The Business Case for Sustainable Apparel

Strategy for Reducing Chemical Impact

December 2020
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*
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
Reducing Chemical Impact

- Reduce Chemicals in Manufacturing Process
  - Invest in R&D to Develop Sustainable Manufacturing Processes
- Reduce Toxic Chemicals in Materials, Dyes, and Processing
  - Expand product offering to use more bio-based alternatives for chemicals and dyes in materials
  - Substitute Bio-based alternatives for chemicals in dyes and materials
- Reduce Chemical Waste
  - Invest in Circular Manufacturing Processes to reduce and reuse chemicals