

C

H

S

S

---

S

T

I

T

C

H

E

S

---



# Natural disasters and climate change



# Climate change and 4 sustainable development goals



Safeguard precious water, look after our oceans , use clean energy & to be responsible consumers



# Goal 7 Affordable and clean energy





# Goal 6 - Clean water and sanitation



The Citarum River Indonesia – Half red with dye waste water



# Goal 14 Life below water



08-03-2018

**Microfibers shed from your clothing are polluting our oceans**

By [Brianna Lynne](#)  
Earth.com staff writer



# Goal 12 Responsible consumption & production



# Sustainability is our opportunity



Care for the environment and responsible consumption are an opportunity .

By acting responsibly we can attract new customers and reassure existing ones thereby safeguarding our long term profitability



# A 4 point sustainable action plan for fabric shops

- 1. Buy and sell more eco friendly materials – including recycled fibres.
- 2. Know where our fabric has come from - or find another way to give our customers confidence that it is grown and processed without exploiting our planet and our workers.
- 3. Ensure that the fabrics we stock do not have dangerous chemicals in them and preferably were not processed with harmful chemicals
- 4. Encourage and celebrate responsible consumption

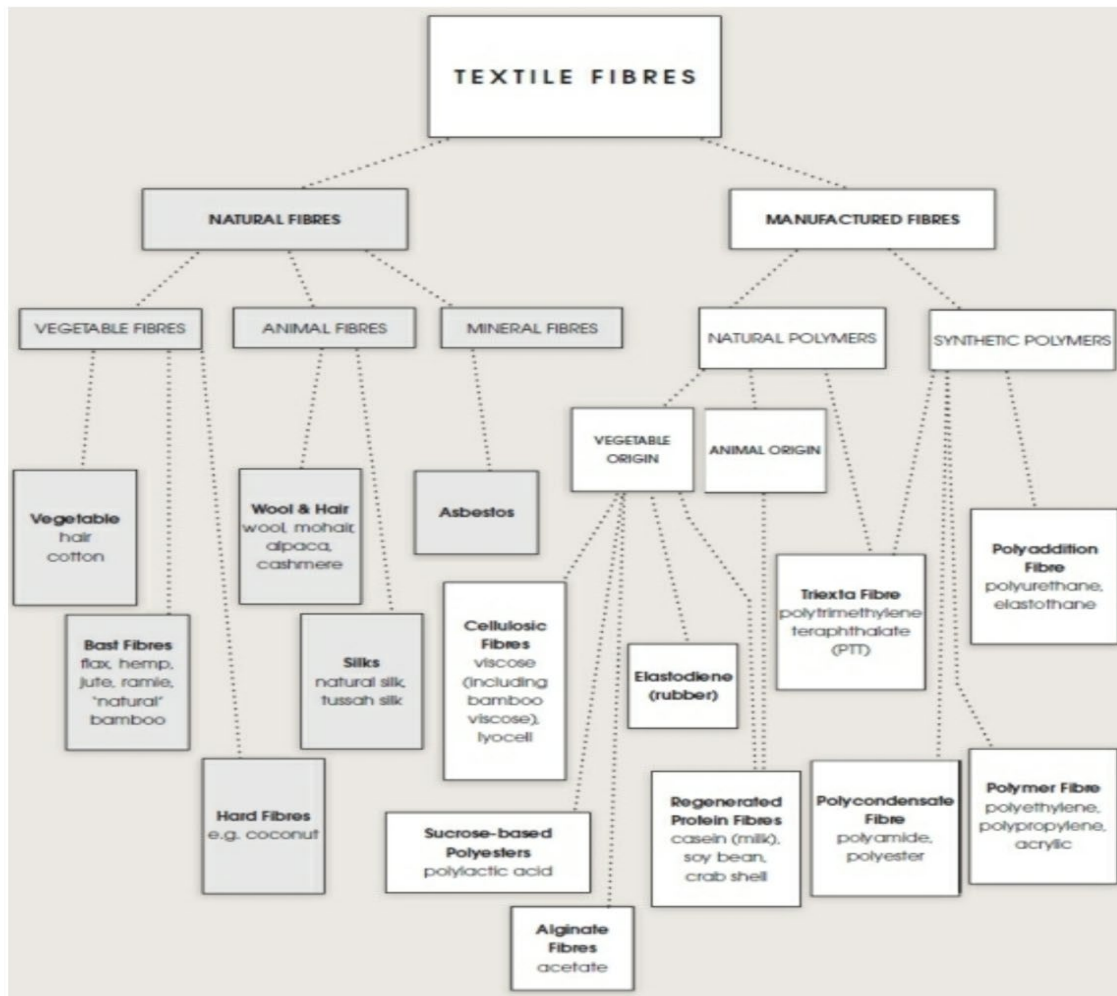
# 1. Offer Eco Friendly Fabrics

Natural fibres  
shaded in grey

Cotton

Bast Fibres -Flax,  
hemp, jute  
ramie and bamboo

Wool & Silks



Manufactured fibres  
shaded in white

Natural polymers- ie  
viscose, acetate,  
milk, soy bean and  
crabshell

Synthetic polymers-  
ie polyester, nylon  
