



Dear all,

We hope you are all well, safe and healthy! We are excited to share a new round of updates and news from the world of sustainable and circular textiles with you.

In this newsletter, we would like to recap the month of June, which has been important for us due to the launch of our Sustainable Fashion Communications Playbook at the Global Fashion Summit in Copenhagen. Explore more on that below as well as more exciting news from the textiles and sustainability space.

We hope you enjoy reading this issue and as always, thank you for keeping us updated and we look forward to keep sharing your resources here and on our website.

We want to hear from you



We want to make the recently launched **Sustainable Fashion Communication Playbook** more accessible for all. As the Playbook can be a major enabler of greater sustainability communication across the fashion industry, we want to make it available in as many languages as possible. Can you assist us with translating it into **Arabic, Chinese, French, Russian, Spanish or any other languages**? Please get in touch with us by email at rachel.arthur@un.org or maelys.nizan@un.org. Your support is much appreciated!



We are delighted to announce that we have just launched our **Green Marketing Challenge**, developed by **UNEP** and the **United Nations Systems Staff College** in partnership with the **One Planet Network Consumer Information Programme**. This challenge will help you identify how well you can assess which green claims are more likely to promote sustainability and empower sustainable consumption decisions. It is based on the ten principles of the “Guidelines for Providing Product Sustainability Information” and takes a maximum of 2 hours to complete. The challenge is targeted towards all brands, marketing and communication professionals, and students and can be accessed [here](#).

Upcoming Events



The **World Resources Forum (WRF)** will take place on **4-6 September** in a hybrid format in **Geneva** and **online**, building on earlier iterations with over 15,000 participants in Switzerland, Japan, China, Costa Rica, Australia, Belgium, and Ghana. Our team will be attending as well as Maelys Nizan will present our [Sustainability and Circularity in the Textile Value Chain - A Global Roadmap](#) report. More information on the event and registration can be found [here](#). We look forward to seeing you there!



On **19 July at 18:00 CET**, the Argentinian NGO **Hecho X Nosotros** will co-organise a side event titled "Inclusive Digital Transformation and Entrepreneurship: How to Ignite the Circular Creative Economy?" as part of the United Nations High-Level Political Forum 2023. The event aims to explore how digital transformation can drive innovation and sustainability in the creative industry. Entrepreneurs, enterprises of all sizes, technology experts, policymakers, and influencers will come together to discuss topics such as leveraging technology for inclusive systems change, streamlining production processes with digital technologies, implementing

circular models, inclusive finance, and regenerative models. More information about the event and registration can be found [here](#).



On **27 July**, from **9:00 to 13:00 CET**, the **European Commission** is hosting an online webinar on the **implementation of Product and Organization Environmental Footprint (PEF/OEF) methods**. The event will be in English with live translations in Romanian and Polish and will provide participants with a comprehensive understanding of PEF and OEF methods, outlining the key steps to their correct implementation. The event is specifically targeted to support stakeholders aspiring for environmental self-assessment but in need of guidance. More information and registration can be found [here](#).

Past events

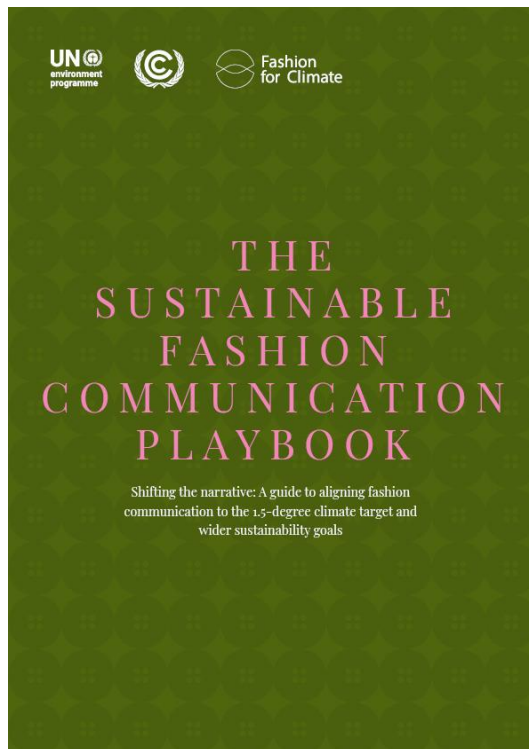


On 27-28 June, the **Global Fashion Summit**, organised by the **Global Fashion Agenda**, took place in Copenhagen, Denmark. We were delighted to attend this event and participate as speakers in multiple sessions. On the first day, Bettina Heller was one of the panellists in the 'Global Perspectives on Target Setting' session. Rachel Arthur presented our [Sustainable Fashion Playbook](#) during the 'Shifting the Narrative session' on the second day. The conference was packed with stimulating discussions on the future of fashion around the globe and how to transform ambition into action across the entire value chain. More information on the Summit as well as a full overview of the other speakers and sessions can be found [here](#).



