



Sustainable?
Fashion

How companies provide
sustainability information
to consumers



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Introduction

The textile and fashion industries are among the largest industries in the world. Their supply-chain includes agriculture, manufacturing, and processing, as well as fabric care, use, recycling and disposal. Nearly all countries are involved in manufacturing of textile products, though the actual involvement can vary from textile and product design and development of manufacturing technologies, to actual production and shipping to numerous locations. However, all countries face the growing problem of textile waste management, which is directly linked to unsustainable textile production and use.

Being among the most polluting industries, fashion and textile industries must explore strategies geared toward improving sustainability in order to minimize resource use and pollution, improve the safety of workers, eliminate sexual abuse, and ensure the right of consumers to make informed choices. The future of sustainable textiles and fashion largely depends on the industry's ability to reduce the use of resources such as land, water and oil, and to ensure products are reused and recycled to minimize waste. Other aspects of sustainability that the textile and fashion industries focus on include protection of the environment and human health, occupational safety, gender equity and women's empowerment, as well as meeting the demand of consumers for eco-friendly textile products.

Despite obvious achievements in addressing sustainability issues within the supply chain, many textile and fashion industries still underestimate the role of consumers and their demand for more information about sustainably sourced, healthier materials. For the purpose of this paper, data collected in stores and on-line, including direct communication with retailers and consumers and the recommendations of the UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information were analyzed. The paper touches upon gaps in the current provision of product sustainability information to consumers, with the aim of suggesting a way forward which makes consumers a driving force able to shape the future of sustainable textiles and fashion.

Background

If a textile product negatively impacts people's health or the environment during its production, use and disposal, shouldn't it just be taken off shelf and substituted with a safer and more sustainable alternative? Or should brands and regulators provide consumers with information about product sustainability so that they can make an informed choice? You may think this is important and a 'must-do' by each brand in every country, but it rarely happens in execution. This leaves consumers unaware of what product to choose to avoid potential health or environmental risks.

To improve the situation, the UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information (Guidelines)¹ were developed in the frame of the Consumer Information Programme (CISCP)² of the One Planet Network³ with the aim of empowering consumers to make informed purchasing decisions that will minimize adverse impacts on people and the environment. Such information contributes to sustainable consumption that includes the purchase, use and disposal of consumer products.

According to the Guidelines, there are many channels that information providers may use to engage with consumers. Information can be provided directly on the package or point of sale, through signs or posters, online, via social media, TV or radio advertisements, on receipts, on product labels, or in instruction manuals. The information may have a single-issue (e.g. carbon footprint) or multi-issue approach (e.g. environmental footprint), and can provide a holistic perspective considering the impacts of every stage of the product's life cycle, from raw material extraction and product manufacturing, through its use and disposal ('a life cycle approach'). Logos are frequently used to assert sustainability claims (sentence/affirmation or label), to improve product visibility and marketing to consumers, often accompanied with written information and/or links to additional information.

To help information providers better communicate with consumers, the Guidelines focus on two sets of principles: fundamental and aspirational. While fundamental principles help "to establish minimum requirements that must be met when providing product sustainability information to consumers", aspirational principles "encourage ambition, improvement and sustainability leadership over time."⁴ Under each principle, instructions are provided to help users better understand its requirements.

Application of both types of principles is especially important due to the growing interest in sustainable products among consumers. For example, the recent report by Lyst⁵ indicates a 66% increase in searches for sustainable fashion since 2018 with 187% increase in page views for sustainable denim brands. Consumers look for sustainable related keywords like "ethical brands" and "econy!". They give preference to brands which do their best in achieving both sustainability principles and are transparent about their environmental and social impact.

In our project we looked at four textile brands:⁶ H&M, Adidas, Tommy Hilfiger, and Zara. The motivation for conducting this research was to better understand what sustainability information is available on the products from these brands that helps consumers make an informed decision. The methodology for collecting data is described the methodology part of this report.





CHAPTER 1

The consumer perspective on the future of textile and fashion industries

The sustainability of the fashion industry largely depends on the work of regulators and product manufacturers, including their suppliers. But very often the work they do is not enough, and it is here that consumers have a meaningful role to play by encouraging both industry and regulators to ensure product sustainability.

For consumers to make informed decisions regarding their clothing, they must be aware of the issue at hand. Awareness involves not only having access to relevant information, but also ensuring it is easily understood and accessible by all.

The recent Oeko-Tex's study of sustainability, "The Key to Confidence: Consumers and Textile Sustainability Mindsets, Changing Behaviors, and Outlooks,"⁸ shows that six in ten consumers globally are interested in knowing if the clothes or home textiles they purchase are safe from harmful substances and produced in environmentally and socially responsible ways. About 17 % of consumers globally have purchased certified clothing and 47 % will purchase eco-friendly clothing after they learn ten facts about the textile industry.⁹

The Oeko-Tex's study reveals that 53 % of 11,200 respondents from 10 countries are interested in knowing if clothing is certified safe from harmful chemicals; 52 % check if eco-claims are true; 31 % of respondents like to know small steps brands have taken to be sustainable, even if not fully green; while 50 % of consumers confirmed that they would prefer responsible textile brands, noting a need for brands to tell their sustainability story across a variety of communication vehicles. This will help consumers to get the information they want easily.

In 2018 HEJSupport coordinated a survey conducted by students at McMaster University, Canada as part of their research project on consumer knowledge surrounding synthetics and cotton in the textile industry.¹⁰ The survey explored some of the global cultural beliefs and social understandings of fast fashion, cotton and synthetic garments and environmental impacts.

The responses indicated that on average, approximately 20.74 % of consumers check their label always, 69.55 % check

their label sometimes and 9.72 % never check their label. When asked what information they felt they should be provided with upon purchasing their clothing, the number one answer was the chemical content of the clothing with 69.35 % in favour of this information being disclosed. The remaining results are as follows: country of production (68.62 %), who made the article/their working conditions (68.52 %), the associated health impact on consumers (63.44 %), environmental impacts (59.36 %), means of disposal (42.96 %), and none of the above (5.11 %). Furthermore, a vast majority of consumers prefer that the information is provided via the label.

In addition, upon questioning whether there are better alternative materials, approximately 69.75 % were unsure. Those that were sure indicated that sustainable alternative materials included wool, hemp, silk, bamboo, linen, and fur (but, they were uncomfortable with that idea because of animal cruelty). Some also stated that recycled synthetics are a good alternative. However, a majority indicated that cotton is the best alternative. On average, consumers were neutral when it came to wanting to better understand the sustainability of the clothes that they bought. Similarly, they were neutral about paying more for better, more sustainable clothing. Consumers who indicated that they were interested in learning more about their clothing also indicated that they would be willing to pay more for their clothing. However, some respondents indicated that although they would like to wear more sustainably sourced, healthier materials, they simply could not afford them.¹¹

The survey clearly indicated the important role consumers may play in improving the sustainability of the textile industry. However, significant gaps in information exchange and communication between textile brands and consumers undermine the ability of the latter to play an important role in improving the environmental safety and sustainability of the textile industry.

The next Chapter will shed light on the work companies are doing to become sustainable. However, consumers remain largely unaware about the work being done at the supply chain level.

CHAPTER 2

Company sustainability strategies: progress via plans

This chapter analyses what consumers can find about the sustainability strategies of the retail companies and brands selected for this report. H&M, Zara, Tommy Hilfiger, and Adidas are all internationally operating brands, covering different price ranges and segments of the fashion industry. All four brands are operating in Germany and Canada, where we obtained the samples for this report. The information presented here was collected from a consumer perspective, driven by the desire to know what consumers could easily find out about the companies and brands, primarily from information provided on their own websites. This chapter does not aim to provide detailed research originating from many sources

H&M

H&M Group consists of eight defined brands - H&M, COS, Monki, Weekday, & Other Stories, H&M Home, ARKET and Afound. It is one of the founding members of the Sustainable Apparel Coalition (SAC)¹² and benefits from the Higg Index¹³ that enables brands, retailers, and facilities “to accurately measure and score a company or product’s sustainability performance”. The Higg Index is comprised of tools¹⁴ to help companies redesign models to reduce negative impact and improve sustainability through the supply chain. It targets different steps of a product’s life, and can be used by product designers, factory managers, and retailers.

Since 2010 H&M has been a member of Better Cotton Initiative¹⁵, which is a non-profit organization helping its partners to source more sustainable cotton.

In 2019 H&M Group was qualified among the top 10% of global sustainability leaders and was included for the seventh time in the Dow Jones Sustainability World Index and the Europe Index. According to Anna Gedda, head of sustainability at H&M Group, “This is a strong recognition for our high ambitions on the mission to transform our business and the fashion industry to becoming fully circular, climate positive and a fair partner to all the people around us.”¹⁶ In 2018 H&M obtained the highest possible score in the categories of Quality & Recall Manage-

ment, Social Reporting, Environmental Reporting and the best industry score in Supply Chain Management.

H&M Sustainability report of 2018¹⁷ clearly shows company’s efforts to address challenges faced by the textile industry. This inter alia includes a new Water Roadmap for the supply chain which contains key goals and actions up until 2022; and a new packaging strategy and roadmap for the entire value chain.

H&M collaborates with well-known environmental advocacy groups like WWF, focusing on water stewardship and animal species at risk of environmental threats like water pollution or climate change.¹⁸

H&M took pledge to phase out hazardous chemicals indicated in the frame of Greenpeace Detox My Fashion campaign¹⁹ from their production line. The company’s major successes in achieving hazardous free fashion are highlighted in the latest Greenpeace report Destination Zero – Seven Years of Detoxing the Clothing Industry²⁰ and associated Annexes²¹. It inter alia stated that H&M has succeeded in the substitution of hazardous chemicals (perfluorinated compounds) with safer alternatives.

According to Anna Gedda, H&M has an ambition to be fully circular, including inter alia the goal to only use recycled or other sustainably sourced materials by 2030. However, studies conducted by H&M in 2019 identified the concentration levels



of eight groups of chemicals from the company’s Restricted Substances List²² in recycled cotton textiles²³. Such data presented challenges to the company on its way towards full circularity.

H&M believes that by 2030 it can align on a harmonized standard and ensure full disclosure and transparency as well as phase hazardous chemicals out of their products and processes.²⁴ That is why H&M became a contributor to the ZDHC Programme²⁵, which is a multi-stakeholder group working collaboratively to implement responsible chemical management practices. Partnership with the ZDHC Programme demonstrates H&M Group’s intention to become more sustainable and ensure that its water consumption is minimized and its products are free from toxic chemicals and made “in good working conditions, without the involvement of child labour, in conformity with the fair-trade rules”²⁶.

In 2019 H&M initiated a process of developing and implementing a positive list²⁷ of chemicals so that only those to be considered from the product design phase are present in their products. This initiative will help the company to ensure that no unwanted chemicals are present in their garments.

H&M Group recognizes the importance of being transparent to empower the customer’s choice. The company’s strategy is to disclose information about where and how a product has been made, the materials used, and its social and environmental impacts. More specific information such as which factory a product was made and what materials were used to make the product, was planned to be available to customers in 2019.

In 2019 the company had also planned to offer the following information to customers in H&M online stores for all H&M textiles, footwear, and accessory products:

- Information about each product’s material, including how sustainable it is, and
- The specific sustainability goals for it.
- Where each product is produced, down to a country, supplier and factory level.
- Information about how to recycle the garment and why it is important to do so.

Our further research shows that these plans have been largely implemented. H&M textile products now disclose information about the material of the product, sustainability goals for each component of the product, and the address of the manufacturer and supplier.

Adidas

Adidas is a brand umbrella, which has several subsidiary brands, including Reebok, Adidas Originals, and TaylorMade. Adidas is a pioneer member of the Sustainable Apparel Coalition (SAC) – a group that now includes 250 companies with more than 10,000 manufacturers which use its Higg Index for measuring environmental and social impact of products within the supply chain.

Adidas has used the Higg Index since 2014 to increase sustainability across the supply chain. As a result, by 2020 the company aims to achieve 50% water savings at apparel material suppliers.²⁸

Adidas took the pledge to phase out hazardous chemicals indicated in the frame of Greenpeace Detox My Fashion campaign²⁹ from their production line. The company's successes in achieving hazardous free fashion are highlighted in the latest Greenpeace report Destination Zero – Seven Years of Detoxing the Clothing Industry³⁰ and associated Annexes.³¹ The report inter alia stated that Adidas has succeeded in the elimination of PFCs (the chemical family PFAS – per and polyfluoroalkyl substances) from their products.

Adidas' approach to sustainability for 2020 is focused on the following three dimensions: human rights; product priority; and people priority.³² The company is also committed to using more sustainable cotton, while taking the following factors into account, such as land use, elimination of hazardous substances, animal welfare, energy consumption and water consumption.

The company is a founding member of the Better Cotton Initiative (BCI), which commits "to reduce the use of pesticides, promote efficient water use, crop rotation and fair working conditions"³³. However the BCI product mark does not necessarily imply Better Cotton content of a labelled product.³⁴ The BCI logo on packaging does not mean the product is made of "physically traceable Better Cotton". It means that a retailer or brand is committed to sourcing better cotton.³⁵ Being a BCI member, Adidas has the option to use product packaging as a channel to communicate to consumers about its commitment to more sustainable cotton production.

According to the information provided by Adidas, in 2018, 100% of the cotton used by the company globally was either

Better Cotton or organic cotton supplied by Turkey, Brazil, US, Mali, Pakistan and India. However, such information is not available to consumers on Adidas products screened in the frame of the current research.

In September 2019, for the 20th year in a row, Adidas has been included in the Dow Jones Sustainability Indices (DJSI). DJSI evaluate the sustainability performance of the largest 2,500 companies listed in the Dow Jones Global Total Stock Market Index.³⁶ Adidas was ranked best in its industry in the criteria of Brand Management, Information Security/Cyber Security & System Availability, Environmental Policy & Management Systems, Operational Eco-Efficiency, Social Reporting and Talent Attraction & Retention.

Five years ago, in 2014, the Adidas Group announced a strategic partnership with bluesign[®] technologies³⁷ that provides assessment tools for responsible chemistry in the textile industry. The bluesign[®] system is recognised as a reliable indicator of sustainability for consumers and is focused on managing chemicals within the supply chain right from the manufacturing process.³⁸ This includes inter alia management of restricted chemicals and the elimination of hazardous chemicals in the supply chain. The bluesign[®] system sets standards for environmentally safe textile production³⁹, including resource productivity, consumer safety, air emissions, occupational health and safety, and water releases. By using these standards, a company ensures that their products meet very stringent consumer safety requirements.

Adidas is committed to full transparency of hazardous chemical use in its global supply chain, including disclosure on the IPE Platform.⁴⁰ As a result, since 2017 suppliers accounting for 80% of Adidas global wet processes by volume have been disclosed on the IPE platform on an annual basis.⁴¹

Despite obvious progress toward reaching the ambitious goal to be a sustainable company, Adidas has focused primarily on being a sustainable business while falling behind on much-needed communication with consumers. A well-known Adidas logo overshadows the availability of information about product sustainability leaving consumers largely unaware of Adidas' sustainability goals and achievements in making its supply chain and product manufacturing truly sustainable.

