



Fashion's climate challenge

la strategia climatica declinata in azioni concrete





Fashion is ...

- + disrupted
- + in need of urgent changes



Fashion is ...

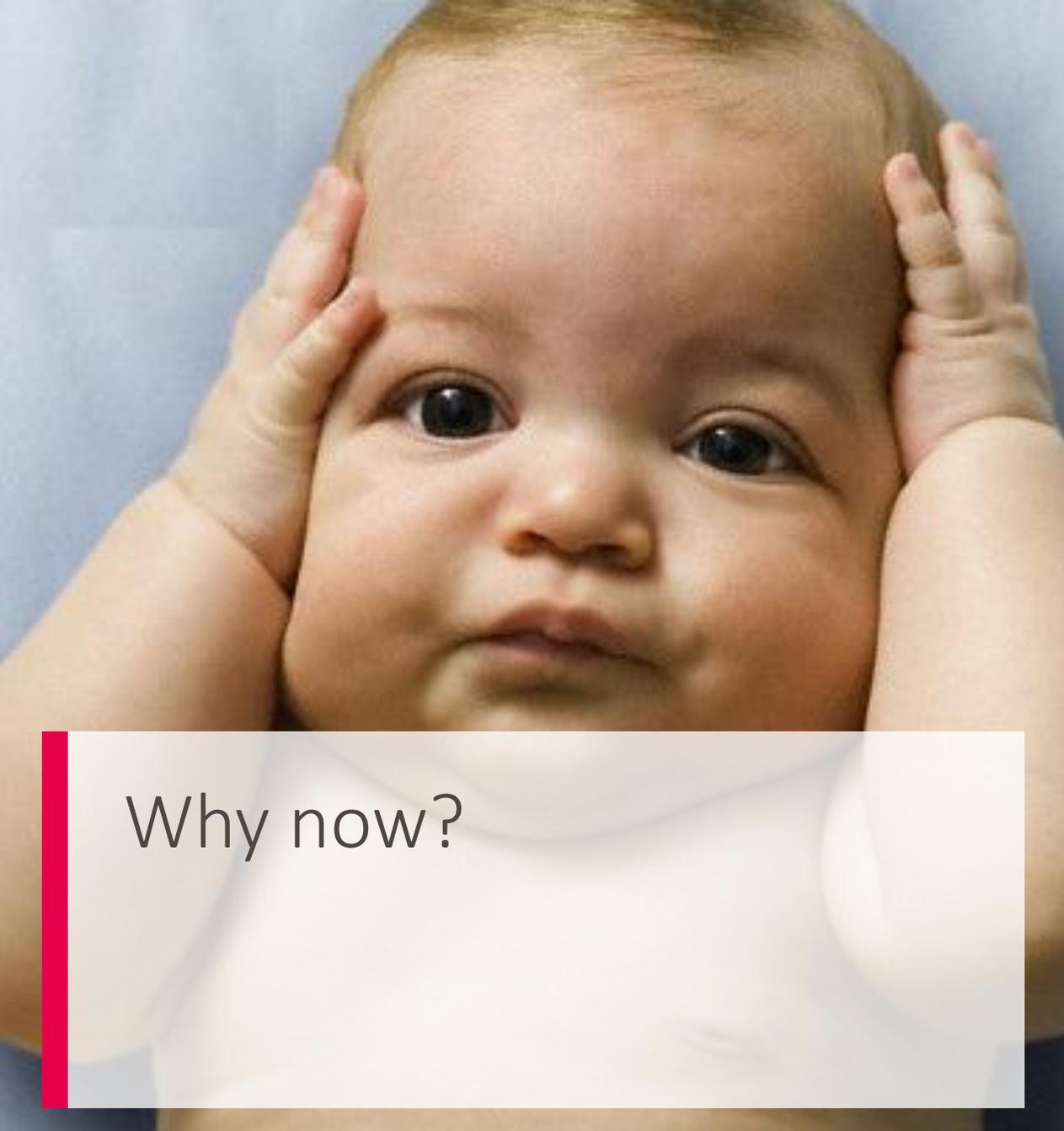
- + disrupted
- + in need of urgent changes

The companies that succeed in **maintaining their sustainability programs** and commitments as they manage the crisis will gain a durable **business advantage** once it ends, and rebuild a more sustainable fashion industry after COVID-19.

[Apparel Coalition Website](#)

On trend: **sustainable fashion in the wake of COVID-19**. “So the question is now, how do we build back better?” asked Michael Stanley-Jones, of the **United Nations Environment Programme (UNEP)**, who serves as the co-secretary of the United Nations Alliance for Sustainable Fashion. “We need to map the value chain and identify opportunities to limit the negative environmental and social impacts of the fashion industry, while building in accountability and transparency.”

[UNEP Website](#)



Why now?



Why now?

- + resilience
- + consumers
- + talents



Quantis



BUSINESS



SCIENCE



We build the bridge between
the science of sustainability
and its **application in business.**

PANELISTS



Charlotte Bande
Climate Strategy Lead
Quantis US



Simone Pedrazzini
Director
Quantis Italy



Michela Gioacchini
Senior Sustainability Consultant
Quantis Italy

AGENDA

1 What is a climate strategy

- + The science-based climate journey
- + Q&A with Charlotte

2 Why fashion brands need it

- + Your priorities and opportunities
- + Q&A with Simone

3 How we operationalize that

- + Case studies and real actions in the fashion context
- + Q&A with Michela

A close-up photograph of a person's hand holding a white smartphone. The phone's screen is a solid, vibrant blue. The hand is positioned on the left side of the frame, with fingers gently gripping the device. The background is a soft, out-of-focus blue-grey color. In the lower-left corner, there is a semi-transparent white rectangular box with a red vertical bar on its left edge, containing the text 'go to www.menti.com'.

go to
www.menti.com

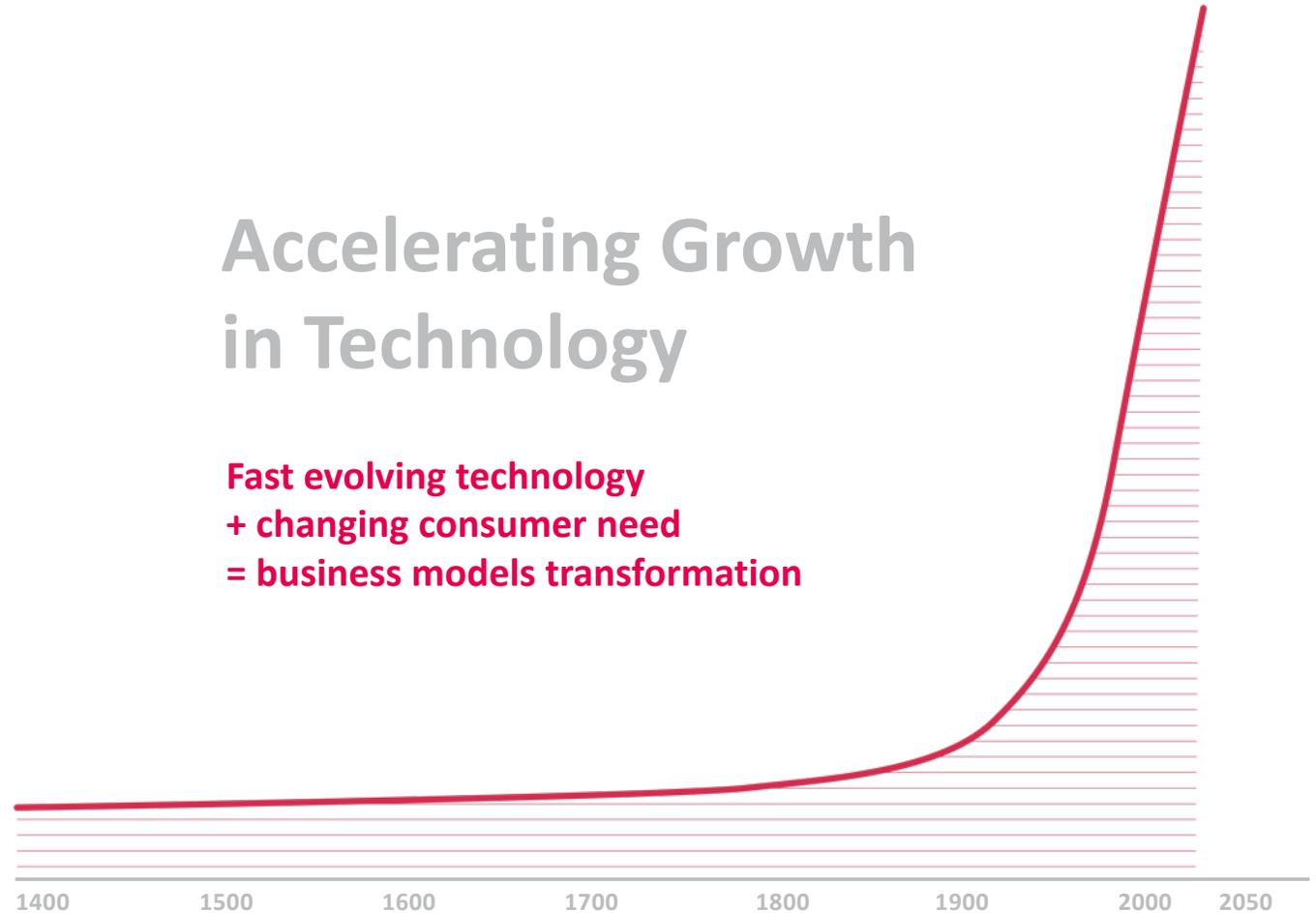
BUSINESSES THAT OPERATE WITH PURPOSE OUTPERFORM

Companies have never needed more purpose

- + In a time of increased volatility and changing consumer expectations, it is proven that companies with a strong, clear purpose outperform financially and have an innate capacity to be agile and make decisions.

