

Self-Reporting Production Measures of

Clothing Waste in Fashion Industry

A Policy to Address the Social Costs and Sustainability Campaigns

of the Global Fashion Industry

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Background Information and Focus

- ❑ Clothing waste in context
- ❑ Political actors involved
- ❑ Negative externalities:
 - ❑ Climate Change Consideration
 - ❑ Landfill
 - ❑ Fast Fashion Mentality
- ❑ Evaluate the integrity and accuracy of common “sustainability” label campaigns that retailers use
- ❑ Raising awareness and interaction with consumers about clothing environmental awareness

Step by Step Process of the Policy

- ❑ Mandatory Self-Reporting:
 - ❑ Annual Revenue
 - ❑ Gross Profit Margin
 - ❑ Percentage of overall production
 - ❑ Total number of factories
 - ❑ Use of natural resources and new materials
 - ❑ Remaining inventory after a given production cycle.
- ❑ Support and highlight competitive nature of sustainability in textile Industry
- ❑ Increase industry-government relations
- ❑ Increase industry-consumer relations

Briefly Noted Literature Review

- ❑ Vicki Norberg-Bohm's study, "Creating Incentives for Environmentally Enhancing Technological Change."
- ❑ The Dutch Ministry of Housing, Spatial Planning, and the Environment
- ❑ Simone Schiller-Merkens' study, "Will Green Remain the New Black? Dynamics in the Self-Categorization of Ethical Fashion Designers."

Methods (part 1)

- a chart that demonstrates available information from producers that could reflect factors for self-reporting

	Stanley/Stella	ASOS	Mayerline	Pro Garments	Oripex	H&M
Country of Origin/year	Belgium; 2012	London UK; 2000	Belgium; 1957	China; 2001, 2010 (Dutch management)	Netherlands-Turkey; 2007	Sweden; 1947
Branding focus	Casual wear, 'fashion-forward'	Women's Wear Special focus on social media (22.2 million followers on all social media platforms)	Women's wear and fitness wear	Workwear, swimwear, children's wear	Women's Wear	Young adult wear, traditionally fast fashion approach and style, largely based on social media campaigns
Revenue (near 2019)	40 million euros	US \$3 Billion	US \$4 Million	US \$5 Million – US \$10 Million	US \$5 Million	24.3 Billion
Total production (Annual Production Per Piece) and Total number of workers and factories	10 million clothing sales in 2018, 76 employees	4,755; 896 manufacturing sites/ factories across 24 countries, with 173 suppliers	15 factories, 80% production with consistent suppliers	600 million (annual production per piece); 3 million (annual production capacity); 450 employees	30 total employees	n/a
Sustainability strategy	Sustainable production; 100% cotton, sustainable materials, like recycled polyester. Full, accessible reports Global Organic Textile Standard Certified (GOTS)	Smarter use of pattern cutting materials, circular fashion and reusing pieces; Ethical trade; cutting back on materials, like cashmere, mohair, silk, feathers bone, horn, shell & teeth.	Improving certification programs with Fair Wear Foundation	Source and produce all fabrics, materials, labels. Sales all based on inquiry, ODM/OEM	Production based on all-natural cotton and bamboo. Special focus on farming relations. Global Organic Textile Standard Certified (GOTS) Organic Content Standard Certified (OCS)	Updated Conscious movement in 2009, with organic cotton and recycled polyester ("Sustainable materials")

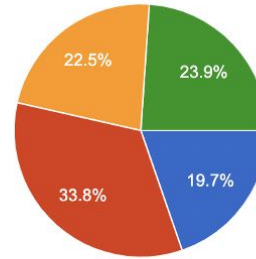
Figure One: Chart of Available Production Information from Notably Sustainable Clothing Companies

Methods (part 2)

- a consumer survey of multiple choice and short answer questions about clothing purchase behavior and environmental impact

How often do you go shopping?

71 responses

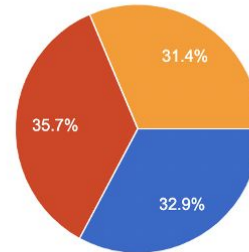


- Rarely (one to four times a year)
- Occasionally (five to eight times a year)
- Often (nine to 12 times a year/once a month)
- Very often (more than once a month)

Figure 1: Shopping Frequency

How many stores do you normally shop at in a year?