Sustainability Assessment (CSA) and the Dow Jones Sustainability Indices (DJSI).⁴² However, in February 2019 PVH corporation was invited to participate in the SAM Corporate Sustainability Assessment.⁴⁴

To achieve the goal in the realm of chemical management aimed at eliminating hazardous chemicals from its products and manufacturing processes, PVH adopted the Sustainable Apparel Coalition Higg Facility Environmental Module and became a member of ZDHC.⁴⁵ PVH has a restricted substance list (RSL)⁴⁶ and a Chemical Management Action Plan⁴⁷.

According to Rank a Brand, an international community of responsible consumers, Tommy Hilfiger is "on its way towards sustainability, but more improvement is needed"⁴⁸. The brand has to work more on the reduction of carbon emissions, cleaner production processes, more frequent use of sustainable materials, and improvement of labor conditions.⁴⁹

Tommy Hilfiger's corporate sustainability strategy⁵⁰ includes, inter alia, plans that by 2020 all products are made at facilities that uphold workers' rights and amplify their voices; where water, energy and chemicals are sustainably managed. By 2020 the company also plans to reduce greenhouse gas emissions and packaging.

Both Tommy Hilfiger and its parent company PVH use the Ellen MacArthur Foundation definition of Circular Economy, focusing on "the three principles of Designing out Waste and Pol-

ZARA

Zara is among eight brands owned by Inditex, one of the world's largest fashion retailers. Inditex collaborates with international initiatives and partner with a range of organisations in the effort to achieve quality, traceability and sustainability in its work. Inditex partners include the Zero Discharge of Hazardous Chemicals (ZDHC) initiative⁵¹, the Organic Cotton Accelerator⁵⁴, and the Textile Exchange. Inditex also participates in the Sustainable Apparel Coalition (SAC) and benefits from using its main initiative, the Higg Index. Inditex is a member of the Better Cotton Initiative (BCI) and shares its aim to improve global production and to contribute to the future of the cotton sector, both in the social and environmental scope.

Inditex took the pledge to phase out hazardous chemicals indicated in the frame of Greenpeace Detox My Fashion campaign²⁹ from their production line. The company's major successes in achieving hazardous free fashion are highlighted in the latest Greenpeace report Destination Zero – Seven Years of Detoxing the Clothing Industry³⁰ and associated Annexes³¹. Inditex published a list of its wet-processing suppliers and their water waste results. It has been awarded with the highest rating by Greenpeace in 2016 for its exemplary approach to transparency, and its phase out of PFC chemicals in the production processes.

For the third year in a row, the Dow Jones Sustainability Index has ranked Inditex the most sustainable company in the global retailing industry with the best practices among the environmental, social and economic dimensions⁵⁸. The highest scores were obtained in the following categories: Supply Chain Management, Strategy for Emerging Markets, Contribution to Society and Philanthropy and Human Rights.

By following the Inditex approach, Zara considers sustainability as one of its core values. In September 2017, Zara launched Join Life, a brand of womenswear that employs organic cotton, recycled polyester and recycled cotton, as well as finishing techniques that consume less water⁵⁹.

lution, Keeping Products and Materials in Use, and Regenerating Natural Systems"⁵¹. By 2020 Tommy Hilfiger plans to procure 100% of its cotton from more sustainable sources, integrate circularity in its designs, and provide more products made with sustainable materials each year.

Tommy Hilfiger is one of the leading Retail and Brand Members of the Better Cotton Initiative.⁵² By 2030 the company plans to use sustainable materials only.

However, besides the statements about the sustainability plans of the brand Tommy Hilfiger, no information is provided about the sustainability of products currently available in stores or on-line. Our research shows a serious gap between the sustainability plans and their implementation, which significantly complicates the communication between the brand and its customers.

The Join Life⁶⁰ collection demonstrates the brand's focus on sustainability and improved customer experience. This inter alia includes⁶¹: respect workers and the environment; 90% of Zara's stores are eco-friendly; Zara.com's servers and offices consume energy from renewable sources.

The number of garments featuring the Join Life environmental excellence label was anticipated to double in 2019. For a product to be qualified for the Join Life line, factories and suppliers must meet certain strict requirements to ensure all products are sustainable during the whole product lifecycle.⁶²

It means that they use more sustainable raw materials such as organic cotton, recycled polyester and focus on water and energy friendly processes.

Inditex also plans to incorporate cotton from garments collected through Zara's clothing-takeback program as a way towards the "circular economy," where products are designed and made to be recycled to avoid landfilling or incineration.

In July 2019 Inditex announced that by 2025 all of the cotton, linen and polyester used by Zara and all other brands owned by the company will be organic, sustainable or recycled.⁶³ Additionally, it has committed to zero landfill waste, as well as the elimination of plastic bags and all single use plastics for customer sales by 2020 and 2023, respectively. The company also announced that "by 2025, renewable sources will power 80% of the energy consumed by their distribution centers, offices, and stores."⁶⁴

Zara runs a programme where customers and employees can drop off their used clothing, footwear and accessories. The collection points are available in some stores with the aim to expand the number of collection points to all Zara stores by 2020.⁶⁵ The clothes are being donated to non-profit partners for resale, repair or recycling.

Conclusion

All four companies screened as part of the project demonstrate significant efforts to become sustainable (See Table 2.1). They partner with known initiatives that assist their members in achieving social, ecological and economic improvements in the supply chain. They also have publicly available sustainability strategies or corporate responsibility strategies, which include their ambitious goals on transparency, plans and roadmaps aimed to increase positive environmental and social impact through the supply chain. These companies are focused on ensuring human rights and worker safety, minimizing or eliminating hazardous chemicals in products and processes, and reducing carbon emissions.

The targeted companies were either screened or invited to be screened under the Dow Jones Sustainability World Index,

which is a recognition of their achievements on the mission towards becoming truly sustainable.

However, despite some successes, the target companies still have minimum or no connection with consumers regarding the sustainability measures they have taken, which makes consumers largely unaware of such progress. Our research showed that vendors were not aware of any sustainability information that could be provided to consumers. They were not given any trainings or provided with information about the sustainability of the products they sell. In addition, gaps in the exchange of information on the sustainability of products outside the supply chain minimize the impact of consumers on the textile industry, which significantly slows the transition to sustainability.

Table 2.1

	Availability of a sustainability strategy/sustainability reports or corporate responsibility report	Member of Sustainable Apparel Coalition (SAC) ⁶⁵	Member of Better Cotton Initiative (BCI) ⁶⁷	Screened under the Dow Jones Sustainability World Index ⁶⁸	Company committed to Greenpeace Detox My Fashion campaign ^{69/70}	Contributor to Zero Discharge of Hazardous Chemicals Programme (ZDHC) ⁷¹	IPE DETOX Platform ⁷²	Partnership for Sustainable Textiles ⁷³
H&M	https://sustainability.hm.com/	X	X	X	X	X	X	X
Adidas	https://www.adidas-group.com/en/sustainability/managing-sustainability/general-approach/	X	X	X	X	X	X	X
PVH/Tommy Hilfifer	https://responsibility.pvh.com/ https://global.tommy.com/en_int/about-us-corporate-sustainability	X	X	PVH was invited to be screened in 2019	No	X	X	No
Inditex/ZARA	http://static.inditex.com/annual_report_2016/en/sustainable-strategy/sustainable-strategy/ https://www.zara.com/es/en/sustainability-11449.html?v1=1080580	X	X	X	X	X	X	No



CHAPTER 3

Consolidated information resource about labels on textile products: gaps and needs

As with many other product groups, consumers are confronted with many textile products labels. There are company owned ones, labels from standard organisations, state driven ones and the ones from independent organisations, industry or NGOs.

The website www.ecolabelindex.com lists 19 labels for both textiles-only products and products linked to textiles. The website www.textilestandards.com lists 73 different labels and standards. The ITC Standards Map lists 53 voluntary standards for cotton and 57 for textiles.⁷⁴ Besides these lists, there are many more related labels like the FCS⁷⁷ and PEFC⁷⁶ for sustainably-sourced wood for viscose production, or the new Green Button⁷⁷ label by the German Ministry of Development.

How should consumers ever comb through the enormity of available information, and how should they know which labels they can trust?

Our research shows obvious gaps in the current efforts of companies to provide consumers with a consolidated information resource regarding labels on textile products. Based on our customer interviews, they are unsure of the following: reliability of labels and sustainability statements, chemical ingredients in products, working conditions at production sites, justification and audit of information available on brand and company websites compared to information provided on product labels.

Although there are so many labels, not many of them appear directly on clothing in stores or on products sold online. One of the reasons for this might be high environmental and social standards required for product design that companies have to meet to be able to use the logos. For example, Blue Angel⁷⁸ has proven itself over the past 40 years as a reliable guide for a more sustainable consumption, but still the Blue Angel logo for textile product is not used by any fashion company. Others appear on clothing, but remain meaningless because they are unknown, or consumers do not have additional information to confirm the validity of the label.

Below is the list of labels that frequently appear on textile products. However, many more labels can be found on clothing which may confuse consumers or distract their attention from the most important labels. To change the situation and make consumers and brands work together to ensure the sustainability of textile production processes and products, a consolidated information resource is needed that provides detailed description of all justified textile labels with data based on the fundamental and aspirational principles of the UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information (see more information in Chapter 5).



Examples of labels found on textile products based on the information from their websites

Better Cotton Initiative (BCI)⁷⁹

The BCI logo on packaging does not mean the product is made of physically traceable Better Cotton. It means that a retailer or brand is committed to sourcing better cotton and invest in BCI farmers.⁸⁰

bluesign^{® 81}

The bluesign[®] system sets standards for environmentally safe textile production, including resource productivity, consumer safety, air emissions, occupational health and safety, and water releases. By using these standards, a company ensures that the products meet stringent consumer safety requirements.

BMP Certified Cotton⁸²

The Australian BMP Cotton trademark is a consumer guarantee that the branded textile product they are buying is made of Australian cotton grown under Best Management Practices by growers who care for the environment.

Coop Naturaline: Switzerland⁸³

Companies who produce the textiles certified COOP Naturaline must meet the basic standards of the International Labour Organization (ILO), be certified at least according to the criteria of the BSCI (Business Social Compliance Initiative), and must meet the SA 8000 certification.

eco-INITIUT⁸⁴

Using eco-INITIUT label means that products fulfill the strictest requirements on pollutants and emissions following the latest state of research and science. By now more than 100 manufacturers trust eco-INITIUT-Label.

EU Ecolabel⁸⁵

The EU Ecolabel is a label of environmental excellence that is awarded to products and services meeting high environmental standards throughout their life cycle: from raw material extraction, to production, distribution and disposal.

Global Organic Textile Standard⁸⁶

The Global Organic Textile Standard (GOTS) is the worldwide leading textile processing standard for organic fibres, including ecological and social criteria, backed up by independent certification of the entire textile supply chain

Green Shape⁸⁷

Green Shape label offers functional, environmentally friendly products made from sustainable materials. It ensures fair working conditions throughout the supply chain.

Migros ECO⁸⁸

Migros ECO is a label for textiles that guarantees that no substance likely to cause allergies or irritation, or to be harmful to the environment has been used throughout the manufacturing chain. It also attests to environmental preservation and workforce health and safety.

Naturtextil Best⁸⁹

"Naturtextil BEST" values environmental and social criteria along the whole textile production chain. Main requirements are: 100 % certified organic fibers, restricted fiber processing methods (bleaching, chlorination, mercerization etc.), limited range of dyes and auxiliaries, no input of hazardous substances (e.g. formaldehyde, PCP, TCP, heavy metals, AOX and many more), Accessories (buttons, pockets etc.) made with natural raw materials, high quality parameters, residue tests in the ready garment, ILO conventions plus living wages.

Oeko-Text Standard 100plus⁹⁰

Oeko-Tex Standard 100plus is a product label providing textile and clothing manufacturers with the opportunity to highlight the human-ecological optimisation of their products as well as their efforts in production ecology to consumers.



CHAPTER 4

Information on product sustainability available to consumers

Based on the information about the existing garment labels, a study of the availability of such labels on the garments produced by H&M, Adidas, Tommy Hilfiger and Zara was conducted. In addition, the accessibility of sustainability information on product labels sold in stores and on-line was analyzed. For this research we randomly screened 5 items per brand and product group in randomly selected stores in Canada and Germany. In total we screened 200 items. All these items included labels with washing instructions and addresses of the brands in different languages. The overview of the research is presented below.

H&M

In Canada and Germany, we found two dominant sustainability labels on the clothes that we randomly picked for this research. One was the Clevercare label, found mainly in Canada, and the other one was Conscious, found in Germany and Canada.

Our research showed that the clothing labels directly available on the targeted H&M products are from H&M's Clevercare.⁹¹ These labels were introduced by Stella McCartney at the Copenhagen Fashion Summit in April 2014.⁹² Clevercare.info is developed in collaboration with Swiss global standard wash care label company Ginetex⁹³, which joined the Sustainable Apparel Coalition (SAC) in May 2017.⁹⁴

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, and Ragwear have adopted the Clevercare.info logo on their care labels to demonstrate that textile eco-caring is a priority for the industry.⁹⁵

The Clevercare labels provide care instructions designed to help customers get the most out of their clothing through proper care, which should help to reduce climate impact and make the clothing last longer. They give advice which leads to water and energy savings through less frequent machine-washing and drying, as well as guidance on ironing and professional laundering techniques.

The Clevercare labels help consumers take better care of their products so that they are used longer thus promoting sustainable consumption. However, these labels do not help

Fig. 4.1: Examples of Clevercare logo available on H&M products sold in stores



Fig.4.2: H&M green Conscious hang tags



consumers, with an interest in product sustainability, understand what it means to make informed purchasing decisions that will contribute to the well-being of people who make these products as well as to the environment. Examples of the Clevercare label available on H&M products sold in stores are presented in Fig 4.1.

What sustainability information can consumers find when shopping on-line?

Consumers looking for products on-line will not find the Clevercare label on the products. This label may be present on the tag attached to the product; but it is not seen on-line (See Fig. 4.3). If a consumer clicks on the Product Sustainability button, information regarding H&M's plans to improve product sustainability will appear (See Box 4.1 for details).

The website describes the green Conscious hangtags as an indication that garments contain at least 50% sustainable mate-

Beside the Clevercare labels, H&M green Conscious hang tags were found on some products screened in stores. The tag also contained a reference to the H&M website where more information could be found (See Fig 4.2).⁹⁶

rials, such as organic cotton and recycled polyester. However, this information does not give consumers a clear indication as to whether products they want to buy meet these criteria.