Accelerating Growth in Technology

**Fast evolving technology
+ changing consumer need
= business models transformation**





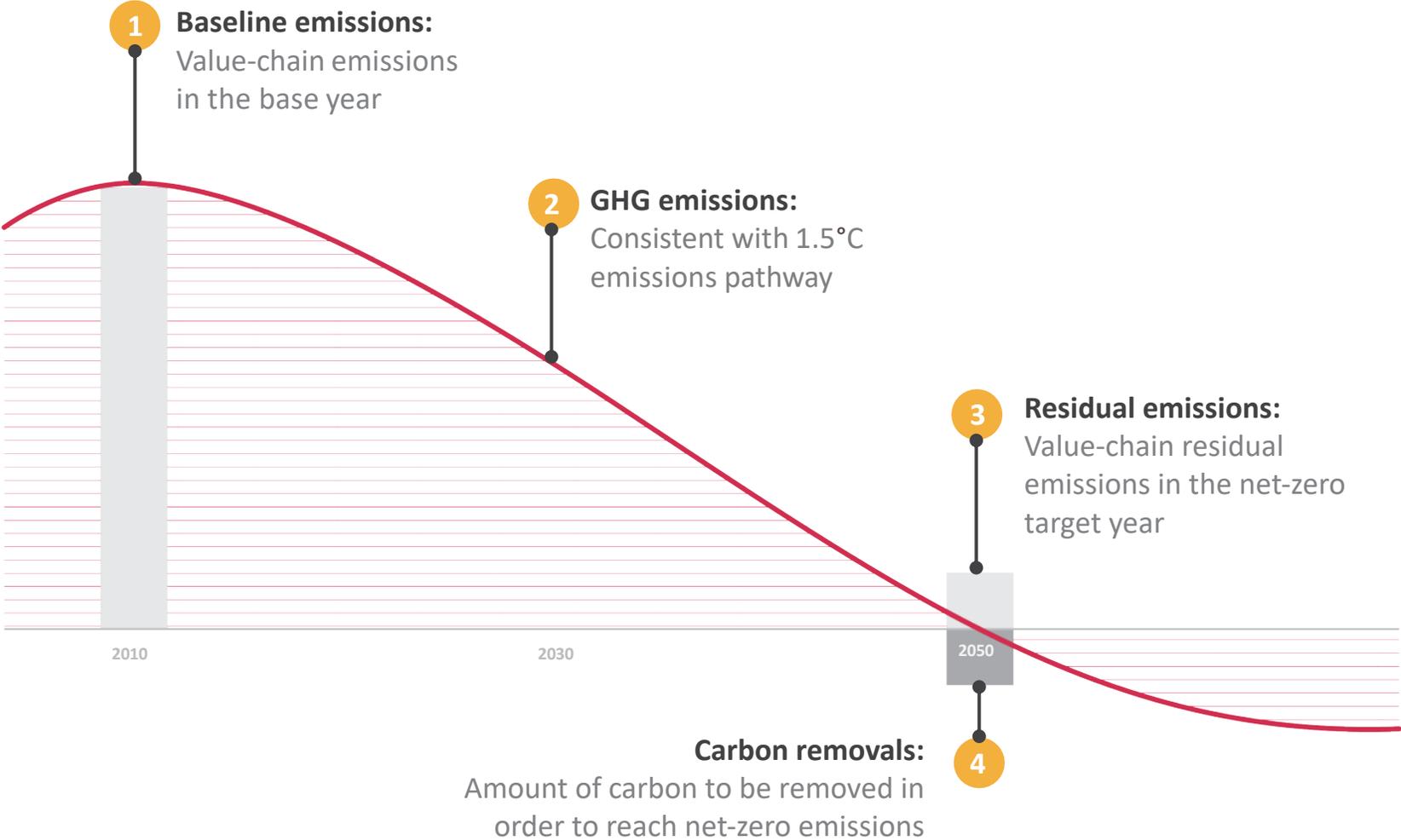
Why is purpose needed in the Climate strategy framework?

Your purpose is your why.

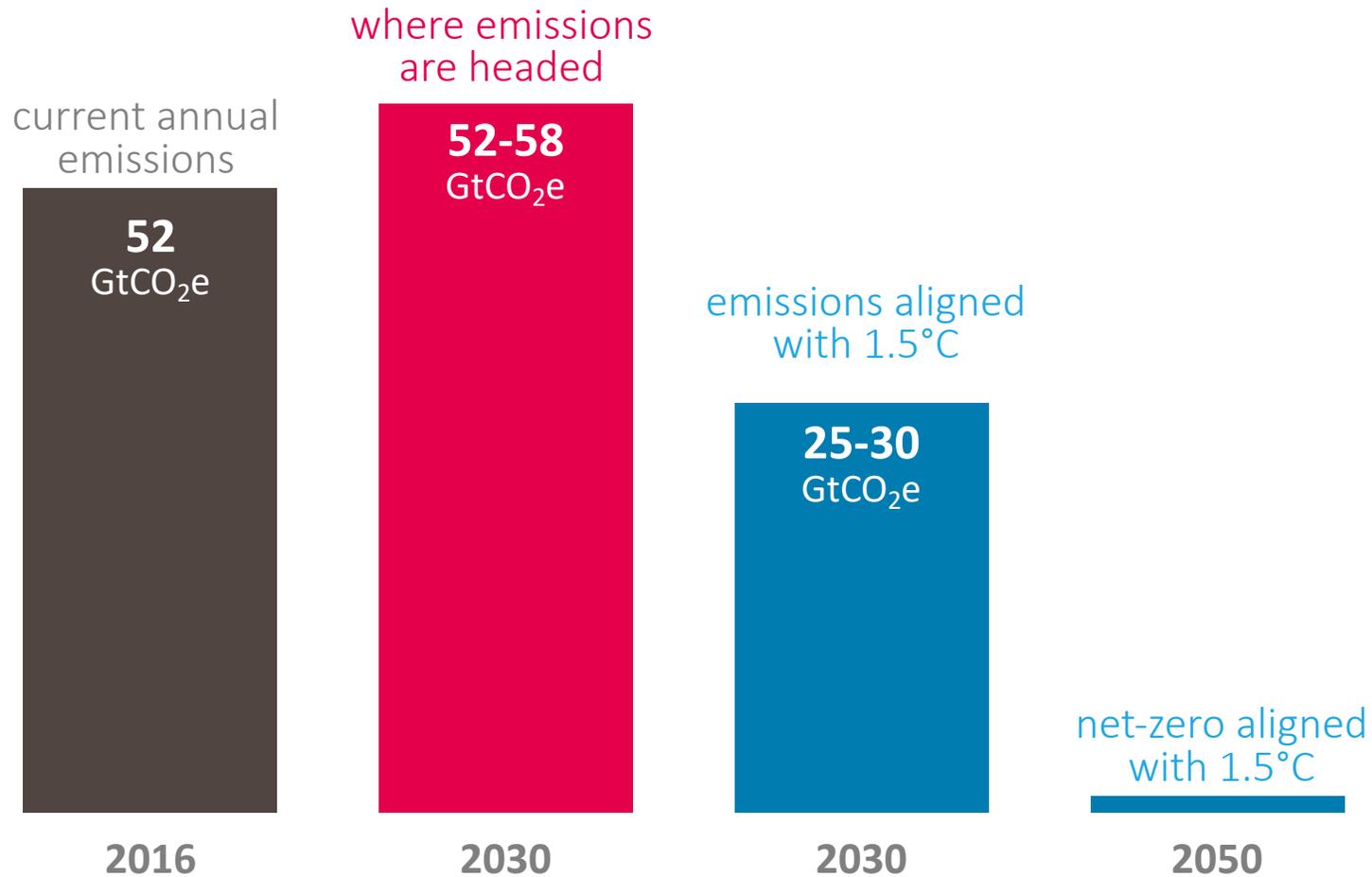
It's what drives it all.

If well-defined, it helps you – or your company – stay on track and guide you in times of instability.

A NET ZERO VISION IS ESSENTIAL TO LIMIT GLOBAL WARMING TO 1.5°C, ACCORDING TO THE IPCC



THE WORLD IS NOT ON TRACK TO LIMIT TEMPERATURE RISE TO 1.5°C



SCIENCE-BASED TARGET SETTING IS WHAT THE PLANET NEEDS

IT IS ALSO GOOD FOR BUSINESS



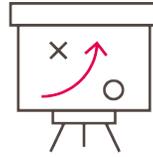
Leadership

Recognized for heeding the call to tackle climate change to protect the planet and the fashion industry



Risk mitigation

Actively addressing business risks along the value chain



Sustainable business growth

Customer pressure, raw material availability, brand recognition



Internal Engagement

Create excitement and collaboration for internal action to reach targets



Innovation

Engaging designers and exploring new business models

A SUCCESSFUL CLIMATE STRATEGY INCLUDES

Strong foundation
of robust metrics

Concrete business
relevant actions

Science-based reporting
and storytelling

Ambitious and
achievable science-
based goals

Internal (operational
& leadership) buy-in

The science-based climate journey



THE INDUSTRY IS COMING TOGETHER AND COMMITTING TO SCIENCE-BASED SUSTAINABILITY

UN Fashion Industry Charter for Climate Action



Aligns with the goals of the Paris Climate Change Agreement and moves towards net-zero emissions by 2050



Provides recommendations and case studies for apparel and footwear companies to set SBTs

FASHION PACT



Unites the fashion sector on three key objectives: climate, biodiversity and oceans

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go to
www.menti.com

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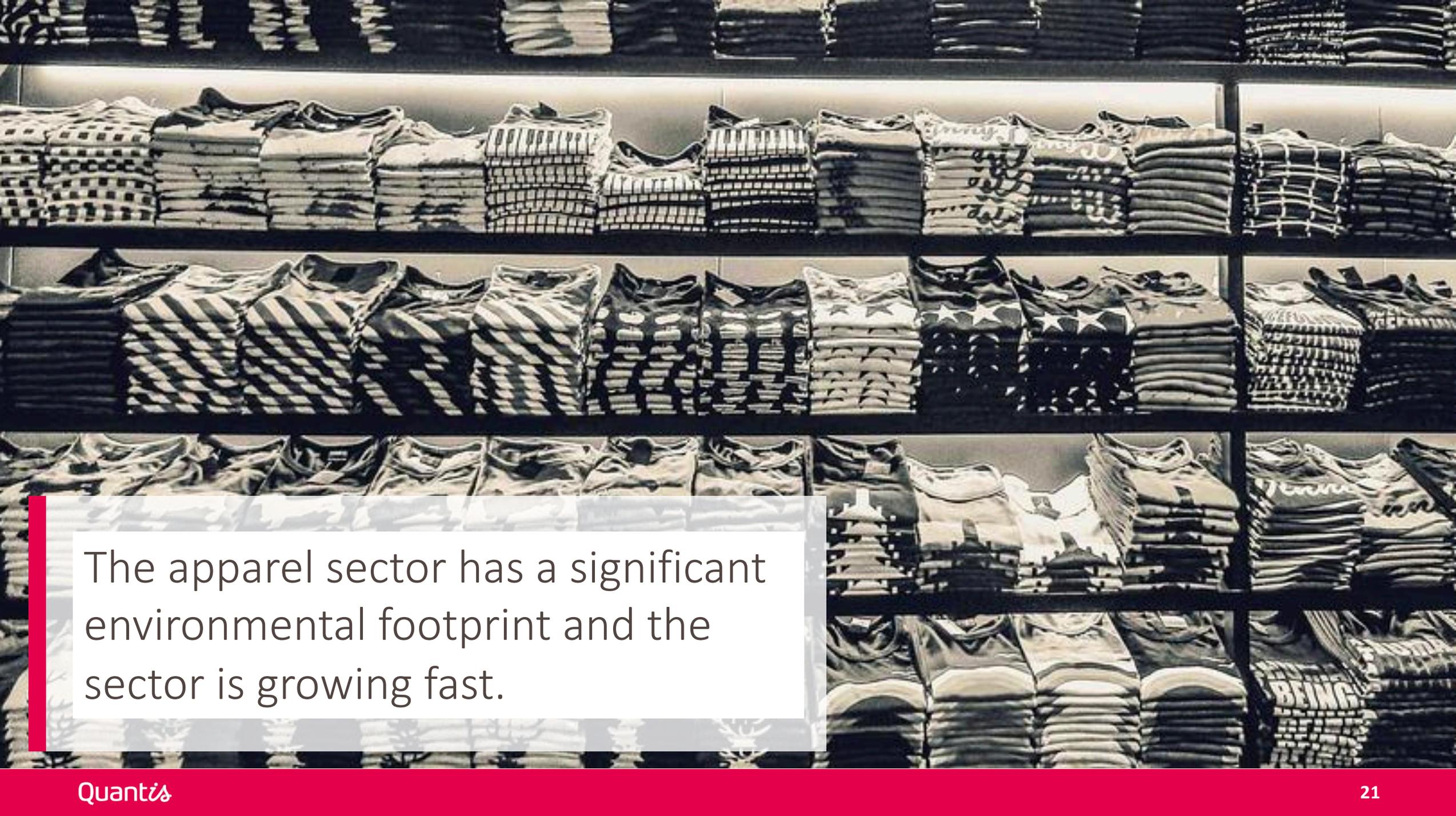
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The apparel sector has a significant environmental footprint and the sector is growing fast.



