

*A Better World,
Through Better Business*



Center for
Sustainable Business

The Business Case for Sustainable Apparel

Strategy for Investing in Reduction of Material Waste

December 2020



Apparel companies are driving sustainability improvements using several strategies:



*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

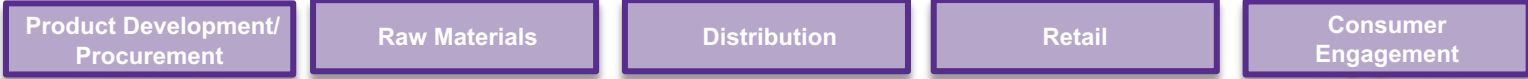
Investing in Sustainable Brand Marketing and Communications

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

Investing in Reduction of Material Waste*



*Includes Fabric, Packaging, Consumer



Reduce Fabric Waste

Partner with Fabric Recycle and Reuse Programs for Fabric Discards

Reduce Consumer Clothing Waste

Develop Alternative Uses for Products that Do Not Meet Standards

Develop Alternative Uses for Products that Do Not Meet Standards

Reuse and Resell Non-Purchased Products/Excess Inventory

Reduce Peripherals and Packaging

Sell More Product Bundles

Improve Packaging Efficiency

Eliminate Paper Invoices (Direct-to-Consumer)

Eliminate Duplicate Packaging and Peripherals in Store

Improve Material Packaging and Peripheral Sustainability

Increase Recycled Content of Peripherals in Packaging

Invest in Biodegradable and Compostable Material Alternatives