For example, information for Conscious products sold on-line includes a very general explanation of what product sustainability means for H&M Group; H&M's goal to use 100% recycled or other sustainably sourced materials by 2030; product content (cotton, elastane, viscose, other) with a general statement about the aims towards alternative materials; information about suppliers, including the address and the number of employees

Fig. 4.3: Example of the information on products sold on-line

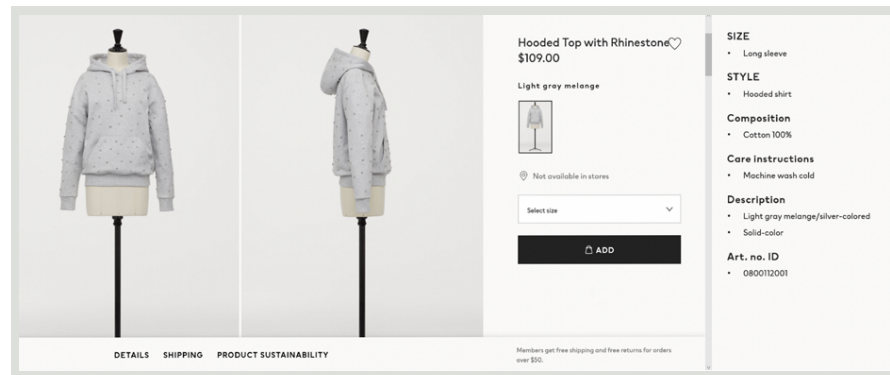
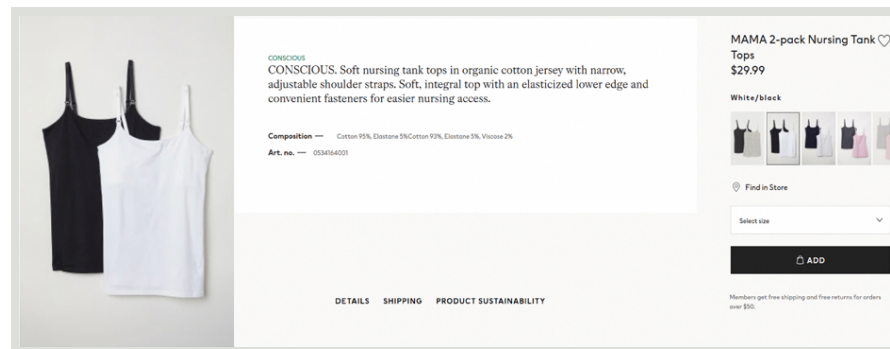


Fig. 4.4: Conscious – Sustainable Style



(See Fig.4.4). There is also a note that all suppliers and factories must sign the Sustainability Commitment, which includes requirements for fair wages and good working conditions for all. If a consumer clicks on Product Sustainability button, information regarding H&M's plans to improve product sustainability will appear (See Box 4.2 for details)

In addition, the scanning function of the H&M App was tested. The website promised that customers could obtain environmental information by scanning the barcode on the label. There were technical difficulties because the search function for scanning could not always be opened and the search function for photographing was not always aimed at the right product. When the barcode scanner has been opened, scanning errors have occurred, for both barcodes and QR codes.

Lack of proper information for consumers about product sustainability can lead to confusion among customers who are interested in purchasing environmentally friendly products and who want to make sure that the production of these products does not harm workers, consume less water or emit less greenhouse gases.

Box 4.1: Information on product sustainability as it appears on the H&M website⁹⁷

PRODUCT SUSTAINABILITY We believe that greater transparency will help lead the change towards a more sustainable future. As a step in this long-term commitment, we're sharing how and where our products are made wherever possible.

MATERIALS Our goal is to use 100% recycled or other sustainably sourced materials by 2030. **Cotton** is the fibre we use the most, but it's a challenging material that needs a lot of water to grow. Our aim is for all our cotton to be sustainably sourced by 2020.

Currently, we're using three types of sustainably sourced cotton: organic cotton, which is grown without chemical pesticides and fertilisers, and contains no genetically modified organisms; recycled cotton, which comes from used garments and textile leftovers; and cotton sourced through the BCI (Better Cotton Initiative), which helps reduce stress on the local environment and improves the welfare of farming communities.

OUR SUPPLIERS This product has been produced in one of the following countries: China Suppliers and factories for this product. All our products are made by independent suppliers, often in developing countries where our presence can make a real difference. Our business helps to create jobs and independence, particularly for women – consequently lifting people out of poverty and contributing to economic growth. We only work with partners who share our respect for people and the environment, and who are willing to work with us to improve their practices. All suppliers and factories must sign our strict Sustainability Commitment, which includes requirements for fair wages and good working conditions for all. We employ dedicated sustainability staff in our worldwide production offices to make sure the commitment is followed.

BE A FASHION RECYCLER! You too can help the environment and make fashion more sustainable. Bring unwanted clothes or home textiles to any H&M store and they will be re-worn, reused or recycled.

Box 4.2: Information on product sustainability for products with Conscious labels as it appears on the H&M website⁹⁸

PRODUCT SUSTAINABILITY

We believe that greater transparency will help lead the change towards a more sustainable future. As a step in this long-term commitment, we're sharing how and where our products are made wherever possible.

MATERIALS

Our goal is to use 100% recycled or other sustainably sourced materials by 2030.
Cotton 95%, Elastane 5%
Cotton 93%, Elastane 5%, Viscose 2%

Cotton

Cotton is the fibre we use the most, but it's a challenging material that needs a lot of water to grow. Our aim is for all our cotton to be sustainably sourced by 2020. Currently, we're using three types of sustainably sourced cotton: organic cotton, which is grown without chemical pesticides and fertilisers, and contains no genetically modified organisms; recycled cotton, which comes from used garments and textile leftovers; and cotton sourced through the BCI (Better Cotton Initiative), which helps reduce stress on the local environment and improves the welfare of farming communities.

Elastane

Conventional elastane is a commonly used fibre which gives fabric elasticity. The fibre is made from oil, which is a fossil resource. We are exploring the development of sustainable alternatives to conventional elastane, such as recycled elastane and bio-based elastane.

Viscose

Viscose is a regenerated cellulose fibre commonly made from wood, but the raw material could also consist of other cellulosic material. We are aiming to ensure that all wood used to make cellulosic fibres comes from sustainably managed forests or plantations. We are also engaging in research and development of recycled viscose made of used cotton textiles, and are also actively working with developing more sustainable processes to create viscose like fibres.

OUR SUPPLIERS

This product has been produced in one of the following countries:
Bangladesh

Suppliers and factories for this product:

All our products are made by independent suppliers, often in developing countries where our presence can make a real difference. Our business helps to create jobs and independence, particularly for women – consequently lifting people out of poverty and contributing to economic growth. We only work with partners who share our respect for people and the environment, and who are willing to work with us to improve their practices. All suppliers and factories must sign our strict Sustainability Commitment, which includes requirements for fair wages and good working conditions for all. We employ dedicated sustainability staff in our worldwide production offices to make sure the commitment is followed.

BE A FASHION RECYCLER!

You too can help the environment and make fashion more sustainable. Bring unwanted clothes or home textiles to any H&M store and they will be re-worn, reused or recycled.

Adidas

Based on our research of products from Adidas, in Canada and Germany there were no sustainability labels directly available on textile products from five targeted product types screened in-store. In Germany we could only find a label in various languages advertising CLIMACOOL, which is a fabric that is supposed to keep the body cool, and has no sustainability impact. (See Fig. 4.5).

A football jersey had a label warning that "sliding too fast across indoor floors could cause friction burns where floor, suit, and skin meet".

One item had a small label with various numbers on it, with- out explanation of what they meant, and a small QR-code that was impossible to scan (see Fig. 4.6).

Information provided to customers in both Germany and Canada included: washing instructions, country where the product was manufactured, address of the company, and product's material. No additional information regarding product sustainability was available on the product label.

What sustainability information can consumers find when shopping on-line?

The Adidas website shows plenty of information about the company's sustainability, including a roadmap for 2020. The roadmap includes targets for factors such as water savings, waste reduction, replacing conventional cotton with sustainable cotton, energy savings, reduction of virgin plastic bags, rolling out a global product take back program, achieving 100% sustainable input chemistry and phasing out hazardous chemicals. On the website consumers can find global factory lists⁹⁹ and work- place standards and labor rights documents.¹⁰⁰

However, consumers looking for sustainability information for concrete products will not be satisfied as such informa-

Fig.4.5: Example of CLIMACOOL label on Adidas garment



Fig. 4.6: Example of various numbers on the label of Adidas garment



tion is not available. For concrete products only washing instructions and extra care information can be obtained on-line (See Fig. 4.7).

Fig.4.7: Examples of product information available on-line

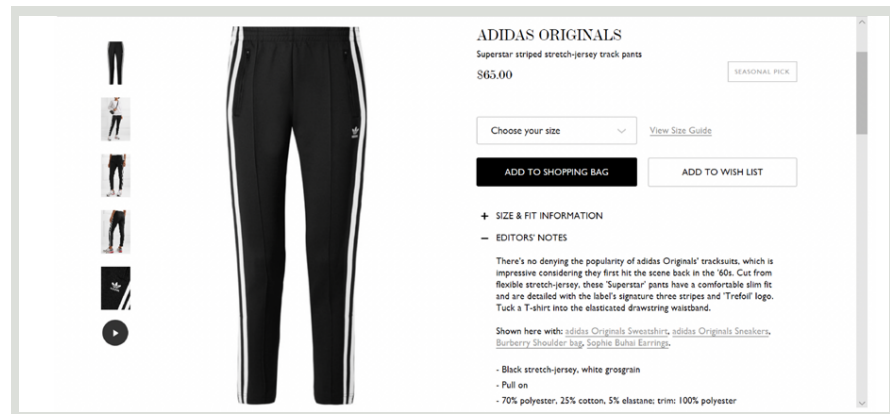
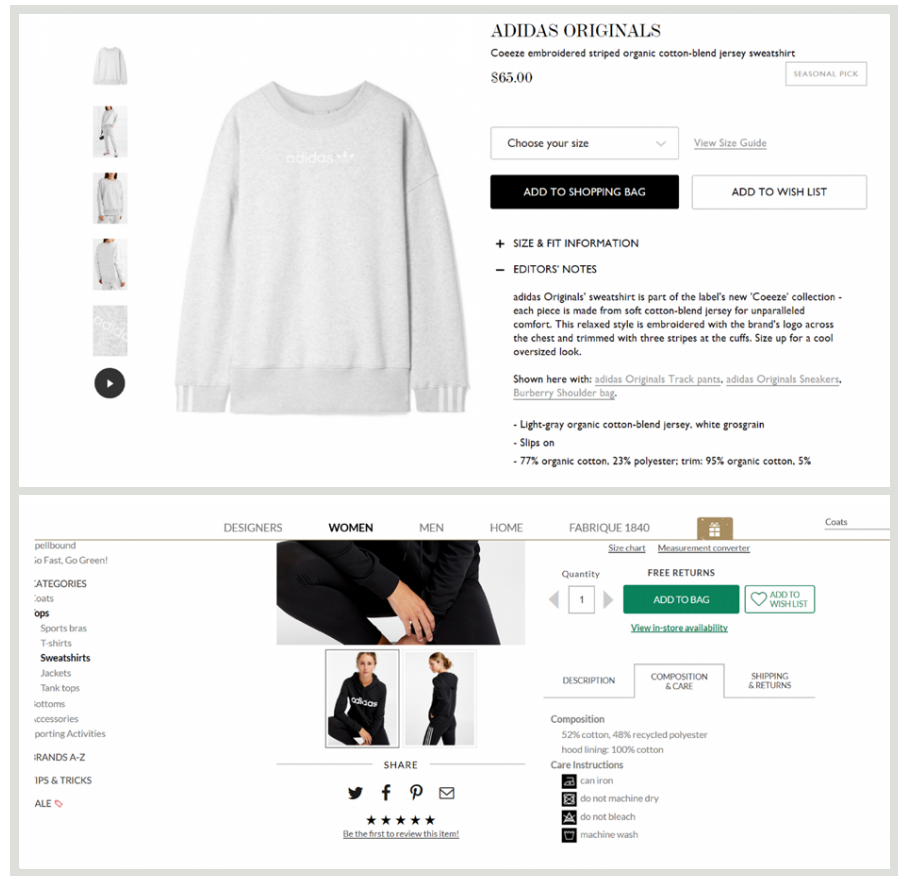


Fig.4.7: Examples of product information available on-line



Tommy Hilfiger

The labels on the garments from Tommy Hilfiger found in the chosen stores in Canada and Germany contained information about the fabric, the country where it was produced, the addresses of retailers and the company's own addresses in different countries, as well as washing instructions. In addition, a label of the Better Cotton Initiative was also found on one product (Fig. 4.8) in Germany.

No additional information about product sustainability the BCI label was provided to customers at the point of sale, no information was available to sellers and they could not answer any additional questions about product sustainability or about the label.

Fig.4.8: Example of label of the Better Cotton Initiative



What sustainability information can consumers find when shopping on-line?

Shopping on-line does not provide customers with clear information about the sustainability of available products. Washing or other product care instructions were not even available for customers to review prior to ordering a product.

The Tommy Hilfiger websites providing sustainability information do not contain any information connected directly to products. Nor do they contain links to sustainability reports, audits or other proof to the presented general information.

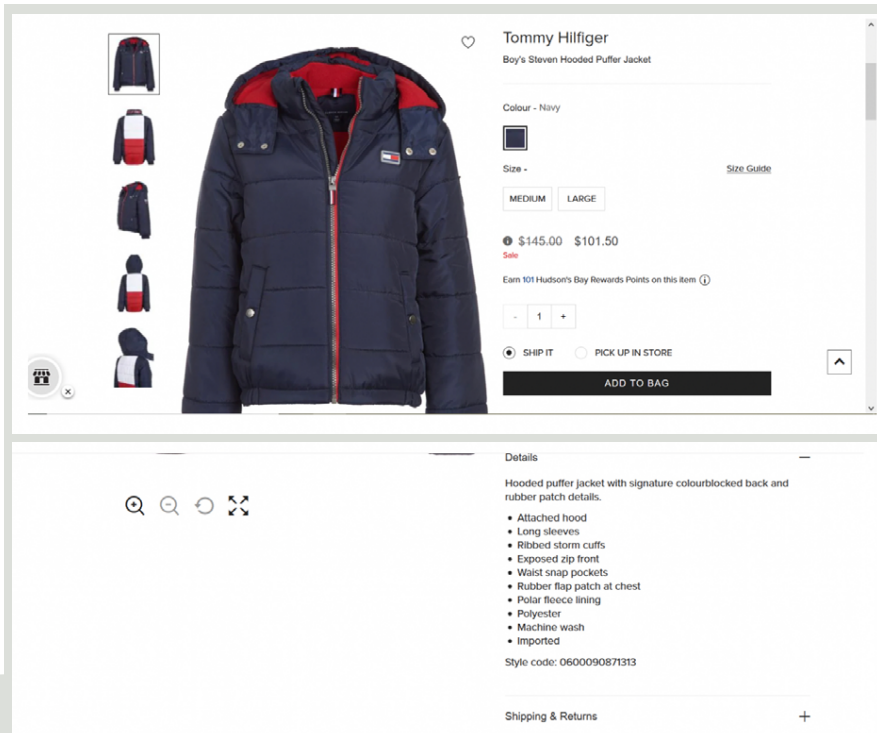
General information about company's approach towards sustainability is available where a few examples are displayed.¹⁰⁷ Under the headline "Opportunity for all" the company says: "We believe in equality of opportunity. So, our 2020 targets include sourcing all our products from factories that uphold worker's rights and support worker engagement and representation and providing opportunities to social entrepreneurs." In the box Circle Round the company claims that "We aim to create fully circular products, where all materials are part of a sustainable loop. To help us achieve this, our 2020 targets range from procuring

100 % of our cotton from more sustainable sources to integrating circular principles like waste minimalization and recyclability into our designs." In the section Fit for Life the brand states: "Our ambition is to operate with sensitivity to planetary boundaries from what we buy to where we sell. In a step to get there, we have set ambitious targets to achieve by 2020: from taking an active role in water stewardship to reducing our greenhouse gas emissions."

