



# Sustainable Fashion

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**Presented by: Group 2**

# **What is sustainable fashion?**

# Sustainable Fashion



- A movement and process of fostering change to fashion products and the fashion system towards greater ecological integrity and social justice that concerns more than addressing fashion textiles or products.

**It comprises addressing the whole system of fashion**

(dealing with interdependent social, cultural, ecological and financial systems)

**Fashion from the perspective of many stakeholders**

(users and producers, all living species, contemporary and future dwellers on earth)

- A key example of the need for system thinking in fashion is that the benefits of product-level initiatives, such as replacing one fiber type for a less environmentally harmful option is eaten up by increasing volumes of fashion products.

# Problem Rationale



## Question 1:

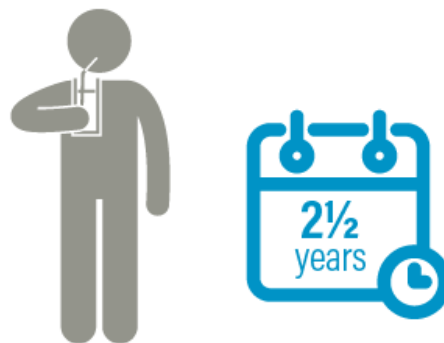
**How many liters of water do we need to manufacture one cotton shirt?**



It Takes 2,700 Liters of Water to Make One Cotton Shirt



Enough Water for One Person to Drink for 2½ Years



Source:  
<https://www.weforum.org/agenda/2019/01/by-the-numbers-the-economic-social-and-environmental-impacts-of-fast-fashion>

Source: National Geographic

# Problem Rationale



## Question 2:

**Do you know what percentage of carbon emission that the fashion industry contribute?**



# Textile & Clothing Industry

By the number

**2nd**



**17-20%**

Largest polluting industry

Global water polluter

**20,000**

liters of water for



**1** kg cotton

**21**



**10%**

Billion

Tons of garbage per year



Global carbon emission

# Problem Rationale



**Question 3:**  
**How much clothing do we waste?**





**1 GARBAGE TRUCK**  
of clothes are burned  
or landfilled every **SECOND**



Enough to fill  
**1.5 EMPIRE STATE**  
**BUILDINGS** every **DAY**



Enough to fill  
**SYDNEY HARBOR**  
every **YEAR**



**2, 625 kilograms**  
of clothing



**82,782,000,000 kilograms**  
of clothing

Source: Ellen MacArthur Foundation.

Source:  
<https://www.weforum.org/agenda/2019/01/by-the-numbers-the-economic-social-and-environmental-impacts-of-fast-fashion>

# Fast Fashion



- **Fast fashion** (also known as “**SPA**, Specialty retailer of Private label Apparel”)
- Fast fashion is not only about quickly moving from runway to store to consumer, but also to the garbage.
- Emphasis is on optimizing certain aspects of the supply chain for these trends to be designed and manufactured quickly and inexpensively to allow the mainstream consumer to buy current clothing styles at a lower price.
- This fashion has often been criticized for being involved in environmental issues because it often throws away clothing. As a result, fast fashion brands have no choice but to think about eco-friendly strategies.
- Fast fashion needs a transition toward sustainable fashion.

# Negative Impacts of Fast-fashion Industry



## Step 1: Production

1. Wet processes such as refining, bleaching, and dyeing and processing, resulting in high water consumption and waste water.
2. Fiber-based fibers such as cotton and rayon use fertilizers, pesticides, and pesticides in the cultivation process and in the breeding of animal fibers, excrement occurs and pollutes the environment.
3. Harmful working conditions such as formaldehyde, carcinogenic substances and respiratory failure caused by fiber dust.

## Step 2: Processing

Increased use of detergents, other chemicals, and energy for washing, drying, and processing processes do not meet three aspects of environmental sustainability: energy conservation, reduction of environmental pollution, and reduction of harmful substances in humans.

## Step 3: Recycling

1. The biodegradability of synthetic fibers is very low which impact the environment as producing new products, material footprints, and carbon footprints increase.
2. Reduce product life cycle and lead to resource taxing.

