



2016 Conference Overview

Preferred Fiber and Materials - *Creating Material Growth* October 4-7, 2016 | Hamburg, Germany | #TExtileConf

Attending Companies

Action for Social Advancement (ASA) adidas Adiuno Africa Fashion Guide Agence Innovation Responsable (AIR) Agriculture & Organic Farming Group Aid by Trade Foundation Akasva Tarim Urun. A.S. amelia°williams Aquafil ARMED ANGELS Armstrong Spinning Mills ASOS.com Baur Vliesstoffe GmbH Bay City Bayer CropScience Be Sustainable Beneficial Design Institute Better Cotton Initiative (BCI) Biocoton BioSustain Tanzania Limited biov8tion Ltd Boden House Boer Group Recycling Solutions GmbH Brasil Brown and Wilmanns Environmental **BSD** Consulting BSR **Bugaboo** International Burberrv Bureau Veritas CPS Germany GmbH C&A C&A Foundation Canopy Catholic Relief Services Center for Sustainability Management-Leuphana University Luneburg ChainPoint Chanel Change Agency Chargeurs Wool Chetna Organic Farmers Association (COFA) Coats Control Union Cotton Made In Africa Cotton SA T/A the Sustainable Cotton Cluster CottonConnect

Covuchi. Inc. Cradle to Cradle Products Innovation Institute Cycleffect Regenerative Ventures Department of Trade and Industry, South Africa Design & Development Textile Consult Desigual Dibella B.V. DPW-Consult GmbH ecoCentric Brands Ltd. Ecotextile News, MCL Global Egedeniz Textile A.S. EILEEN FISHER, Inc. Engel Consulting erdbeerwoche GmbH ESMOD Berlin Esquel Group European Central Bank European Outdoor Group (EOG) Fabrikology International FairTrace SA Fairtrade Foundation Fairtrade Germany Far Eastern Group (FENC) Fashion Institute of Design & Merchandising (FIDM) Fast Retailing Uniqlo Fenabe Filippa K FITI Testing & Research Institute Fiallraven FLOCERT GmbH Florida State University Forum for the Future FOUR PAWS International (Vier Pfoten) FSA-UAC Galexia Gap, Inc. Gebr. Elmer & Zweifel & Co. KG - Cotonea Geetaniali Woollens Pvt. Ltd GIZ Global Organic Textile Standard (GOTS) Globetrotter Ausrustung GmbH GreenLama SPRL G-Star RAW C.V. Guangdong Esquel Textiles Company Ltd. H&M Hennes & Mauritz AB

Haglofs AB **HELVETAS Swiss Intercooperation** HempAge AG hessnatur Stiftung Himalayan Wild Fibers Hohenstein Institute Hugo Boss I:Collect GmbH ICEA Iconoclast IMO Swiss AG Inditex Infinited Fiber Company Integra Food Secure Ltd. Isaac Baiden Enterprise ITC Accessories Izmir Fair Services, Culture and Art Affairs Trade, Inc. (IZFAS) Jack & Jones, Selected-Bestseller A/S John Lewis Plc Kering Kern Kommunikation **KID** Interior AS KnowledgeCotton Apparel KOOPERA Kowa Company, Ltd. L.L. Bean Inc. Leadership & Sustainability Lenzing Fibers Inc. Les Mouettes Vertes Lindex Loomstate IVMH MADE-BY Mahima Fibres Mandala Apparels Pvt. Ltd. Mantis World Ltd. Manufactum Mercator Foundation Switzerland Microsoft Corporation Miles GmbH MQ Retail AB Mr Price Group **MV** Handloom NatureUSA Naturland e.V. Natur-Tec

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Contact us for details about sponsoring the 2017 Conference or other TE events: Conference@TextileExchange.org



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Introduction

Reversing the negative impacts that the textile industry has on people, animals, air, water and soil seems like a daunting task - isn't it comforting to know you are not doing it alone?

That's what Textile Exchange's annual, global conference is all about – bringing together people who want to make a real and meaningful difference in the world to share progress, knowledge and best practices. When asked in the anonymous conference survey, what they found most valuable about the conference, one attendee wrote: *"It is tremendously motivating to spend time and share knowledge with professionals dedicated to a shared mission of promoting and achieving greater sustainability in the apparel sector."*

The **2016 Textile Sustainability Conference**, held in Hamburg, Germany on October 4-7, was themed around *Preferred Fiber and Materials – Creating Material Growth*. The event featured progressive sessions led by the world's foremost thought leaders and included hands-on learning and networking opportunities. Over **400 people** representing **258 companies** from **39 countries** participated in the Conference and the Organic Cotton Round Table to be inspired and equipped to influence change and produce positive impacts in their respective regions around the world.