Tommy Hilfiger is one of the three brands owned by PVH. The company has a dedicated corporate responsibility website¹⁰⁸ for its brands called Forward Fashion. However, it is extremely difficult for customers to find this information. First, they need to know that PVH is the company behind Tommy Hilfiger. There are no direct links from the brand's websites to the PVH website.

Besides the general information about the sustainability approach of the brand Tommy Hilfiger, consumers cannot find any useful information about concrete sustainability aspects directly linked to the products they buy or want to buy. It is impossible to find out under which environmental and social circumstances the product has been produced (See Fig 4.9).

Fig.4.9: Example of product information available on-line



ZARA

Though information on sustainability provided on the Inditex website is rather comprehensive (See Chapter 2 for details), analysis of information on product labels in Zara stores show that consumers do not have a chance to get enough information about sustainability aspects of the clothes sold by Zara. Information on the product label includes addresses of Zara in several languages, washing instructions, the manufacturing place, the type of fabric and Zara's general website address (See Fig 4.10). Sometimes the website address is covered by the price discount tag (See Fig.4.11).

All price tags in Zara stores contain a recycling sign and the FSC label (See Fig. 4.12). The FSC label likely refers to the material the price tag is being made of and not to the product itself. It is unclear why the price tag shows a recycling sign, and if the sign refers to the product or the price tag. It is interesting that the tag contains better sustainability information than the actual product.

Besides the bar-code there is a QR-code on the price tag with no further information what the QR-code is about. The scan of the QR-code leads in some cases to a product webpage, displaying more information about the product content, however no sustainability information is available there. In some cases, the QR-code scan leads to a page-not-found website of Zara.

One pair of pants, one t-shirt and one sweater contained the Join Life logo with no further explanation or a reference to the website where more information about the logo could be found (See Fig. 4.13)

One shirt had a label with a logo Join Life and the text "Care for water, produced using less water", plus a small FSC logo and a recycling logo. No further information was provided.

A label on another shirt displayed the logo Join Life and "Care for fiber" with no explanation of its implications. No website address was provided where a more detailed information could be found. See Fig. 4.14.

Fig.4.10: Example of information available on the logo of the product sold in store

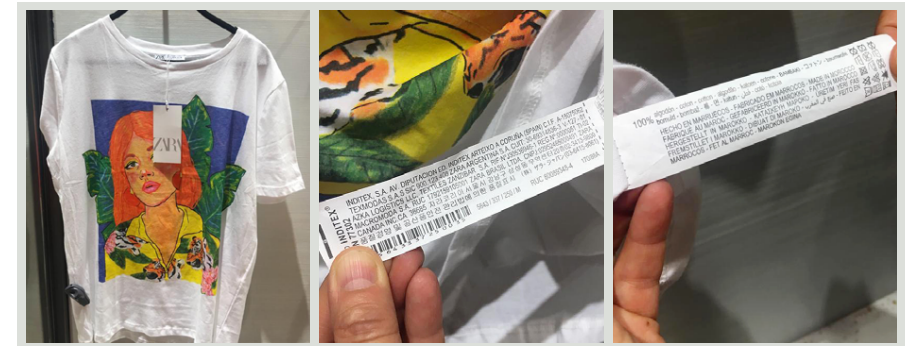


Fig. 4.11: Example of information on product labels in Zara stores



Fig.4.12: Example of a recycling sign and the FSC label



Fig.4.13: Example of Join Life logo on Zara products sold in stores



Fig.4.14: Examples of FSC logo, Care for Water logo and Care for Fibre logo



What sustainability information can consumers find when shopping on-line?

Shopping on-line provides customers with more detailed information about product sustainability. Besides general information about Zara's sustainability plans¹⁰³, no further explanation

about the sustainability of concrete products available on-line is provided. (See Fig 4.15)

The exceptions are products of Zara's Join Life collection.¹⁰⁴ These products include Join Life logo accompanied by Care for Fibre, Care for Water or Care for Planet logos. In addition, the website contains an explanation of what the Join Life logo means for concrete products. (Fig 4.16)

Fig.4.15: Example of product information available on-line.

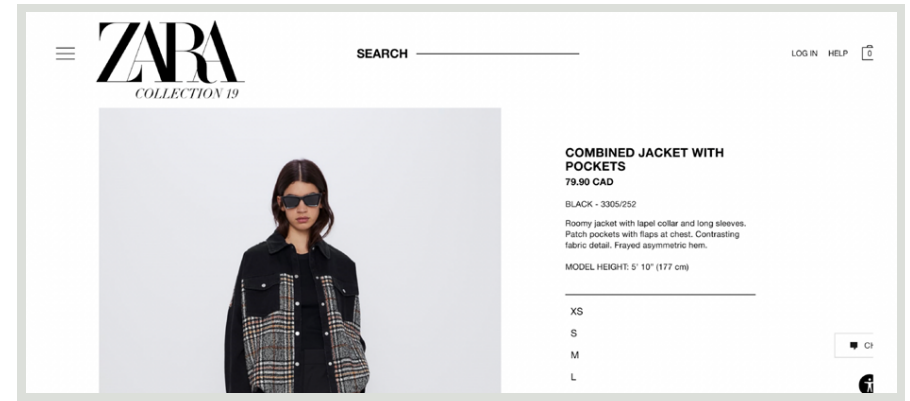
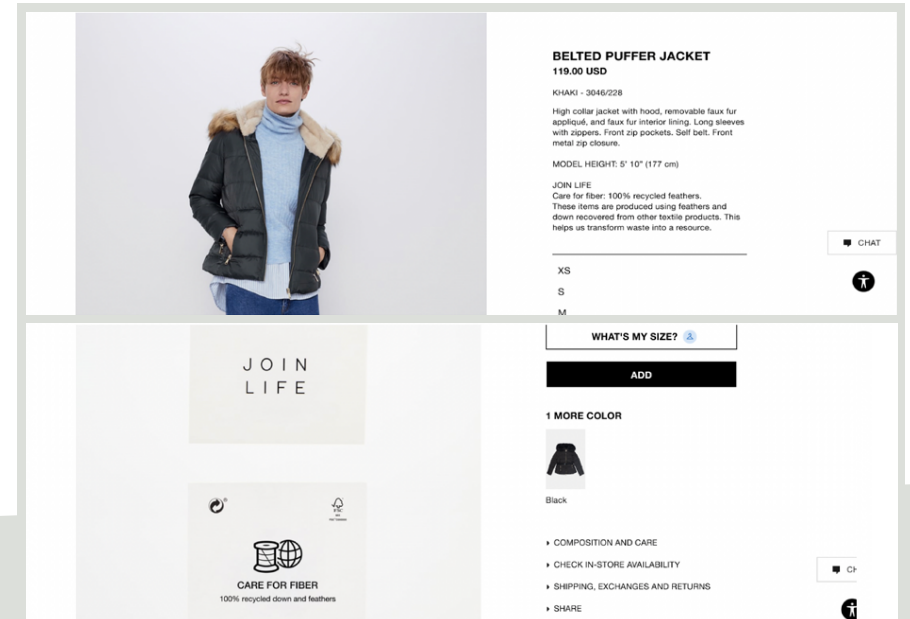


Fig 4.16: Example of product sustainability information available on-line



Conclusion

By analyzing the product sustainability information available in stores and on-line, it can be concluded that target companies are far from achieving full disclosure of necessary information to consumers. Additional work should be done to provide con-

sumers with information on the sustainability of specific products. Table 4.1 below summarizes the results of the survey conducted in stores and online for the products under the four target brands.

Table 4.1

	Website address	Information on product sustainability available on in-store product labels	Information on product sustainability available for e-store products	Availability of sustainability claims on the product label	Information provided by vendors in stores
H&M	https://sustainability.hm.com/	<ul style="list-style-type: none"> • address of company • washing instructions • country of manufacturing • type of fabric • label Clevercare • H&M conscious collection, website address 	<p>Products from Conscious Collection: Statement that each item is made from 50% recycled polyester, lyocell, organic cotton or recycled wood. Description of the product; Material composition; Address of the supplier and factory</p> <p>Other products also contain product sustainability information like the information for products from Conscious Collection.</p>	<ul style="list-style-type: none"> • H&M conscious, website address 	none
Adidas	https://www.adidas-group.com/en/sustainability/managing-sustainability/general-approach/	<ul style="list-style-type: none"> • address of the company • washing instructions • country of manufacturing • type of fabric • explanations of washing instruction icons • climacool advertising • small QR-code (not working) 	washing instructions; extra care information	none	none
Tommy Hilfiger	https://dk.tommy.com/sustainability	<ul style="list-style-type: none"> • address of company • washing instructions • production of product manufacturing • type of fabric • logo and website address of BCI 	<p>General information about company's approach towards sustainability is available at https://global.tommy.com/en_int/about-us-corporate-sustainability.</p> <p>The website does not contain any sustainability information connected directly to products.</p>	Logo and website address of BCI	none
ZARA	https://www.inditex.com/our-commitment-to-the-environment	<ul style="list-style-type: none"> • address of company • washing instructions • country of product manufacturing • type of fabric • logo Care for Water • logo FSC • logo Recycling • logo Care for Fiber • Join Life label • QR code 	<p>Shopping on-line provides customers with minimum information about product sustainability. Besides general information about Zara's sustainability plans available at https://global.tommy.com/en_int/about-us-corporate-sustainability, no further explanation about the sustainability of concrete products available on-line is provided.</p> <p>The exceptions are products of Zara's Join Life collection. These products include Join Life logo accompanied by Care for Fibre, Care for Water or Care for Planet logos. In addition, the website contains explanation of what Join Life logo means for concrete product.</p>	<ul style="list-style-type: none"> • Join Life label • Care for Water label • Care for Fibre label • Care for Planet label 	none

CHAPTER 5

How textile brands apply the fundamental and aspirational principles of the UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information

The question of how to make effective and trustworthy sustainability claims to consumers led the members of the UN's One Planet Network to the development of the UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information. The Guidelines focus on the information provided to consumers and serve as a navigator for companies for communicating product sustainability information, which is in line with SDG Target 12.8 (by 2030 ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature).

The Guidelines refer to claims that cover one or multiple sustainability dimensions (economic, environment, social) of product sustainability information. The mindset of companies communicating to consumers should be driven by life cycle thinking, having a hotspot analysis approach and should focus on mainstreaming sustainability.¹⁰⁵

The Guidelines consist of five fundamental principles and five aspirational principles. The users of sustainability claims should at least comply with all five fundamental principles.

Brands and companies should avoid general sustainability benefit claims, such as "eco-friendly", "pollutant-free", or "clean". Greenwashing, as an attempt to mislead consumers, can materialize in the form of exaggeration, claims that cannot be verified, or claims that are irrelevant.

To help companies improve the way they communicate with consumers about product sustainability, a self-assessment tool¹⁰⁶ was developed in the frame of the UN's Consumer Information Programme and is based on the UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information.

The tool includes five sections which each correspond to a part of the Guidelines. It also provides instructions on how to proceed:

- 1 Include your personal information and select the product sustainability claim that you will analyse in the exercise (claims can take multiple forms such as labels, voluntary standards and certification, product declarations, ratings, marketing claims, foot printing, life cycle assessments, and other ways of communicating with consumers on environmental, social and economic issues connected to products).
- 2 Progress through the self-assessment tool reflecting on the claim in relation to the Mindset of the Guidelines.
- 3 Progress reflecting on the claim in relation to the Fundamental Principles.
- 4 Move towards the Aspirational Principles.
- 5 Learn, reflect and grow!

Several textile companies have already conducted self-assessments based on the questionnaire in the tool¹⁰⁷. Their assessment showed the practicality of applying the Guidelines in the textile sector. These companies include Textile Exchange¹⁰⁸, Aditya Birla Fashion and Retail Ltd¹⁰⁹, and dna-merch¹¹⁰. Each of them analysed different standards they use to communicate sustainability issues to their consumers.

For example, Textile Exchange analyzed its Responsible Wool Standard (RWS), which aims to ensure that wool comes from sheep that have been treated responsibly, and from farms that consistently strive to improve methods of land management, for example through protecting soil, preventing erosion, and helping restore land health over time. In the case study Textile Exchange further highlighted that "consumers can verify product claims with the certification numbers that appear on tags by contacting Textile Exchange or the certification body, the name of which also appears on the product labels of product-specific claims".¹¹¹

Fundamental Principals



RELIABILITY

Build your claims on a reliable basis

- Accurate and scientifically true
- Robust and consistent
- Substantiated data and assumptions



RELEVANCE

Talk about major improvements, in areas that matter

- Significant aspects ('hotspots') covered
- Not masking poor product performance, no burden shifting
- Genuine benefit which goes beyond legal compliance



CLARITY

Make the information useful for the consumer

- Exclusive an direct link between claim and product
- Explicit and easy to understand
- Limits of claim clearly stated



TRANSPARENCY

Satisfy the consumer's appetite for information, and do not hide

- Developer of the claim and provider of evidence published
- Traceability and generation of claim (methods, sources, etc.) published
- Confidential information open to competent bodies



ACCESSIBILITY

Let the information get to the consumer, not the other way around

- Clearly visible: claim easily found
- Readily accessible: claim close to the product, and at required time and location



THREE DIMENSIONS OF SUSTAINABILITY

Let the information get to the consumer, not the other way around

- Clearly visible: claim easily found
- Readily accessible: claim close to the product, and at required time and location



BEHAVIOUR CHANGE AND LONGER TERM IMPACT

Help move from information to action

- Insights from behavioural science applied
- Consumers actively encouraged to play a role, where appropriate
- Logner-term relationship built with consumer



MULTI-CHANNEL AND INNOVATIVE APPROACH

Engage wiht consumers in diverse ways

- Various complementing communication channels used
- Different user groups addressed with different channels
- Information complementary and not overloading the consumerr



COLLABORATION

Work with others to increase acceptance and credibility

- Broad range of stakeholders included in claim development and communication
- Joint communication channels employed
- Inclusive language used to make consumers feel part of a movement



COMPARABILITY

Help consumers choose between similar products

- Product comparisons substantiated and helpful for consumers
- Approaches initiated by government or third parties followed
- Specific guidance followed

Source: UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information

The case study provided by Aditya Birla Fashion and Retail Ltd is one more example of the use of the product sustainability claim. The claim focuses on the dyeing process and is based on a Life Cycle Assessment that compared the environmental impacts of the EarthColors® natural dyes used in Earth Chinos with conventional petrochemical dyes. As it is mentioned by the company, "the connection between the claim and the product is clear and additional details are available online to support a better understanding of the claim. Consumers can access detailed information in progress infographics and videos available online".¹¹²

dna merch, a German company selling custom printed organic t-shirts, describes its sustainability claim as "made with dignity, worn with attitude".¹¹³ It refers to the workers who sew the t-shirts and who work under conditions of mutual respect,

equality and inclusion. In addition, dna merch uses one percent of its sales to promote better working conditions for workers in South Asia's textile industry. While assessing the practical application of the Guidelines' principles, the company explains that its claim meets both the fundamental and the aspirational objectives of the Guidelines' principles. The company saw value in the exercise and stated that "In our future development we'll be happy to apply the Guidelines to other claims."¹¹⁴

One aim of this report is to show whether the sustainability claims of the four chosen textile brands comply with the UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information. This will indicate how serious the brands are in communicating sustainability claims to their clients. Detailed information based on the questionnaire provided in the self-assessment tool is presented in Chapter 6.