70 responses



- 1-4
- 5-8
- 9+

Figure 2: Quantity of stores

Methods (part 2)

<p>In general, are there products that have a larger environmental impact that you recognize and care more about? Explain.</p>	<p>Through the understanding of each company's production process, how would this impact your spending purposes and habits?</p>	<p>"Would not affect my habits" – Female, Age 18-24</p>
<p>"I am not aware of any differences in environmental impact among fabrics" – Female, Age 77 or older</p>	<p>"I would consider it, but price fit and quality would be more important" – Female, Age 36-55</p>	<p>"I would avoid companies that did not use fair and safe labor" – Female, Age 36-55</p>
<p>"I realize the cost & impact of safety fashion and even when I do purchase it, it's on my mind" – Female, Age 36-55</p>	<p>"I try not to buy clothing made in China now. I would also avoid exploitative labor practices and give preference to clothing lines that dispose of excess thoughtfully" – Female, Age 77 or older</p>	<p>"I'd assume it to be like how Whole Foods rates their meats 1-5 in how well the animal was treated before/during processing. I would feel better about spending more for my purchase" – Female, Age 36-55</p>
<p>"I know most companies frame themselves as eco-friendly and greenwash/cycle in their CSR approach. I'm a bit skeptical on what companies say they do" – Female, Age 18-24</p>	<p>"It probably wouldn't unless the company's production process is proven to be harmful" – Male, Age 18-24</p>	<p>"I try to be responsible in my purchases, much of my clothing is made in USA or fair trade. Transparency in the production process would make it harder for me to make purchases that are not sustainable/responsible" – Female, Age 36-55</p>

Figure 6: Consumer Short Answer Responses

If clothing brands had to report their production process (including labor treatment, factory maintenance, locations of manufacturing, shipment), total revenues, and excess clothing, how much would this interest you?

71 responses

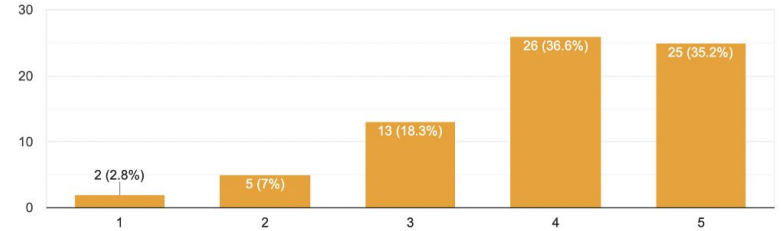


Figure 4: Range of consumer interest in production reporting (1- little to no interest; 5- high interest)

Through your purchases, what is your consideration of its environmental impact?

68 responses

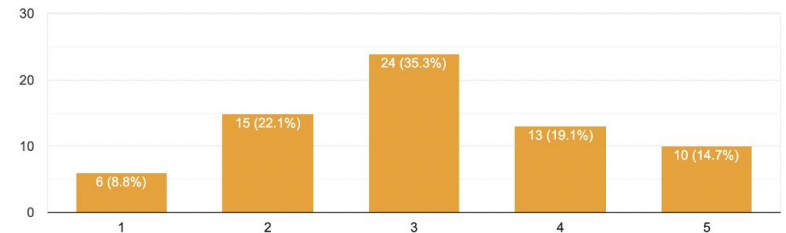


Figure 5: Range of consumer interest in environmental impact consideration (1- little to no interest; 5- high interest)

Results and Policy Recommendations

- ❑ Government and industry concern in profit rather than environmental precautions and intervention
 - ❑ Necessary to consider a well rounded impact of clothing on all levels of the cycle
 - ❑ Consumer insight on clothing production limited
 - ❑ Sustainability a common, but inefficient phrase
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- ❑ Private Goods Policy: mandatory self-reporting initially from US companies that offer their percentage of overall production, total number of factories, total sales, use of natural resources and new materials, and remaining inventory after a given production cycle.