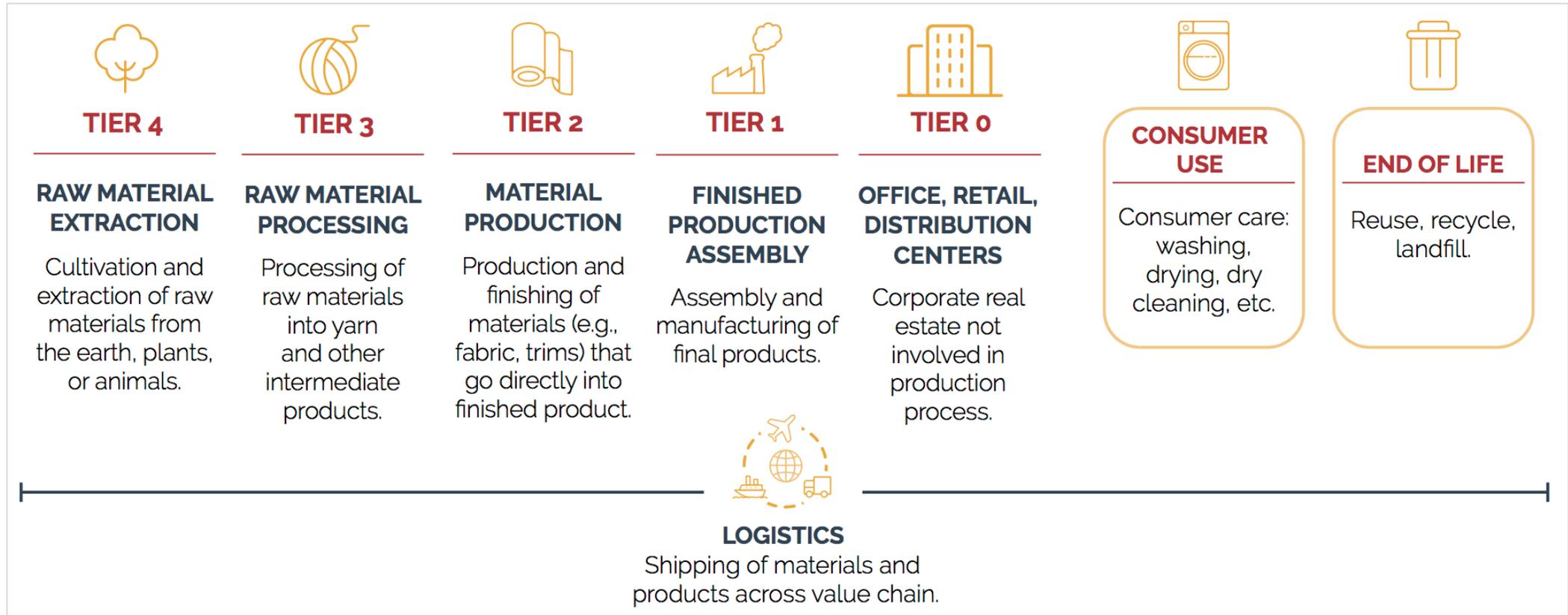
8%

of the world's greenhouse gases
emissions come from apparel +
footwear.

([Measuring Fashion](#), 2018)

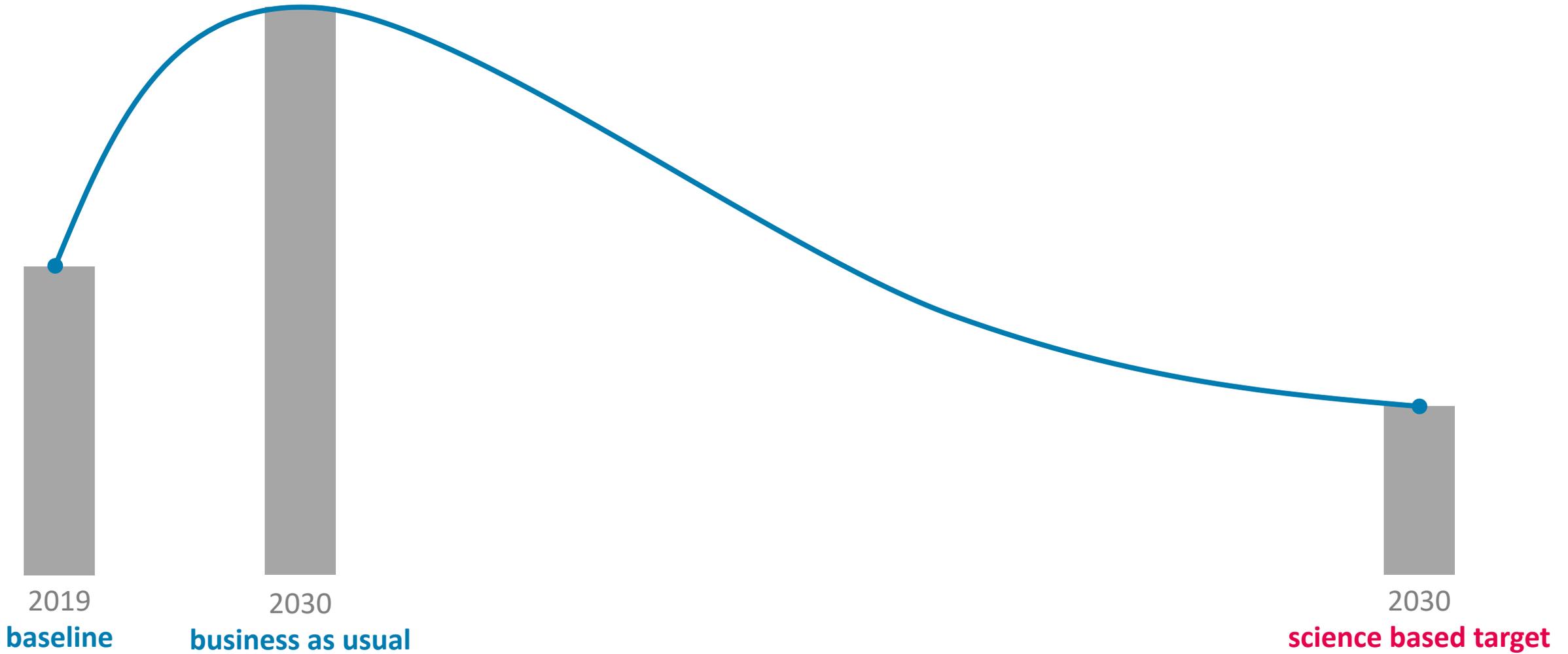


YOUR GREENHOUSE GAS (GHG) EMISSIONS WHAT IS INCLUDED IN THE CORPORATE FOOTPRINT?

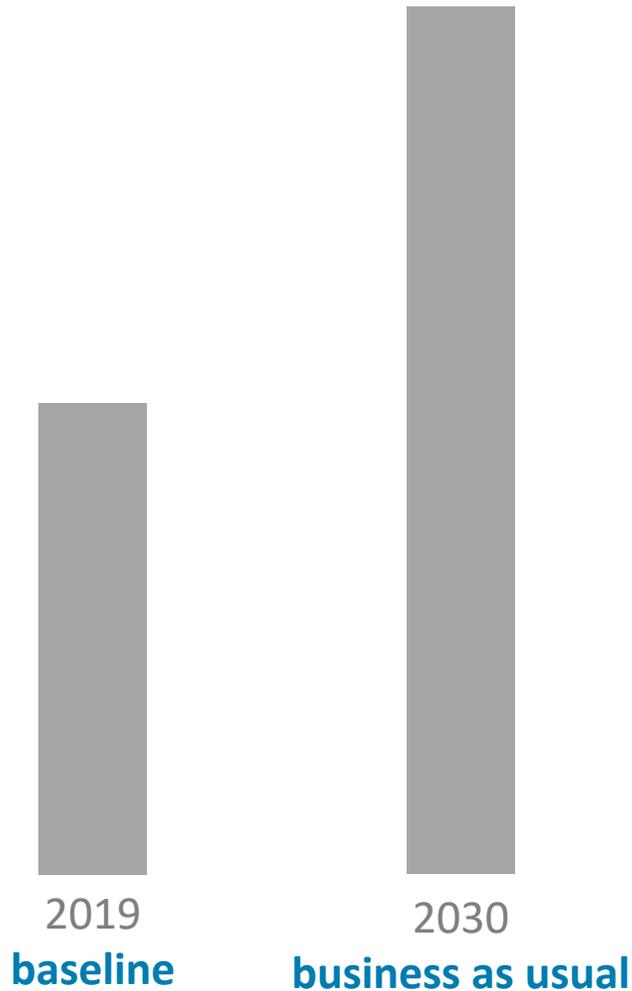


Apparel and Footwear Sector: Science-Based Targets Guidance ([link](#))