CHAPTER 6

Product sustainability claims analysis on the basis of the fundamental principles of the UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information

Based on the information provided in Chapter 4, the following sustainability claims were found on the products sold by the target brands: H&M Clevercare; H&M Conscious; Zara Join Life (Care for Fiber, Care for Water, Care for Planet), the Tommy Hilfiger Better Cotton Initiative.

Each claim was analyzed based on the fundamental principles of the UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information and the relevant self-assessment tool. In addition, three standards, certification and labeling schemes (SCLs) were also analysed using the self-assessment tool to better understand what sustainability information is provided to consumers. The following SCLs were considered: bluesign®, Blue Angel, Global Organic Textile Standard (GOTS).

The tables below include information on the reliability, relevance, clarity, transparency and accessibility of the statements. Each of the five fundamental principles was accompanied by detailed questions to help assess how companies and SCLs communicate sustainability information to consumers.

The conducted analysis provides a basic understanding of how to move forward in order to provide consumers with complete information about the sustainability of products they want to purchase.

H&M “Clevercare”

Table 6.1

H&M Clevercare						
RELIABILITY	Build your claims on a reliable basis Accurate and scientifically true Robust and consistent Substantiated data and assumptions Ensure that the message conveyed follows and reflects the evidence you have (what has been measured or evaluated) Be sure, or obtain confirmation from the experts who provide the evidence, that their methods and data are state of the art Be aware of exclusions, limitations and assumptions that were used in building the evidence for the claim and communicate them	Is there a scientific basis for the claim, what has been evaluated or measured? Are selected methods, standards and data endorsed or applied by governments, NGOs or competitors; or provided or backed by reliable scientific institutions? How did you verify the information / data? The claim is ... 1- Self-declared / self-assessed 2- Peer-reviewed 3- Third-party certified Is the verifying organisation accredited to recognized standards or codes of practice If the claim is based on an expected change in consumer behaviour, what provides the proof for the change?	Probably yes, but there is no reference to scientific publications to justify the claim. Yes, many companies endorsed the label. The label aims to educate consumers to take better care of the fabric. There is no verification applicable. There is no verification applicable. Yes, but there is no proof.	The label aims to educate consumers to take better care of the fabric. There is no reference to scientific publications for the claim. The claim is endorsed by many companies, however there is no link between the product and the logo. It is not relevant for verification, because the claim is not linked to the product sustainability, but to the education of consumers.		
	RELEVANCE	Talk about major improvements, in areas that matter Significant aspects ('hotspots') covered Not masking poor product performance, no burden shifting Genuine benefit which goes beyond legal compliance	Highlight product characteristic or innovations that really make a difference to the overall sustainability performance of the product Make sure that the subject of the claim is in an area that is integral to the product Check legal requirements before making a claim, so that your product is significantly better than what is already required by law	No. The claim is not directly connected to the sustainability performance of the product. It focusses solely on consumer education. No No	The claim is not linked to the product sustainability, but to the education of consumers. The intention of the logo is not to mask poor product performance; however, it misleads consumers because they already see other signs for product care and "Clevercare" just duplicates information.	
		CLARITY	Make the information useful for the consumer Exclusive and direct link between claim and product Explicit and easy to understand Limits of claim clearly stated Avoid vague, ambiguous and broad "general environmental/social benefit" claims Share information that helps consumers understand their role in improving product performance and the impact of their consumption Provide simple guidance on how consumers can alter or improve their consumption behaviour	Connection between claim and product is clear enough, no thinking that is also valid for other products The limits of the claim are clearly stated All visual methods of communication are clear and unambiguous (no technical language, no unclear images, no exaggeration) Are additional details available elsewhere? Is context or a reference system provided, so that consumers can better understand the impact of their consumption?	No, there is no connection between the label and the product, because the claim is about educating consumers and not the product sustainability. The claim also applies to any textile product. No, the claim does not provide any limits and can be applied to all textile products. No, the logo is even misleading. It is not clear what it is about. And the consumers need to go to the website to try to find out. Yes, on the website ¹⁵ . Yes, the label educates consumers about sustainable handling of clothes.	There is no connection between the label and the product, because the claim is about educating consumers and not the product sustainability. The claim also applies to any textile product. The logo is even misleading. It is not clear what it is about. And the consumers need to go to the website to try to find out.

TRANSPARENCY	Satisfy the consumer's appetite for information, and do not hide Developer of the claim and provider of evidence published Traceability and generation of claim (methods, sources, etc.) published Confidential information open to competent bodies Allow the consumers to evaluate the information that underpins the claim Provide comprehensive information Adapt the information supply to the consumer's interest and product-related needs: from general, easy to understand to detailed and complex where appropriate Do not make a claim when the underlying information is considered confidential	Can the consumer trace the data/information behind the claim and how is it generated? Is there a list of the bodies/ stakeholders involved in the development process available? Can the underlying information who developed the claim and who provided the evidence of the claim be made available to the public and/or at least to a competent authority?	No, there is no data behind the claim, as it is focused on education of consumers about sustainable handling of clothes. Yes, and information is on the website. However, a multistakeholder approach has not been applied. Yes, and it is available on the website ¹⁶ .	It is transparent that Ginetex developed the logo, and who the members are. The logo does not allow the consumers to evaluate the data behind the claim, and in fact there is no data behind the claim, as it is focused on education of consumers about sustainable handling of clothes. The logo does not satisfy the consumers appetite for information, as it is not linked to the product itself or the process of product manufacturing. It puts the whole workload on the consumers instead of encouraging the companies to produce sustainable products.	
	ACCESSIBILITY	Let the information get to the consumer, not the other way around Clearly visible: claim easily found Readily accessible: claim close to the product, and at required time and location	Is the claim readily accessible at the time and location the consumer needs it? Is the claim close to the product and accessible without the help of external devices? Are there any barriers that impair access to the information?	Yes Yes No	The logo is very well accessible to consumers. However, the content of the logo is not satisfying.

Summary of analysis: H&M “Clevercare”

According to the analysis, the label “Clevercare” it is not clear what it is about, and in order to find out, the consumer must do an online search. The relevance of the label is not very high in the context of sustainability, as the claim is not about product sustainability, but about educating consumers about how to better care for the fabrics. The purpose of the logo is not to mask the poor performance of the product. However, it misleads consumers as they already see other signs of product care, such as washing instructions. In this way, the Clevercare logo mainly duplicates information about product care. It is clear that Ginetex has developed the logo, and who are its members. However, the label's reliability is low, as there are no references to scientific publications for the claim, and the label does not allow consumers to evaluate the data behind the claim. The label does not satisfy consumers' appetite for information about product sustainability, as it is not related to the sustainability of the product itself or to the production process. It places the entire work load on consumers, rather than encouraging companies to produce sustainable products. The logo is very well accessible to consumers. However, the content of the logo is not satisfactory.

H&M “Conscious”

Table 6.2

H&M Conscious					
RELIABILITY	Build your claims on a reliable basis Accurate and scientifically true Robust and consistent Substantiated data and assumptions Ensure that the message conveyed follows and reflects the evidence you have (what has been measured or evaluated) Be sure, or obtain confirmation from the experts who provide the evidence, that their methods and data are state of the art Be aware of exclusions, limitations and assumptions that were used in building the evidence for the claim and communicate them	Is there a scientific basis for the claim, what has been evaluated or measured? Are selected methods, standards and data endorsed or applied by governments, NGOs or competitors; or provided or backed by reliable scientific institutions? How did you verify the information / data? The claim is ... 1- Self-declared / self-assessed 2- Peer-reviewed 3- Third-party certified	No scientific basis, but self-declaration of material. No, this is not available for consumers. Self-declared	The label is based on a voluntary commitment by H&M; the content covers the BCI commitment; the content varies on different labels; no information about certification or proof of information is available. On one website ¹⁸ it is claimed that the “Conscious” label can be applied when 50 % of the material is sustainable such as organic cotton and recycled polyester. It is not being specified what “sustainable” material means. Looking at specific items like shirts ¹⁹ , there is no explanation what kind of cotton, eg. BCI or organic etc, is being used in the product, although it is being stated that the goal is to use 100 % recycled or other sustainable sources for materials by 2030. The same applies for the other used or post consumer materials.	
	RELEVANCE	Talk about major improvements, in areas that matter Significant aspects (‘hotspots’) covered Not masking poor product performance, no burden shifting Genuine benefit which goes beyond legal compliance	Highlight product characteristic or innovations that really make a difference to the overall sustainability performance of the product Make sure that the subject of the claim is in an area that is integral to the product Check legal requirements before making a claim, so that your product is significantly better than what is already required by law		Yes, for products sold in store. The information covers the sustainability performance of the product. No, for products sold online, because the provided information is too general and refers to H&M plans for the future rather than describing product sustainability characteristics. Yes The claim goes beyond legal requirements.

Summary of analysis: H&M “Conscious”

The label “Conscious” is based on a voluntary commitment of H&M. The content covers the BCI commitment and varies on different labels. Consumers have no information about certification or proof of information available on the label at point of sale. On one website²² it is claimed that the “Conscious” label can be applied when 50 % of the material is sustainable such as organic cotton and recycled polyester. It is not being specified what “sustainable” material means. Looking at specific items like shirts²³, there is no explanation

CLARITY	Make the information useful for the consumer Exclusive and direct link between claim and product Explicit and easy to understand Limits of claim clearly stated Avoid vague, ambiguous and broad “general environmental/social benefit” claims Share information that helps consumers understand their role in improving product performance and the impact of their consumption Provide simple guidance on how consumers can alter or improve their consumption behaviour	Connection between claim and product is clear enough, no thinking that is also valid for other products The limits of the claim are clearly stated All visual methods of communication are clear and unambiguous (no technical language, no unclear images, no exaggeration) Are additional details available elsewhere? Is context or a reference system provided, so that consumers can better understand the impact of their consumption?	Yes, for products sold in store, the information covers the sustainability performance on the product. No, for products sold online, because the provided information is too general and refers to H&M plans for the future rather than describing product sustainability characteristics. Yes, for products sold in store, no, for products sold online. Yes Yes, but just general information the website ¹⁷ . Yes	For products sold in store, the information covers the sustainability performance on the product. Product sustainability information for products sold online is too general and refers to H&M plans for the future ²¹ rather than describing product sustainability characteristics.	
	TRANSPARENCY	Satisfy the consumer’s appetite for information, and do not hide Developer of the claim and provider of evidence published Traceability and generation of claim (methods, sources, etc.) published Confidential information open to competent bodies Allow the consumers to evaluate the information that underpins the claim Provide comprehensive information Adapt the information supply to the consumer’s interest and product-related needs: from general, easy to understand to detailed and complex where appropriate Do not make a claim when the underlying information is considered confidential	Can the consumer trace the data/information behind the claim and how is it generated? Is there a list of the bodies/ stakeholders involved in the development process available? Can the underlying information who developed the claim and who provided the evidence of the claim be made available to the public and/or at least to a competent authority?		Not fully. There is transparency about suppliers (name and contact address) for products sold online only. No No. It is not clear how and by whom the sustainability claim was developed.
		ACCESSIBILITY	Let the information get to the consumer, not the other way around Clearly visible: claim easily found Readily accessible: claim close to the product, and at required time and location		Is the claim readily accessible at the time and location the consumer needs it? Is the claim close to the product and accessible without the help of external devices? Are there any barriers that impair access to the information?

what kind of cotton, eg. BCI or organic etc, is being used in the product, although it is being stated that the goal is to use 100 % recycled or other sustainable sources for materials by 2030. The same applies for the other used or post consumer materials. Information regarding the suppliers is available for products sold online, but not for products sold in store. Consumers cannot evaluate the information that underpins the claim.

Zara Join Life

Table 6.3

Zara Join Live (Care for Fiber, Care for Water, Care for Planet)				
RELIABILITY	Build your claims on a reliable basis Accurate and scientifically true Robust and consistent Substantiated data and assumptions Ensure that the message conveyed follows and reflects the evidence you have (what has been measured or evaluated) Be sure, or obtain confirmation from the experts who provide the evidence, that their methods and data are state of the art Be aware of exclusions, limitations and assumptions that were used in building the evidence for the claim and communicate them	Is there a scientific basis for the claim, what has been evaluated or measured? Are selected methods, standards and data endorsed or applied by governments, NGOs or competitors, or provided or backed by reliable scientific institutions? How did you verify the information / data? The claim is ... 1- Self-declared / self-assessed 2- Peer-reviewed 3- Third-party certified	Yes, more information is available at websites (1 ¹²⁴ , 2 ¹²⁵). Requirements for Join Life products are given on this website ¹²⁶ . The claim is self-declared by Zara, but backed by some certified labels like GOTS and others ¹²⁷ .	The claim is accurate and true and based on certified labels. However, it is not easy for the consumer to find that out, as it is not easy to find the necessary information on the website.
		Is the verifying organisation accredited to recognized standards or codes of practice	Yes, explanation is provided at this website ¹²⁸ .	
		If the claim is based on an expected change in consumer behaviour, what provides the proof for the change?	Yes, it is based on consumer behaviour change so that they care better for the planet. However, there is no proof for change.	
		Highlight product characteristic or innovations that really make a difference to the overall sustainability performance of the product	Yes, the claim highlights the overall performance of the product, including the sustainability of the materials and the production process, e.g. water consumption.	The significant aspects of sustainability are mainly covered by the claim.
		Make sure that the subject of the claim is in an area that is integral to the product	Yes, it applies to the material as such and some production topic like water use.	
		Check legal requirements before making a claim, so that your product is significantly better than what is already required by law	The requirements of the label go beyond regulations.	
RELEVANCE	Talk about major improvements, in areas that matter Significant aspects ('hotspots') covered Not masking poor product performance, no burden shifting Genuine benefit which goes beyond legal compliance	Connection between claim and product is clear enough, no thinking that is also valid for other products The limits of the claim are clearly stated	Yes, the connection is clear and linked to the products. No, as "Join Life" can mean a lot of different things.	Two of the three parts of Join Life are well explained; however, the "Care for Planet" label is not well explained and might be even misleading as it cannot be understood by a layperson. "Care for Planet" label applies only to leather and PU products, but the name "Care for Planet" does not have a link to leather and PU. The abbreviation PU should be explained.
	Make the information useful for the consumer Exclusive and direct link between claim and product Explicit and easy to understand Limits of claim clearly stated Avoid vague, ambiguous and broad "general environmental/social benefit" claims Share information that helps consumers understand their role in improving product performance and the impact of their consumption Provide simple guidance on how consumers can alter or improve their consumption behaviour	All visual methods of communication are clear and unambiguous (no technical language, no unclear images, no exaggeration) Are additional details available elsewhere? Is context or a reference system provided, so that consumers can better understand the impact of their consumption?	No, because the wording "Join Life" can mean a lot of things and is understandable only if it goes with the additional logos like "Care for fibre" and "Care for water". Yes, on these websites (1 ¹²⁹ , 2 ¹³⁰). Yes, the reference system is provided on these websites (1 ¹³¹ , 2 ¹³²).	
CLARITY				

TRANSPARENCY	Satisfy the consumer's appetite for information, and do not hide Developer of the claim and provider of evidence published Traceability and generation of claim (methods, sources, etc.) published Confidential information open to competent bodies Allow the consumers to evaluate the information that underpins the claim Provide comprehensive information Adapt the information supply to the consumer's interest and product-related needs: from general, easy to understand to detailed and complex where appropriate Do not make a claim when the underlying information is considered confidential	Can the consumer trace the data/information behind the claim and how is it generated? Is there a list of the bodies/stakeholders involved in the development process available? Can the underlying information who developed the claim and who provided the evidence of the claim be made available to the public and/or at least to a competent authority?	No, the consumer cannot trace any specific data from the claim or the product attached, and has to rely on the information on the label. No, but e.g. there are some corresponding certification like GOTS, where other stakeholders are involved. Information is available on these websites (1 ¹³³ , 2 ¹³⁴).	The consumer cannot trace the claim and has to rely on the information on the label. However, this information seems to be reliable as it is based on the detailed certification process of other certified bodies.	
	ACCESSIBILITY	Let the information get to the consumer, not the other way around Clearly visible: claim easily found Readily accessible: claim close to the product, and at required time and location	Is the claim readily accessible at the time and location the consumer needs it? Is the claim close to the product and accessible without the help of external devices? Are there any barriers that impair access to the information?	Yes, but there is no website address for further information provided on the label, so that consumers have to google. Yes, no external devices are needed. No barriers, however, the information has to be searched online.	There is no website address to find further information on what the label means, so that consumers have to search on-line. If consumers do not have access to the internet, they do not have access to any further information.