This 2016 Conference Overview Report includes summaries from each session at the conference including:

- Plenaries
- Breakout sessions, with focused tracks on Integrity and Standards, Supply Chain, and Fiber and Materials.
- Organic Cotton Round Table
- TExcursions (Industry tours)

Textile Exchange would like to extend a SPECIAL THANKS to two groups of people without whom the Conference would absolutely not be possible.

First, Textile Exchange would like to thank the **2016** Conference Sponsors for their generous financial support. Visit page three to see more about these sponsors and find information about being involved with future Textile Exchange Events.

Second, Textile Exchange would like to thank all **2016** Conference Speakers. As a non-profit, Textile Exchange does not have the financial means to pay conference Speakers to travel, attend and participate in the event. Simply put, the Conference could not happen without the numerous Speakers who selflessly share their time and expertise with the Textile Sustainability Conference attendees. See the list of 2016 Speakers on page 32 and be sure to express your appreciation to them the next time your paths cross.

Save the date! Make plans to attend the 2017 Textile Sustainability Conference in Washington, D.C. during the week of October 9, 2017.

Call for Papers will open in January and registration will open in March. The Textile Exchange Board of Directors and Staff look forward to seeing you there!



PLENARY | Clear Blue Oceans -The Seen & Unseen

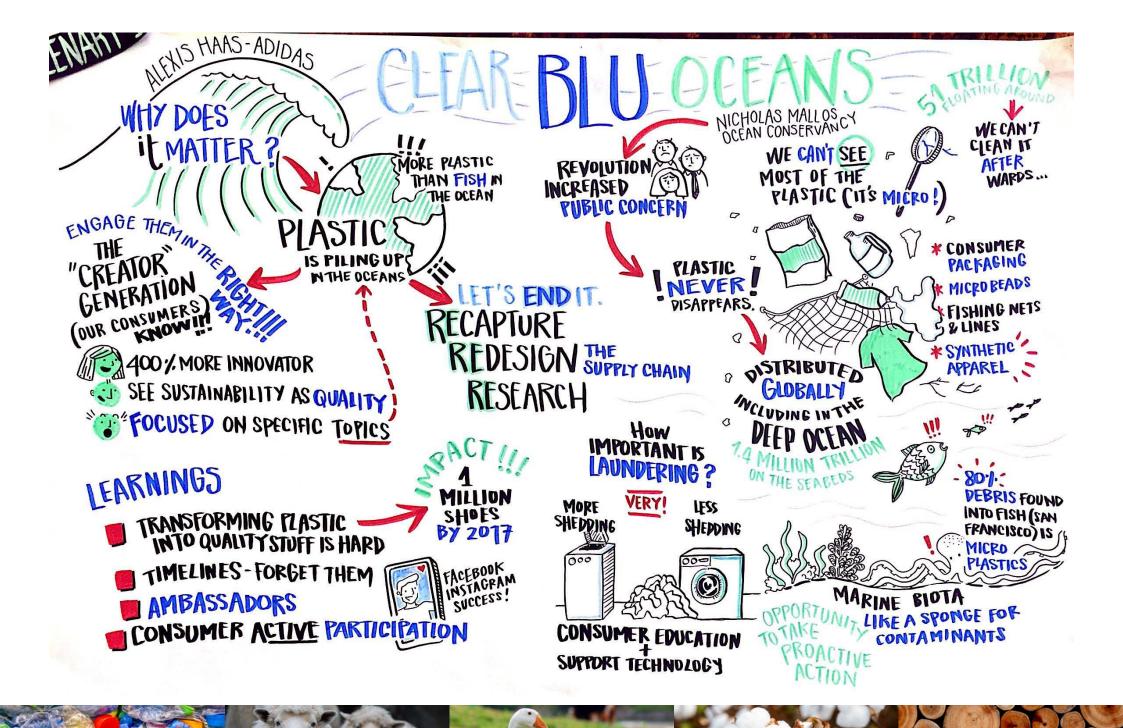
Healthy oceans equal a healthy planet. This plenary took a look at the state of today's oceans, an environmental initiative by a brand and why the oceans' health is important to all of us.



