

MEASURING  
FASHION

+

DRIVING  
CHANGE

Quantis

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[avniR]  conference  
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7 November 2018





*"We have a monumental task in front of us, but it is not impossible. This is our chance to decide what the world is going to look like."*

Natalie M. Mahowald,  
Cornell University Climate Scientist and  
a lead author of the IPCC report



# MEASURING FASHION

Insights from the Environmental Impact of the Global Apparel and Footwear Industries study

2018

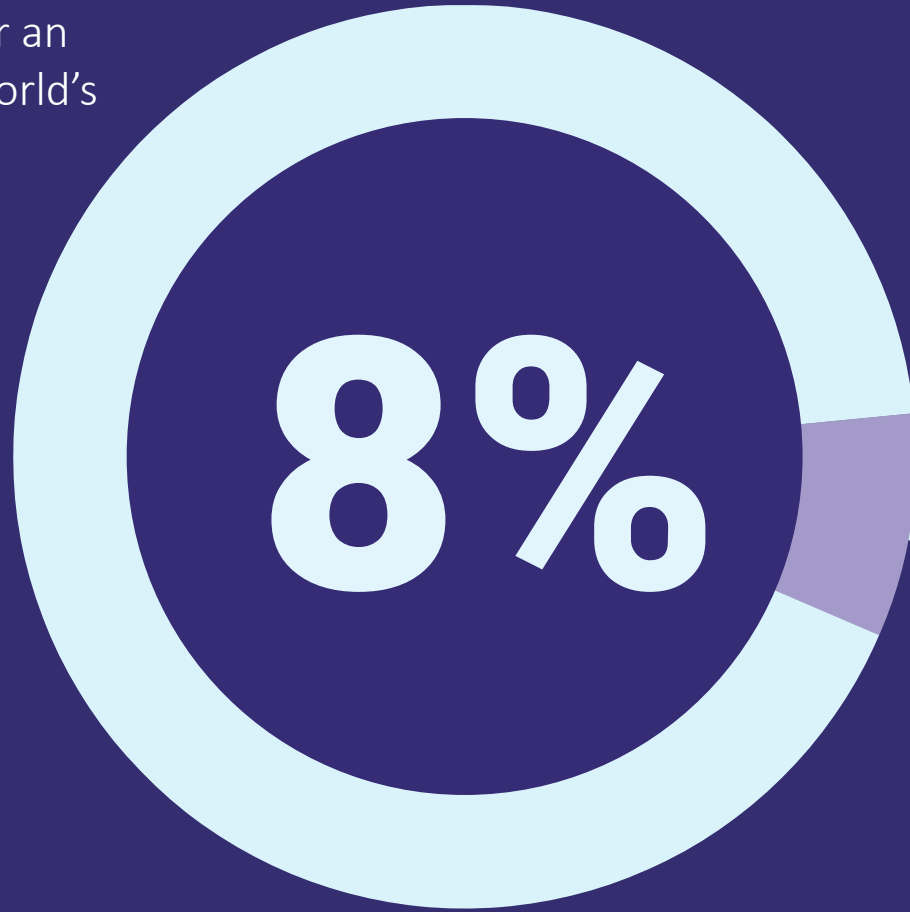
Quantis

- + The **first science-driven study** using a **bottom up approach** of fashion's global **environmental impact**
- + Delivers metrics-based **guidance for companies** committed to making viable **changes to reduce their impacts**
- + Shows the urgency for fashion to **set bold goals**

Metrics powered by the  
World Apparel & Footwear  
Life Cycle Database



Combined, the global apparel and footwear industries account for an estimated 8% of the world's GHG emissions.



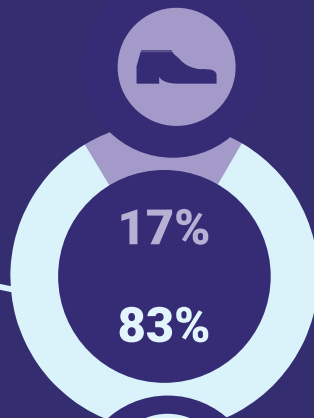
That's nearly **4 METRIC GIGATONS CO<sub>2</sub>-eq**, almost as much as the total climate impact of the European Union!



