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The situation of the water crisis in Morocco:

When thinking about water scarcity, the average person might assume that continuously having less and less water would lead to death from thirst. While this extreme outcome is possible, it is not the most common consequence. In order to understand what would happen, one must be aware of the situation in Morocco. Morocco, as a country, has approximately 620 cubic meters of water per person per year. While this may seem like a lot, it is essential to consider non-personal water usage, such as agriculture. Agriculture is a key contributor to Morocco's economy, accounting for 12% of the GDP. About 80% of the approximately 30 million hectares used for agriculture depend on rain (rainfed agriculture/bour), which presents a major problem. Due to climate change, Morocco has been facing severe and frequent droughts, putting the bour areas at risk of significant damage. This endangers the workers employed by these bours and could potentially impact food availability on a national scale. So, how does the lack of water affect individuals? If you are employed by one of these bours, it is likely that you will lose your job. Ever having talked to citizens of Morocco (2 persons), it becomes very apparent that the real reason for this becoming a problem and perhaps escalating is a lack of awareness campaigns in Morocco, meaning that the part of Morocco that isn't directly suffering from it is oblivious to the fact. So, how to solve this?

About us:

We are a group of 4 students working together to do our part in helping solve the water crisis. as a part of the buddies without borders aquaalliance forum, we are representing the country Morocco. When thinking about water scarcity, the average person might assume that continuously having less and less water would lead to death from thirst. While this extreme outcome is possible, it is not the most common consequence. In order to understand what would happen, one must be aware of the situation in Morocco. These are the effects that are widely available to the public, however having talked to citizens of Morocco (2 persons), it becomes very apparent that the real reason for this becoming a problem and perhaps escalating is a lack of awareness campaigns in Morocco, meaning that the part of Morocco that isn't directly suffering from it is oblivious to the fact. So, how to solve this?

The problem:

we chose an aspect of our lifestyle which is extremely necessary to survive. clothing. The fashion industry is the second most water-intensive industry in the world, after agriculture.

It is estimated that the fashion industry uses around 93 billion cubic meters of water per year, which is four per cent of all freshwater extraction globally. so we decided to take this issue into our hands and turn this problem into an opportunity.

The solution:

We are fundraising by selling clothes which are produced from less water intensive methods. such as : Recycled textiles require less water to produce than virgin materials. For example, recycled cotton uses 91% less water than conventional cotton. Using water-saving dyeing techniques. There are a number of water-saving dyeing techniques available, such as low-impact dyeing and digital printing. Low-impact dyeing uses less water and chemicals than traditional dyeing methods. Digital printing uses a computer to apply the dye to the fabric, which can reduce water usage by up to 90%. waterless finishing techniques. Waterless finishing techniques use heat or steam to set the dyes and finishes, instead of water. This can reduce water usage by up to 80%. Using water-efficient equipment. There are a number of water-efficient machines available for use in the textile industry. These machines can help to reduce water usage by up to 50%.

How effective is this technique?

There are several methods available to make textile production less water-intensive. Recycled textiles are a prime example of this, as they require significantly less water to produce compared to virgin materials. For instance, recycled cotton is noted for its efficiency, utilizing 91% less water than conventional cotton during its production process. Another approach involves embracing water-saving dyeing techniques. Various methods fall under this category, such as low-impact dyeing and digital printing. Low-impact dyeing stands out due to its reduced water and chemical consumption compared to traditional dyeing methods. On the other hand, digital printing, which employs the computer-based application of dye onto fabric, has the potential to curtail water usage by up to 90%. Moreover, the adoption of waterless finishing techniques can further contribute to water conservation. In these techniques, heat or steam is employed to set dyes and finishes instead of relying on water. Using this up to 80% of water won't need to be used thus saving it. Utilizing water-efficient equipment is another viable strategy for reducing water usage in the textile industry. A range of water-efficient machines is available that can lead to a remarkable decrease of up to 50% in water consumption. Analyzing the pros and cons of each of these options sheds more light on their effectiveness: Recycled cotton: Recycled cotton, derived from discarded cotton garments, effectively minimizes water usage during production when compared to virgin cotton. Nevertheless, finding recycled cotton that is entirely free of chemicals can be a challenge. Digital printing: Leveraging computers to apply dye to fabric in digital printing enables the creation of custom designs and patterns. However, the cost of digital printing can outweigh that of traditional dyeing methods. Waterless finishing: The innovation of using heat or steam for setting dyes and finishes stands as a sustainable alternative. Although applicable to various textiles, including organic and recycled cotton, hemp, and bamboo, the higher expense of waterless finishing can be a

drawback. Water-based inks: Crafted from a combination of water and pigment, water-based inks exhibit less environmental harm compared to solvent-based counterparts. One must consider that these inks are not only pricier but also more challenging to work with, potentially driving up personal cost

Why would brands collaborate with us?

To build brand awareness: Collaborations can help brands build brand awareness.

When two brands collaborate, they are essentially putting their names together, which can help to raise awareness of both brands.

To promote a cause: Collaborations can also be used to promote a cause. For example, in our case, a brand might collaborate with a charity to raise money for a specific cause. This can help the brand to show its commitment to social responsibility and to connect with its customers on a deeper level.

After all there have been a lot of collaborations between NGO's and clothing brands before. One very popular example would be Lacoste and IUCN who created new polo-shirt designs in order to raise awareness of endangered species. Whilst we aren't as grand and well known as IUCN we hope to achieve brand collaboration via first contacting a more established non-profit and contacting a brand through them.