Alexis Haass Director Of Sustainability adidas

Nicholas Mallos Director, Trash Free Seas Program Ocean Conservancy





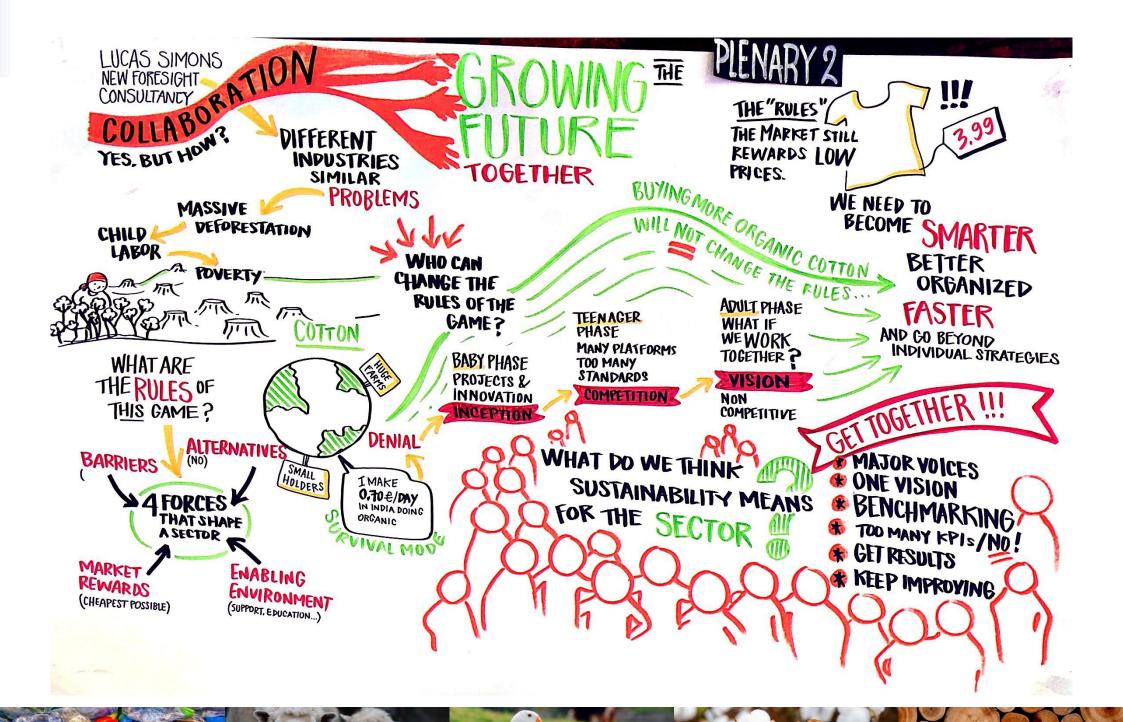
PLENARY | Growing the Future Together: Collaboration for a Sustainable Textile Industry

To date, no major sustainability crisis has been successfully challenged by an organization acting alone. Instead, a variety of actors - industry, governments and NGOs - typically build on certification programs to create multi-stakeholder initiatives that can rally behind a common goal and achieve more together than they can alone. Based on his experience in agricultural commodity sectors, especially coffee and cocoa, Lucas Simons addressed the state of collaboration in the textiles industry and challenged attendees for closer collaboration to overcome common obstacles.



Lucas Simons CEO and Founder NewForesight Consultancy





PLENARY Collaboration, Clarity and Change: Moving the Future

We are at a unique and powerful point in time to change the shape of the future. Standards have become more than a set of rules; they are setting global benchmarks and shaping the direction of industry and farming. In this plenary, Anne talked about the impacts we are having by combining our experience, expertise and passion to set new expectations.





Anne Gillespie Director of Integrity and Standards Textile Exchange





PLENARY "That's a Great Story" Why Storytelling in the Digital Age is More Important than Ever

The torrent of information, innovation and opinions in the world of textiles and apparel is relentless. From within that context, how do we ensure that the broad range of activity we have to share in sustainability is not only known but understood and recognized? Can storytelling help us, "Grow the Good?"



Bob Bejan General Manager: Communication Strategy Microsoft Corporation





BREAKOUT: Integrity and Standards Track

Integrity 101

Breakout Description: An introduction to sustainability standards and certification. In this session, attendees learned the importance of voluntary standard certification with specific focus on Textile Exchange's standards and the Global Organic Textile Standard. Attendees also participated in hands-on exercises to demonstrate their understanding of supply chain certification, its related documentation and product claims.

Key Take-a-ways:

- To tell the truth, you have to know the truth.
- Verification of claims is the only way to know that real and meaningful change is happening in your supply chain.
- Textile Exchange standards include the Content Claim Standard, Organic Content Standard, Recycled Claim Standard, Global Recycled Standard, Responsible Down Standard, and Responsible Wool Standard.
- The Global Organic Textile Standard is the gold standard for organic textiles, and uses the same chain of custody system as the TE standards.
- Labeling guidelines are provided with each standard and can help you determine the best way to communicate your work in sustainability.
- Certification bodies are separate from standards owners and are responsible for auditing and granting certification.

