SUSTAINABLE PRODUCTION AND CONSUMPTION OF TEXTILES. WHAT IS IT, AND HOW CAN WE GET THERE?

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12 RESPONSIBLE CONSUMPTION AND PRODUCTION

LYNDA GROSE, 10TH OF MAY 2018:

"TYPICALLY, SUSTAINABILITY IS DISCUSSED AS A PROBLEM OF FIBRE PROCUREMENT, PROCESSING, AND MATERIAL WASTE. HOWEVER, WHEN WE START ACKNOWLEDGING FASHION'S DEEP SOCIAL AND CULTURAL IMPORTANCE (I.E. ITS USE), WE START TO UNFREEZE A MODEL OF THINKING THAT HAS FRAMED SUSTAINABILITY IN THE FASHION INDUSTRY FOR THE PAST 25 YEARS AND OPEN UP POTENTIAL FOR IMAGINING COMPLETELY NEW FASHION SYSTEMS AND EXPERIENCES"

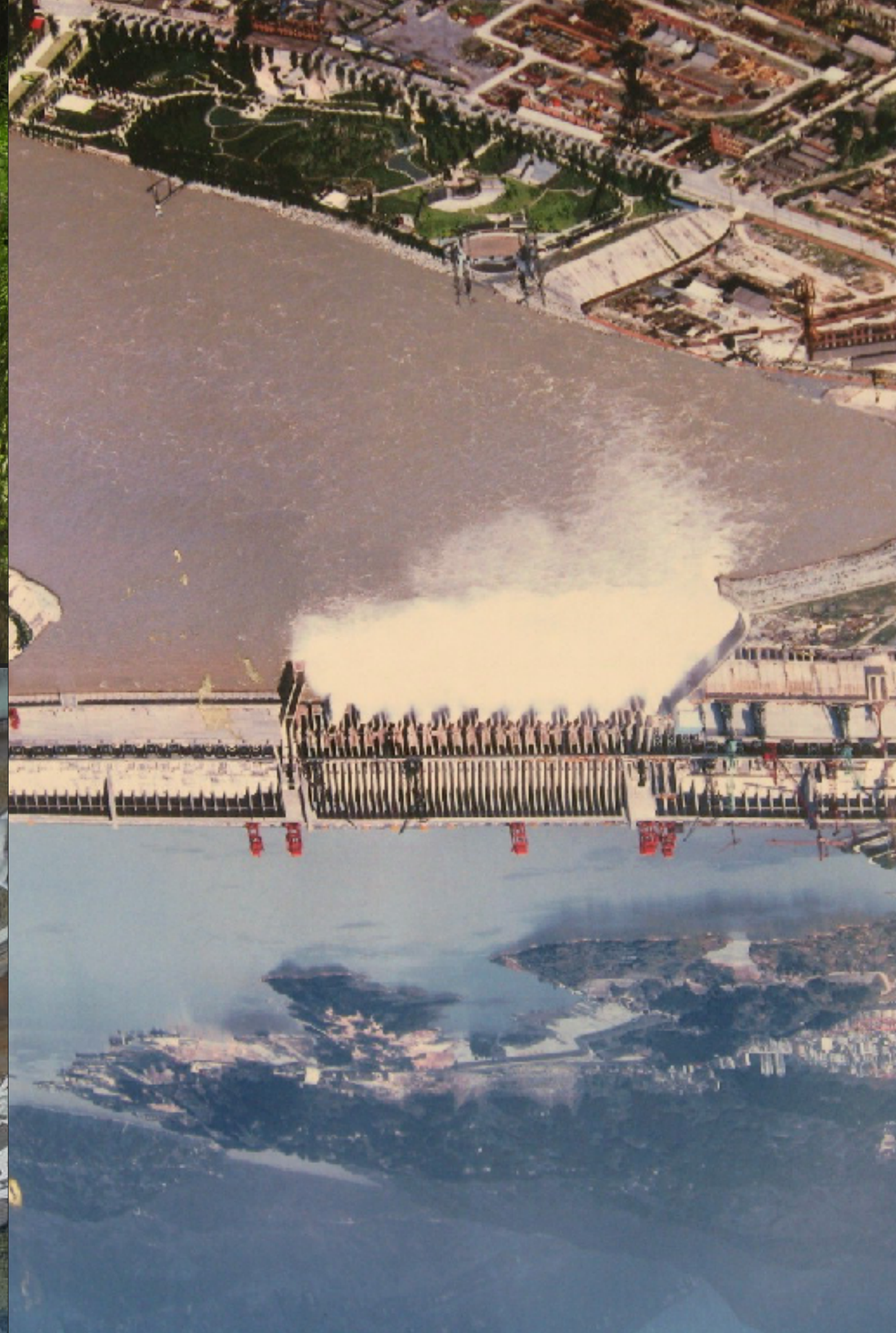


Exhibit 27 Landscape for Change Outlining Ambition and Prioritized Initiatives

Individual company effort

Collaborative industry effort

Non-exhaustive landscape—to be collectively expanded

Magnitude of collaboration and innovation: Low → High

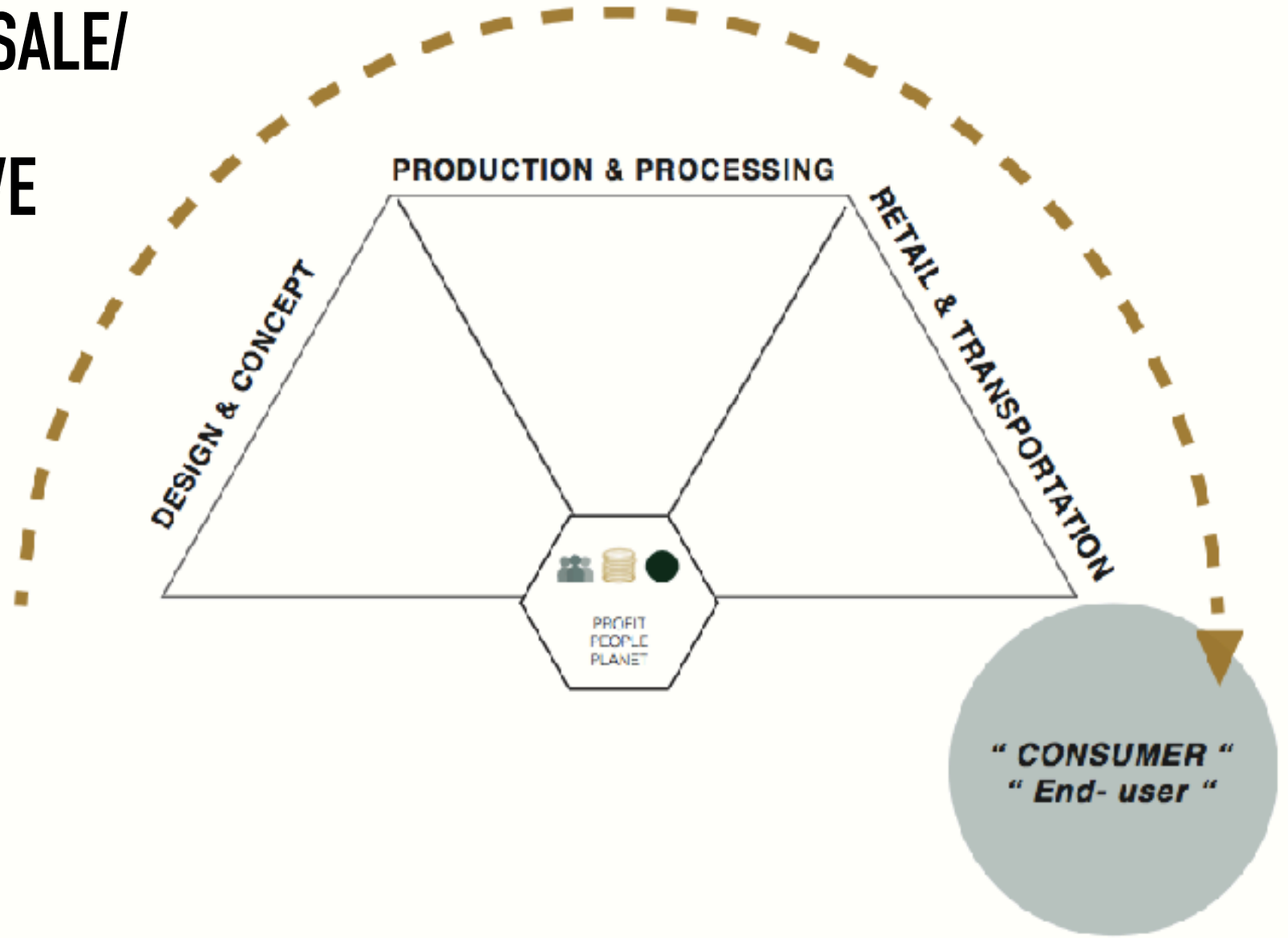
	Lever	Directly implementable solutions	Disruptive solutions	Ambition
Environmental	**Closed loop recycling**	Offer end-of-use in-store garment collection scheme	Establish industry wide end-of-use garment collection; Design for recyclability; Breakthrough in recycling technology	100% closed loop
