Greenpeace published investigative reports exposing the environmental and social impacts of global fashion industry waste, particularly the impacts of the fast fashion industry. Greenpeace Africa highlighted that countries like Ghana, Kenya, and Tanzania bear a large burden as dumping grounds for clothing waste. This phenomenon has even been framed as a form of environmental colonization. To delve deeper into the issue of fashion waste in Africa, Greenpeace activists conducted direct investigations and documented the ecological and public health impacts in these three countries.

In 2022, Greenpeace Germany released a report entitled "Poisoned Gift From Donations to Dumpsite: Textile Waste Disguised as Second-hand Clothes Exported to Africa". the report documented the problem of imported clothing waste in both countries and explore local initiatives trying to mitigate the crisis. Greenpeace Germany revealed that imported used clothing, commonly known as second hand, has a substantial role in Kenya. In addition to contributing to job creation for 10% of the total workforce in Kenya, trade second hand increases economic growth through exporting used clothing to neighboring countries such as Tanzania ([Cobbing et al, 2022](#)). In 2024, Greenpeace releases another report titled "Fast Fashion Slow Poison: The Toxic Textile Crisis in Ghana", a collaboration between Greenpeace Germany and Greenpeace Africa. They sought to document the situation in Ghana regarding the impacts felt by local communities due to the massive import of used clothing. This report outlines the environmental, societal, and ecosystem situation in Ghana, where approximately 15 million items of used clothing arrive each week. However, nearly half of these items are deemed unsellable and end up in landfills or incinerated. This has negative impacts on the environment and public health ([Omondi, 2024](#)).

In alignment with its second and fifth roles, Greenpeace actively engages with national governments and international institutions in advocating for the implementation of Extended Producer Responsibility (EPR) policies at regional, national, and global levels, such as the European Union and the UN/UNEA. The goal of implementing EPR is to hold manufacturers legally accountable for the resources they use, the emissions they produce, and the waste they generate throughout the clothing life cycle, from raw material extraction to product waste management. EPR policies can encourage the transition to Slow Circular Economy ([Quashie-Idun, 2024a](#)).

Greenpeace has made several recommendations to address the situation in countries that are major destinations for used clothing waste. First, Greenpeace emphasized the need to export only used clothing that is fit for use and strictly prohibited the export of unusable textile waste from the Global North country. Second, there needs to be a mechanism to ensure that used clothing that is no longer suitable for recycling is returned to its country of origin. Third, the EPR Act should be expanded to include the application of a global tax on every textile product upon its sale. The tax allocation is intended to fund an environmentally friendly textile collection system and encourage professional recycling systems. Fourth, integrating the tax with the principle of "Polluter pays", is a principle that ensures manufacturers are financially responsible for full environmental cost of their products. Fifth, the cessation of the use of synthetic fibers. Finally, full transparency should be mandated regarding the materials used in clothing production (Cobbing et al., 2022).

Furthermore, persistence resistance to the fashion industry's harmful practices has also emerged from grassroots movements, particularly among environmentalists and campaigners. They are leading efforts to hold the fashion industry accountable for its negative environmental impacts (Leman, 2025). In carrying out resistance actions, Greenpeace conducted a global campaign entitled #Return To Sender which was aimed at the fashion industry and mobilized the public against the practice of exporting waste to developing countries, especially in Africa. The campaign aims not only to expose the reality that African countries are being used as dumping grounds for European textile waste, but also to call for global action to end this unethical practice.

As part of the #ReturnToSender campaign, in 2024 Greenpeace protested by bringing back approximately 19,000 items of unsaleable clothing, totaling 4.6 tons, to Germany. A small portion of the clothing brought to Germany was then showcased at Berlin Fashion Week as a symbol of resistance. Greenpeace Germany activists strategically placed containers filled with used clothing in front of the Brandenburg Gate, forming a pile of fashion waste 3.5 meters high and 12 meters wide. The activists in this action demanded accountability from the fashion industry and the government for the environmental damage and social injustice that had been caused (Quashie-Idun, 2024b). Greenpeace also uses the power of media through online petitions as a campaign tool. Greenpeace Africa issued a petition "Stop Ghana Becoming Europe's Textile Waste Dumpsite" and called on the President of Ghana, John Dramani Mahama to ban the import of clothing waste, often referred to as dead waste (Greenpeace Africa, 2024).

In its third role, Greenpeace participates in educating local communities by engaging and empowering them about the environmental and health impacts of fast fashion waste. Greenpeace also supports local community initiatives to promote local textile production and clothing recycling through workshops, educational programs, and support for local artisans. These initiatives aim to extend the lifespan of clothing, reduce dependence on imported clothing, and foster sustainable clothing waste management (Greenpeace Africa & GAIA Africa, 2025).

CONCLUSION

Fast fashion has become a symbol of the rapid growth of the global fashion industry, generating substantial business profits. However, behind this growth lies significant ecological and social impacts, particularly in countries of the Global South. The environmental consequences of the industry include major contributions to air pollution, water contamination, and the use of chemicals that are harmful not only to the environment but also to human health. Another pressing issue is the increasing volume of fast fashion

waste, which is difficult to recycle. This waste is often sent to the African continent under the guise of donations, ultimately creating increasingly complex environmental problems.

From a Global Environmental Governance (GEG) perspective, Greenpeace's intervention serves as a concrete example of how the absence of state action in addressing environmental issues can be filled by transnational non-state actors. Greenpeace plays a crucial role in addressing the fast fashion waste problem in Africa through public engagement, peaceful actions, and advocacy efforts. The organization has successfully documented and disseminated information on the ecological and social impacts of clothing waste exports to countries such as Ghana, Kenya, and Tanzania, while also raising global awareness through the provision of data and analysis. Furthermore, Greenpeace contributes to agenda setting and policy advocacy at both national and international levels through various symbolic campaigns, such as the #ReturnToSender movement. Its involvement in local programs to raise public awareness about the impacts of fast fashion waste further reinforces Greenpeace's vital role as a transnational actor in global environmental governance

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