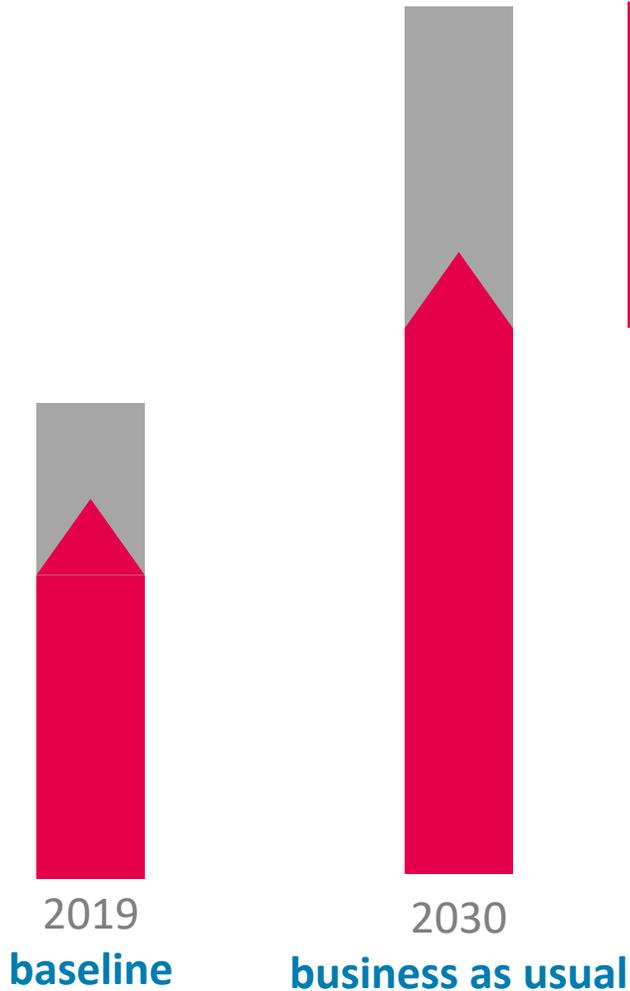
YOUR GREENHOUSE GAS (GHG) EMISSIONS WHAT IS MY SCIENCE BASED TARGET?



YOUR GREENHOUSE GAS (GHG) EMISSIONS WHAT ARE THE MAIN HOTSPOTS?



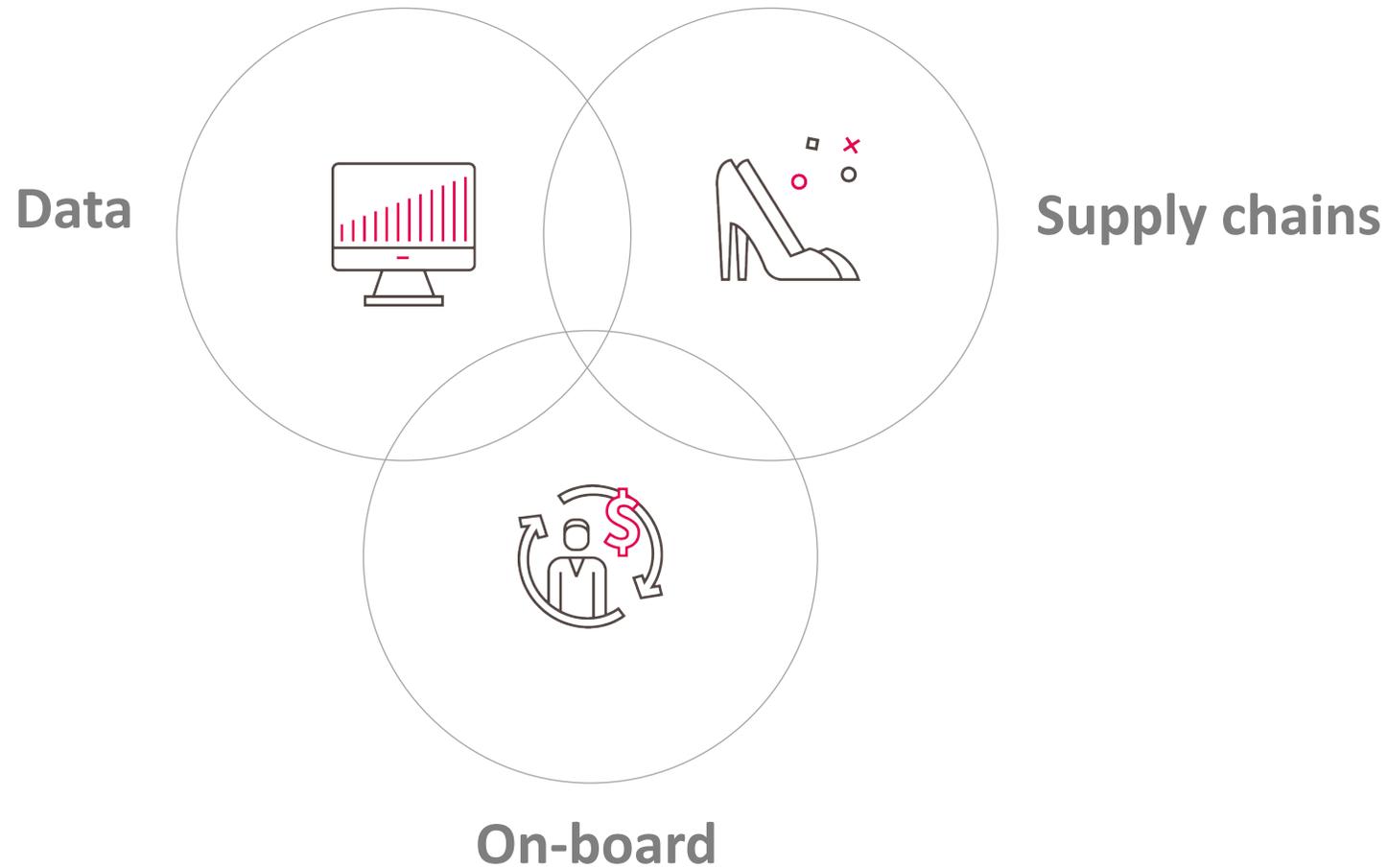
YOUR GREENHOUSE GAS (GHG) EMISSIONS WHAT ARE THE MAIN HOTSPOTS?



(...) generally speaking for apparel, **dyeing and finishing, yarn preparation, and fiber production** (tiers 2 to 4) tend to be the most carbon-intensive phases and can account for **more than 50 percent** of its life-cycle emissions ([Quantis 2018a](#)).

Apparel and Footwear Sector: Science-Based Targets Guidance ([link](#))

TARGET-SETTING HURDLES NEED SOLUTIONS





WHAT LEVEL OF DATA DO I NEED? HOW DO I FIND IT?

Many data sources exist.

Brands can feel lost in a tangle of data,
not knowing where to turn.

WHAT LEVEL OF DATA DO I NEED? HOW DO I FIND IT?

Follow the thread.

Different stages require different levels of data to drive meaningful and measurable change.

- + Estimate footprint
- + Identify potential hotspots
- + Get regional understanding
- + Focus on your hotspots
- + Track progress
- + Report credibly

WHAT INFLUENCE DOES A SINGLE BRAND HAVE? HOW CAN I MAKE MEANINGFUL CHANGE?

In complex supply chains, one supplier works with many brands. Suppliers can feel overwhelmed by the diversity of requests.

Brands feel they have little power to enact change.

WHAT INFLUENCE DOES A SINGLE BRAND HAVE? HOW CAN I MAKE MEANINGFUL CHANGE?

Work together.

- + Use common data collection and sharing platforms
- + Empower suppliers! Educate them about hotspots, push for the right change and help them get the investments they need.

HOW DO I GET ON-BOARD MY LEADERSHIP + OPERATIONS?



Some leadership and operations teams may lack environmental awareness.

Even when they are in favour of sustainability, they may have conflicting priorities that keep them from making more sustainable choices.

HOW DO I GET ON-BOARD MY LEADERSHIP + OPERATIONS?

Engage your teams with the facts.

- + Get people involved
- + Give a factual WHY
- + Be patient + tenacious
- + Start small to go bold



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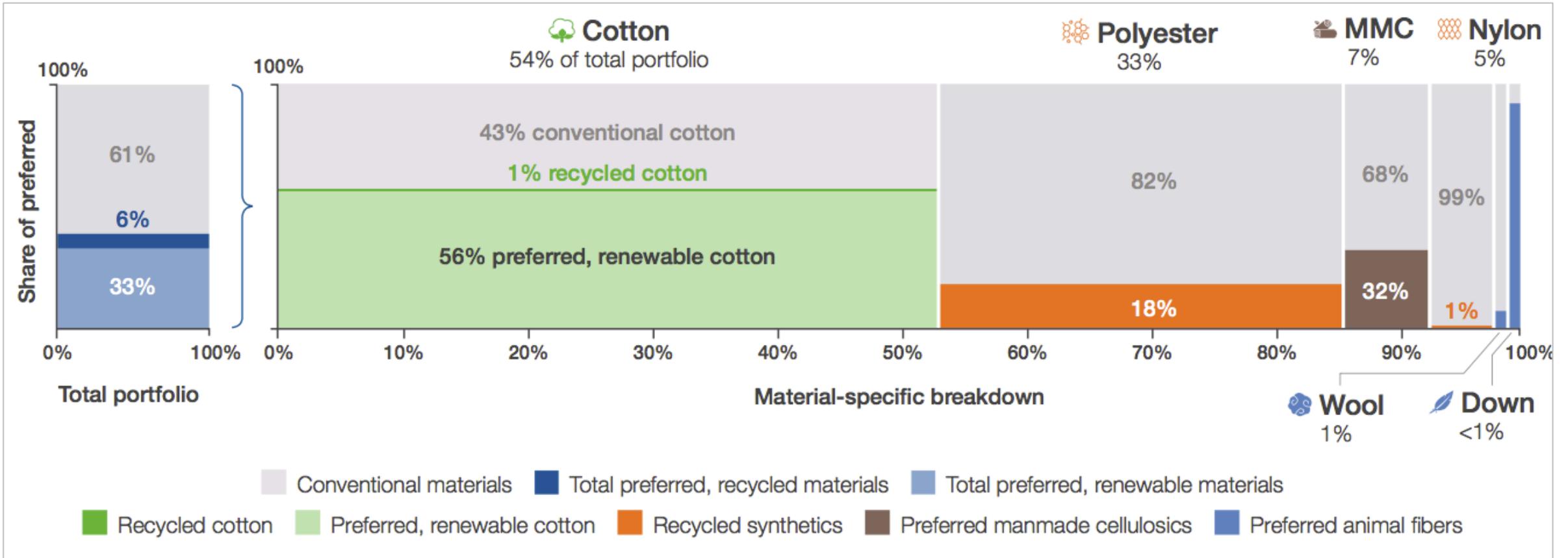






