



MEDIA + PARTNER KIT

MEASURING FASHION STUDY + REPORT

LAUNCH FEB 27, 2018

Quantis Contacts:

Media: Lori Gustavus, Director of Global Communications lori.gustavus@quantis-intl.com

Study: Michèle Zollinger michele.zollinger@quantis-intl.com

ClimateWorks Foundation Contacts:

Media: Brad Weinrieb, Asst Director, Communications & Marketing brad@climateworks.org

Study: Helen Picot, Buildings & Industry Portfolio, helen.picot@climateworks.org

REPORT COVER – PROMO IMAGE

Note: a pack of images is provided for dissemination, promotion and social media posts



COMMUNICATION DETAILS

WHAT?

Quantis and ClimateWorks Foundation are releasing the “Measuring Fashion” study on February 27, 2018. There are 2 publications:

- 1) **“Measuring Fashion: Environmental Impact of the Global Apparel and Footwear Industries study”** is the first in-depth, science-driven global assessment of these industries looking at five major impact areas: Climate Change, Resources, Freshwater Withdrawal, Ecosystem Quality, and Human Health. This study delivers the full findings and methodology.
- 2) **“Measuring Fashion: Insights from the Environmental Impact of the Global Apparel and Footwear Industries study”**, is a 7-page summary report based on the in-depth study, that provides the key results and hotspots of these industries as well as delivers guidance and insights for brands and businesses committed to making viable and sustainable changes to reduce their impacts.

Note: **Communication efforts will focus on the summary report** as this is accessible to a wider audience and provides a thorough summary of the study’s results.

WHY?

The study was performed because there is increasing pressure on apparel and footwear companies to demonstrate their sustainability performance with facts. There was no robust, metrics-based global study with this scope to answer longstanding questions about fashion’s environmental impacts across its value chain. The goal was also to provide fashion brands and business with the metrics, insights and guidance needed to make evidence-based decisions on effective actions for a more sustainable future.

WHEN?

The launch date for the study and the report is
Tuesday, Feb 27, 2018.

All information is under embargo until 8am, Pacific time on Feb 27.

WHERE?

The report, press release and media pack page: <https://quantis-intl.com/measuring-fashion-report-2018/>

The URL for the full study and report is:

<http://www.climateworks.org/report/measuring-fashion-global-study/>

WHO?

The study and the report was delivered by teams at **Quantis and ClimateWorks Foundation** with the support and input from a **Steering Committee**, including:

Jason Kibbey, CEO, Sustainable Apparel Coalition; Debera Johnson, Executive Director, Brooklyn Fashion + Design Accelerator, Pratt Center for Sustainable Design Strategies; Megan McGill, Program Manager, C&A Foundation; La Rhea Pepper, Managing Director, Textile Exchange; and Linda Greer, Senior Scientist, NRDC

Support from the Steering Committee members:

"This unique study provides robust data on the environmental impacts of each step of the apparel supply chain. It directs focus to areas that matter the most so you don't waste time on the small stuff. It empowers companies to step up and set ambitious, achievable science-based targets to reduce their climate impact."

- Linda Greer, Senior Scientist, NRDC

"What we know is only valuable when it rubs up against what other people know. This report is an invaluable resource for making change."

- Debera Johnson, Executive Director, Brooklyn Fashion + Design accelerator, Pratt Center for Sustainable Design Strategies

"You have to have good information to make sound decisions. This report provides a great perspective on ways that we, as a textile community, can take action. We can't allow ourselves to be overwhelmed to paralysis; every small decision and individual action adds up. This will require new business thinking and engagement. Let's make the wisest choices!"

- La Rhea Pepper, Managing Director, Textile Exchange

WEBINAR > WHAT + ?

WEBINAR, MARCH 28

To support the engagement and share the study and its results, a webinar will be offered.

"MEASURING FASHION: a look at how the global apparel and footwear industries size up to environmental impacts"

PANELISTS:

Helen Picot, ClimateWorks Foundation

Dr Rainer Zah, Quantis

Michèle Zollinger, Quantis

Linda Greer, NRDC

DESCRIPTION:

Gain insights into the first science-driven study to perform and assess the environmental impacts of the global apparel and footwear industries.

The global apparel and footwear industries together represent 8% of the world's greenhouse gas emissions. Our panel of experts will talk us through the results as well as explain the 3 levers of actions to help fashion brands and businesses implement viable and sustainable change.

Join us for an interactive discussion!

WEBINAR > WHEN?

Wednesday, March 28, 2018

5pm CEST (Paris)

4pm GMT (London)

11am EDT (Boston)

8am PDT (San Francisco)

WEBINAR > WHERE?

Quantis will host the webinar on the GoToWebinar platform.

REGISTRATION?