# Fast Fashion vs. Sustainable Fashion



*"Slow fashion precedes sustainable fashion."*



Before you buy Slow Fashion you should enter your brains conscious area

Its purpose is to make you think and reflect..



Fast Fashion tries to influence your instinctual lizard brain

Its purpose is to work with simple signals to foster unconscious, action

It uses narrative elements to lead behind the curtain and tell the true story

classic products that last more than 1 season.

It uses simple seductive visuals to wake up unconscious fears

seasonal trendy flashy products

# Sustainable Fashion & SDGs

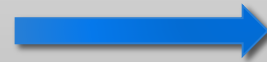
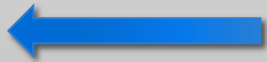
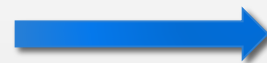
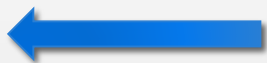


**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**8** DECENT WORK AND  
ECONOMIC GROWTH







***100% leading the change***



# Our Strategy & Vision



**Vision:** to democratize fashion and lead the change towards a circular and renewable fashion industry while being a fair and equal company.

*"Big change requires bold actions and the courage to aim high. At the same time, we have to be humble to the challenges our planet is facing. So if we want to make real change we have to be brave, push the boundaries and not be afraid to fail."*

*Anna Gedda, Head of Sustainability, H&M Group*



# Our Ambitions



## (1) 100% Leading the Change

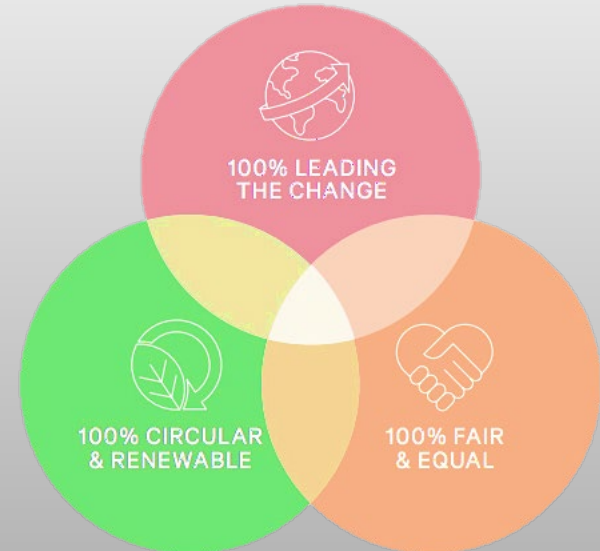
- ❖ Promote and scale innovation
- ❖ Drive transparency
- ❖ Reward sustainable actions

## (2) 100% Circular & Renewable

- ❖ A circular approach to how products are made and used
- ❖ Use only recycled or other sustainably sourced materials
- ❖ A climate positive value chain

## (3) 100% Fair & Equal

- ❖ Fair jobs for all
- ❖ Inclusion and diversity



# Our Goals



- By 2020, H&M Group aims to source 100% sustainable cotton.
- By 2030, H&M Group aims for 100% recycled or other sustainably sourced materials.
- By 2040, H&M Group aims to have a climate positive value chain.

# Value Chain



- ❖ Design
- ❖ Raw materials
- ❖ Fabric and yarn production
- ❖ Garment production
- ❖ Transport
- ❖ Customer
- ❖ Sales
- ❖ Recycling



# Collaborations for Sustainability Engagements



- ❖ Regular dialogues with different stakeholders such as customers, colleagues, communities, suppliers, industry peers, non-governmental organizations (NGOs), inter-governmental organizations (IGOs), policymakers and investors
- ❖ Partnerships with other fashion brands, global trade unions, academics, researchers, as well as the ILO, Sida, WWF, the Ellen MacArthur Foundation, Solidaridad.



95% of cotton used by H&M Group is recycled or other sustainably sourced.

We set a new circular packaging strategy and roadmap for the entire value chain.