LEVERS FOR ACTION

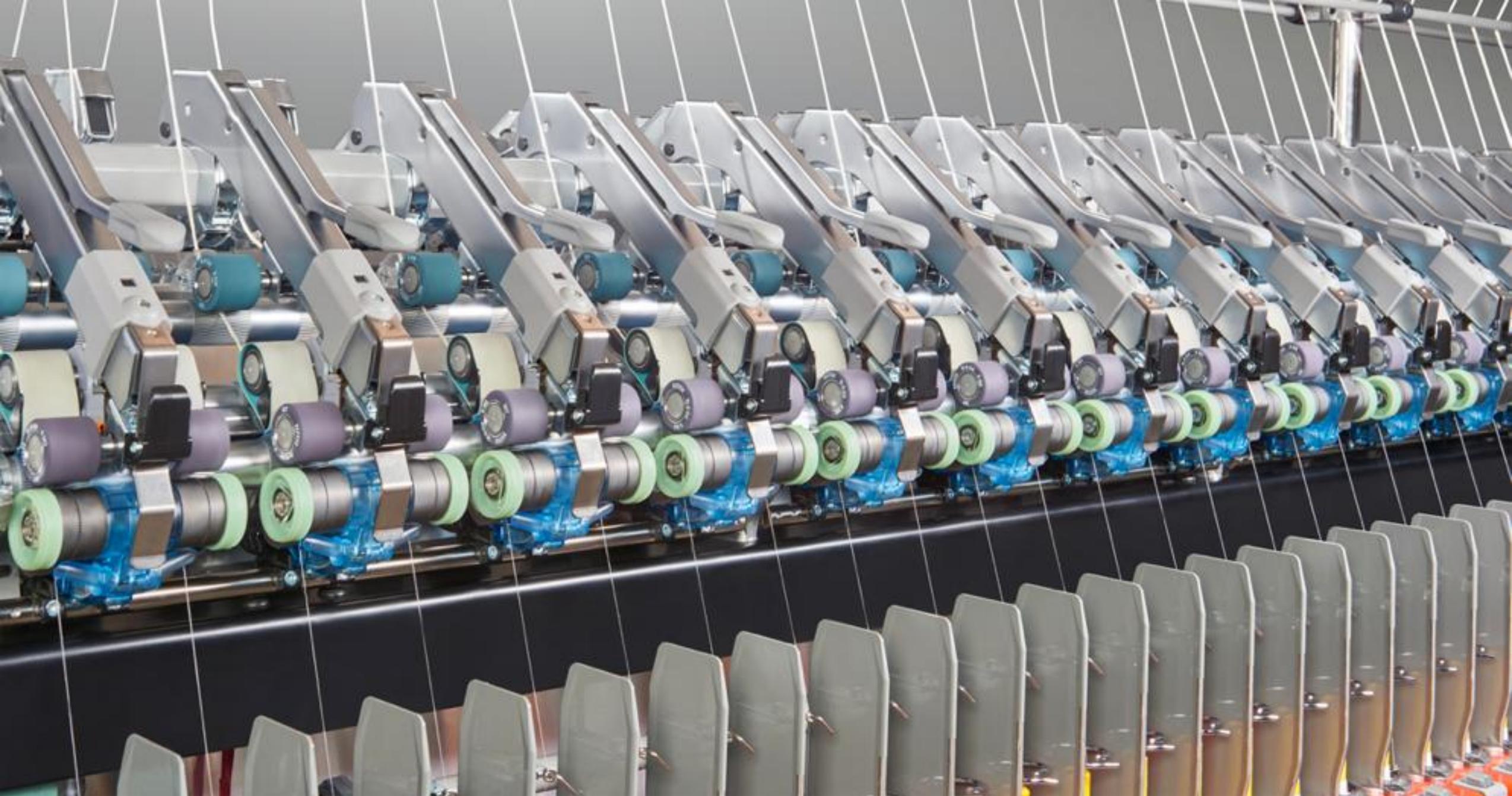
DESIGN FOR THE FUTURE: PREFERRED FIBERS



MMC: manmade cellulosic fibers

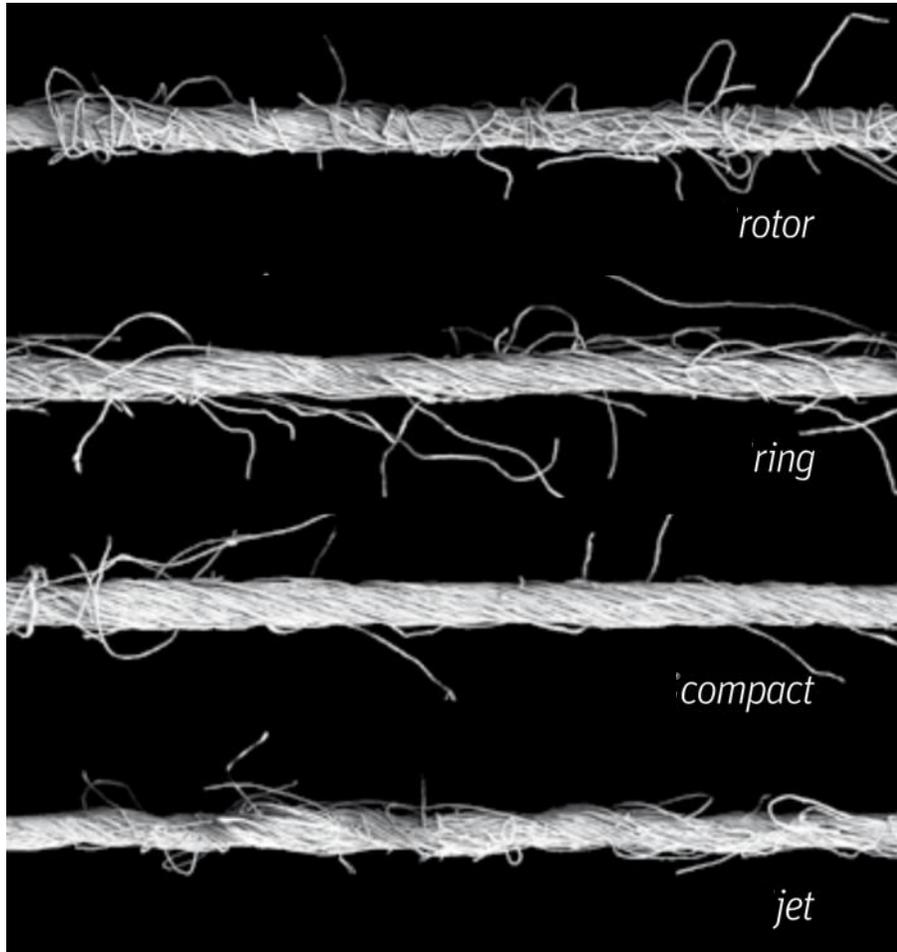
Material Change Insights Report 2019 ([link](#))

NOTE: Textile Exchange defines a preferred material as one which results in improved environmental and/or social sustainability outcomes and impacts in comparison to conventional production.

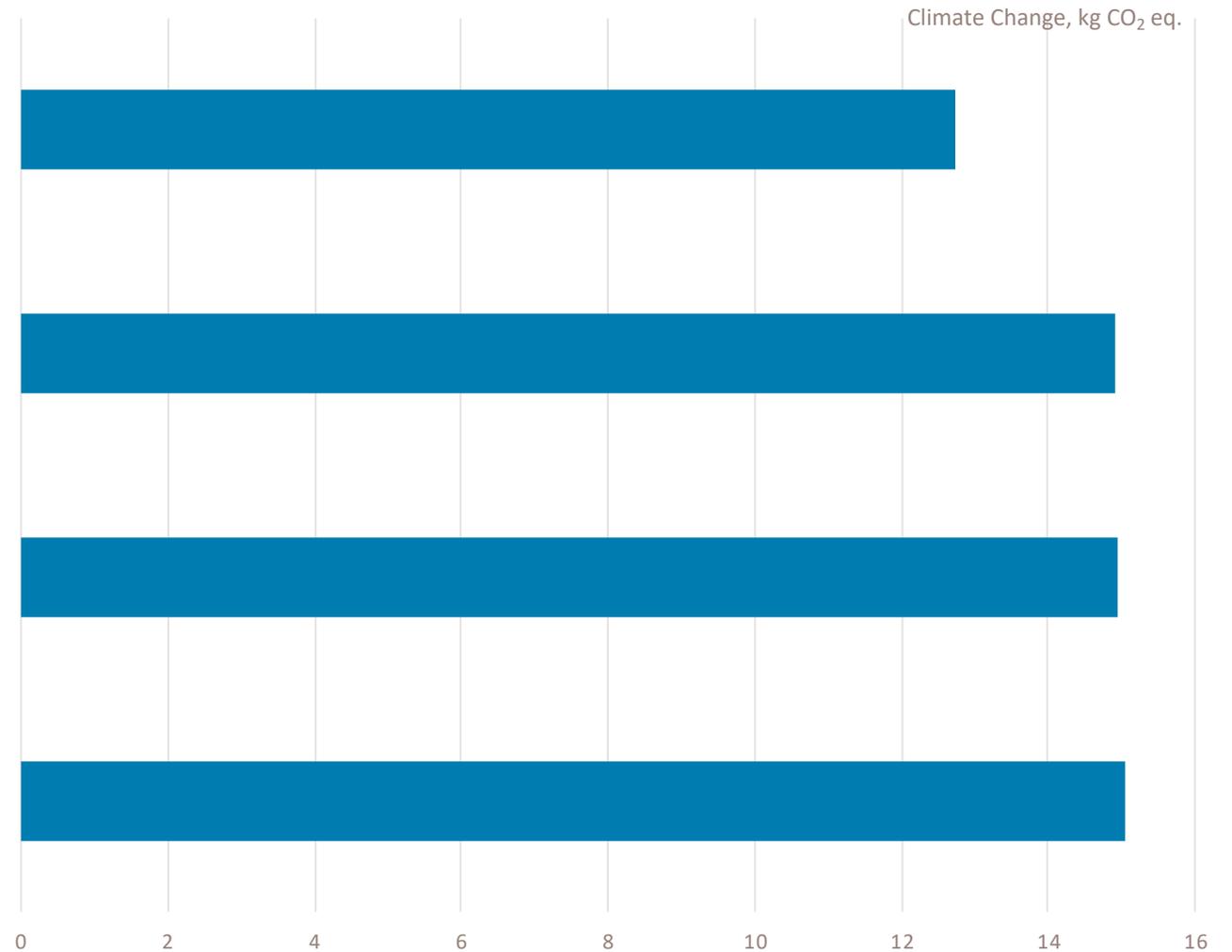


LEVERS FOR ACTION

RETHINK ENERGY: MAXIMIZE EFFICIENCY



Climate change resulting from the production of 1 T-shirt: cotton cultivation, spinning, other production processes and transport.