Summary of analysis: Zara Join Life (Care for Fiber, Care for Water, Care for Planet)

The claim is accurate, true and based on certified labels. The information provided is backed up by the detailed certification process of other certified bodies. However, it is not easy for the consumer to find that out, as it is not easily available on the website. The significant aspects of sustainability are mainly covered by the claim as it is shown on the website. Two of the three parts of Join Life are well explained; however, this is not the case for the Care for Planet. It might be misleading and cannot be understood by a layperson. Care for Planet applies only to leather and PU products, but the name "Care for Planet" does not have a link to leather and PU. The abbreviation PU should also be explained. There is no website address for find further explanation to what the label means, so that consumers have to search on-line. However, if consumers do not have access to the internet, they do not have access to any further information.

Tommy Hilfiger Better Cotton Initiative

Table 6.4

Tommy Hilfiger Better Cotton Initiative				
RELIABILITY	Build your claims on a reliable basis Accurate and scientifically true Robust and consistent	Is there a scientific basis for the claim, what has been evaluated or measured?	Yes, scientific information is available on BCI Website.	BCI label misleads consumers as they think that the labelled product implies BCI while in fact the BCI logo does not mean the product is made of „physically traceable Better Cotton“. It means that a retailer or brand is committed to sourcing better cotton.
	Substantiated data and assumptions Ensure that the message conveyed follows and reflects the evidence you have (what has been measured or evaluated)	Are selected methods, standards and data endorsed or applied by governments, NGOs or competitors; or provided or backed by reliable scientific institutions?	Yes	
	Be sure, or obtain confirmation from the experts who provide the evidence, that their methods and data are state of the art	How did you verify the information / data? The claim is ... 1- Self-declared / self-assessed 2- Peer-reviewed 3- Third-party certified	Yes, Third-party certified.	
	Be aware of exclusions, limitations and assumptions that were used in building the evidence for the claim and communicate them	Is the verifying organisation accredited to recognized standards or codes of practice	Yes	
RELEVANCE	Talk about major improvements, in areas that matter Significant aspects ('hotspots') covered	Highlight product characteristic or innovations that really make a difference to the overall sustainability performance of the product	No, because the label does not say anything about the sustainability of the product.	The label has no relevance for the actual product that it is connected to.
	Not masking poor product performance, no burden shifting Genuine benefit which goes beyond legal compliance	Make sure that the subject of the claim is in an area that is integral to the product	No, the logo means that a retailer or brand is committed to sourcing better cotton.	
		Check legal requirements before making a claim, so that your product is significantly better than what is already required by law	There are no legal requirements.	
CLARITY	Make the information useful for the consumer Exclusive and direct link between claim and product	Connection between claim and product is clear enough, no thinking that is also valid for other products	No, because the label does not say anything about the sustainability of the product.	The claim is very general, consumers do not necessarily know what is meant by "better" cotton. But there is a link provided to the BCI website.
	Explicit and easy to understand Limits of claim clearly stated	The limits of the claim are clearly stated	No, because the claim is very general.	
	Avoid vague, ambiguous and broad "general environmental/social benefit" claims	All visual methods of communication are clear and unambiguous (no technical language, no unclear images, no exaggeration)	No, because the claim is very general.	
	Share information that helps consumers understand their role in improving product performance and the impact of their consumption	Are additional details available elsewhere?	Yes, on the mentioned BCI website.	
	Provide simple guidance on how consumers can alter or improve their consumption behaviour	Is context or a reference system provided, so that consumers can better understand the impact of their consumption?	Yes, on the BCI website.	

TRANSPARENCY	Satisfy the consumer's appetite for information, and do not hide Developer of the claim and provider of evidence published	Can the consumer trace the data/information behind the claim and how is it generated?	Yes, general data is traceable via BCI website, but the logo does not imply better content of the labeled product.	Consumers have to go to this specific website ¹²⁵ to find out what the logo means. The website cannot be reached via the general landing page of BCI. Consumers cannot find out how close Tommy Hilfiger is to achieving the BCI goal.
	Traceability and generation of claim (methods, sources, etc.) published	Is there a list of the bodies/ stakeholders involved in the development process available?	Yes	
	Confidential information open to competent bodies Allow the consumers to evaluate the information that underpins the claim Provide comprehensive information Adapt the information supply to the consumer's interest and product-related needs: from general, easy to understand to detailed and complex where appropriate Do not make a claim when the underlying information is considered confidential	Can the underlying information who developed the claim and who provided the evidence of the claim be made available to the public and/or at least to a competent authority?	No, consumers cannot find out how close Tommy Hilfiger is to achieving the BCI goals.	
ACCESSIBILITY	Let the information get to the consumer, not the other way around Clearly visible: claim easily found Readily accessible: claim close to the product, and at required time and location	Is the claim readily accessible at the time and location the consumer needs it?	Yes, but it is unclear because the logo was only attached to single items and not to all of the cotton ones.	The logo is well accessible to consumers, but not applied to all products made with cotton. (Only one out of 50 products analyzed had this label).
		Is the claim close to the product and accessible without the help of external devices?	Yes	
		Are there any barriers that impair access to the information?	No	

Summary of analysis: Tommy Hilfiger Better Cotton Initiative

The BCI label misleads consumers as they think that the labelled product implies BCI while in fact the BCI logo does not mean the product is made of „physically traceable Better Cotton“. It means that a retailer or brand is committed to sourcing better cotton. The label has no relevance for the actual product that it is connected to. The claim is very general, consumers do not necessarily know what is meant by "better" cotton. However, there is a link to the BCI website provided on the label. Consumers have to go to this specific website to find out what the logo means, however the website that contains relevant information cannot be reached via the general landing page of BCI. Consumers cannot find out how close Tommy Hilfiger is in achieving the BCI goal. The logo is well accessible to consumers, but not applied to all products made with cotton. (Only one out of 50 products analyzed had this label).

Table 6.5

bluesign®					
RELIABILITY	Build your claims on a reliable basis Accurate and scientifically true Robust and consistent Substantiated data and assumptions Ensure that the message conveyed follows and reflects the evidence you have (what has been measured or evaluated) Be sure, or obtain confirmation from the experts who provide the evidence, that their methods and data are state of the art Be aware of exclusions, limitations and assumptions that were used in building the evidence for the claim and communicate them	Is there a scientific basis for the claim, what has been evaluated or measured?	Yes, it is based on the scientific approach for the evaluation of chemicals used in the textile manufacture.	bluesign® meets all criteria on reliability.	
		Are selected methods, standards and data endorsed or applied by governments, NGOs or competitors; or provided or backed by reliable scientific institutions?	Applied by companies which are members of the bluesign® system.		
		How did you verify the information / data? The claim is ... 1- Self-declared / self-assessed 2- Peer-reviewed 3- Third-party certified	bluesign® acts as an independent verifier. It certifies manufacturers and fabrics through its bluesign® system. It communicates through third-party verified and fact-based information. The labeling of consumer goods as bluesign® product is based on the principle of self-declaration by the trademark user. See more at https://www.bluesign.com/en ; https://www.bluesign.com/downloads/criteria/bluesign_criteria_for_bluesign_product_v2_0.pdf		
		Is the verifying organisation accredited to recognized standards or codes of practice	Yes, explanation is provided at this website ¹³⁶ .		
RELEVANCE	Talk about major improvements, in areas that matter Significant aspects ('hotspots') covered Not masking poor product performance, no burden shifting Genuine benefit which goes beyond legal compliance	Highlight product characteristic or innovations that really make a difference to the overall sustainability performance of the product Make sure that the subject of the claim is in an area that is integral to the product Check legal requirements before making a claim, so that your product is significantly better than what is already required by law	Yes, the claim aims at the material level and production level, e.g. chemicals management and GHG emission. Yes, it applies to the material as such and some production topic like the use of safer alternatives to hazardous chemicals and GHG emission. The requirements of the label go beyond regulations.	The label has relevance for the actual product that it is connected to.	
	CLARITY	Make the information useful for the consumer Exclusive and direct link between claim and product Explicit and easy to understand Limits of claim clearly stated Avoid vague, ambiguous and broad "general environmental/social benefit" claims Share information that helps consumers understand their role in improving product performance and the impact of their consumption Provide simple guidance on how consumers can alter or improve their consumption behaviour	Connection between claim and product is clear enough, no thinking that is also valid for other products The limits of the claim are clearly stated All visual methods of communication are clear and unambiguous (no technical language, no unclear images, no exaggeration) Are additional details available elsewhere? Is context or a reference system provided, so that consumers can better understand the impact of their consumption?		Yes, the connection is clear and linked to the products. No, as bluesign® can mean a lot of different things. Consumers need to search the website to find out information, for example about bluesign® system substances list (BSSL) ¹³⁷ . Yes, the visual sign is clear. However, partners to bluesign® system should clarify what bluesign® is to the end users so the system becomes more familiar and of greater significance to the customers. Yes, on these websites (1 ¹³⁸ , 2 ¹³⁹ , 3 ¹⁴⁰) Yes, the reference system is provided in this document (1 ¹⁴¹).

TRANSPARENCY	Satisfy the consumer's appetite for information, and do not hide Developer of the claim and provider of evidence published Traceability and generation of claim (methods, sources, etc.) published Confidential information open to competent bodies Allow the consumers to evaluate the information that underpins the claim Provide comprehensive information Adapt the information supply to the consumer's interest and product-related needs: from general, easy to understand to detailed and complex where appropriate Do not make a claim when the underlying information is considered confidential	Can the consumer trace the data/information behind the claim and how is it generated? Is there a list of the bodies/stakeholders involved in the development process available? Can the underlying information who developed the claim and who provided the evidence of the claim be made available to the public and/or at least to a competent authority?	No, the consumer cannot trace any specific data from the claim, or the product attached, and has to rely on the information on the label. No, but there is a list of partners and the bluesign® is recommended by European Ecolabel for textile products and Blue Angel for textiles. See more at https://www.bluesign.com/en/business/services Information is available on these websites (1 ¹⁴² , 2 ¹⁴³ , 3 ¹⁴⁴ , 4 ¹⁴⁵).	Consumers have to go to this specific website ¹⁴⁶ to find out more information. bluesign® is also recommended by European Ecolabel for textile products and Blue Angel for textiles.	
	ACCESSIBILITY	Let the information get to the consumer, not the other way around Clearly visible: claim easily found Readily accessible: claim close to the product, and at required time and location	Is the claim readily accessible at the time and location the consumer needs it? Is the claim close to the product and accessible without the help of external devices? Are there any barriers that impair access to the information?		Yes, but the number of companies applying the bluesign® is still limited. Yes, no external devices are needed. No barriers, however, the information has to be searched online.

Summary of analysis: bluesign®

Bluesign® meets all reliability criteria. The label refers to the actual product to which it is connected. Claims are general in nature, and bluesign® system partners must clarify what bluesign® is to end users to make the system more familiar and important to customers. Bluesign® is also recommended by Ecolabel for European textiles and by Blue Angel for textiles. The logo is well accessible to consumers, but they should look for more information on the Internet.

Blue Angel

Table 6.6

Blue Angel label				
RELIABILITY	Build your claims on a reliable basis Accurate and scientifically true Robust and consistent Substantiated data and assumptions Ensure that the message conveyed follows and reflects the evidence you have (what has been measured or evaluated) Be sure, or obtain confirmation from the experts who provide the evidence, that their methods and data are state of the art Be aware of exclusions, limitations and assumptions that were used in building the evidence for the claim and communicate them	Is there a scientific basis for the claim, what has been evaluated or measured?	Yes, the Blue Angel has an Environmental Label Jury, consisting of academia, compliance checks are being made by RAL gGmbH.	The Blue Angel fulfills all criteria on reliability.
		Are selected methods, standards and data endorsed or applied by governments, NGOs or competitors; or provided or backed by reliable scientific institutions?	Yes	
		How did you verify the information / data? The claim is ... 1- Self-declared / self-assessed 2- Peer-reviewed 3- Third-party certified	Yes, Third-party certified.	
		Is the verifying organisation accredited to recognized standards or codes of practice	Yes	
RELEVANCE	Talk about major improvements, in areas that matter Significant aspects ('hotspots') covered Not masking poor product performance, no burden shifting Genuine benefit which goes beyond legal compliance	Highlight product characteristic or innovations that really make a difference to the overall sustainability performance of the product Make sure that the subject of the claim is in an area that is integral to the product Check legal requirements before making a claim, so that your product is significantly better than what is already required by law	Yes, the label covers many specific sustainability aspects. Yes The label usually goes beyond legal requirements. However, it could be stricter in some parts.	The label has relevance for the actual product that it is connected to.
		If the claim is based on an expected change in consumer behaviour, what provides the proof for the change?	N/A	
		Is the verifying organisation accredited to recognized standards or codes of practice	Yes	

Summary of analysis: Blue Angel

The Blue Angel meets all reliability criteria. The label refers to the actual product to which it is associated. The logo is well available to consumers. However, it does not provide a link to a website or any other technical solution where additional information can be found. This logo does not provide consumers with any specific information at the point of sale of the product. To find out which product groups can be awarded the Blue Angel, consumers should check the company part of the website. Information for consumers is limited to the FAQs section. Names of institutions involved in developing product group requirements are not listed on the site. Information on compliance checks is scarce.