Speakers:

Gyorgyi Feketene Acs, *Project Manager*, Control Union Certifications Rahul Bhajekar, *Director Standards Development & Quality Assurance*, Global Organic Textile Standard (GOTS)

Lee Tyler, Standards and Compliance Manager, Textile Exchange









Flexibility and Equivalence in Certification



Breakout Description: The industry has taken huge steps in creating alignment of sustainable practices in textiles. In this session attendees looked at the development of independent modules that certify social, environmental, and chemical requirements and can be built into a standard such as the GRS or used on their own. This dynamic session discussed what is needed to build a set of flexible verification tools for the industry.

Key Take-a-ways:

- Audit fatigue must be reduced in order to free up time, resources and energy for performance improvements.
- Incentives and assurances of long-term relationships is crucial in order for improvements to be made. Living wage is a key challenge both in terms of available information as well as the need to consider the rights of manufacturers to confidentiality.
- Brands need a way to manage the potential chemical toxicity of recycled materials entering the chain, but the challenge is to balance cost and the rigor of sampling.
- Post-consumer waste and existing chemicals:
 - "Can we be more flexible with the (perceived) toxicity of post-consumer waste?"
 - "Don't off load undesirable clothes to Africa!"
- More knowledge is needed at manufacturing level about how to use chemicals, and stronger engagement with chemical manufacturers.
- The GRS is working well but there is a need to make it much more visible to consumers.

Moderator: Ashley Gill, Integrity Specialist, Textile Exchange Speakers:

Tamar Hoek, *Senior Programme Manager Textiles*, Solidaridad Ben Mead, *Managing Director*, Hohenstein Institute America, Inc. Pailak Mzikian, *Head of Corporate Strategy & Sustainability*, SOEX

Taking Responsibility for Animals in the Supply Chain

Breakout Description: Animals help us to meet our needs for comfort and warmth, and we owe it to them to be sure their needs are met as well. In the past two years, concerns for animals in the textile supply chain have led to the development of policies within companies and standards to address the welfare of ducks, geese, sheep and goats. The breakout looked at examples of corporate animal welfare policies and the roles they can play. Attendees heard about the lessons learned in the first years of the standards for down and wool, and where the industry may be headed to address leather.

Key Take-a-ways:

- Advances in the wool supply chain: over the past two years, Textile Exchange has developed the Responsible Wool Standard (RWS) to address animal welfare and land management in the wool supply chain.
- The Standard rewards good practices in the supply chain and creates a tool for data collection and continuous improvement.
- Advances in the down supply chain: there are two new standards in the space since 2014, the Responsible Down Standard (RDS) and the Global Traceable Down Standard. Both standards verify animal welfare practices, including banning live-plucking and force-feeding.
- Over 70 brands have committed to using the RDS and 120 million birds fell under certification in 2015.
- Advances in leather: there has been increased interest in addressing the leather supply chain beyond the tanneries, includes animal welfare, social and environmental responsibility.
- There is a strong interest to learn more about leather supply.
- How to develop an animal welfare policy:
 - Examine the materials you use, and eliminate materials where it is not possible to source cruelty free.
 - For the remaining issues, identify the key issues to be addressed.
 - Set out a clear strategy, with the right people.
 - Communicate your approach with honesty and transparency.

Moderator: Hanna Denes, Integrity Specialist, Textile Exchange Speakers:

Susan Irvine, *Director of Corporate Responsibility,* Tommy Hilfiger Nina Jamal, *Head of Farm Animal Campaigns,* VIER PFOTEN International Pamela Ravasio, *Head of CSR & Sustainability,* European Outdoor Group

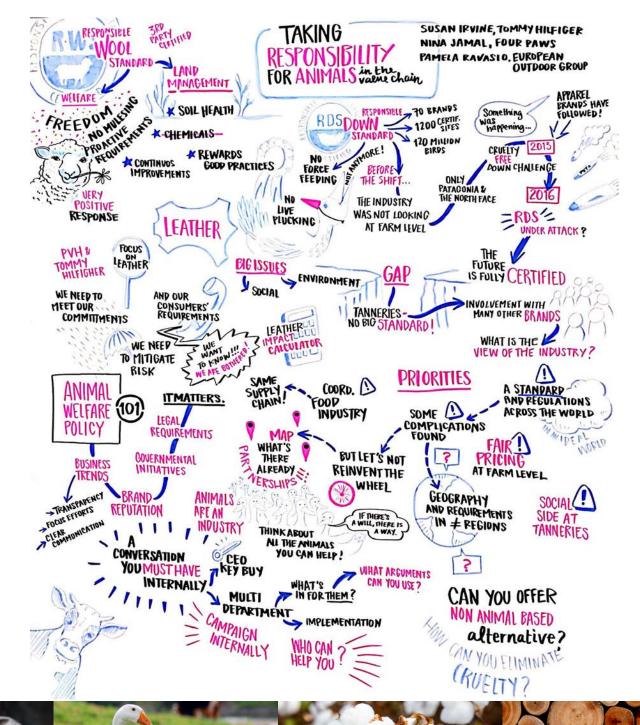












Т **GRITY ANF** FANDARDS TRACK

A Holistic Look at Wool

Breakout Description: The foundation of responsible sourcing is an understanding of all of the areas of potential impact. This session explored the impacts of wool on the farm, processing, and end-use. Attendees took a look at the Responsible Wool Standard (RWS) as a tool to address farm impacts and examined the full life cycle of wool, including chemicals related to processing.

