

Apparel Industry Sustainable Strategies Framework



Apparel companies are driving sustainability improvements using several strategies:

Reducing Chemical Improving Water Improving Energy Investing in Reduction Management Management of Material Waste **Impact Implementing Investing in Employee** Investing in Sustainable **Investing in Circularity** Sustainable Raw Material and Supplier **Brand Marketing and** and Innovation **Well-Being Communications** Sourcing

^{*}Strategy highlighted in green are built out in this presentation

Defining the Sustainability Strategies



Reducing Chemical Impact

Company reduces the impact of chemicals in its supply chain

Improving Water Management

Company focuses on water management through increased water efficiency, conservation, and reduction of wastewater quantity, while improving wastewater quality

Improving Energy Management

Company focuses on practices to decrease greenhouse gas emissions by focusing on improving energy efficiency, changing distributions modes, and increasing use of renewable energy

Investing in Reduction of Material Waste

Company implements practices to mitigate waste in areas such as fabric, consumer clothing, peripherals, and packaging

Implementing Sustainable Raw Material Sourcing

Company spurs innovation of new materials development and substitutes more sustainable materials in existing products and packaging

Investing in Circularity and Innovation

Company invests in innovation to achieve new circular business models which focus on product takeback and innovative design methods

Investing in Employee and Supplier Well-Being

Company improves labor conditions in their supply chain and across their corporate workforce through practices that directly and indirectly benefit the health and safety of the workforce

Investing in Sustainable Brand Marketing and Communications

Company invests in marketing and education around sustainability through engagement campaigns and branding

Implementing Sustainable Raw Material Sourcing



Product Development/
Procurement

Raw Materials

Manufacturing

Integrate More Sustainable Raw Materials **Increase Organic Material Content**

Transition Away from Non-Organic Material
Content

*Transition Away from High-Impact Materials

Increase Other Sustainable Certified Alternatives

Invest in R&D to Develop Sustainable Alternatives

*Make Incremental
Improvements in material
choices transitioning away
from Spandex, Rayon,
Viscose and other
high-impact materials including
emphasis on Animal Welfare and
Land Degradation

Improve Material Quality

Invest in Higher Quality (More Durable) Materials

Incorporate Reused and Recycled Materials

Design Product to Reuse Fabric Scraps and/or Deadstock

Increase Recycled Content

Produce more using Local and Artisanal Suppliers

Partner with Local and Artisanal Suppliers