

*A Better World,  
Through Better Business*



Center for  
Sustainable Business

# The Business Case for Sustainable Apparel

## Strategy for Reducing Chemical Impact

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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**

# Reducing Chemical Impact

