



Promoting consumer access to sustainability information in textiles

The textiles industry is one of the largest industries in the world. Its supply-chain includes agriculture, manufacturing, processing, fabric care, use, recycling and disposal.

Broad questions:

What makes a textile company a good company?

What consumers want to know?

Do international labels provide enough clarity on different aspects of sustainability?

Guidance on how to make effective, trustworthy claims to consumers, on product-related sustainability information

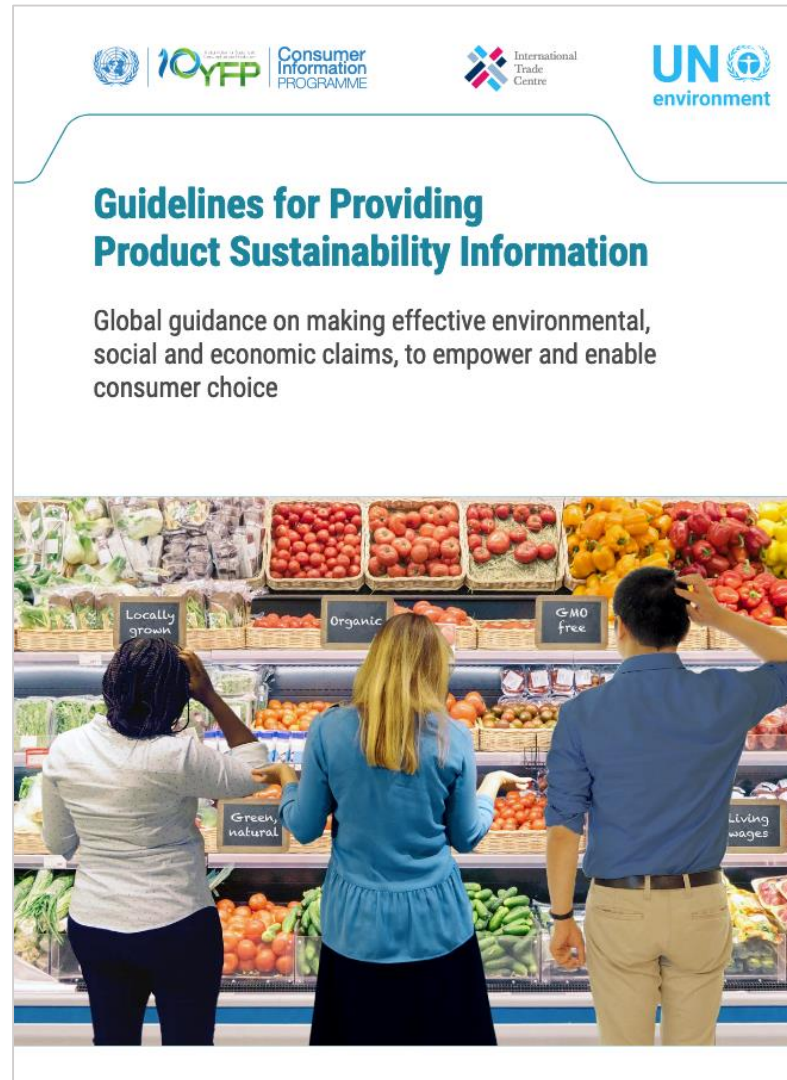
https://www.oneplanetnetwork.org/sites/default/files/guidelines_for_providing_product_sustainability_information_10yfp_ci-scp_2017.pdf

Product sustainability information - cover one or multiple sustainability dimensions

A common form of a claim is a logo

Textile industry has to explore ways of becoming sustainable:

- **to minimize resource use and pollution**
- **eliminate sexual abuse**
- **improve the safety of workers**
- **ensure the right of consumers to make an informed choice**





Future of textile industry

- reduce the use of resources, such as land, water and oil,
- ban hazardous chemicals,
- ensure reuse and recycle of products to minimize waste,
- protection of the environment and human health,
- occupational safety,
- gender equity and women's empowerment,
- meeting the demand of consumers for eco-friendly textile products

What do consumers want?*

67% find it difficult to know which clothing brands or companies meet higher ethical standards (includes environment)

46% are concerned that manufacturing of clothes that they buy have a negative impact on the environment

18% think that the fashion industry informs consumers about the environmental and social impacts of the manufacturing of their clothes

* From IPSOS Sustainable Fashion Survey 2018

Project goal

The project touches upon non-sustainable character of textile industry with the aim to suggest recommendations to address associated environmental, health and social problems and make consumers a driving force, able to shape the future of sustainable textiles.

Aim of the project

- 1. Promote the full disclosure of product sustainability information to encourage more sustainable consumption patterns via the choice, usage and disposal of consumer textiles.**
- 2. Support the development and implementation of policies and regulations that will promote public access to products sustainability information.**

Project activities:

Raising consumer awareness on textile products health and environmental effects, on more sustainable and toxic free options of textile products that are available on the market;

Compiling information about the availability of consumer information (e.g. from labels, product information, standardization organisations) and addressing existing gaps, undertaking a test of the UNEP 10YFP SCP guidelines, and publishing the results in a report;

Developing communication tools about gaps and potential solutions targeting producers and legislators and delivering to the recipients via social media platforms and direct communication.



