Consumer Engagement: Greenwashing or Education? The Truth in a Label

December 7, 2021
OUR MISSION

Textile Exchange *inspires* and *equips* people to *accelerate* the adoption of preferred materials through clear and actionable guidance. We *convene* the textile industry to collectively *achieve* climate reduction goals and holistic positive impacts across fiber and raw material production.

OUR VISION

We envision an enriching global textile industry that *protects* people and planet *by positively impacting climate, soil heath, water, and biodiversity.*
Textile Exchange by the numbers*

660+ Active Members of Textile Exchange

2,400+ Participants across 11 Round Tables

250+ Companies engaged in benchmarking their use of preferred materials

1,900+ Industry professionals convened at our most recent Conference In Dublin - 2021

40,000 Sites in 75 countries certified to our 7 active standards

70+ Online educational events hosted throughout 2020

* Numbers correct as of Nov.t 2021
A driving force for urgent climate action in textile fiber and materials production.

Enabling and guiding the textile industry to reduce GHG emissions (CO₂ equivalents) 45% by 2030 in the pre-spinning phase of textile fiber and materials production.

Grounded in Partnership+

*Amplifying positive impacts in soil health, water, + biodiversity.*
Getting to 45% in Tier 4

Fiber and Material GHG emissions

BAU: 845.9Mt
165Mt Slow growth (1%)
148.4Mt Materials Substitution
197Mt Circular & Regenerative
533.5Mt
336Mt

Baseline:* 611Mt

Aggressive Substitution
Innovation Gap
45% pathway
Reduce Growth Related to New Materials and Products
+ Aggressive Substitution (Known Solutions)
+ Fill the Innovation Gap (Unknown Solutions)
= 45%

* Calculations are based upon global fiber volume from the Textile Exchange Preferred Fiber and Materials Market Report and midpoints from the Higg Index Materials Sustainability Index (MSI)
The Industry’s Direction of Travel
Encouraging Continuous Improvement

Status-Quo
Conventional Fibers & Materials

Improved
Minimizing Harmful Impacts

Progressive
Maximizing Positive Effects

Advanced
Regenerative Organic & Circular

Regenerating

Degrading

CLIMATE

Soil • Biodiversity • Water

TextileExchange • VISION 2030
2025 Sustainable Cotton Challenge
Second Annual Report 2020
https://textileexchange.org/2025-sustainable-cotton-challenge/

Formed in 2017
122+ Brands, Retailers & 7 Suppliers have committed to sourcing 100% sustainable cotton by 2025
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Why have a Label?

Isn’t it all about function, fit, color, price – and the brand?

It is also about Truth.

* Increased Consumer Engagement
* Increased Regulation
Increased Consumer Engagement

• **Increased Engagement = Increased Scrutiny**
  - What is the Fiber in this shirt?
  - What is the care required?
  - Where did the fiber come from?
  - How was it grown?
    - Are their social or environmental considerations?
  - Who made this shirt?
  - In what conditions?

• **Increased Engagement = Increased Education**
  - Brands want to communicate **Value**
Increased Scrutiny

- What is the Fiber in this shirt?
  - Required Fiber Content
- Where did the fiber come from?
  - Required Country of Manufacturing
  - Limited Visibility on Country of Origin on Fiber
    - Certification
    - DNA / Other Markers / Soil
- How was it grown?
  - Certification, Chain of Custody
- Who made this shirt?, and What Conditions
  - Fair Trade

Increased Scrutiny

- Brands MUST communicate Truth
Our Recommendations

• **Support Systems and Infrastructure to support your farmers!**
  • Support farmers ability to engage in the increasingly complex market-place.
    • Training
    • Quality
    • Ability to participate in Identity Preserved Programs
  • Work with Reputable Organizations
  • Leverage Standards – ISEAL
  • Leverage the Farmer’s Voice
Thank you

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