and acrylic



# Cotton the king of natural fibres



# Man made fibres like nylon and polyester - are they more sustainable ?



Jeans - 100% Cotton  
**Water use 10-20,000 gallons**

Energy use **70MJ/kg**



Patagonia - Nano Puff  
100% recycled  
polyester shell  
Insulation 55%  
recycled

**Water use 69 litres**

Energy use **26MJ/kg**  
approx



# Eco Friendly Fibres - Flax Hemp and Ramie

Linen – made from Flax



Ramie Fabrics Colored

ECO-FRIENDLY

## Hemp WINS Most Eco-Friendly Clothing Fabric



Most eco friendly clothing fabric goes to hemp

# Bamboo – is it sustainable ?



Jersey or  
Linen ?

It can make  
a difference



# Viscose, Lyocell and Tencel – what is sustainable?



Lyocell is processed from wood pulp like viscose

Jacket in Lyocell from H&M's garden collection 2010

# Recycling fibre to fibre

**RAPANUI**

NEW WOMEN MEN CUSTOM OUR STORY



Men's Organic T-Shirts > Stop Plastic T-shirt



Product Spec Story Reviews

**Stop Plastic T-shirt** **£19**

The world has woken up to the issue, yet 64% of new fabrics are still made of plastic...Not this tee. Our products are made from organic cotton and printed with water based inks in a renewable energy powered factory. You can even send it back to us for recycling when it's worn out. Stand up for what you believe in with this plastic slogan t-shirt.

Select a size  
No option selected



Sizing

Add To Basket



Organic



Renewable



Responsible





# 2. – knowing where our fabric has come from – the traceability challenge

## Cotton Oxford Shirt from Asket.com



Shop   Traceability   Garment Care   Our Pursuit   **ASKET**   Returns   Help   Shipping to: United Kingdom