Key Take-a-ways:

- Wool is a strategic natural fiber. The quality and result of wool varies according to the species of sheep and the region and weather conditions of the environment.
- Bringing the RWS to scale is the largest challenge. Farmers are ready to produce and brands are ready to buy. They just need communication and commitment from each other to begin.
- Tchibo was awarded the very first RWS scope certificate. This is a strong signal to the marketplace that they are ready to buy wool as a brand.
- As the standard starts to gain traction, collaboration across the industry will ensure the growth needed to build supply and demand.

Moderator: Anne Gillespie, *Director of Integrity & Standards,* Textile Exchange **Speakers:**

Mark Brooking, Inspector, Integra Food Secure Ltd Madelene Ericsson, Sustainability Business Expert, H&M

Alberto Rossi, Business Development Manager, Chargeurs Wool



BREAKOUT: Supply Chain Track

Regulations

Breakout Description: The concept of Corporate Social Responsibility and sustainability used to be seen as a voluntary measure that corporations could choose to adopt or not. Today, this thinking is put into doubt by civil society as well as politicians. This breakout session gave attendees the opportunity to learn about drivers for change in the textile industry and the balance between regulation and voluntary action.

Key Take-a-ways:

- Global trends strongly indicate an increase in regulations.
- Majority of European social and environmental reporting is mandatory, not voluntary.
- Solutions to enable adoption include capacity building in the supply network, multi-stakeholder initiatives, and financial and other incentives.
- Work is progressing on the Europe based Product Environmental Footprinting (PEF) initiative and its benefit is that it is a full regional standard as opposed to a country-by-country approach.
 - The pilot running now on the PEF is on a shoe product.
- Governments can utilize and leverage knowledge and collaboration through the existing SAC Material Sustainability Index platform.
- Do we really need increased regulations to improve social and environmental responsibility?
- Should there be legal/financial liability for damages if they occur, such as in Rana Plaza?
- The answers to these questions are in a "smart mix" of cooperative, voluntary actions complementing sensible regulations.
- Companies must demonstrate and live by the rules. Companies should be judged by their behaviors.
- Political and societal processes are important to complement pure regulations.
- Regulations in theory represent some sort of "failure" of the existing system
- Buyers need to invest in training, education, management skills and financing options for suppliers.
- Buyers' consolidation of the number of suppliers will lead to more visibility and relationship building.
- Buyers need to look at supplier relationships in the longer term and invest accordingly, including level of buy commitments.

Moderator: Andreas Streubig, Division Manager Sustainability, Otto Group

Speakers:

Baptiste Carriere-Pradal, *Vice-President*, Sustainable Apparel Coalition Dr. Nicole Helmerich, *Postdoctoral Researcher*, Hertie School of Governance Achim Lohrie, *Director Corporate Responsibility*, Tchibo GmbH





Supply Chain Mapping 101

Breakout Description: This session was designed for organizations seeking to learn the fundamentals of supply chain mapping. Beyond the supply chain function, virtually no one used to care about the origins of a product. That has changed. Consumers, governments, and companies are demanding details about the systems and sources that deliver the goods. They worry about quality, safety, ethics and environmental impact. Easy access to such information will become an increasingly important part of company strategy and will give new ways to capitalize on brand value.

Key Take-a-ways:

TRA

SUPPLY CHAIN

- There is a paradigm shift in the industry to a more holistic approach towards sustainability.
- Conceptual thinking includes all supply chain partners and does not end at the employee-level or customer-level.
- Reputation and innovation investment is more "sustainable" than just risk management and auditing.
- Transparency along the supply chain requires management systems as well as monitoring systems (two-fold, social as well as environmental).
- A holistic approach found in a corporate culture includes ecology, working conditions, fair trade relations, sustainable production and sustainable consumption.
- Regulations and consumers request more transparency and traceability beyond tier one. Other reasons for supply chain mapping include cost saving, risk minimization, reputation enhancement, leaner production and higher innovation potential.
- First assess risks and define relevant products, set long term goals.
- Implement social and environmental programs, engage internal and external stakeholders AND your suppliers. Communication and collaboration is key, they need to see their business case, too.
- Use spreadsheets, questionnaires, platforms or existing software to investigate on tier one, including subcontractors, agents and vendors.
- Increase certified materials they can be a tool for mapping your supply chain to trace products back to the raw material.
- Track progress and be honest, figures will not match at the beginning. Be prepared to find risks further down the supply chain.
- Work on "strategic supply chain" as a midterm goal.
- Focus on key materials and key supply chain partners first.
- Importance of processing, e.g. washing and finishing, but also fabric mills need to investigate in the origin of the materials.
- The closer a working relationship is the more potential there is in the end.
- Transparency is a USP, showing the supplier info publicly on the website is also attractive for the supplier.