Based on Hugo Boss, Quantis, 2nd Edition of the Environmental Impact Valuation as base for a Sustainable Fashion Strategy ([link](#))



XU 653705 45G1
 21,500 KG
 71,800 LB
 2,900 KG
 8,900 LB
 29,420 KG
 65,370 LB
 76.4 CBM
 2,700 CUYD

Hapag-Lloyd
 HLXU 659250 5
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 MAX GROSS 21,500 KG
 47,200 LB
 TARE 2,900 KG
 6,400 LB
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 40,800 LB
 CU. CAP. 76.4 CBM
 2,700 CUYD

FSCU 972482 8
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 www.florens.com
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 MAX GROSS 21,500 KG
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 TARE 2,900 KG
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 CU. CAP. 76.4 CBM
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 TARE 2,900 KG
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FSCU
 CAUTION 9'6" HIGH
 MAX. GROSS TARE NET CU. CAP.

LEVERS FOR ACTION

FACTORS DRIVING THE FOOTPRINT OF E-COMMERCE



Factors Decreasing Footprint

- Fewer visits to stores
- Data-driven **delivery efficiency**
- **Optimized fleets** and fuel choices
- More **sustainable delivery methods**
- **Cleaner “last-mile”** delivery (bike, electric scooter)
- **Online payments**
- **Fewer unsold products**



Factors Increasing Footprint

- + More **frequent deliveries**
- + **Lower fill rates** (e.g half-filled trucks)
- + Need for **faster transportation** (more air transport)
- + Additional **delivery packaging**
- + **Energy-intensive** data centers and devices
- + Increased **impulse buying**

Quantis, Make Up the Future ([link](#))

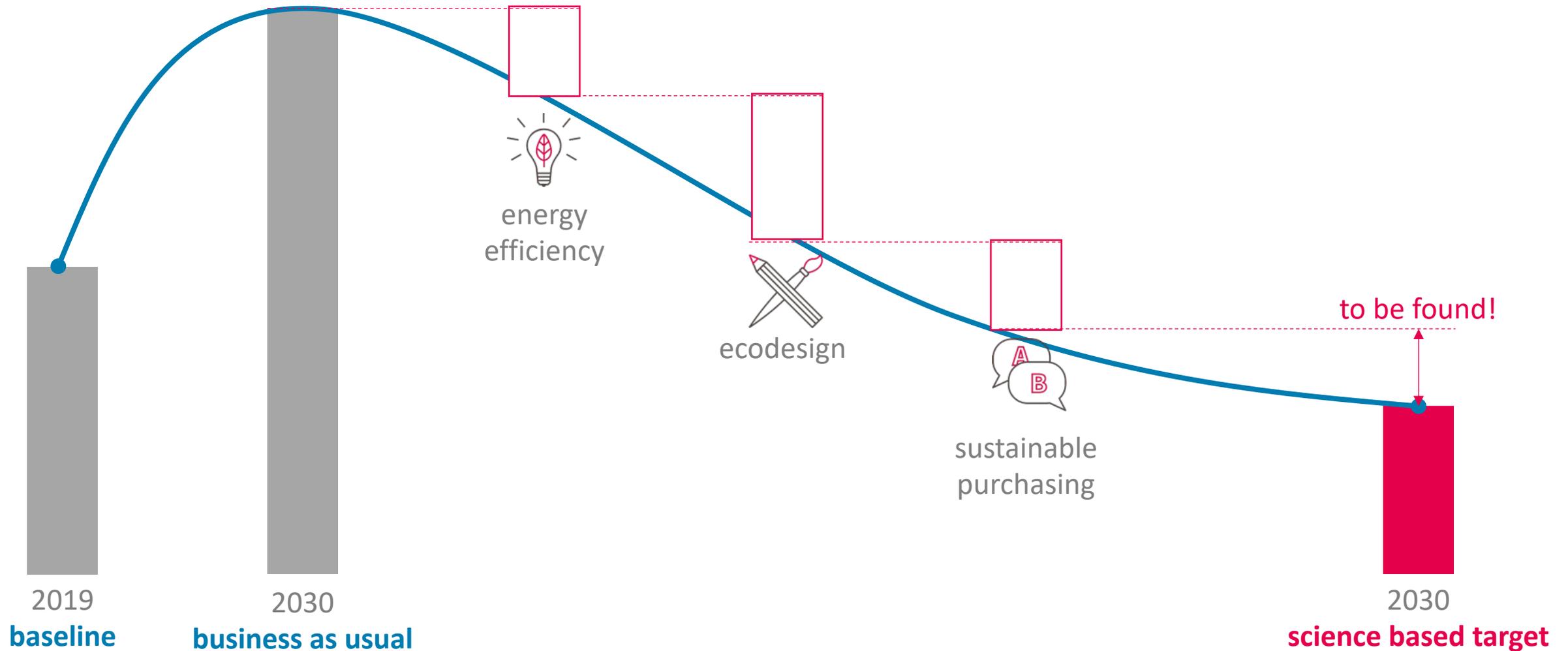
BERLIN, JUNE 2, 2020
Zalando becomes first platform worldwide to set
science-based targets (SBTs).



Zalando website ([link](#))



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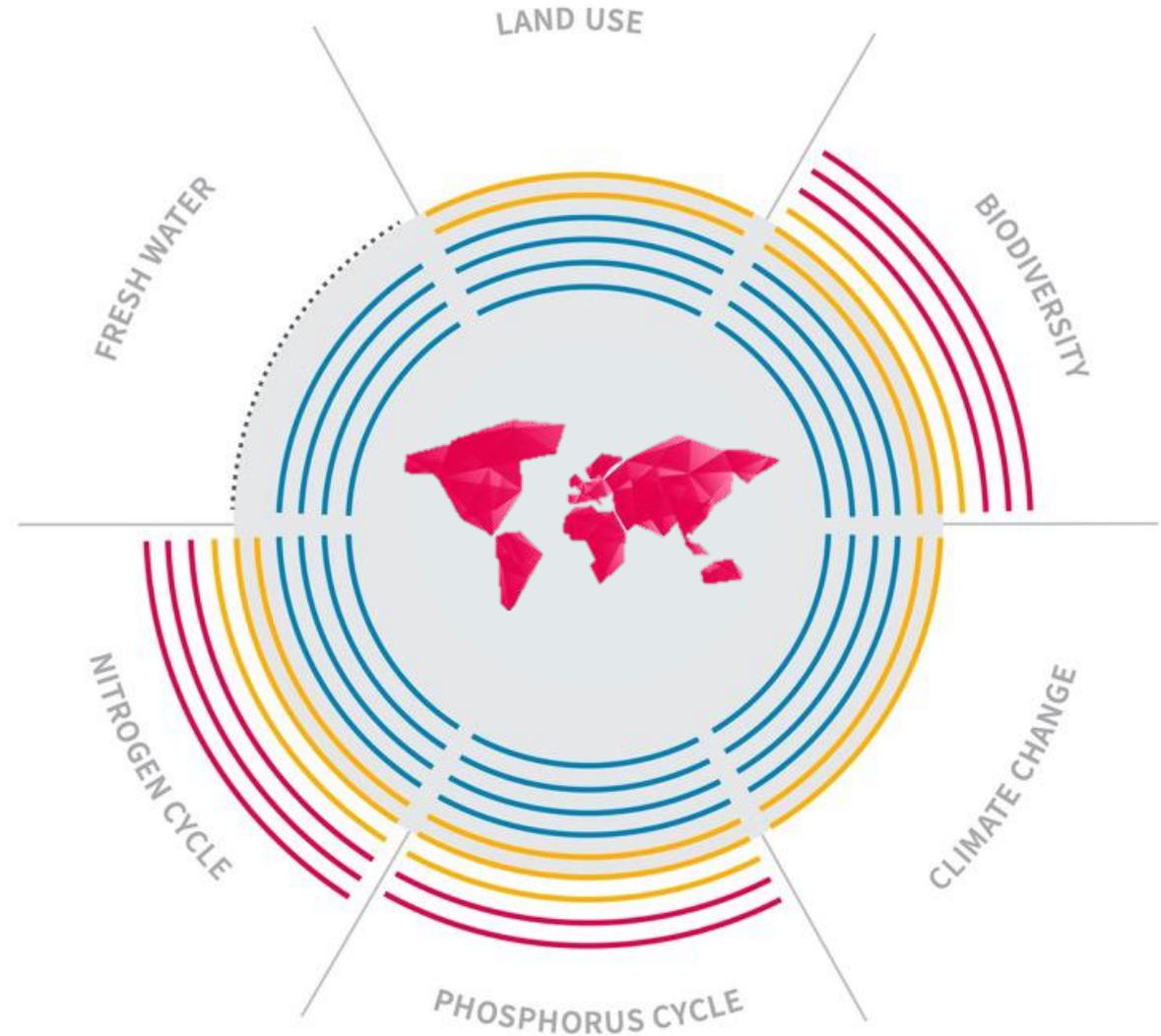
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Absolute sustainability is about making sure that society operates within Planetary Boundaries while satisfying human needs.

Climate change: limit global warming to 1.5°C





Ambitious targets unlock bold creativity.

The creative energy in the fashion community is the industry's greatest asset to becoming sustainable.