WE COLLECTED 20,649 TONNES OF TEXTILES FOR REUSE AND RECYCLING THROUGH OUR GARMENT COLLECTING INITIATIVE. THAT'S 16% MORE THAN LAST YEAR AND REPRESENTS THE EQUIVALENT OF 103 MILLION T-SHIRTS.

## AFOUND

We launched Afound, a brand with the mission of giving unsold products a new life.

We've reduced CO<sub>2</sub> emissions from our own operations by a further 11%. This takes us another step closer to achieving a climate positive value chain by 2040.



We have developed a new Water Roadmap for our supply chain which contains our key goals and actions up until 2022.

H&M Group has been included in the Dow Jones Sustainability Index for several years now, this year reaching the highest possible score in the categories of Quality & Recall Management, Social Reporting, Environmental Reporting and the best industry score in Supply Chain Management.



We reduced CO<sub>2</sub> emissions from our own operations by a further 11% compared with 2017.

## AFOUND

We launched Afound, a brand with the mission of giving unsold products a new life.

57% of all materials we use to make our products are recycled or other sustainably sourced materials.



We collected 20,649 tonnes of textiles for reuse and recycling through our garment collecting initiative. That's 16% more than last year and represents the equivalent of 103 million t-shirts.



WE HAVE DEVELOPED A NEW WATER ROADMAP FOR OUR SUPPLY CHAIN WHICH CONTAINS OUR KEY GOALS AND ACTIONS UP UNTIL 2022.

H&M Group has developed 2030 GHG emissions reduction goals that have been approved by the Science Based Targets initiative.



We set a new circular packaging strategy and roadmap for the entire value chain.



95% of cotton used by H&M Group is recycled or other sustainably sourced.



OUR CIRCULAR AND RENEWABLE AMBITION CONTRIBUTES TO SDG 6, 7, 12, 13, 14, 15, 17.

# 100% Circular & Renewable: KPIs and goals



## 100% Circular & Renewable

KPI	2015	2016	2017	2018	GOAL
% of recycled or other sustainably sourced materials of total material use (commercial goods)	20%	26%	35%	57%	100% by 2030 at the latest
% of recycled or other sustainably sourced cotton (certified organic, recycled or Better Cotton)	34%	43%	59%	95%	100% by 2020
Tonnes of garments collected through garment collecting initiative	12,341t	15,888t	17,771t	20,649t	25,000t per year by 2020
% of stores with recycling systems for main types of store waste	61%	71%	64%	63%	100%
% of facilities in own operations with water-efficient equipment	37%	51%	51%	64%	100% by 2020
% supplier factories in compliance with ZDHC wastewater standard for conventional parameter*	75%	82%	84%	87%	100%
% renewable electricity in own operations	78%	96%	95%**	96%	100%
% change in CO <sub>2</sub> emissions from own operations (scope 1 + 2) compared with previous year	-56%	-47%	-21%	-11%	Climate positive by 2040
% change in electricity intensity (kwh/sqm per opening hour compared with 2017)	n/a	n/a	-2.7%	-8.2%	-25% by 2030



# Awards & Recognitions



- ❖ Dow Jones Sustainability World Index: Scored highest in the categories of Quality & Recall Management, Social Reporting, Environmental Reporting and the best industry score in Supply chain Management.
- ❖ Fashion Revolution's Fashion Transparency Index: Ranked amongst the top 5 in Fashion Revolution's Fashion Transparency Index with a score of 55% (highest score 58%).
- ❖ Ethisphere® Institute: World's Most Ethical Companies for the eighth time.
- ❖ Textile Exchange Preferred Fiber & Materials Report 2018: Largest user of preferred Man-made cellulosic fibres and Lyocell; and second biggest user of recycled and organic cotton.
- ❖ Drapers Sustainability Award UK: For the third year in a row, H&M Group has been recognized by the British retail publication Drapers for their contribution to the retail industry. In the Annual Awards Ceremony, H&M Group won the Sustainability Award of The Year.