---

Traceability

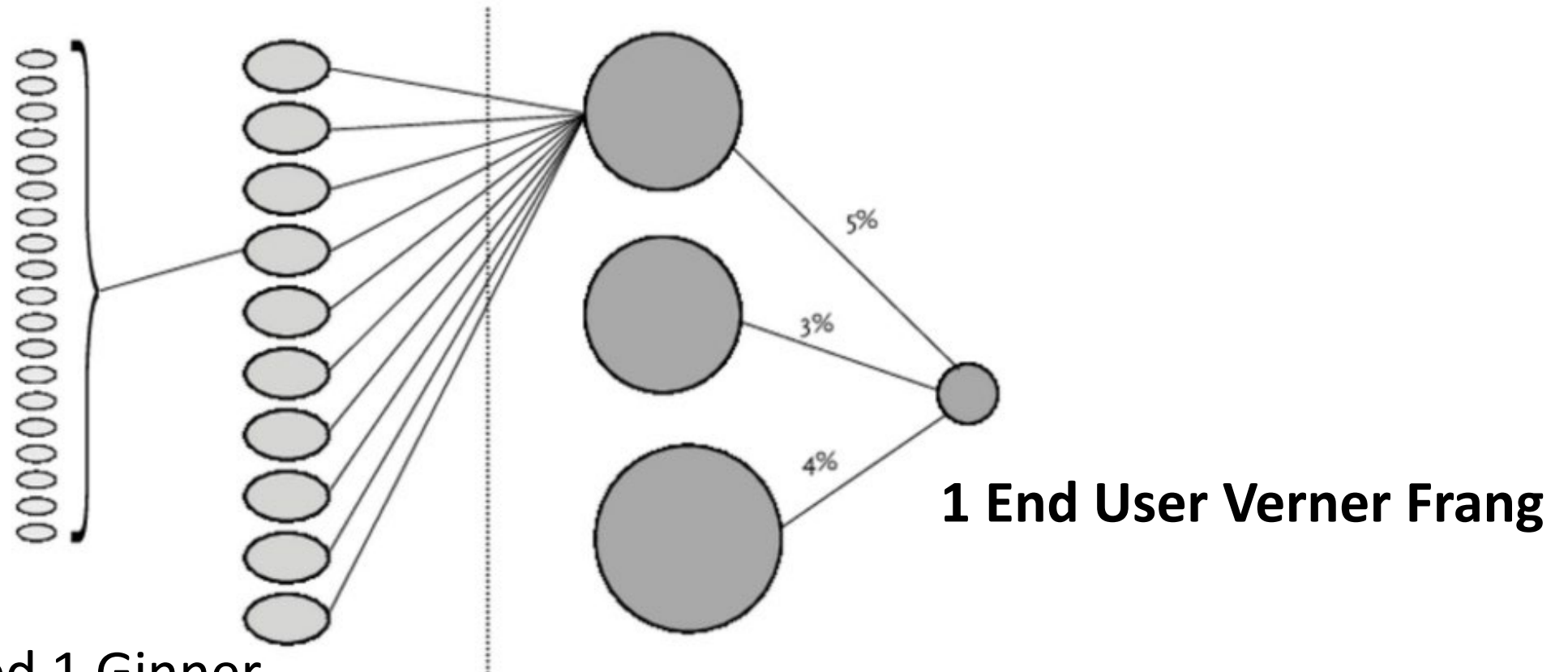
Price

**86%**  
Traceable

● Manufacturing   ● Milling   ● Raw Materials  
● Trims

**Cotton** farmed in San Joaquin Valley, USA, ginned in USA researching origin.

# Why tracing the raw material can be complicated

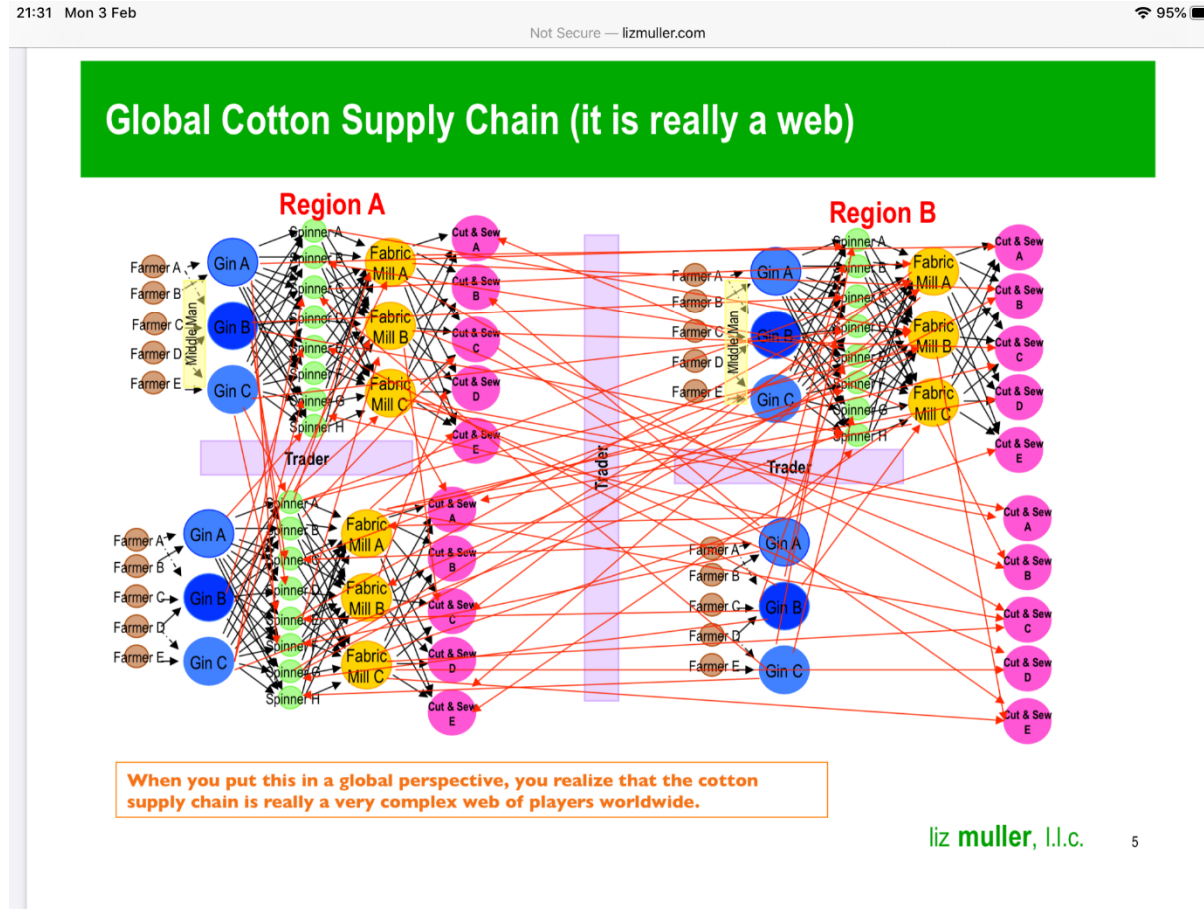


20 Farmers feed 1 Ginner

10 Ginners feed one spinner

3 Spinners feed one end user

# Cotton supplied from more than one region



# GOTS - Another approach to traceability



or



The item is made with organic fibres AND has been processed according to strict standards for ecological and socially responsible production along the whole supply chain.

This means workers' rights are protected, working conditions are safe and hygienic, only low impact dyes and inks are used, wastewater is treated properly, and energy and water use is monitored.



# Three Organic Standards – easy to get confused



A contents and processing standard  
GOTS - minimum 70% organic



Just a contents standard –  
Organic 100 - minimum 95% organic

Blended – from 5% organic

# Better Cotton Initiative – is this a standard?





Recycling fibre to fibre - is this the future ?



### 3. Ensuring that the fabrics we offer do not have dangerous chemicals



STANDARD 100 is a product label for textile products from all processing stages that have been tested for harmful substances.



STeP stands for Sustainable Textile & Leather Production and certifies the manufacturing process for environmentally friendly and socially responsible production facilities.











# Recycling with SCAP – sustainable clothing action plan

— START LOVING YOUR CLOTHES —

 <h3>BUYING NEW CLOTHES</h3> <p>Loving your clothes starts with smarter buying: choosing clothes that are better made, easy to care for, and made to last.</p> <p><a href="#">READ MORE</a></p>	 <h3>CARE &amp; REPAIR</h3> <p>Our simple care tips can make all the difference when it comes to keeping your clothes looking great, and they'll save you cash too.</p> <p><a href="#">READ MORE</a></p>	 <h3>REFASHION &amp; UPCYCLE</h3> <p>Clothes due for an upgrade? Find inspiring ways to create a fresh look from the things you already have.</p> <p><a href="#">READ MORE</a></p>	 <h3>UNWANTED CLOTHES</h3> <p>Fallen out of love with your clothes? How to find them a good home.</p> <p><a href="#">READ MORE</a></p>
--	---	---	---