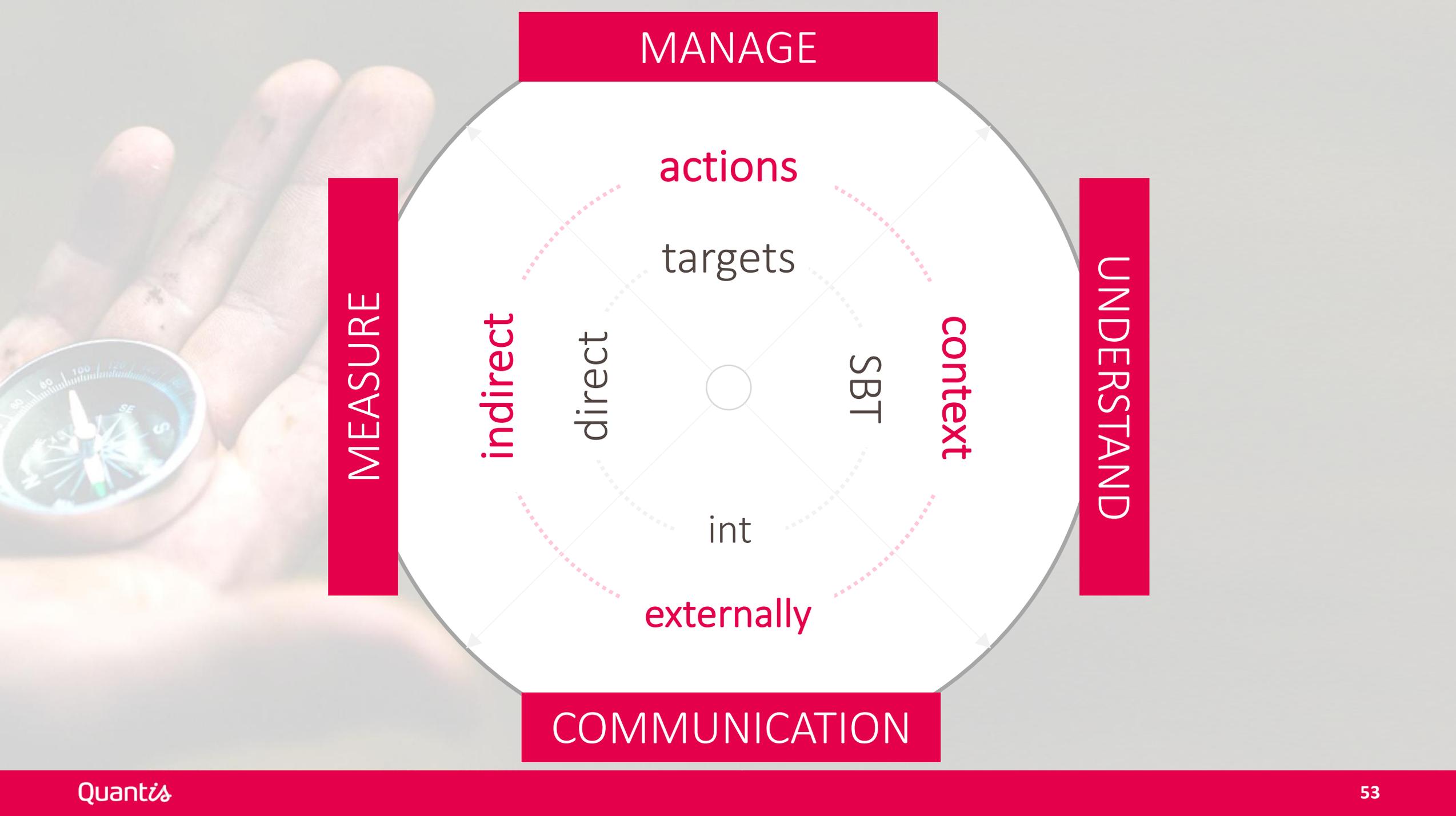


MANAGE | targets > actions

MEASURE | direct > indirect

UNDERSTAND | SBT > context

COMMUNICATION | int > ext

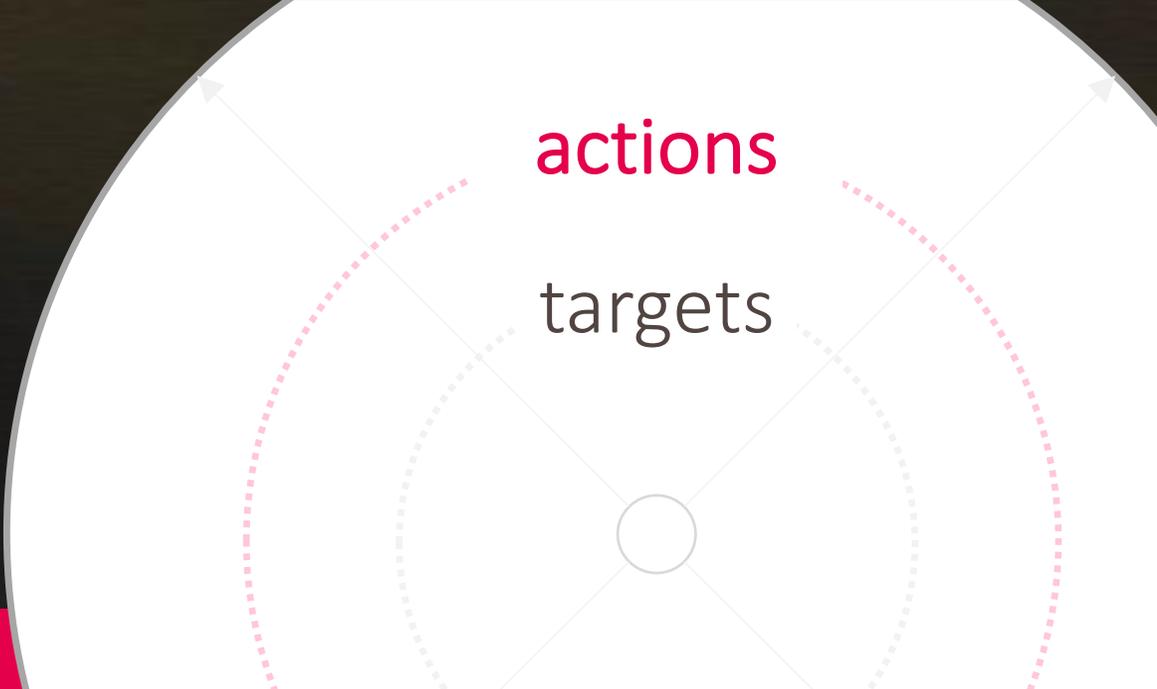


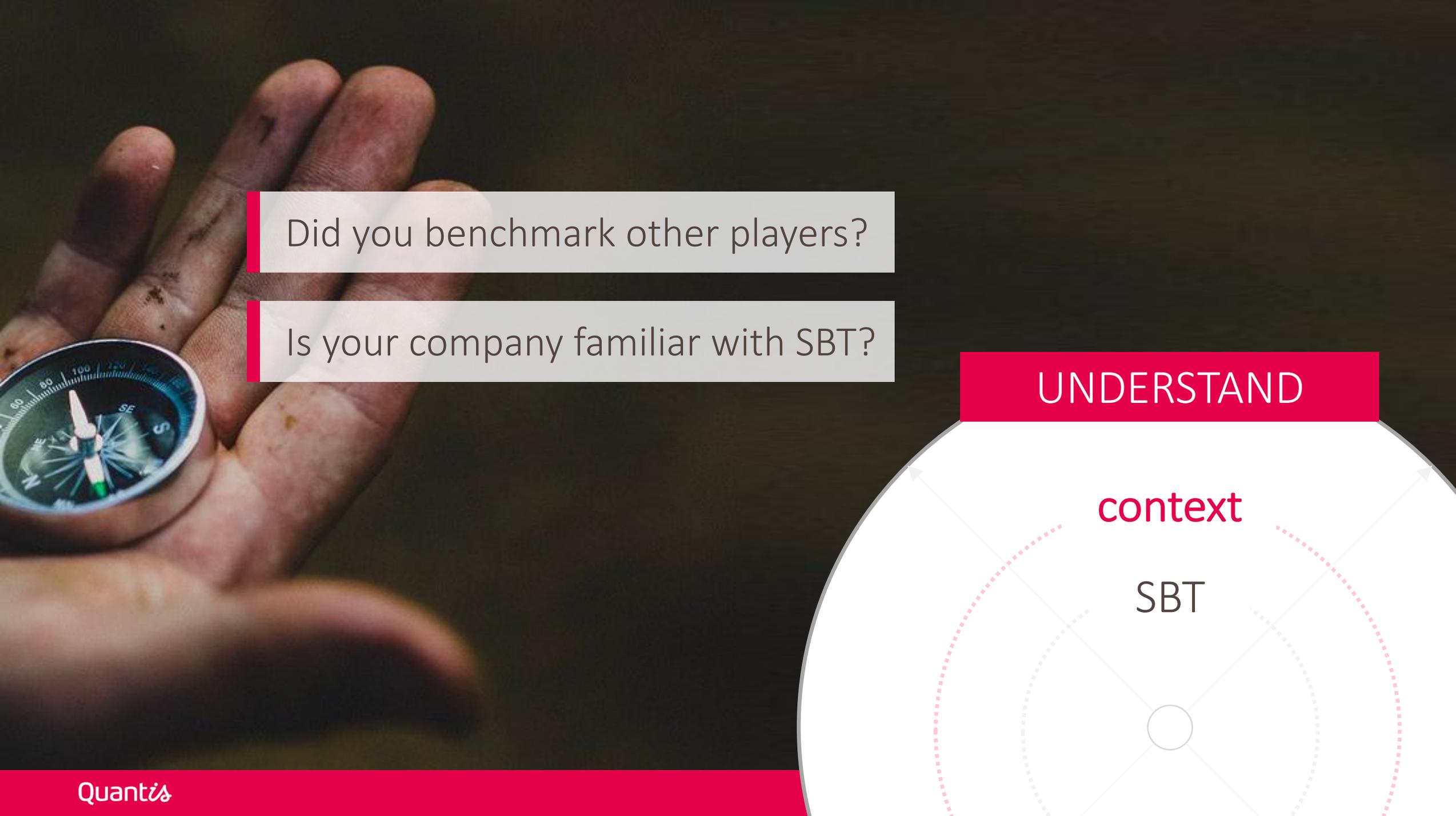


Is your action plan in place?

Have you set your SBT?

