

“Update: Sustainable Clothing Roadmap”



3RD Multi Stakeholder Meeting, 20 Feb 2009, RGS, London

Dr. Dorothy Maxwell, Lead: Sustainable Clothing Roadmap

SUMMARY

- **Sustainable Clothing Roadmap**
- **Sustainable Clothing Action Plan**
- **Next Steps**

Sustainable Clothing Roadmap

Improve “sustainability” performance of clothing

- Environment
- Social (ethics, labour & trade)
- Economic



Based on sound EVIDENCE

Co-ordinating industry STAKEHOLDERS

Practical ACTIONS (short, medium, long term)

UK supply chain outwards

Progress to date (Sept. 07 – Feb. 09)

Evidence on Impacts & Interventions

- Baseline Study to Collate Evidence (Dec 2007)
- Evidence Briefing Note (Dec. 2007)

Stakeholder Engagement

- 2 Multi-Stakeholder Events
 - Chatham House 05/09/2007
 - Church House 31/03/2008
- 1 to 1 meetings 90 organisations
- Evidence & Business Case
- Actions Effective Improvement (Actions Briefing Note Jan 2008)

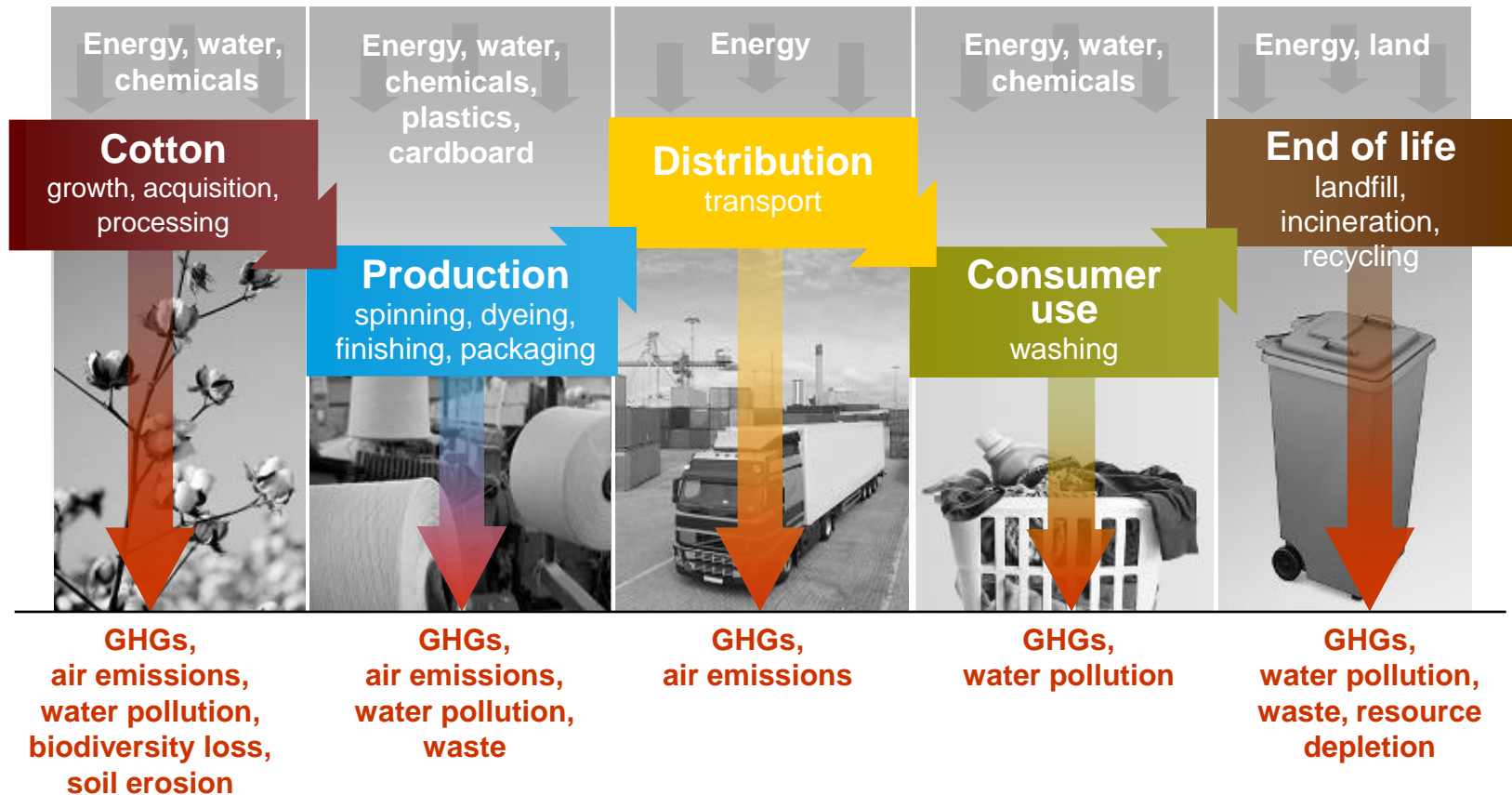


Sustainable Clothing Action Plan

<http://www.defra.gov.uk/environment/consumerprod/products/clothing.htm>

Impacts across the lifecycle & global supply chain

Clothing (cotton example)



Social Impacts

Labour e.g.