# Criticisms



# Criticisms Contd...





# Other Case Studies



"I think it is a good thing to buy less and choose well – it's good for the environment and, to be fair, it's also good for me because my clothes are quite expensive"



"Taking plastic waste out of the system is the first step, but we can't stop there, the next step is to end the concept of "waste" entirely. Our dream is that you can keep wearing the same shoes over and over again."



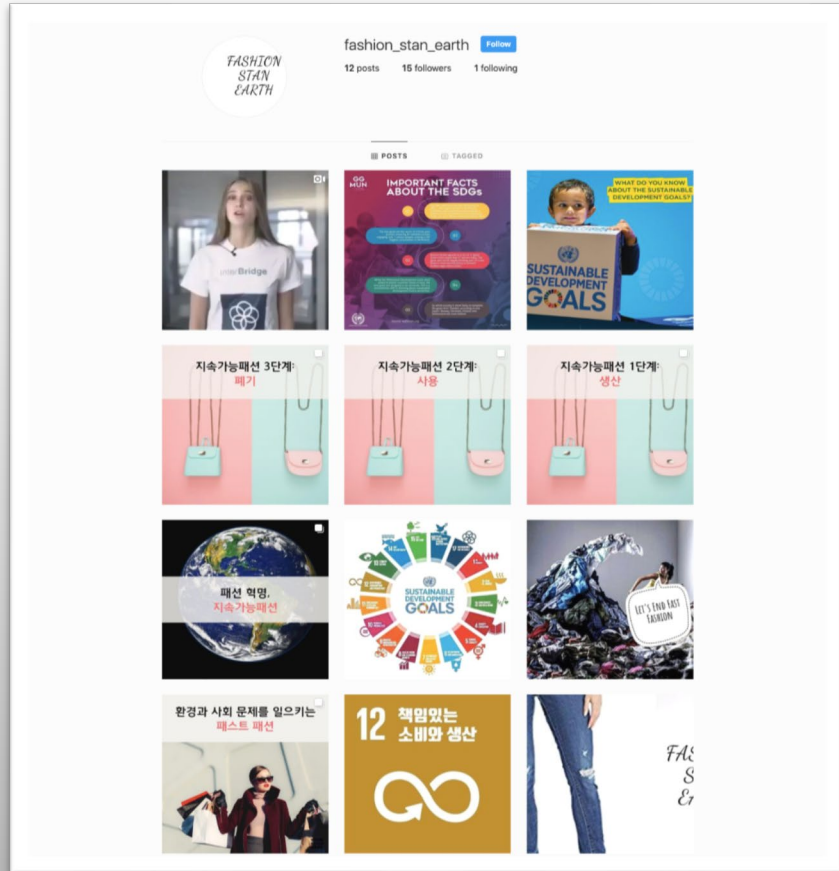
"We are also empowering the people purchasing our products. This effort is part of a larger strategy to raise awareness with our customers on how they can make a difference in the world with their purchasing decisions."

# Recommendations



- ❖ Invest in R&D for better alternatives of natural fibres and synthetic dyes.
- ❖ Maximize the usage of treated water and find innovative solutions to make the production less water-intensive.
- ❖ Install renewable energy systems for its power needs at headquarters and manufacturing sites.
- ❖ Certify its manufacturing sites and procurement channels with Fair Trade and other related institutions.
- ❖ Extend its Conscious Exclusive Collections and refrain from Planned Obsolescence
- ❖ Replace deceptive marketing with consumer awareness campaigns.
- ❖ Initiate renting-apparels for one-time wearables.
- ❖ Labor conditions and wages must be thoroughly monitored.
- ❖ Focus exclusively on “quality” related concerns (improving the sustainability of materials and processes and recycling) rather than quantity considerations (reducing overall volume of products consumed and discarded).
- ❖ Keep People & Planet above Profits & Promotions.

# Raising Public Awareness



- Our team members also participated in Youth Workshop on Youth Engagement for Sustainable Consumption and Production conducted by UNITAR.
- Fashion Stan Earth was created to raise a public awareness for consumer to be aware of how their consumption could effect the environment.
- It also aims to raise an awareness about SDGs and what we can do as consumers.