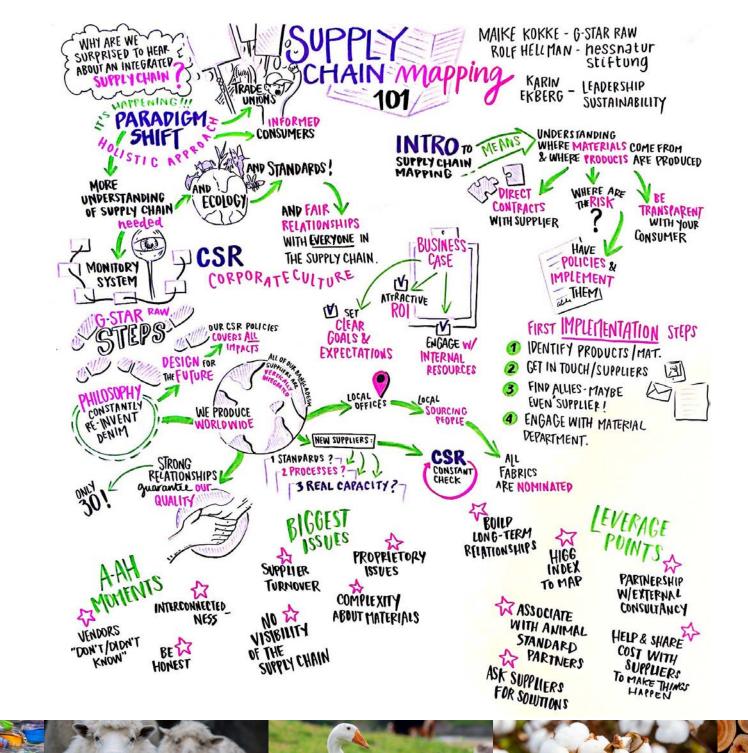
Moderator: Simone Seisl, Special Projects, Textile Exchange Speakers:

Karin Ekberg, *Founder & CEO*, Leadership & Sustainability Rolf Heimann, *Executive Board*, hessnatur stiftung

Maaike Kokke, Corporate Responsibility Manager, G-star RAW C.V.







Responsible Africa

Breakout Description: As our industry has moved production from geographic region to geographic region over the last 200 years, recent developments have been occurring on the continent of Africa for reasons we all have an understanding of: abundant, inexpensive natural resources, and a growing, economically competitive labor pool. But, are we destined to expand production in Africa with all the same inputs and outputs and detrimental outcomes we've experienced in the past? Or, can we learn from our past and build an industrial infrastructure that is aligned with global sustainable development goals and eliminates the environmental and social tragedies we've experienced far too many times in our long industrial history? Can we truly take this opportunity to achieve the industry transformation we all seek? What are the opportunities? What are the obstacles? This session explored these and other topics related to advancing a "Responsible Africa."

Key Take-a-ways:

- The South Africa Cotton Cluster is a unique alignment and collaboration in the country representing a virtual integration of suppliers from farm through to retail.
- The collaborative platform and the software enabling it exits in the "cloud," affordable and easily accessible to all stakeholders in the cluster.
- The system provides for increased visibility and traceability throughout the entire network of production.
- Definitely lots of opportunity to grow and duplicate the cotton cluster idea in the region.
- What the country is not looking for is a race-to-the-bottom pricing with buyers. Instead they are looking for longer term investment and relationships to build the capacity and infrastructure.
- The desire is for less of a country-by-country approach, and to build a broader sub-Saharan Africa region that is vertically integrated from farm/wellhead through final manufacturing.
- It is important to create jobs in rural areas with a very young average age in the population of the region.
- South Africa based retailer, Woolworth's SA, told the story of their "Good Business" initiative, a broad remit and commitment to sustainability.
- The initiative encompasses work across the entire product life cycle and operations, from strategy to impact assessment.