As **one of the most polluting** industries, the fashion sector has a **responsibility to be bold about reduction targets.**



FOOTWEAR



17%

83%



APPAREL



The apparel and footwear industries account for 6.7% and 1.4% of the world's GHG emissions, respectively.

By 2030, the impact is expected to increase 49%.





**A small change  
will make a big  
difference** if it's  
the right change.

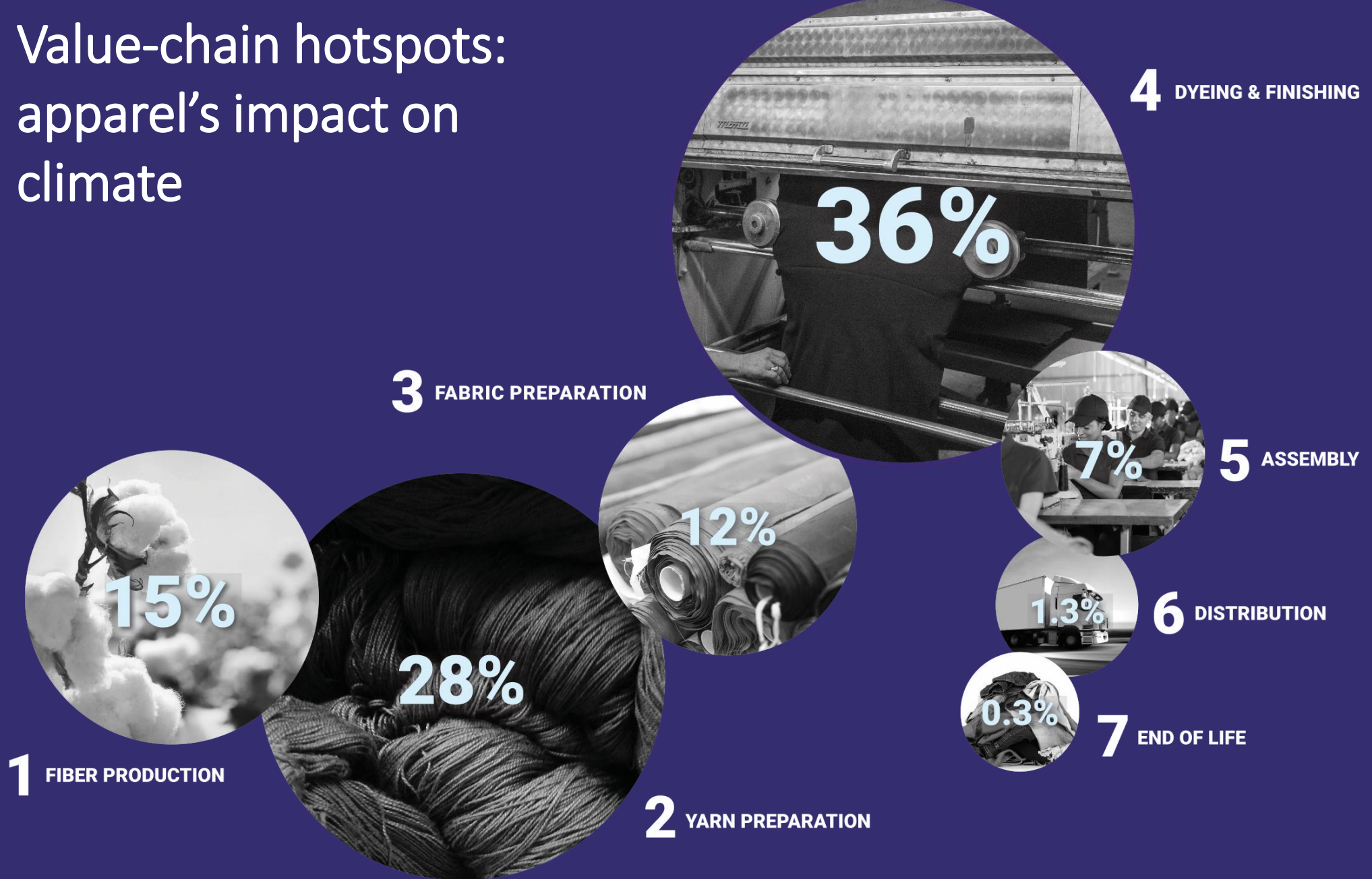
We must use the  
**creativity,  
innovation and  
boldness** so  
characteristic of  
the industry.