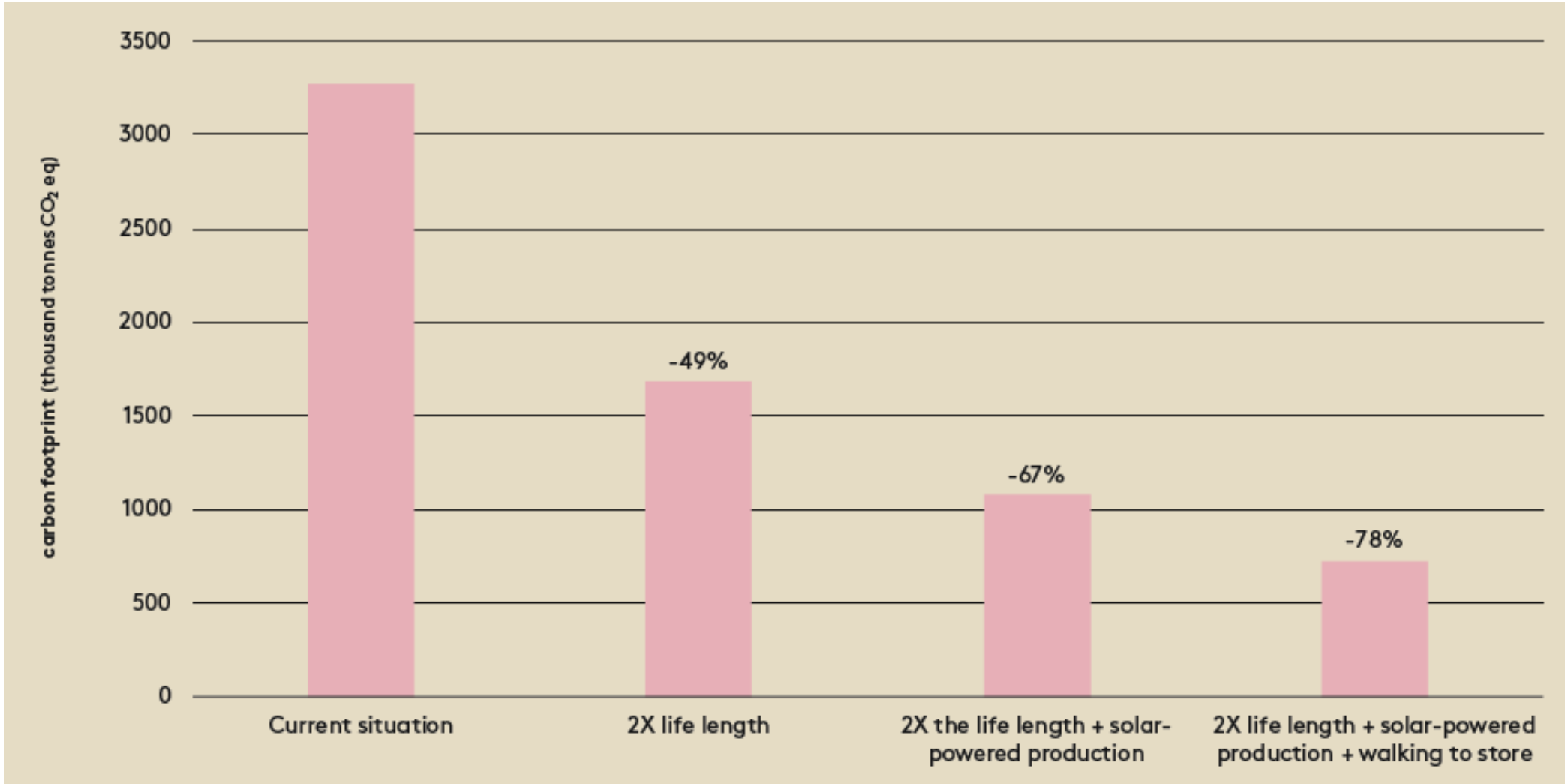


# The fast fashion rebellion



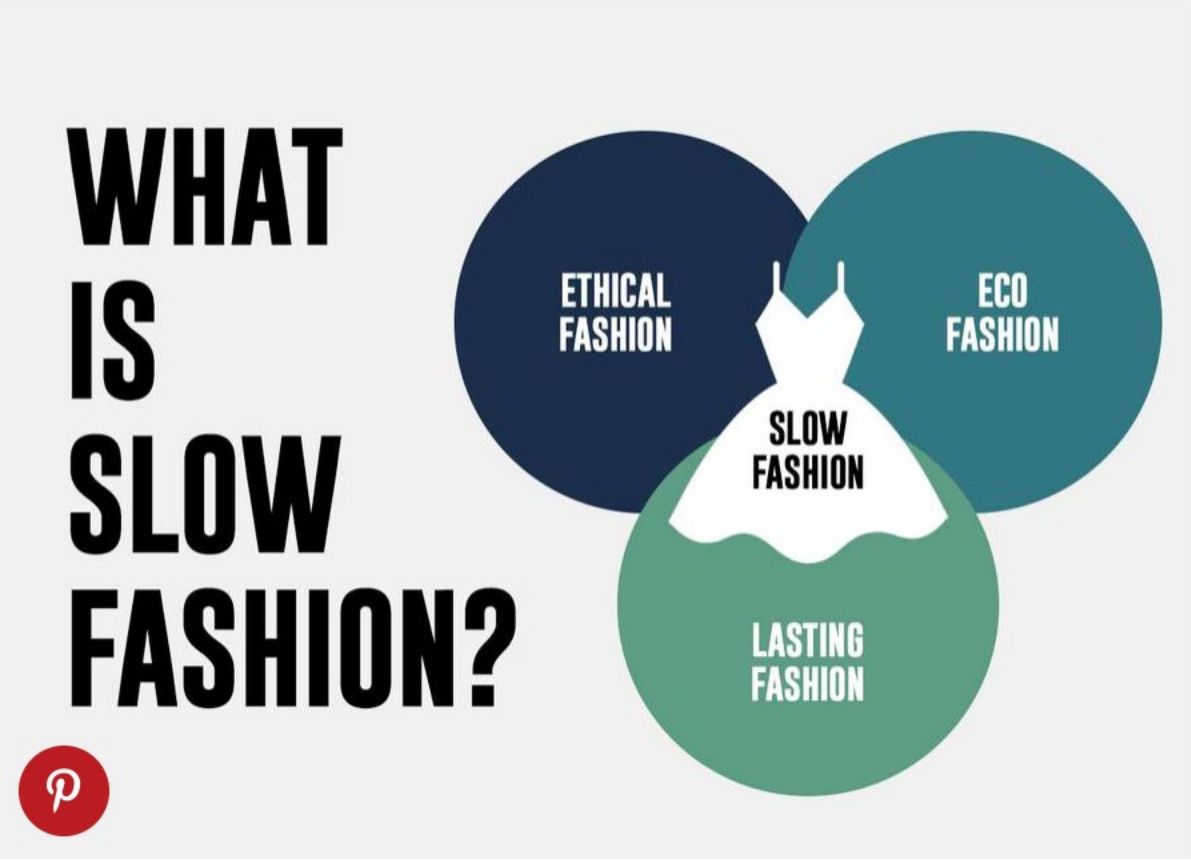


# How keeping our clothes longer helps the planet





# The slow fashion movement



# A 4 point sustainable action plan for fabric shops

- 1. Be on the look out for eco friendly materials including recycled fibres.
- 2. Consider a fabric's provenance ? Is it produced responsibly. Is it GOTS ?
- 3. Ensure that the fabrics you stock are safe – ask for oeko tex standard 100
- 4. Remind our customers that by making something of value to keep and cherish they are already doing their bit to save the planet. Celebrate the slow fashion movement.