The Business Case for Sustainable Apparel

Strategy for Improving Water Management

December 2020
Apparel companies are driving sustainability improvements using several strategies:

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

*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
Improving Water Management

- **Improve Water Efficiency**
  - Establish Internal Price on Water
  - Invest in Reduced-Water-Usage Solutions

- **Conserve Water Resources (Replenishment)**
  - Partner with NGOs on Watershed Replenishment Programs
  - Invest in Community Stewardship Watershed Programs

- **Improve Wastewater Management**
  - Invest in Wastewater Reduction programs
  - Improve Wastewater Quality