	Sustainable material mix	Reduce conventional cotton use (focus: water consumption); Increase use of sustainable materials	Establish common standard for animal treatment; Develop innovative man-made fibers; Develop polyester enhancements	0% high impact materials
	Reduced energy footprint	Improve energy efficiency (focus: processing); Increase renewable energy use (focus: processing)	Establish 100% renewable energy use (focus: processing)	100% renewable utilities
	Chemical & water optimization	Reduce toxic fertilizer and chemicals in raw materials stage; Reduce water pollution; Improve chemicals management in processing	Refine chemical- and water-reduced processing (focus: dyeing); Make hazardous chemical use redundant	0% hazardous chemical use, no water pollution
	Production-to-demand	Intensify engagement with supplier base and provide order security for suppliers; Reduce overproduction and markdowns ("create what can be sold in store")	Offer true "Segment of One" (create what customer wants); Move towards automation at scale; Utilize 3D printing at scale	0% overproduction
	Rebalanced industry economics	Ensure full payment and avoid forced overtime; Establish minimum wage pay; Ensure worker representation	Move to living wages; Change industry standards for markup structures	100% fair and equal pay to workers
Social	**Health & safety excellence**	Implement supplier health & safety scoring	Realize industry best practice safety levels; Use technology to drive assessment of Occupational Health and Safety (OHS)	0% avoidable health impact
	Advocacy of human rights	Ensure gender equality	Prevent child labor further upstream; Realize same opportunities regardless of orientation, beliefs and background	0% human rights violations
Overarching	**Transparency & traceability**	Use common standard to assess and remediate sustainability performance	Use intermediaries as enforcer; Develop technologies enabling full source traceability	100% enabled businesses
	Consumer engagement	Continuous sustainability education; Implement wear & care instructions	Establish labels showing info on environmental LCA; Establish labels showing info on working conditions	100% consumer information
	Novel business models	Re-use; Repair; Wearables; Renting	Sharing; Lifecycle management; Slow fashion; Customization	Full utilization