On 6 July, **UNEP** and **UN Climate Change** organised a webinar called [Fashion's Superpower: Storytelling for a sustainable future](#) to highlight key messages of our newly launched Sustainable Fashion Communication Playbook. This webinar consisted of a panel discussion with Wilson Oryema (artist, researcher and writer), Denica Riadini-Flesch (Founder and CEO of SukkhaCitta), Lucy Shea (CEO of Futerra) and Leslie Sun (Asia & Pacific Editorial Director of Vogue) and was facilitated by Rachel Arthur, the author of the Playbook and Sustainable Fashion Advocacy Lead at UNEP. The recordings of the event can be found [here](#).

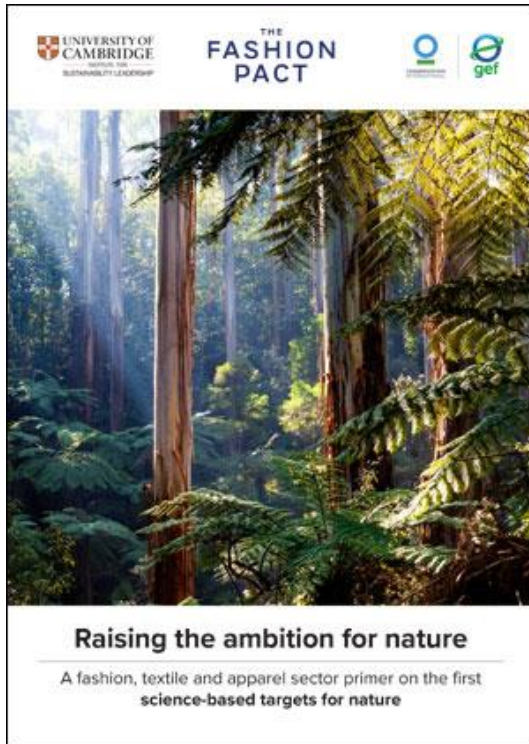
Publications and Resources



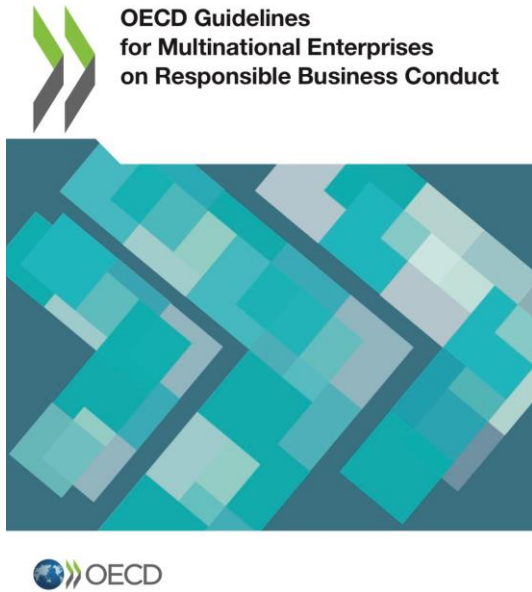
We're delighted to announce the launch of the **Sustainable Fashion Communication Playbook**, a co-publication by **UNEP** and **UN Climate Change**. The Playbook provides key principles and guidance on how to align consumer-facing communication across the global fashion industry with sustainability targets. It showed how fashion communicators - marketers, brand managers, imagemakers, media, influencers and beyond - can help advance towards the Paris Agreement and Sustainable Development Goals through 1) countering misinformation, 2) reducing messages perpetuating overconsumption, 3) redirecting aspiration to more sustainable lifestyles, and 4) empowering consumers to demand greater action from businesses and policymakers. The Sustainable Fashion Communication Playbook can be downloaded [here](#), and its video is available [here](#).