Moderator: Jeff Wilson, *Director - Business Value Strategy & Development*, Textile Exchange **Speakers:**

Prama Bhardwaj, *Founder & CEO*, Mantis World Eugene Lesch, *Fabric Technologist*, Woolworths SA

Heinrich Schultz, Managing Director, Sustainable Cotton Cluster/OrganiMark

Want to learn more about doing business in Africa? Join the *Connect with Africa* Tour, March 12-20, 2017. <u>Find more details here</u>.



Circularity as a System

Breakout Description: In transitioning towards a truly circular supply network, we need to shift our thinking and ways of operating not as a chain, but as a system. As this is a relatively new field of study and practice in our industry, it is essential to ensure the right conversations are happening so that we are using the same language and frameworks to work toward solutions. By looking at the "waste" hierarchy there are multiple opportunities today for brands and suppliers, including renewal of existing product and feedback loops for future product design. There are important concepts to build on the design front end, as design is increasingly being understood as the first signal of human intention, where it all starts. And what about the prospects of the return to the biologic nutrient cycle with biodegradability and compostability? This breakout explored these topics and more!

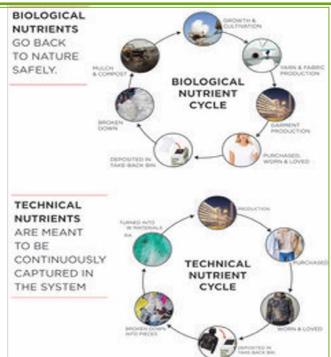
Key Take-a-ways:

- Concepts of the Cradle to Cradle system were introduced, emphasizing both technical and biological return-to cycles and where "waste" is designed out of the entire system.
- How this embodies the difference between the circular system of production versus the traditional linear system of production "take, make, use, dispose."
- As a result, systems thinking is applied throughout, where links and interdependencies within and across systems are taken into consideration.
- Cradle to Cradle Certification is based on five categories, but this session focused on two of the categories: material health and material re-utilization.
- Material inputs to circularity need to be clean... clean in, clean out. A materials economy fuels a circular economy.
- There is a new model in which brand partners contribute excess and returned apparel to The Renewal Workshop and it's sorted and evaluated and either sent for recycling/ upcycling or repaired/renewed at the Workshop for re-sale to the apparel market via several channels of distribution.
- Using the MacArthur Foundation model and EPA Waste Hierarchy, it was demonstrated that "renewal" returns the highest level of value in the "waste" hierarchy.
- Research has demonstrated that renewal has a significant environmental impact reduction, using the example of a garment used for just nine months longer has the following reductions: carbon 27 percent, water 33 percent
- and waste 22 percent.
 Results were presented from garment testing for biodegradability under natural soil conditions and laboratory conditions.
- We are learning more about which materials degrade, under what conditions and what the environmental impacts are of the degradation, including soils, and what the risks are.
- Opportunities for the future exist for more development of fiber and materials that will be able to return to the biological cycle and complement those returning to the technical cycle, such as bark mulch.

Moderator: Jeff Wilson, *Director - Business Value Strategy & Development,* Textile Exchange

Speakers:

Nicole Bassett, *Co-Founder*, The Renewal Workshop Maura Dilley, *Community of Practice Manager*, Fashion Positive, Cradle to Cradle Products Innovation Institute Christin Glöckner, *Team Management R&D*, Hohenstein Institute EVOLVING TO A CIRCULAR, NETWORK BASED SYSTEM THAT WE'RE HERE TO INFORM ABOUT AND ADVOCATE FOR



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WE

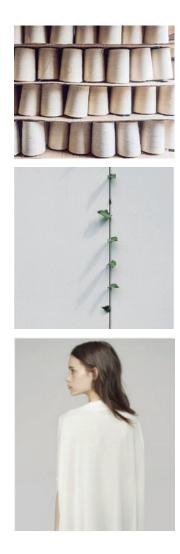
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BREAKOUT: Fiber and Materials Track

Making Informed Decisions 101

Breakout Description: Getting to know your preferred fiber and materials is like dating. There are layers to get to full understanding. This breakout took us through a number of resources that lead to greater understanding of the preferred fiber and materials landscape. From the Textile Exchange fiber reports through material snapshots and industry tools like MADE-BY's Fiber benchmark and work on the European Clothing Action Plan (ECAP), attendees found where to get the best preferred fiber and materials information available.

Key Take-a-ways:

- Vision of why snapshots were developed by VF.
- ECAP presentation by MADE-BY.
- Description of TE tools i.e. Organic Cotton Market Report, Preferred Fiber and Materials Market Report and the Fiber Benchmark as places to get information.
- Debate regarding the responsibility of the brand relative to the product's environmental impact beyond production. Should the assessment of the environmental impact of a product be considered by a brand as cradle to gate (or less) or cradle to grave (and beyond)? Should designers be taking into account the recyclability of a product in its design phase?
- Simplification tools may lead to over-simplified conclusions and making the wrong decisions.
- The industry lacks an efficient tool that could be used by all to measure the real impact of a textile product over its life cycle. If any such tool is designed, it must be easy for designers to use.