PULSE OF THE FASHION INDUSTRY 2017/GLOBAL FASHION AGENDA/BOSTON CONSULTANCY, PP. 73-74

THE LINEAR ECONOMY MODEL:

FOCUS ON PRODUCTION AND SALE/

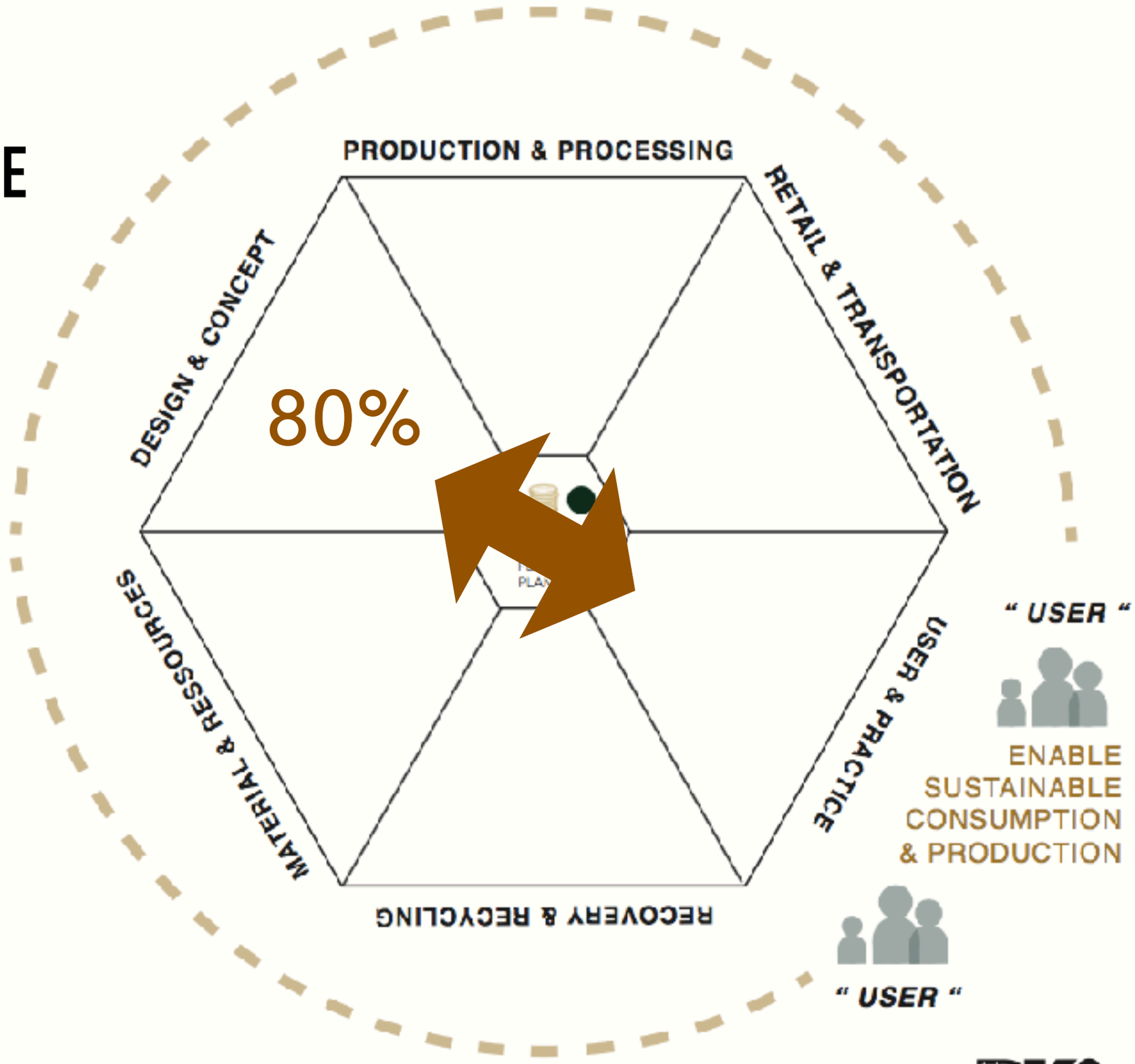
HALF LIFE CYCLE PERSPECTIVE



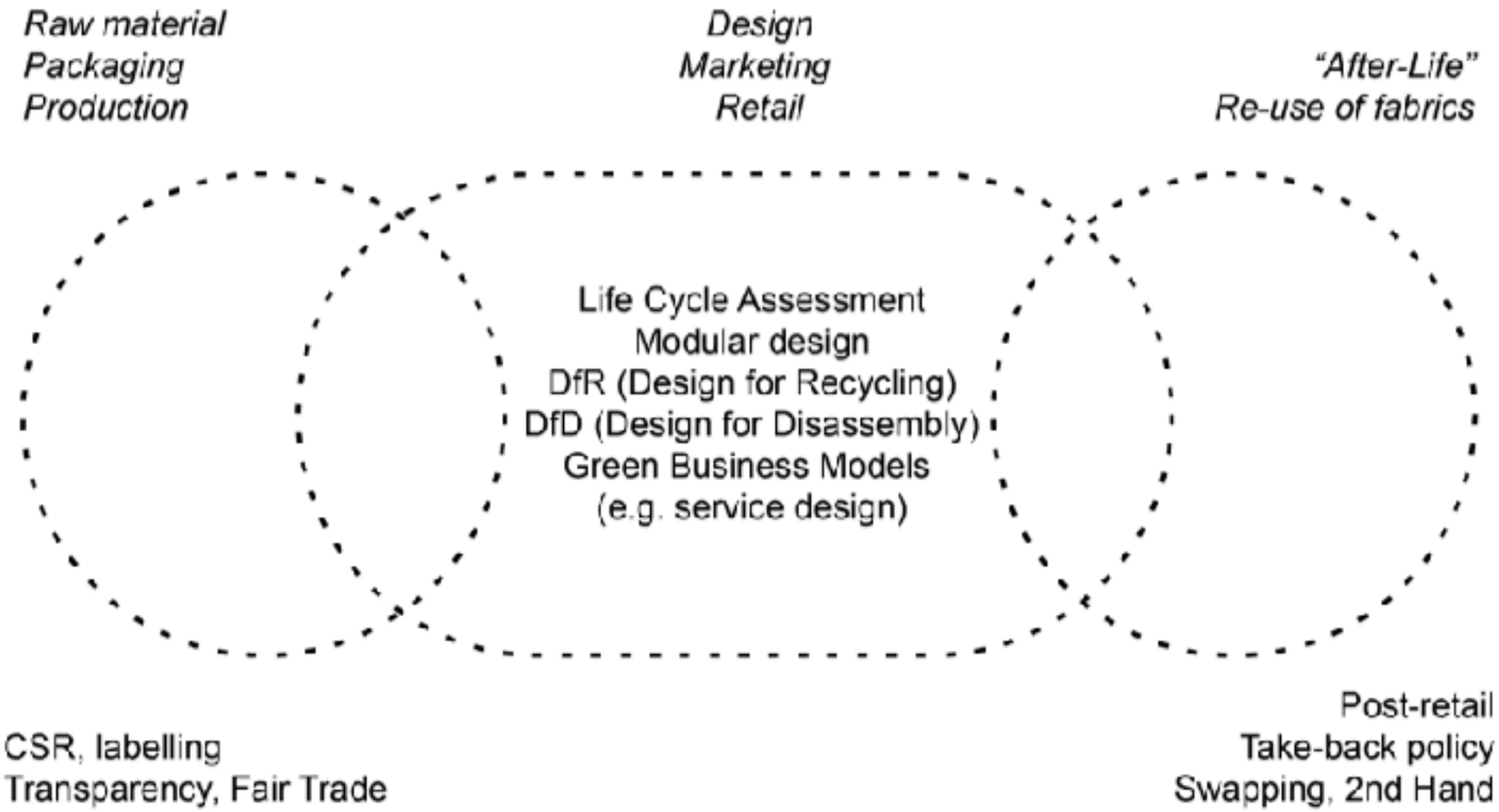
THE CIRCULAR ECONOMY MODEL:

USER-CENTRIC APPROACH/

FULL LIFE CYCLE PERSPECTIVE



DESIGN FOR SUSTAINABILITY: USER-CENTRIC + FULL LIFE CYCLE APPROACH



“ REAL PEOPLE “

“ USERS“

“ CONSUMER “

“ END-USER“

USERS
REAL PEOPLE !

WHAT ARE THEIR NEEDS?
WICH CHALLENGES
DO THEY FACE
IN THEIR EVERYDAY?

WHAT ARE THEIR
ASPIRATIONS?
WHAT MOTIVATES THEM?

REAL PEOPLE - REAL SHOES

FAVOURITES

1384

ca. 1990

2033

2011

1905

ca. 1993

2020

2011

QUESTIONS FOR DISCUSSION:

HOW DO WE MAKE BETTER CONNECTIONS BETWEEN PRODUCTION AND USE?

HOW MIGHT A FOCUS ON USE CHANGE THE FASHION INDUSTRY AND MAKE IT MORE SUSTAINABLE?

WHAT ARE CURRENT BARRIERS AND POTENTIALS?

TOPICS:

THE BODY

PRODUCTION

FASHION

EDUCATION

SYSTEM(S)

REFERENCES

- The value chain model is an combination of the DSKD ‘Gain Power’ tools for sustainable development and the DSKD Sustainable Method Cards:
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- Design for Sustainability Model: Skjold et al 2015: Fur and Sustainability - a Design Perspective, p. 10. ©Kopenhagen Fur & Design School Kolding: https://www.kopenhagenfur.com/media/2083/fur_and_sustainability__-_a_design_perspective__final.pdf
- Study of shoes: to be found in: Skjold, Else (2014): “The Daily Selection”, PhD Dissertation from Doctoral School of Organization and Management Studies at CBS and Design School Kolding: https://research.cbs.dk/da/publications/the-daily-selection