CLARITY	Make the information useful for the consumer Exclusive and direct link between claim and product Explicit and easy to understand Limits of claim clearly stated Avoid vague, ambiguous and broad "general environmental/social benefit" claims Share information that helps consumers understand their role in improving product performance and the impact of their consumption Provide simple guidance on how consumers can alter or improve their consumption behaviour	Connection between claim and product is clear enough, no thinking that is also valid for other products The limits of the claim are clearly stated All visual methods of communication are clear and unambiguous (no technical language, no unclear images, no exaggeration) Are additional details available elsewhere? Is context or a reference system provided, so that consumers can better understand the impact of their consumption?	Yes, the label is attached to the actual product. The label does not give any specific information to consumers at point of sale. However, the requirements of the label are easy to find online ¹⁴⁷ . No, because the claim is very general. Yes, on the Blue Angel website ¹⁴⁸ . Yes, additional information can be found on the website ¹⁴⁹ . AFAQ section ¹⁵⁰ is available for consumers to facilitate information search.	The claim is general; however, it is very well known in Germany. The label does not give a link to a website at the product point of sale. To find out information about what product groups can be awarded with the Blue Angel ecolabel, consumers have to check part on the website that is dedicated to companies ¹⁵¹ . Information to consumers is limited to the FAQs section ¹⁵² .				
	TRANSPARENCY	Satisfy the consumer's appetite for information, and do not hide Developer of the claim and provider of evidence published Traceability and generation of claim (methods, sources, etc.) published Confidential information open to competent bodies Allow the consumers to evaluate the information that underpins the claim Provide comprehensive information Adapt the information supply to the consumer's interest and product-related needs: from general, easy to understand to detailed and complex where appropriate Do not make a claim when the underlying information is considered confidential	Can the consumer trace the data/information behind the claim and how is it generated? Is there a list of the bodies/stakeholders involved in the development process available? Can the underlying information who developed the claim and who provided the evidence of the claim be made available to the public and/or at least to a competent authority?		Yes, the consumer can find the requirements, companies and products on the Blue Angel website. Yes, a general list of the Environment Label Jury representatives (no names provided) is available, but no list of bodies/stakeholders involved in specific product categories is provided. Compliance checks are not public, but accessible by the competent authority as the UBA is one of the official supporters.	Consumers have to go to this specific website ¹⁵³ to find out what the logo means. The names and institutions involved in the development of the product group requirements are not provided on the website. Information on compliance checks are scarce.		
		ACCESSIBILITY	Let the information get to the consumer, not the other way around Clearly visible: claim easily found Readily accessible: claim close to the product, and at required time and location		Is the claim readily accessible at the time and location the consumer needs it? Is the claim close to the product and accessible without the help of external devices? Are there any barriers that impair access to the information?		Yes, it is attached to the product. Yes No	The logo is well accessible to consumers. However, it does not give a link to a website or any other technical solution where to find further information.

GOTS – Global Organic Textile Standard

Table 6.7

GOTS – Global Organic Textile Standard								
RELIABILITY	Build your claims on a reliable basis Accurate and scientifically true Robust and consistent Substantiated data and assumptions Ensure that the message conveyed follows and reflects the evidence you have (what has been measured or evaluated) Be sure, or obtain confirmation from the experts who provide the evidence, that their methods and data are state of the art Be aware of exclusions, limitations and assumptions that were used in building the evidence for the claim and communicate them	Is there a scientific basis for the claim, what has been evaluated or measured? Are selected methods, standards and data endorsed or applied by governments, NGOs or competitors; or provided or backed by reliable scientific institutions? How did you verify the information / data? The claim is ... 1- Self-declared / self-assessed 2- Peer-reviewed 3- Third-party certified	Yes, it is based on the scientific approach for the evaluation of chemicals used in the textile manufacture. More information is available here. ¹⁵⁴ GOTS is endorsed by governments ¹⁵⁵ and applied by companies. It is the world's leading textile processing standard for organic fibres, including ecological and social criteria. More information is available here. ¹⁵⁶ GOTS is a voluntary, certified standard that covers all aspects of the production of all-natural fibers of organic status. More information about regular revision procedure to GOTS is available here ¹⁵⁷ .	GOTS fulfill all criteria on reliability.				
	RELEVANCE	Talk about major improvements, in areas that matter Significant aspects ('hotspots') covered Not masking poor product performance, no burden shifting Genuine benefit which goes beyond legal compliance	Highlight product characteristic or innovations that really make a difference to the overall sustainability performance of the product Make sure that the subject of the claim is in an area that is integral to the product Check legal requirements before making a claim, so that your product is significantly better than what is already required by law		Yes, a textile product carrying the GOTS label grade 'organic' must contain a minimum of 95 % certified organic fibres whereas a product with the label grade 'made with organic' must contain a minimum of 70 % certified organic fibres. Yes, it applies to the material as such and the production process trading and distribution of all textiles made from at least 70 % certified organic natural fibres. The requirements of the label go beyond regulations.	The label has relevance for the product that it is connected to.		
		CLARITY	Make the information useful for the consumer Exclusive and direct link between claim and product Explicit and easy to understand Limits of claim clearly stated Avoid vague, ambiguous and broad "general environmental/social benefit" claims Share information that helps consumers understand their role in improving product performance and the impact of their consumption Provide simple guidance on how consumers can alter or improve their consumption behaviour		Connection between claim and product is clear enough, no thinking that is also valid for other products The limits of the claim are clearly stated All visual methods of communication are clear and unambiguous (no technical language, no unclear images, no exaggeration) Are additional details available elsewhere? Is context or a reference system provided, so that consumers can better understand the impact of their consumption?		Yes, the connection is clear and linked to the products. No, consumers must check online ¹⁶⁰ to understand that the standard covers all textiles made of at least 70 % certified organic cotton. Yes, the visual sign is clear. Yes, on the website ¹⁶¹ . Yes, the reference system is provided in this document ¹⁶² .	The label provides consumers with information that textile products they purchase contain a minimum of 70 % of organic fibre.
			ACCESSIBILITY		Let the information get to the consumer, not the other way around Clearly visible: claim easily found Readily accessible: claim close to the product, and at required time and location		Is the claim readily accessible at the time and location the consumer needs it? Is the claim close to the product and accessible without the help of external devices? Are there any barriers that impair access to the information?	
	TRANSPARENCY				Satisfy the consumer's appetite for information, and do not hide Developer of the claim and provider of evidence published Traceability and generation of claim (methods, sources, etc.) published Confidential information open to competent bodies Allow the consumers to evaluate the information that underpins the claim Provide comprehensive information Adapt the information supply to the consumer's interest and product-related needs: from general, easy to understand to detailed and complex where appropriate Do not make a claim when the underlying information is considered confidential	Can the consumer trace the data/information behind the claim and how is it generated? Is there a list of the bodies/stakeholders involved in the development process available? Can the underlying information who developed the claim and who provided the evidence of the claim be made available to the public and/or at least to a competent authority?	Yes, the consumer can find the requirements, companies and products on the Blue Angel website. Yes, the consumer can check public database ¹⁶³ of producers and products. Information is available on the website ¹⁶⁶ .	

TRANSPARENCY	Satisfy the consumer's appetite for information, and do not hide Developer of the claim and provider of evidence published Traceability and generation of claim (methods, sources, etc.) published Confidential information open to competent bodies Allow the consumers to evaluate the information that underpins the claim Provide comprehensive information Adapt the information supply to the consumer's interest and product-related needs: from general, easy to understand to detailed and complex where appropriate Do not make a claim when the underlying information is considered confidential	Can the consumer trace the data/information behind the claim and how is it generated? Is there a list of the bodies/stakeholders involved in the development process available? Can the underlying information who developed the claim and who provided the evidence of the claim be made available to the public and/or at least to a competent authority?	Yes, the consumer can find the requirements, companies and products on the Blue Angel website. Yes, the consumer can check public database ¹⁶³ of producers and products. Information is available on the website ¹⁶⁶ .	Consumers have to go to this specific website to find more information to search for GOTS certified entities in the supply chain, their location, fields of operation and GOTS certified products according to individual parameters.
	ACCESSIBILITY	Let the information get to the consumer, not the other way around Clearly visible: claim easily found Readily accessible: claim close to the product, and at required time and location	Is the claim readily accessible at the time and location the consumer needs it? Is the claim close to the product and accessible without the help of external devices? Are there any barriers that impair access to the information?	

Summary of analysis: GOTS – Global Organic Textile Standard

GOTS meets all reliability criteria. The label refers to the product to which it is associated. The label provides consumers with information that the textile products they buy contain at least 70 % organic fibers. Consumers must go to a specific website to find additional information, including GOTS-certified entities in the supply chain, their location, areas of activity and GOTS-certified products according to individual parameters. The logo is well available for consumers, however, it does not provide a link to a website or any other technical solutions where additional information can be found.



CHAPTER 7

Main observations

Based on the research data, a comparative analysis of product sustainability information available to consumers by each of the four targeted companies was developed. Main observations are outlined below.

- Companies engage increasingly in information flow within the supply chain but do little to inform consumers.
- Information for consumers does not always comply with the UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information and the relevant self-assessment tool.
- Some product sustainability claims are not advanced enough for broad application and implementation, which is misleading for consumers.
- Companies usually do not communicate with consumers to find out their needs.
- Companies do not train retailers and sales consultants to explain the meaning of product sustainability claims, thereby depriving them of the opportunity to be a source of information for consumers.
- There is a discrepancy between the number of sustainability labels on the product and the actual information on product sustainability available to consumers on-line.
- All screened companies are members of Sustainable Apparel Coalition, Better Cotton Initiative, ZDHC Programme, IPE DETOX platform and Partnership for Sustainable Textiles. However, consumers remain largely unaware about such sustainability initiatives because no information is provided on the products they purchase. For example, not all targeted companies use BCI label on their products, thus depriving consumers from knowing about company's sustainability efforts.
- Labels developed by a third-party scored better in the guidelines analysis than self-declared labels.

- Three out of four targeted companies are committed to Greenpeace Detox My Fashion campaign. However, this information is not easily available to consumers (via, for example, product label or additional information provided in store), thus leaving consumers largely unaware of the companies' efforts to reduce the use of hazardous chemicals in clothing.
- General sustainability claims are often limited to commitments and plans while no real proof of action/impact is available.
- Companies like to develop labels of their own or use labels that present commitments instead of using monitored labels that require strict obligations.
- Companies advertise flagship articles highlighting that their products are made of recycled materials or postconsumer waste, which might be misleading to consumers. Often no information about toxic chemicals in clothing and textile products is available. Products made of recycled plastic or postconsumer waste may pose similar risk to the environment and human health as the original product, however no information about toxic chemicals in clothing made of recycled materials is provided.

Based on the main observations outlined, the recommendations on how to improve product sustainability information, make it transparent, comparable and useful to consumers are prepared. The recommendations pave the way towards in-depth research with a focus on other fashion brands, clothing and textile companies.

CHAPTER 8

Recommendations

Recommendations for businesses

- Increase public access to information and reporting on product sustainability in the fashion industry, including environmental and social impacts, and ensure the provision of credible information to consumers.
- Conduct regular survey of consumer demands for product sustainability information in the fashion industry to improve the relevant information provided to consumers.
- Information on toxic chemicals in clothing and textile should become part of information on how companies reduce their impact on the environment and should be made available to consumers via company's websites and the relevant standards.
- Product sustainability claims should be oriented on the proof of action to reduce negative environmental and social impact throughout the supply chain and from manufacturing up to labelling and should not be limited to commitments and plans only.
- Fashion industry should consider credible standards that ensure the integrity of sustainable products along the production chain.
- Fashion companies should consider using monitored labels that require strict obligations.
- Full assessment of all product sustainability claims in the fashion industry should be conducted, using the UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information and the related self-assessment tool.
- Training and information materials on the sustainability claims of clothing and textile should be provided to retailers, vendors and assistants in stores to facilitate their communication with consumers.
- Electronic and smart phone applications and links to product sustainability information should be regularly updated and function properly to ensure trustworthy information provision to consumers in a timely manner.
- Information on product sustainability claims from various retail companies and fashion brands should be provided at a one-stop clearing house website that is publicly accessible and regularly updated.
- Sustainability claims on products should be reliable, traceable, backed by science and civil society organisations, verified by third party, be accessible and transparent. They should fully meet the UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information.
- All businesses along the supply chain should know about the ingredients and especially harmful chemicals being used in the products they manufacture, use and sell. A full transparent supply chain is the key for sustainability in the textile sector and fashion industry.
- Companies should be actively engaged in initiatives towards green transformation of the textile sector and fashion industry to achieve a healthy environment and social justice.
- Companies should phase out harmful chemicals from textile products and processes, and use safe alternatives, including non-chemical alternatives.
- Companies should invest into research and development of safer non-toxic and non-chemical alternatives in the fashion industry.

Recommendations for policy makers

- All countries should develop, implement and enforce legislation for the protection of environment, health and social justice in the fashion industry, especially targeting the use of harmful substances, discharge of wastewater, clean water, air and soil, worker protection and gender equality.
- Meaningful labels on clothes should be mandatory. It should include sustainability claims, while following the UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information.
- Violation of mandatory requirements or national regulation should result in fines not only for national registered companies, but also for their suppliers and downstream users.
- Awareness raising programmes on product sustainability in the fashion industry should be available for consumers, workers, and affected communities worldwide.

Recommendations for consumers

- Trust labels, including GOTS, bluesign®, Blue Angel that provide full transparency and meaningful criteria for a healthy environment and social justice.
- Do not trust labels that are misleading or that do not provide clear science-based sustainability criteria, lack monitoring or verification.
- Ask the retailer or a vendor if harmful chemicals are present in the product you wish to buy as well as other sustainability information you are interested in. Do not hesitate to write inquiry letters to producers and ask them about product sustainability information. In the EU you have the right to know if substances of very high concern are in your product. Your retailer has to answer these questions within 45 days.



CHAPTER 9

Methodology

The goal of this report is to analyze what kind of sustainability information textile and fashion companies provide to their customers and which tools they use to make this information useful to consumers. Based on the findings, recommendations were developed and presented in the report.

The Methodology for this project includes the following steps:

- 1 **Developing approaches for choosing four targeted companies for analysis;**
- 2 **Developing a scheme for analysing the available product sustainability information provided by the targeted companies;**
- 3 **Using the UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information for testing the sustainability claims of the targeted companies;**
- 4 **Outlining main observations;**
- 5 **Preparing recommendations for companies and consumers.**

Detailed description of the Methodology

1 Developing approaches for choosing four targeted companies for analysis;

HEJSupport has offices in Germany and Canada, therefore we aimed to choose companies that sell their products in both countries. The companies should also be widely known, big enough to have a sustainability strategy in place, and sell a variety of different clothes.

As a result, the following companies were chosen for the purpose of this study:

- H&M retail company. H&M Group consists of eight defined brands—H&M, COS, Monki, Weekday, & Other Stories, H&M Home, ARKET and Afound.
- Adidas. Adidas is a brand umbrella, which has several subsidiary brands, including Reebok, Adidas Originals, TaylorMade.
- Tommy Hilfiger fashion brand. Tommy Hilfiger belongs to the company PVH, which also owns Calvin Klein and Heritage Brands.
- Zara is one of eight fashion brands owned by Inditex.