Registration link here:

<https://attendee.gotowebinar.com/register/5285981704332863491>

Short URL for webinar registration: <https://goo.gl/LXKCEX>

MEASURING FASHION

Insights from the Environmental Impact of the Global Apparel and Footwear Industries study

JOIN OUR WEBINAR MARCH 28

Take a deep dive into the first science-driven study of fashion's impacts

#measuringfashion

Quantis

ClimateWorks
FOUNDATION



MEASURING FASHION

Insights from the Environmental Impact of the Global Apparel and Footwear Industries study

JOIN OUR WEBINAR MARCH 28

Hear from a panel of experts of why it's time for fashion to set bold goals and drive actions based on metrics

#measuringfashion



Helen Picot
ClimateWorks
Foundation



Linda Greer
NRDC



Rainer Zah
Quantis



Michele Zollinger
Quantis

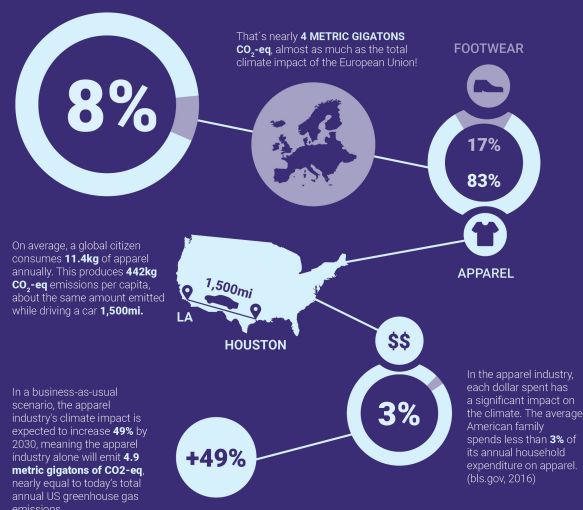
Social Media Notes

++ All partners, stakeholders, steering committee members, webinar panelists and/or their organizations are encouraged to share information about the “MEASURING FASHION” summary report, the webinar and/or specifics about their contribution to the study ++

A [social media image pack](#) is provided to support these communications, focusing on the full infographic image (file in media kit “Infographic Full_MeasuringFashion 2018”):

APPAREL AND FOOTWEAR HAVE A MAJOR IMPACT ON CLIMATE

Combined, the global apparel and footwear industries account for an estimated 8% of the world's greenhouse gas emissions.



ENVIRONMENTAL IMPACT OF THE GLOBAL APPAREL AND FOOTWEAR INDUSTRIES 2018 STUDY

Quantis ClimateWorks FOUNDATION

Twitter Handles

@ClimateWorks
@Quantis_intl
@NRDC

Twitter Hashtags

#measuringfashion

Above is the main report hashtag, to be used in conjunction with:

#boldgoals
#sciencedrivenfashion
#fashionactsonclimate
#climate
#environmentalimpacts

Sample Tweets

#MEASURINGFASHION report is out! Take a look at the first science-driven study of apparel and footwear's global impact by @ClimateWorks + @Quantis_intl => #boldgoals #sciencedrivenfashion

#MEASURINGFASHION report is out! Learn where the environmental hotspots are across apparel + footwear value chains to set #boldgoals for #climate => report by @ClimateWorks + @Quantis_intl

#MEASURINGFASHION report by @ClimateWorks + @Quantis_intl is out! Get insights on the 3 key levers for change to reduce apparel and footwear's #environmentalimpacts #fashionactsonclimate #boldgoals

#MEASURINGFASHION report: Apparel consumption for a global citizen produces the same amount of CO₂-eq as driving a car 1,500mi. It is time for fashion to set #boldgoals to show us #fashionactsonclimate > study from @ClimateWorks + @Quantis_intl

#MEASURINGFASHION report by @ClimateWorks + @Quantis_intl:
Discover the results and learn how using robust data can guide clear actions to drive ambitious sustainability efforts #sciencedrivenfashion #climate

#MEASURINGFASHION report studies the footwear life cycle: 1+ Raw material extraction 2+ Raw material processing 3+ Manufacturing 4+ Assembly 5+ Packaging 6+ Production 7+ Transport 8+ Disposal...Learn where to find major #environmentalimpacts > report by @ClimateWorks + @Quantis_intl

#MEASURINGFASHION report studies the apparel life cycle: 1+ Fiber production 2+ Yarn preparation 3+ Fabric preparation 4+ Dyeing & finishing 5+ Assembly 6+ Distribution 7+ End of life... Learn where to find major #environmentalimpacts > report by @ClimateWorks + @Quantis_intl

LinkedIn Post

MEASURING FASHION: GLOBAL ENVIRONMENTAL IMPACTS REPORT + WEBINAR

Just released: the new global report “Measuring Fashion: Insights from the Environmental Impact of the Global Apparel and Footwear

Industries study.” This groundbreaking analysis, from ClimateWorks Foundation and Quantis, looks at the industries’ environmental hotspots, revealing the life cycle phases of activity where focused efforts can render significant impact reductions.

The report delivers metrics-based guidance for fashion brands and businesses committed to making viable changes to reduce their impacts.

Together, ClimateWorks and Quantis encourage actors in the industry **to set ambitious, evidence-based environmental impact reduction goals to drive meaningful change** for a more sustainable fashion business model. This science-driven study helps managers set relevant targets and focus efforts on key impact hotspots along the value chain.

It's time for fashion to set bold goals >

Guided by the first science-driven study of fashion's global impact >

Using robust data to drive clear actions >

There are 2 ways to learn more:

- 1) Access the [Measuring Fashion](#) report
- 2) [Grab your seat for the Measuring Fashion webinar](#) on March 28.

Collectively, we can secure a more sustainable future for fashion. We hope you will join us in the conversation.

****URLs for links****

Study:

<https://quantis-intl.com/measuring-fashion-report-2018/>

Webinar:

<https://goo.gl/LXKCEx>