MANAGE

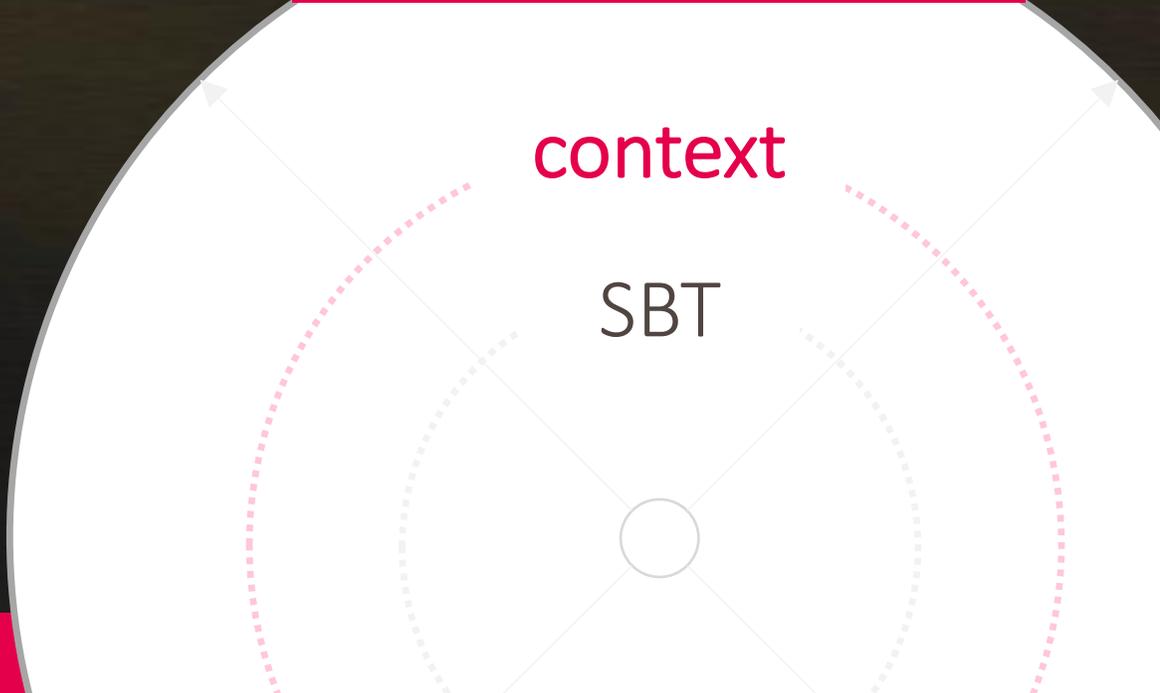


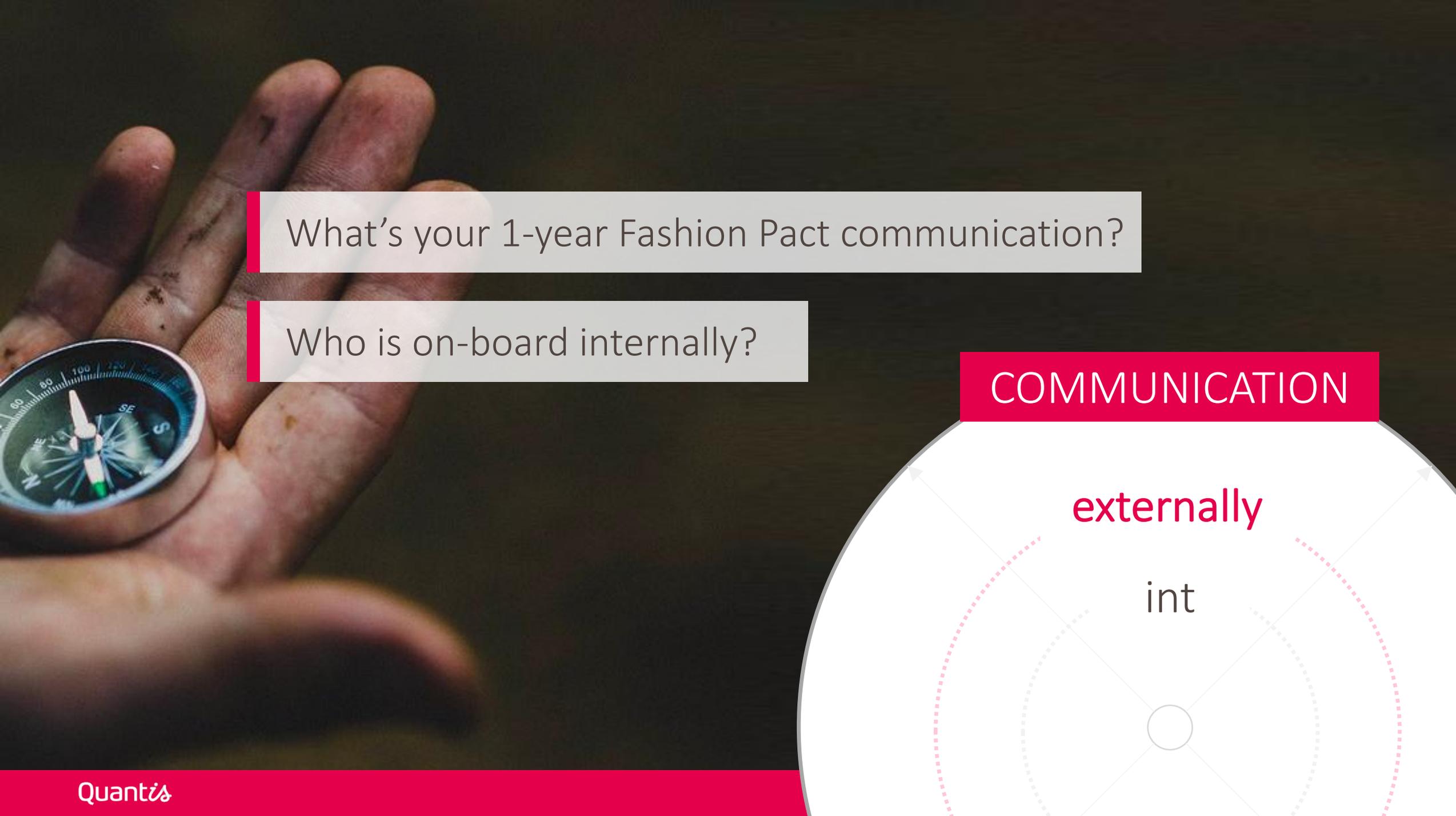


Did you benchmark other players?

Is your company familiar with SBT?

UNDERSTAND

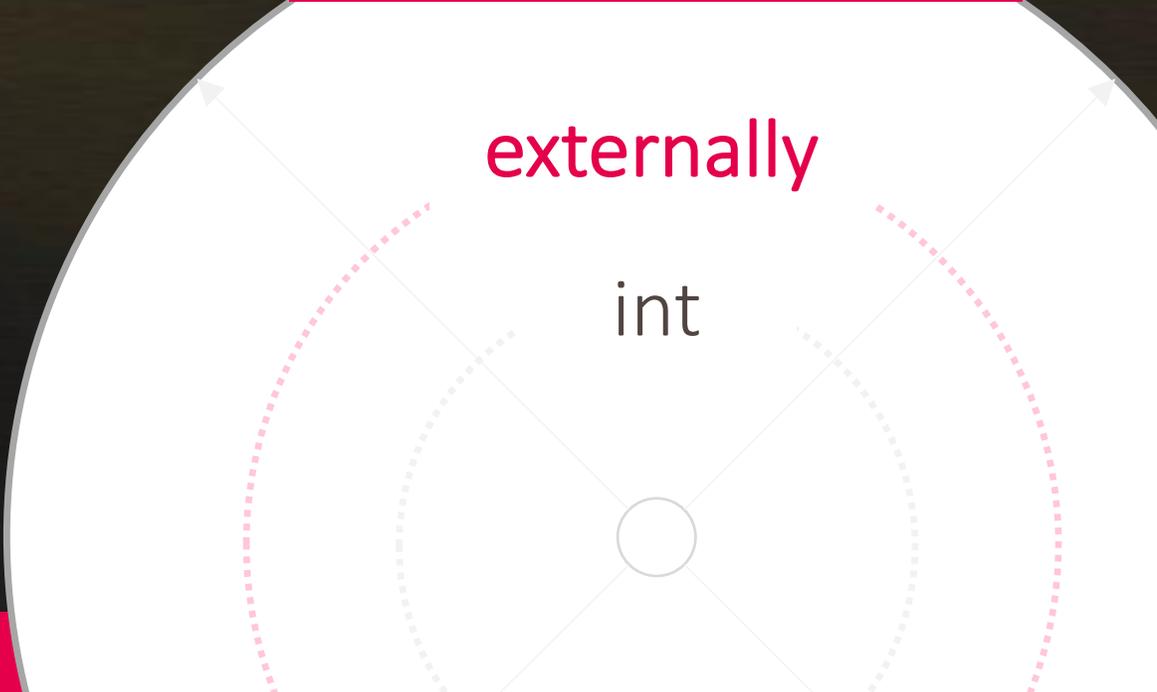




What's your 1-year Fashion Pact communication?

Who is on-board internally?

COMMUNICATION

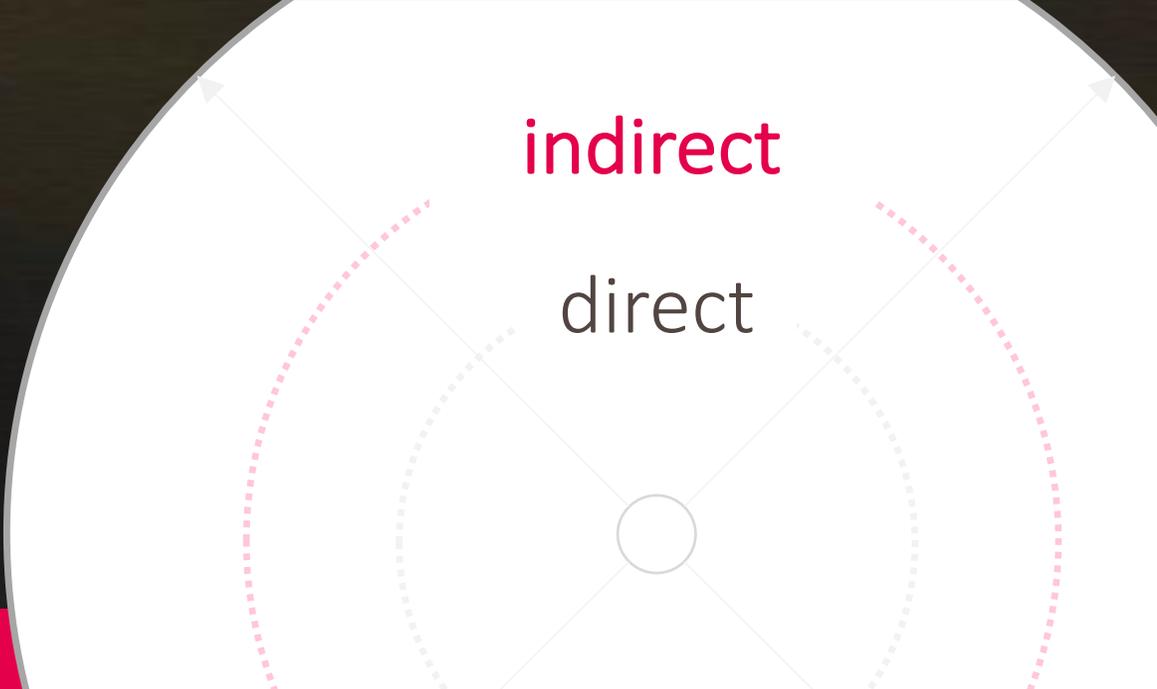




How do you approach your Scope 3 footprint?

What's your energy consumption?

MEASURE



THREE WAYS TO LEARN MORE

1 Provide your feedback [here](#)

3 Schedule your "compass assessment" with me by July 10th
To define where your company is at in the sustainability journey and what are your next steps

2 Attend our [webinar](#) on June 30th
"Let's TALK about climate strategy"
with GORE-TEX and Arla Foods

Grazie

Simone Pedrazzini

Director, Quantis Italy

simone.pedrazzini@quantis-intl.com

www.quantis-intl.com