

# ACTIONS TO SUPPORT SCALING UP

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## ABOUT GLOBAL FASHION AGENDA


- MISSION: Mobilise and guide the fashion industry to take urgent action on sustainability
- VISION: Sustainability is fashion's first priority
- THEORY OF CHANGE: Targeting fashion brands and retailers
- PRODUCTS: Copenhagen Fashion Summit, Pulse of the Fashion Industry, CEO Agenda, 2020 Commitment etc



BESTSELLER

H&M Group

K E R I N G  

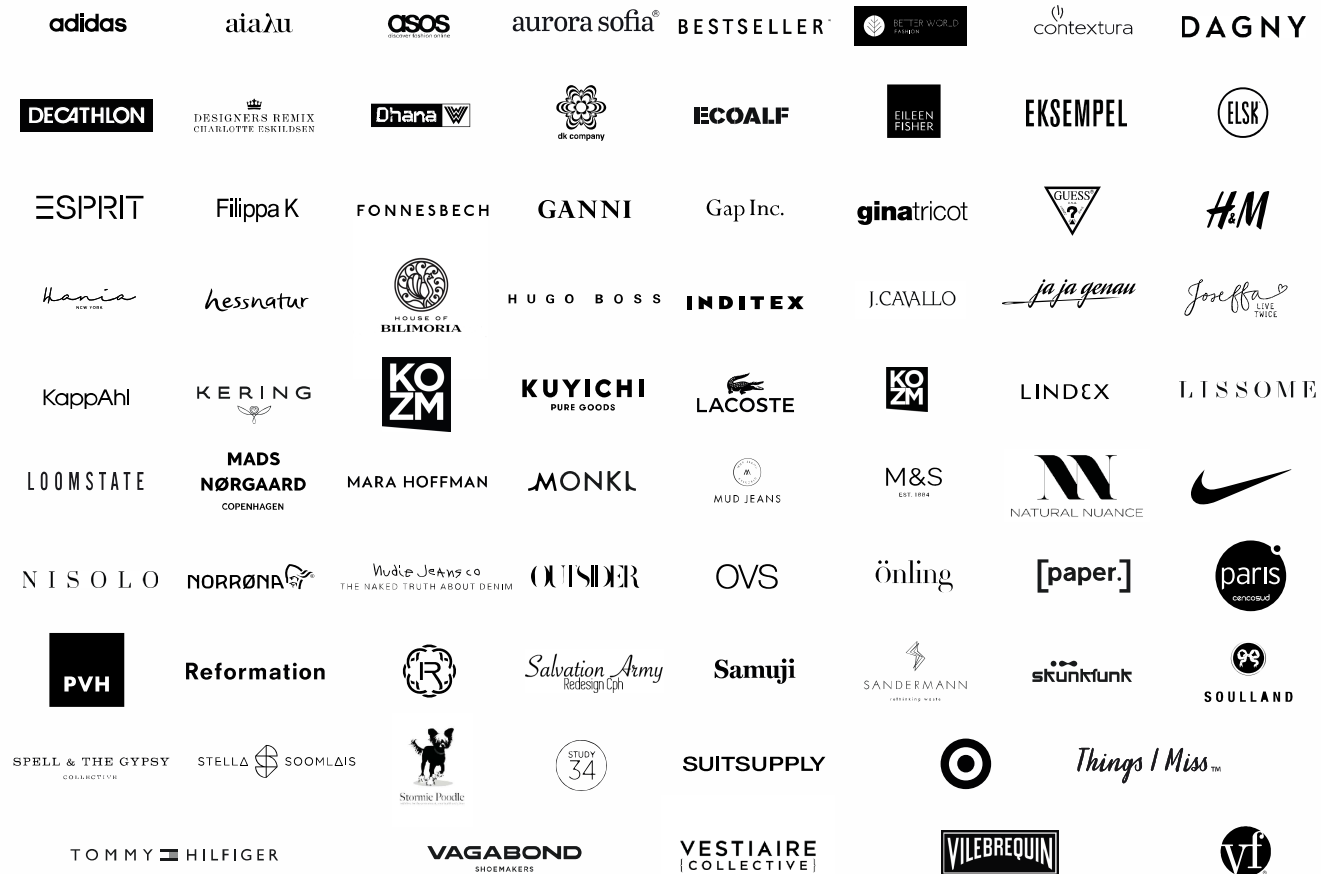

 LI & FUNG








 Sustainable  
Apparel Coalition



# ABOUT THE 2020 CIRCULAR FASHION SYSTEM COMMITMENT



SIGNATORY	ACTION POINT 1 CIRCULAR DESIGN	ACTION POINT 2 GARMENT COLLECTION	ACTION POINT 3 RESALE	ACTION POINT 4 TEXTILE RECYCLING
	<p>*By 2020, adidas will incorporate key principles on circular economy and guidance on circular design in all sustainable product creation trainings</p>	<p>By 2020, a digitally supported reclaim initiative will be rolled out in key adidas markets</p>		
				<p>By 2020, we will have increased the products made of recycled post-consumer textile fibres by 200 %</p>
	<p>By 2020, we will train all of our design teams on circular design techniques and best-practice</p> <p>By 2020, we will train all of our relevant product teams on circular principles and best-practice for packaging</p>	<p>By 2020, we will launch a garment collection scheme and recycling programme for apparel for customers located in the UK and Germany, our two biggest markets - we will support this programme by engaging customers, through social media, on garment care, repair and recycle</p>		<p>Each year from 2018 - 2020 we will publish external targets for increasing post-consumer recycled textile materials in our products whilst eradicating those that cannot be cycled. We will report on our progress and continue this initiative past 2020.</p>
	<p><b>Reached:</b> By 2020, circular design principles will be applied to every design brief</p>			<p><b>Reached:</b> By 2020, selected bags will be made of 50% recycled post-consumer textile fibres</p>
	<p>By 2020, all of our designers and buyers will have gone through a training module on circular fashion design</p>	<p>By 2020, we will offer and promote a used garment collection channel to consumers in selected markets* together with relevant partners</p>		<p><b>Reached:</b> By 2020*, we will have conducted a pilot with two jeans styles containing recycled post-consumer cotton** to be included in our 'never out of stock range' within JACK &amp; JONES</p>

<p><b>ESPRIT</b></p>	<p>Reached: By 2020, everyone in our product teams will have gone through training in circular design</p> <p>Reached: By 2020, we will establish a strategic plan to scale the cyclability of our product lines</p>	<p>By 2020, Esprit will in collaboration with Packmee collect 50,000 kg via an e-tail garment collection program, with donation of 50% of the turnover to charity</p>	<p>By 2020, Esprit will produce at least 150,000 pieces of garments including at least 20% recycled post-consumer textile fibres</p>