# Value-chain hotspots: apparel's impact on climate



**1** FIBER PRODUCTION



**3** FABRIC PREPARATION



**4** DYEING & FINISHING



**5** ASSEMBLY



**6** DISTRIBUTION



**7** END OF LIFE

**2** YARN PREPARATION



# Value-chain hotspots: apparel's impact on climate



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Three stages account for 79%  
of the total climate impact.





# Build a metrics-based sustainability strategy

- + Materiality assessment
- + Life cycle assessment (LCA)
  - + Corporate footprint
  - + Product footprint
- + Scope 1, 2 and 3
- + Life cycle costing (LCC)
- + Social LCA





# Metric-based levers to drive change

Based on the results, the project team and the Steering Committee came up with 3 levers for action:



**1**

**RETHINK ENERGY:  
MAXIMIZE EFFICIENCY AND  
SHIFT TO RENEWABLES**



**2**

**DISRUPT TO REDUCE:  
DIGITALIZATION AND NEW  
CONSUMPTION MODELS**



**3**

**DESIGN FOR THE FUTURE:  
PREFERRED AND  
RECYCLED FIBERS**





# 1

**RETHINK ENERGY:  
MAXIMIZE EFFICIENCY AND  
SHIFT TO RENEWABLES**

## Key actions

- + Replace coal and natural gas
- + Increase use of renewable energy
- + Increase energy efficiency



# 1

**RETHINK ENERGY:  
MAXIMIZE EFFICIENCY AND  
SHIFT TO RENEWABLES**

## Moving forward

### Set science-based targets (SBTs)



- + Almost **500 companies** are on track
- + 3 apparel companies have set targets and 11 more have committed
- + WRI is leading the development of apparel sector guidance for setting SBTs

### Look at planetary boundaries



- + Go beyond carbon!





# 2

**DISRUPT TO REDUCE:  
DIGITALIZATION AND NEW  
CONSUMPTION MODELS**

## Key actions

- + Explore new consumption models
- + Push new innovation on both the supply and demand sides
- + Encourage disruptive technologies
- + Use digitalization to improve efficiency





## 2

## DISRUPT TO REDUCE: DIGITALIZATION AND NEW CONSUMPTION MODELS

### Moving forward

#### Explore blockchain

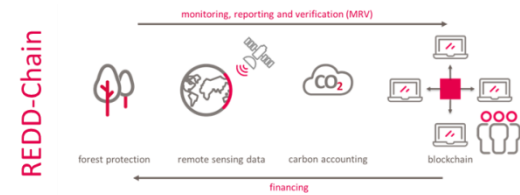
- + Improve transparency and resource efficiency

#### Be data driven

- + GeoFootprint: effective measurement, monitoring and management of local sustainable agricultural practices
- + WALDB: solve the data gap with robust, transparent metrics

#### Explore new consumption models

- + Refurbishing instead of trashing







# 3

DESIGN FOR THE FUTURE:  
PREFERRED AND  
RECYCLED FIBERS

## Key actions

- + Select recycled and preferred fibres with lower impacts
- + Select emerging materials that are less energy intensive
- + Design for recyclability and durability



# 3

DESIGN FOR THE FUTURE:  
PREFERRED AND  
RECYCLED FIBERS

## Moving forward

### Choose fibres based on facts

- + Look at emerging fibres and ensure the fibres you source are credible, evidenced by LCA and have relevant certifications



### Explore new circularity concepts

- + RESYNTEX will transform textile waste into secondary raw materials using an innovative recycling approach, creating circularity.







1

**RETHINK ENERGY:  
MAXIMIZE EFFICIENCY AND  
SHIFT TO RENEWABLES**



2

**DISRUPT TO REDUCE:  
DIGITALIZATION AND NEW  
CONSUMPTION MODELS**



3

**DESIGN FOR THE FUTURE:  
PREFERRED AND  
RECYCLED FIBERS**

We challenge you to challenge

+ YOURSELVES,

+ YOUR PEERS, and

+ YOUR TEAMS,

for a better world!



Thank you!

[avniR]



conference

8<sup>th</sup> edition 7&8<sup>th</sup> November 2018, Lille, France

mission

We guide top organizations to define, shape and implement intelligent sustainability solutions. We deliver resilient strategies, robust metrics, useful tools, and credible communications.

Quantis

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