- child labour
- sweatshop conditions
- living wage

Trade

Animal welfare



DEFRA Product & Service Roadmaps

PRIORITY AREA	PRODUCT OR SERVICE
Food	Milk
	Fish
Transport	Passenger cars
Energy Using Products	TVs
	Lighting
	Motors
Buildings	Window systems
	WCs
	Plasterboard
Clothing/Textiles	Clothing

SUSTAINABLE CLOTHING ACTION PLAN

34 Organisations

- Approx 60 actions

Short – Long Term (2009 - 2012)

5 Key Areas

Disseminating best practices

- Catalyse change in sector



1. Improving Environmental Performance Across Supply Chain

Sustainable Design



Green Factories

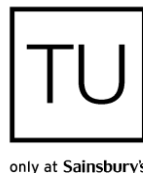


Fibres/Fabrics



Clothes Cleaning

Maximising
Reuse/Recycling



2. Consumption Trends and Behaviour

3. Creating Market Drivers

Consumer Awareness Raising

- Carbon Footprint
- Increasing Oxfam boutiques
- Direct Gov & Act on CO₂

ADILI.COM



CONTINENTAL®

YOUR M&S

TESCO



only at Sainsbury's



Behaviour Change

- Public Understanding of Sustainable Clothing (Complete Nov 2008)
 - Defra Behaviour Change Unit

NOTTINGHAM
TRENT UNIVERSITY



League Table – Sustainable Clothing Retailers

Sustainable Procurement in Public Sector

Evaluate economic and market barriers



Consumer
Focus
Campaigning for a fair deal



4. Awareness, Media, Education and Networks

Education (schools & 3rd level fashion)

Capacity building – clothing/fashion sector

- accredited training
- online resources

Networks

- International linkage



EUROPEAN
OUTDOOR
GROUP



SFBC

Sustainable
Fashion
Business
Consortium



WWF for a living planet



5. Improving Traceability (Ethics, Trade ,Environment)

Potential for new ethical garment sector initiative



Increasing Fairtrade clothing ranges & uptake

Capacity building – ethics issues



Traceability of cotton supply chains



only at Sainsbury's

Animal Welfare



Defra Commissioned Evidence Projects

Clarify Facts & Way Forward – Key enabler topics (Nov 08 - May 2009)

- Sustainable fibres & fabrics



dmu.ac.uk
**DE MONTFORT
UNIVERSITY
LEICESTER**



- Maximising reuse & recycling for UK end of life clothing

OAKDENE HOLLINS LTD

- Cleaning technologies to reduce the energy, water and chemicals intensity of clothes maintenance



International Linkage

Import 90% clothing



Sustainable Clothing in India/UK Supply Chains (2009-2011)

- Partners in India and UK
- Eco-efficiency in Indian Dye houses supplying UK
- Sustainable Design



China

- WWF Hong Kong Low Carbon Textile Manufacturing Programme
- Sustainable Fashion Business Consortium



Sustainable
Fashion
Business
Consortium



Next Steps

**CLOTHING
ACTION PLAN
STEERING
GROUP**

- 34 organisations
- meet four times/year to discuss progress on actions and ways to disseminate wider to the clothing sector
- review & update

**PROJECT
STEERING
GROUPS**

**SUSTAINABLE
FIBRES &
FABRICS**

**CLOTHING
REUSE AND
RECYCLING**

**CLOTHES
CLEANING**

**PUBLIC
UNDERSTANDING
OF SUSTAINABLE
CLOTHING**

**INDIA / UK
SUPPLY CHAINS**

**Sustainable
Design
Eco-efficiency in
Dye houses**

- 170 organisations participating
- asking right questions & industry relevant results
- focused expert groups

Next Steps

Defra co-ordinate Roadmap – Feb 2010

Transfer co-ordination of Roadmap to clothing / fashion industry

- Build industry ownership
- Government as participant vs lead
- Milk Roadmap

Welcome new stakeholders to Roadmap

Sustainable Clothing Roadmap Contacts

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LINKS

Sustainable Clothing Roadmap

<http://www.defra.gov.uk/environment/consumerprod/products/clothing.htm>

Public Understanding of Sustainable Clothing Summary & Report

<http://www.defra.gov.uk/environment/business/scp/research/themes/theme3/sustain-consump0708.htm>

UK SCP & Defra Sustainable Products and Materials

<http://www.defra.gov.uk/environment/business/scp/>

Defra Environmental Behaviours Unit

<http://www.defra.gov.uk/environment/business/scp/research/themes/theme3/sustain-consump.htm>