The Business Case for Sustainable Apparel

Strategy for Implementing Sustainable Raw Material Sourcing

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Apparel companies are driving sustainability improvements using several strategies:

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

*Strategy highlighted in green are built out in this presentation*
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

- **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
- **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

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*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*