Companies present in North America and in Europe

H&M; Zara; Tommy Hilfiger; Adidas

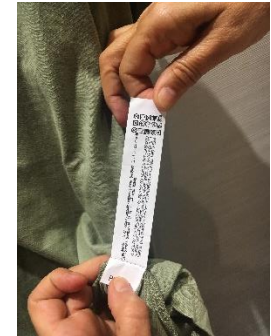
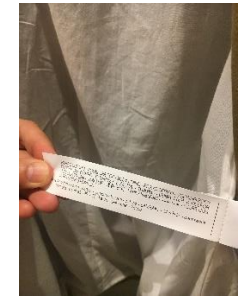
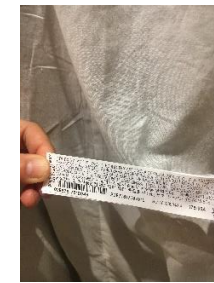
Sustainable Apparel Coalition (SAC)

- Higg Index that enables brands, retailers, and facilities „to accurately measure and score a company or product’s sustainability performance“.
- contributors to the Zero Discharge of Hazardous Chemicals Programme (ZDHC), which is a collaboration of major fashion brands, value chain affiliates and associations.

Photo of the item; price tag, label, Barcodes, Weblinks – (“to extend consumer information beyond the package or the point of sale and bypass constraints such as limited space”)

- Jackets
- Sweaters
- T-Shirts
- Trousers
- Baby clothes

5 samples from each category



How to reduce climate impact, effort and money caring for fashion the clever way

H&M



Introduced by Stella McCartney at the Copenhagen Fashion Summit in April 2014

Apparel companies such as Agnes b., Carrefour, Engelbert Strauss GmbH&Co, Esprit, Galeries Lafayette, Groupe Etam, H&M, Karmameju, KOOKAI, Marimekko, Peak Performance, Playshoes GmbH, Sevira Kids, Stella McCartney, Ragwear have adopted the Clevercare.info logo on their care labels to demonstrate that textile eco-caring is a priority for the industry

What motivates and drives consumer purchasing choice?

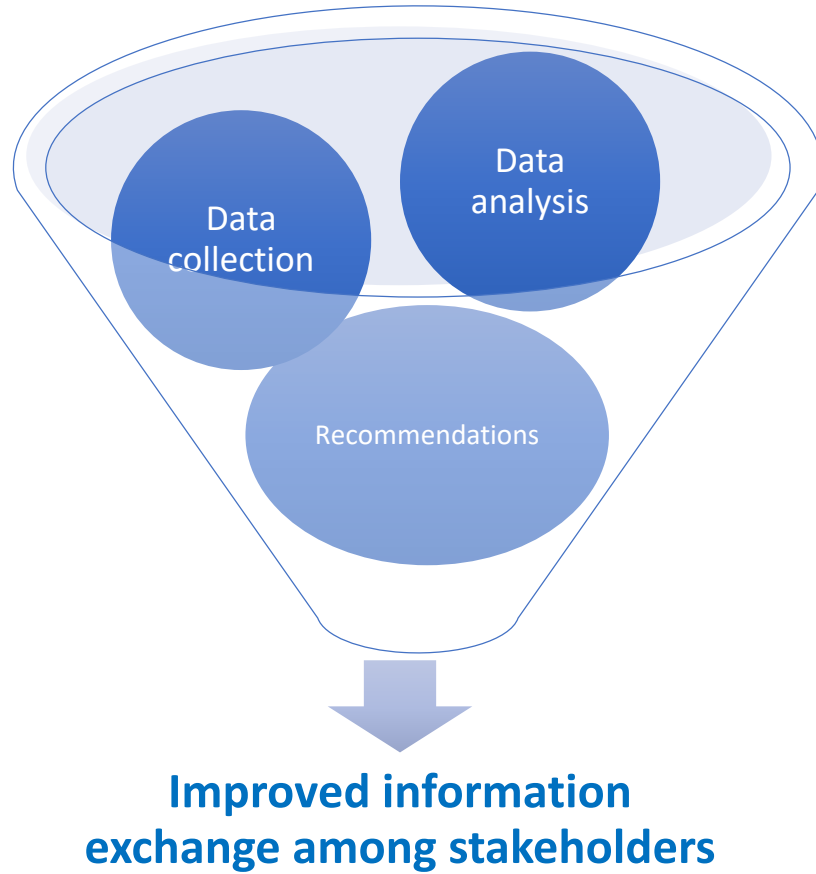
Questions to vendors

Have your customers ever asked you about the health and safety information regarding the items?

Do your customers ever express interest in products made of organic textile?

Questions to vendors

- Have you as a vendor ever received information about potential textile health effects that you should be aware of and share with the customers if needed?
- Are there any signs regarding potential health and environment effects of textile products on the product label?





Thank you!

Contact

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