<p><b>Filippa K</b></p>	<p>Reached: By 2020, 25% of our collection range will be made of mono-fibres</p> <p>By 2020, 60% of our collection range will be designed for reparability</p> <p>By 2020, Filippa K Care Concept will be shared with all our customers to help them care and extend the life for their products</p> <p>By 2020, circular design principles based on industry guidance will be part of every Filippa K design brief</p> <p>By 2020, all of our designers will have gone through training on circular design principles</p>	<p>Reached: By 2020, we will increase the amount of used garment collected by 10%</p>	<p>By 2020, Filippa K Second Hand will be expanded and offered to all our online customers</p> <p>By 2020, 5% of our collection will be made from recycled post-consumer textile fibres</p>
<p><b>FONNESBECH</b></p>	<p>By 2020, our circular design principles will be applied to all of our products</p>		<p>By 2020, recycled post-consumer textile fibres will be applied to 20 % of our collection</p>
<p><b>GANNI</b></p>	<p>By 2020, circularity will be part of every design brief</p>	<p>By 2020, we will roll out a garment collection scheme in 7 European stores and subsequently with store openings internationally</p>	<p>By 2020, recycled post-consumer textile fibres will be an integrated part of our collection; for product groups where raw material is available and in proper quality, at least 50% of our products must be made from recycled fibres</p>
<p><b>Gap Inc.</b></p>	<p>By 2020, we will train our cross-functional product teams at our brands (Gap, Old Navy, Banana Republic, Athleta) on circular design techniques and best-practice</p>	<p>By 2020, we will help to increase the volume of used garments collected globally through participation in pre-competitive, industry-led collection pilots</p>	<p>By 2020, we will have identified the most promising recycling technologies for post-consumer materials across multiple product categories and will start scaling them up in our supply chain</p>

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## POLICY HUB FOR CIRCULARITY IN APPAREL AND FOOTWEAR

A JOINT EFFORT BY SAC, FESI AND GFA AND ITS MEMBERS

- Launched in May 2019
- Aims to "develop and promote a unified European policy framework that
  - accelerates the transition to a circular system for the apparel and footwear industry,
  - incentivizes environmental performance at all stages of products' lifecycle and
  - stimulates innovation and new business models."
- Next steps: Publish position papers, align with stakeholders, engage with policy-makers



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## RECOMMENDATIONS FOR G7

- Align with existing initiatives
- Use global reach to develop a global roadmap based on regional efforts
- Continue the focus on fashion/apparel/textile into next presidencies
- Bring your results to Copenhagen Fashion Summit, 27-28 May 2020