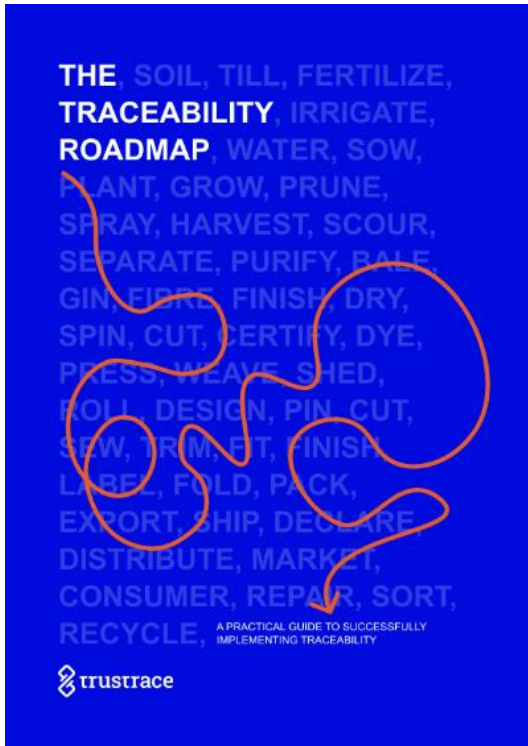
A policy quick scan and market assessment study on South Africa have been produced under our **Innovative Business Practices and Economic Models in the Textile Value Chain (InTex)** project, a three-year project funded by the **European Union (EU)** and led by **UNEP**. InTex has five components, of which two have a global reach and three focus on national implementation in three African countries: Kenya, South Africa and Tunisia. These documents have been produced in collaboration with the **National Cleaner Production Centre South Africa (NCPC-SA)**, one of our key partners in South Africa. More information on InTex's South Africa activities as well as the documents can be found [here](#).



The **University of Cambridge Institute for Sustainability Leadership (CISL)**, **The Fashion Pact** and **Conservation International** have published the report **Raising the ambition for nature**, the first industry-specific primer to navigate the new target-setting guidance from the Science Based Targets Network. The publication covers an overview of science-based targets for nature, how textile-related companies can go about target setting, a case study, and a list of immediate actions companies can take to address nature loss. The methods for target setting listed are built upon those published by the Science Based Target initiative (SBTi). With this report, the alliance aims to encourage companies to set climate and nature targets simultaneously, thereby driving cost efficiencies and increasing climate- and nature-positive innovations. Download the report [here](#).



The **Organization of Economic Co-operation and Development (OECD)** has updated its **Guidelines for Multinational Enterprises on Responsible Business Conduct**, covering various industry sectors, including textiles. With this update, the OECD responds to urgent social, environmental, and technological priorities for societies and businesses. It includes recommendations for businesses to align with internationally set goals, conduct due diligence, protect at-risk groups, and more. On Thursday, **7 September**, at 10:00 and 15:00 CET, the OECD will host a series of webinars to elaborate on the most significant changes across the Guidelines. Registration details for this event are to be released soon. The full Guidelines document can be accessed [here](#).



TrusTrace, in collaboration with **Fashion For Good**, launched its **Traceability Roadmap** on 27 June during the Global Fashion Summit. The Roadmap revolves around the implementation of traceability to foster a sustainable transition in the fashion industry and features interviews and insights from large brands such as ASICS and Tapestry. The report also contains a Traceability Toolkit outlining how the theory and insights from the Roadmap can be implemented through templates and worksheets, including "How to calculate return on investment", "Calculating Risk", and "Calculating Investment Needed." Download the report [here](#).



Fashion Revolution launched their **2023 Fashion Transparency Index** on 13 July, which analyses and ranks 250 of the world's biggest fashion brands and retailers based on their public disclosure of human rights and environmental policies, practices and impacts in their operations and in their supply chains. Find more information and the full report [here](#).



Systemiq recently published a roadmap for achieving circularity of PET packaging and polyester textiles in Europe. Its aim is to provide a system-level analysis of how different circular economy solutions for PET and polyester could limit demand, achieve high levels of reuse and recycling, and lower greenhouse gas (GHG) emissions. It outlines six priority actions across the entire plastics life-cycle from production to end-of-life to transform the PET/polyester system, which can be widely applied across value chains in Europe and beyond. Find the report [here](#).

In the News



On 5 July, the **European Commission** proposed the introduction of mandatory **Extended Producer Responsibility (EPR)** schemes for textiles in all EU Member States. This regulation is expected to ease the separate collection of textiles from 2025, in line with current legislation. The costs of the newly proposed schemes are to be carried by producers to incentivise the reduction of waste and the investment in

circularity. One of the aims of this proposal is to address the issue of illegal exports of textile waste to countries that lack the necessary infrastructure to process it. The European Parliament and the Council will now consider the proposal, which needs to be passed before it can enter enforcement. More information can be found [here](#).



As of October 2023, France plans to implement a **bonus for repairing clothing and footwear** to encourage consumers to repair rather than dispose. With this initiative, the French government aims to reduce the national clothing waste, which currently amounts to 700,000 tonnes yearly. A fund of €154m has been set up to fund this scheme over five years and will be given out in the form of discounts between €6 and €25 per repair. More information can be found [here](#).

In case you know of other people interested in receiving our news, feel free to [share this link](#) to sign up for our textiles newsletter. You can find our previous newsletter editions [here](#).