2 Developing a scheme for analysing the available product sustainability information provided by the targeted companies;

For each of the four targeted companies the following scheme of choosing products and analysing product sustainability information was developed:

- random collection of 5 T-Shirts, 5 trousers, 5 jackets, 5 pull-overs and 5 baby clothes in stores in Canada and Germany
- taking photos of all labels directly attached to the randomly selected items
- analysing the information given on the labels

- internet research of the company's official websites with the aim to find product sustainability information available to consumers
- testing of provided online tools, such as QR codes
- interview with the vendors in each store where product samples were found
- desk research of each company's sustainability strategy

3 Using the UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information for testing the sustainability claims of the targeted companies;

The UN-Environment and ITC 2017 Guidelines for Providing Product Sustainability Information were further used to analyze the sustainability claims of the four targeted textile companies. Though the Guidelines have already been tested by several textile companies, no external stakeholders have utilised this tool to assess the sustainability claims of companies. Thus, information provided in this report is unique and highlights the importance of the Guidelines as a tool for providing product sustainability information with a particular focus on the fashion industry.

4 Outlining main observations;

Based on the research data, a comparative analysis of product sustainability information for each four targeted companies was developed. Main observations are outlined in Chapter 7.

5 Preparing recommendations for companies, policy makers and consumers;

Based on the main observations the recommendations for companies, policy makers and consumers are developed which pave the way towards an in-depth research with the focus on other fashion brands, clothing and textile companies.



Glossary

BCL – the Better Cotton Initiative is the largest cotton sustainability programme in the world providing training on more sustainable farming practices to more than two million cotton farmers in 21 countries.¹⁷⁴

bluesign® system – a reliable indicator of sustainability for consumers focused on managing chemicals within the supply chain right from the manufacturing process.¹⁷⁵

CISCP – Consumer Information Programme for Sustainable Consumption and Production is one of six programmes of the 10 Year Framework of Programmes on Sustainable Consumption and Production.¹⁶⁷

Dow Jones Sustainability World Index – a global index consisting of the top 10% of the largest 2,500 stocks in the S&P Global Broad Market Index based on their sustainability and environmental practices.¹⁷⁰

Ellen MacArthur Foundation works with business, government and academia to build a framework for an economy that is restorative and regenerative by design.¹⁷⁷

Greenpeace Detox My Fashion Campaign – Greenpeace launched its campaign Detox My Fashion with the goal to challenge big clothing brands to take responsibility for environmental impacts of their supply chains and commit to achieve zero discharges of hazardous chemicals by 2020.¹⁷²

Higg Index – a suite of tools that enables brands, retailers, and facilities of all sizes – at every stage in their sustainability journey – to accurately measure and score a company or product's sustainability performance.¹⁶⁹

IPE Platform – The Institute of Public & Environmental Affairs (IPE) has two platforms – the Blue Map website and the Blue Map app – which integrate environmental data to serve green procurement, green finance and government environmental policymaking.¹⁷⁶

Oeko-Tex – a registered trademark, representing the product labels and company certifications issued and other services provided by the International Association for Research and Testing in the Field of Textile and Leather Ecology.¹⁶⁸

SAC – Sustainable Apparel Coalition is the apparel, footwear, and textile industry's leading alliance for sustainable production.¹⁷³

Organic Cotton Accelerator is a collective impact initiative that focuses on creating a prosperous organic cotton sector that benefits farmers and consumers.¹⁷⁹

Textile Exchange is a global non-profit that works closely with our members to drive industry transformation in preferred fibers, integrity and standards and responsible supply networks.¹⁸⁰

ZDHC Programme is a major body that is leading the textile, leather and footwear industries to advance towards zero discharge of hazardous chemicals.¹⁷¹ It helps companies to manage their supply chain to reduce the amount of hazardous chemicals that are discharged into water waste.¹⁷⁸

Footnotes

- <https://www.oneplanetnetwork.org/resource/guidelines-providing-product-sustainability-information>
- The Consumer Information Programme is one of six programmes in the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP), which was adopted by the UN at the Rio + 20 conference. For more information: <https://www.oneplanetnetwork.org/consumer-information-scp>
- The original name of the One Planet Network is UNEP 10 Year Framework of Sustainable Consumption and Production (10YFP)
- <https://www.oneplanetnetwork.org/resource/guidelines-providing-product-sustainability-information>
- <https://www.lyst.com/news/sustainable-ethical-fashion/#green-searches>
- The methodology describing how the textile companies were chosen for this study is described in Attachment 1
- <https://sourcingjournal.com/topics/sustainability/oeko-tex-survey-reveals-consumer-concerns-textile-production-74028/>
- https://www.hohenstein.us/fileadmin/user_upload/Downloads_US/OT/All/The_Key_To_Confidence_US_Data.pdf
- https://www.hohenstein.us/fileadmin/user_upload/Downloads_US/OT/All/The_Key_To_Confidence_US_Data.pdf
- <https://hej-support.org/the-sustainability-of-fashion-what-role-can-consumers-play/>
- The opinion of consumers often result from a traditional way of thinking that everything which is organic is more expensive.
- <https://apparelcoalition.org/brands-retailers/>
- <https://apparelcoalition.org/the-higg-index/>
- <https://apparelcoalition.org/the-higg-index/>
- <https://fashionunited.uk/news/fashion/h-m-group-gap-inc-top-better-cotton-initiative-2018-leader-board/2019061843757>
- <https://www.robecosam.com/csa/indices/djsi-index-family.html>
- https://about.hm.com/content/dam/hmggroup/groupsite/documents/masterlanguage/CSR/reports/2018_Sustainability_report/HM_Group_SustainabilityReport_2018_%20FullReport.pdf
- <https://www.licensingsource.net/hm-continues-wwf-collaboration-with-new-range/>
- <https://www.greenpeace.org/international/act/detox/>
- https://storage.googleapis.com/planet4-international-stateless/2018/07/destination_zero_report_july_2018.pdf
- <https://storage.googleapis.com/planet4-international-stateless/2018/07/Destination-Zero-Annexes.pdf>
- <https://sustainability.hm.com/content/dam/hm/about/documents/masterlanguage/CSR/Policies/HM%20Group%20Positive%20List-February%202019.pdf>
- <https://chemicalwatch.com/83907/ikea-hm-conduct-major-study-on-chemicals-in-recycled-textiles>
- https://sustainability.hm.com/content/dam/hm/about/documents/masterlanguage/CSR/2017%20Sustainability%20report/HM%20group%20Towards%20zero%20discharge_2017.pdf
- ZDHC stands for Zero Discharge of Hazardous Chemicals which is an organisation dedicated to eliminating hazardous chemicals and implementing sustainable chemicals in the leather, textile and synthetics sectors. <https://www.chem-map.com/zdch-mrsl/>
- <https://www.sciencedirect.com/science/article/pii/S09780081001691000150>
- <https://sustainability.hm.com/en/sustainability/commitments/use-natural-resources-responsibly/chemicals.html>
- <https://www.facebook.com/groups/153701848550047/?ref=bookmarks>
- <https://www.greenpeace.org/international/act/detox/>
- https://storage.googleapis.com/planet4-international-stateless/2018/07/destination_zero_report_july_2018.pdf
- <https://storage.googleapis.com/planet4-international-stateless/2018/07/Destination-Zero-Annexes.pdf>
- <https://www.Adidas-group.com/en/sustainability/managing-sustainability/general-approach/#/people-priorities-for-2020/>
- <https://www.Adidas-group.com/en/sustainability/products/materials/#/nachhaltige-baumwolle-better-cotton/>
- <https://www.ecotextile.com/2015092321724/labels-legislation-news/bci-launches-first-on-product-mark.html>
- <https://www.Adidas-group.com/en/sustainability/products/materials/#/nachhaltige-baumwolle-better-cotton/>
- <https://www.Adidas-group.com/en/sustainability/managing-sustainability/awards-recognition/>
- <https://sustainablebrands.com/read/chemistry-materials-packaging/Adidas-partners-with-bluesign-commits-to-additional-best-practices-in-chemical-management>
- <https://sustainablebrands.com/read/chemistry-materials-packaging/asics-stahl-partner-with-bluesign-to-strengthen-chemical-management-sustainability>
- <https://www.bluesign.com/en>
- <http://www.ipe.org.cn/about/about.html>
- <https://www.adidas-group.com/en/sustainability/managing-sustainability/environmental-approach/chemical-footprint/>
- <https://pvh.com/news/feature-articles/2018-CR-Report>
- <https://www.robecosam.com/csa/csa-resources/industry-leaders.html>
- <https://www.robecosam.com/csa/csa-resources/invited-companies.html>
- <https://responsibility.pvh.com/wp-content/uploads/2019/07/chemical-management-commitment-and-action-plan.pdf>
- <https://responsibility.pvh.com/wp-content/uploads/2019/07/restricted-substance-list.pdf>
- <https://responsibility.pvh.com/wp-content/uploads/2019/07/chemical-management-commitment-and-action-plan.pdf>
- <https://rankabrand.org/home/Who-we-are>
- <https://rankabrand.org/premium-brands/Tommy+Hilfiger>
- https://global.tommy.com/en_int/about-us-corporate-sustainability
- <https://www.ellenmacarthurfoundation.org/circular-economy/what-is-the-circular-economy>
- <https://bettercotton.org/find-out-which-bci-retail-and-brand-members-procure-the-most-better-cotton>
- <https://www.ul.com/offers/zero-discharge-hazardous-chemicals-zdch-certification-and-testing-programs>
- <https://www.organiccottonaccelerator.org/>
- <https://www.greenpeace.org/international/act/detox/>
- https://storage.googleapis.com/planet4-international-stateless/2018/07/destination_zero_report_july_2018.pdf
- <https://storage.googleapis.com/planet4-international-stateless/2018/07/Destination-Zero-Annexes.pdf>
- <https://www.inditex.com/article/articleId=601718&title=Inditex%2C+the+most+sustainable+retailer+according+to+the+Dow+Jones+Sustainability+Index>
- <https://sourcingjournal.com/topics/raw-materials/from-marketing-play-to-mainstream-players-sustainable-fabrics-come-in-to-their-own-65457/>
- <https://www.zara.com/es/en/sustainability-11449.html?vl=1080580>
- http://static.inditex.com/annual_report_2016/en/our-priorities/commitment-to-the-excellence-of-our-products/collaboration-with-international-initiatives-and-organizations.php
- https://www.just-style.com/news/zara-launches-eco-friendly-join-life-collection_id128872.aspx
- <https://www.inditex.com/en/article/articleId=630055&title=Pablo+Isla+sets+out+Inditex%27s+global+sustainability+commitments>
- https://www.teenvogue.com/story/what-zaras-sustainability-efforts-could-mean-for-the-fashion-industry?fbclid=IwAR1BHHLxX53Kv68iK_J0d5KsmMgqWjWRIsCua9GK1dvpRbRjN-n2he665
- <https://www.inditex.com/our-commitment-to-the-environment/closing-the-loop/collect-reuse-recycle>
- <https://apparelcoalition.org/>
- <https://bettercotton.org/>
- <https://bettercotton.org/find-members/>
- <https://www.robecosam.com/csa/indices/>
- https://storage.googleapis.com/planet4-international-stateless/2018/07/destination_zero_report_july_2018.pdf
- <https://storage.googleapis.com/planet4-international-stateless/2018/07/Destination-Zero-Annexes.pdf>
- <https://www.roadmaptozero.com>
- <http://www.ipe.org.cn/GreenSupplyChain/Main.html>
- <https://www.textilbuendnis.com/en;https://en.textilbuendnis.com/en/who-we-are/members/>
- <http://www.standardsmap.org/identify>
- FSC certification ensures that products come from responsibly managed forests that provide environmental, social and economic benefits. <https://cfda.com/resources/materials/detail/rayon-viscose>
- PEFC certification offers many benefits: from highlighting sustainable procurement choices to meeting demanding legislative and market requirements. <https://www.pefc.org/>
- Products must comply with 26 social and environmental requirements and are required to demonstrate human rights and environmental due diligence according to a set of 20 criteria based on the UN Guiding Principles on Business and Human Rights as well as sector-specific OECD recommendations. During the introductory phase, the scheme will apply to two manufacturing stages, namely 'cut-make-trim' (production) and 'bleaching and dyeing' (wet processes). <https://www.business-humanrights.org/en/germany-green-button-certification-launched>
- The Blue Angel is the ecolabel of the federal government of Germany since 1978. The Blue Angel sets high standards for environmentally friendly product design and has proven itself over the past 40 years as a reliable guide for a more sustainable consumption. <https://www.blauer-engel.de/en>



79 <https://bettercotton.org/better-cotton-standard-system/>

80 <https://bettercotton.org/what-does-our-logo-mean/>

81 <https://www.bluesign.com/en>

82 <http://www.ecolabelindex.com/ecolabel/bmp-certified-cotton>

83 <http://www.ecolabelindex.com/ecolabel/coop-naturaline-switzerland>

84 <https://www.eco-institut-label.de/en/>

85 https://ec.europa.eu/environment/ecolabel/index_en.htm

86 <https://www.global-standard.org/the-standard/general-description.html>

87 <https://csr-report.vaude.com/gri-en/product/greenshape-concept.php>

88 <http://www.ecolabelindex.com/ecolabel/migros-eco>

89 <http://www.ecolabelindex.com/ecolabel/naturtextil>

90 <http://www.ecolabelindex.com/ecolabel/oeo-tex-standard-100plus>

91 <http://www.clevercare.info/en>

92 <https://sustainablebrands.com/read/behavior-change/h-m-s-clevercare-labels-helping-customers-extend-clothing-life-while-saving-energy-water>

93 <https://www.ginetex.net/GB/clevercare-info/clevercare-info.asp>

94 SAC's vision is to aim for an apparel, footwear and home textiles industry that produces no unnecessary harm to the environment and has a positive impact on the people and communities that are linked to its activities. Some of GINETEX licensees are already members. <https://apparelcoalition.org/>

95 <https://www.ginetex.net/GB/clevercare-info/the-ambassadors.asp>

96 https://www2.hm.com/en_gb/ladies/shop-by-feature/conscious-products-explained.html

97 https://www2.hm.com/en_gb/productpage.0800108001.html

98 https://www2.hm.com/en_gb/productpage.0534164001.html

99 <https://www.Adidas-group.com/en/sustainability/compliance/supply-chain-structure/>

100 <https://www.Adidas-group.com/en/sustainability/reporting/policies-and-standards/>

101 https://global.tommy.com/en_int/about-us-corporate-sustainability

102 <https://responsibility.pvh.com/>

103 <https://www.zara.com/ca/en/sustainability-green-web-11453.html>, <https://www.zara.com/ca/en/sustainability-11449.html?v1=1080580>

104 <https://www.zara.com/ca/en/sustainability-11449.html?v1=1080580>

105 Definitions of Life Cycle Approaches and hotspot analysis approach are provided in UNEP/SETAC Life Cycle Initiative - Flagship Project 3a (Phase 1) <https://www.lifecycleinitiative.org/wp-content/uploads/2014/12/UNEP-Hotspots-Mapping-Project-Final-Report-Phase-1.pdf>

106 <https://www.oneplanetnetwork.org/resource/self-assessment-tool-guidelines-providing-product-sustainability-information-printout>

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