

PRESENTATION

Session: A Wider View

Title: Textile Footprinting – Methodology and EU Legislation

Speaker:

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Conference Organisation

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TEXTILE FOOTPRINTING METHODOLOGY AND EU TEXTILE LEGISLATION

KLAUS STEGER IWTO





Global Boiling





Global Waste Crisis



Recycling is backfiring

"Get-out-of-jail-free Card"

Sweeping it under the carpet





EU Strategy for Sustainable and Circular Textiles



The fashion industry emits more CO2 than international flights and maritime shipping combined.

Source: United Nations, UN Helps Fashion Industry Shift to Low Carbon



Fast Fashion

"H&M CEO Sets Target To Double Retailer's Sales by 2030"



BØF

Dutch, Norwegian Regulators Issue Guidance on Controversial Higg Tool $\underline{\mathrm{FASHION}}_{\mathsf{N}\;\mathsf{E}\;\mathsf{T}\;\mathsf{W}\;\mathsf{O}\;\mathsf{R}\;\mathsf{K}}$

CATWALKS DESIGN CAMPAIGNS INDUSTRY INNOVATIONS COLLECTION PEOP

H&M, Decathlon accused of unclear sustainability claims in the Netherlands

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Warning against Green Washing

Higg

Asos, Boohoo and George at Asda investigated over eco-friendly claims

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STUDENTS GET 10% OFF

Limited time only

SUSTAINABILITY / BUSINESS

Lawsuits and Legislation Are Trying to Clean Up Fashion's Greenwashing Problem

ECOTEXTILE

Zalando wins Norwegian Green Washing Award

WWD

Statement in Response to Guidance Published by the Norwegian and Dutch Consumer Authorities on Materials Data in Consumer Communications

Trusted

Data

Sustainability

Sustainable Textiles ?

FAST FASHION 100 9 90 8 POLYESTER 80 Fibre production (million tonnes per year) 70 6 60 World population 5 50 World fibre production 40 3 30 2 20 10 0 0 1970 1975 1980 1985 1990 1995 2000 2005 2010 2015 Non-cotton cellulosics Cotton Polyester --- Population Polyamide Polypropylene Other

World population (billion)

The availability of cheap polyester clothing has been the primary enabler of fast fashion



Microplastic release is not measured in PEF

SUSTAINABLE PRODUCTION

RECYCLED

MATERIALS

REDUCED WATER CONSUMPTION



Current Textile Footprint Measuring Tools are not working for our planet

Man-made versus Natural



FROM **MINING**

FROM FARMING

Environmental Impacts

THE PEF METHOD **MEASURES MANY ELEMENTS, BUT OVERLOOKS KEY IMPACTS OF** POLYESTER

- Climate change 1.
- Ozone depletion 2.
- Human toxicity cancer 3.
- Human toxicity non-cancer 4.
- Eco-toxicity freshwater 5.
- Particulate matter 6.
- **Ionising radiation** 7.
- Photochemical ozone 8.
- Acidification 9
- Eutrophication terrestrial
- **Eutrophication aquatic**
- Eutrophication marine
- 13. Land use
- 14. Resource depletion water
- Resource depletion fossil fuels 15.

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- Resource depletion minerals 16.
- **Plastic waste** 17.
- **Microplastics**
- Circularity 19.



PEF Road-test

LIKE ALL LCAs, PEF ONLY TARGETS ENVIRONMENTAL HARM PEF single score, without composting





PEF single score, with

• PEF/LCA ≠ sustainability

- PEF/LCA ≠ renewability
- PEF/LCA ≠ biodegradability

System Boundary Issue

ENVIRONMENTALLY 'FREE' RAW MATERIALS UNFAIRLY ADVANTAGES FOSSIL FIBRES

Products made from natural fibres Products made from fossil fuel fibres





ESTIMATING PRODUCT LIFETIME:

"THE MOST DURABLE PRODUCTS WILL HAVE THE LONGEST LIFE"

Product Lifetime



Almost 2/3 of clothing is thrown out before worn out

Target Producer Responsibility

CLOTHING MADE FROM POLYESTER IS THE STRONGEST

They contribute to shorter—not longer product lifetimes

Using physical durability testing to estimate garment lifetime





Conscious Consumption

Reduce Reuse Recycle

WEBSITE

001 MAKE THE

VISIT: www.makethelabelcount.org



EXPLAINER ANIMATION

Subtitled In English, French and Italian

MAKE THE LABEL COUNT 40108i

KEY TAKEAWAYS:

- utable in its intent to dispel consumer confusion and encourage et is a sommen sustainability language. Here is concern that the EU an incomplete methodology to calculate the impact of dothing and a, which will result in oversimplified and inaccurate claims on produc
- of experts and organisations are working to promote spean policy makers, as a of this issue amongst PEF methodology before implementation
- king for your support to advocate for methodology impreners receive meaningful and belanced information about a

WHAT IS THE EU PROPOSAL FOR CLOTHING SUSTAINABILITY CLAIMS?

Servetly, sustainability language is disparate rcl insensistent, happly clar to a lock of corver inguage and interfully locion ranying labelling rquinements. This leads to high levels of

a part of its work pround circulary consumer protection, the BU is proposing companies substantiatio the environment make or clothing using a harmon by While its aims are laudable, the t methology being proposed – the Protect mental Policylet (PCP) – is nervely not halls to ackeptuately take acco ential localpating of local liver fibres. J uch the PEP risks misleading consumers about the s of their products, and ultimately up

CAMPAIGN BRIEFING DOCUMENT

Also translated into in French, German, Italian, Portuguese and Spanish

10	LABEL COUNT	HEO HE ME	what is the issue	WHY THIS IS GROUND	WWW YOU GAN DO	in 💌
	WHO WE ARE		Make the Label Cou organisations who w EU are credible.	nt brings together an in ont to ensure clothing	rlemational coalition o sustainability claims in	r the
			IAKE TH	E		
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2. fel: 3. Shar in	ow us on <u>Twitter</u> and <u>Linkodin</u> re content and get involved in the co	riversation				
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CALL TO ACTION

Encouraging audience to get involved in the campaign activities and the EU's consultation opportunities

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