Speakers:

Barruch Ben-Zekry, *Director - Sustainable Products and Materials*, VF Corporation Karla Magruder, *Founder*, Fabrikology International Ria Kearney, *Senior Consultant*, MADE-BY





From Vision to Volume

Breakout Description: *Creating a Preferred Fiber and Material Strategy.* For years, companies have been building sustainability policies in reaction to regulatory or reputational risks. The approach has become more proactive, especially with the introduction of eco-efficiencies, e.g. in the management of water, energy, waste, etc. (and the associated cost savings). The next step is to move deeper down the supply chain to include strategies for sourcing environmentally and socially preferred (more sustainable) raw materials. The use of organic and recycled fibers, for example, is not new, but strategically managing conversion from virgin/conventional to "preferred" is a new skill set for many. In this breakout, Textile Exchange presented the steps to a preferred fiber and materials portfolio and industry leaders took us through their journey - the lessons learned and the progress made.

Key Take-a-ways:

- TE's seven steps to building a PFM Portfolio:
 - 1. Align business strategy and sustainability goals.
 - 2. Explore fiber and materials profile, footprints and options.
 - 3. Practice industry and product integrity.
 - 4. Build resilient supply networks.
 - 5. Establish metrics and measure performance.
 - 6. Incorporate community engagement.
 - 7. Tell your story.
- TE's Benchmark Program allows brands and retailers to track their progress over time and benchmark against industry peers, driving continuous improvement.
- Collaboration, continuous improvement and "Disruptive innovation" are key.
- Integrate sustainability through whole business strategy holistic view.
- Setting targets creates focus.
- A "passion for fashion" and design drives a passion for sustainability – an important aspect
 but implementation can be challenging – needs commitment.
- Overcoming sustainability challenges in technical clothing driven by "nerdy" customers.
- "Gravity helps" must change from the top.
- Personal experiences and "seeing is believing" builds conviction and a sense of purpose.

Speakers:

Stefan Dierks, *Head of CR Product & Strategy*, Tchibo GmbH Mikel Feijoo-Elzo, *Director*, Skunkfunk Jan Lorch, *CSO/Sustainability & CSR Manager*, VAUDE Sport Liesl Truscott, *European & Materials Strategy Director*, Textile Exchange







Creating Greater Business Value

Breakout Description: *Pricing Impacts on Preferred Fiber and Materials.* We know in theory that global sustainability will require doing business differently to how we do it now. Furthermore, business models, that are truly transformational, will require a different type of accounting. But when it comes to practice there are very real barriers to growth.

As we look to expanding the use of preferred fiber and materials like recycled polyester, more sustainable cotton, biopolymers and lyocell, how do prices impact adoption?

This session, moderated by La Rhea Pepper, used the fishbowl method to bring different voices to the discussion, across the many fibers, and the different stages of the supply chain.

Key Take-a-ways:

- Clear language around sustainability values is needed that is well justified in a business context.
- Clear public targets are also important in order to ensure action and promote innovation.
- At the manufacturing level, the real costs related to innovation, material investment and certification must be taken into consideration.
- It is unfair and unsustainable to ask preferred fiber manufacturers to match the pricing of conventional. Preferred fibers should be considered as a specialty and not a commodity.
- At the production level, cotton farmers are not being sufficiently remunerated and many are moving to other, more profitable crops or moving out of farming completely.
- In order to ensure future supply of organic cotton, buyers need to pay a fair price that accounts for the socio-economic benefits of organic production systems.
- At the consumer level, it is important to tell the story that justifies the price differential. If the consumer has more visibility to the product's environmental and social impact, it will guide their choices and willingness to pay.
- There is a real need for innovation "Business as usual" is not going to work for much longer.
- It is important to start somewhere. "Think big, act small and now, share and learn."
- Long-term commitments with suppliers and producers are essential.

Moderator: La Rhea Pepper, *Managing Director*, Textile Exchange Thought Starters:

Rachel Cantu, Patagonia Alison Ward, CottonConnect





Accelerating Growth - Launch of the Preferred Fiber and Materials (PFM) Round Table

Breakout Description: We envision the textile industry dominated by environmentally and socially preferred fibers and materials. The goal of the Round Table is to make this vision a reality! This highly interactive session broke into "working groups" on preferred fibers (bio synthetics, cottons, man-made cellulosics and rPET) to tackle barriers and create solutions for growth.

Highlights from the four PFM breakouts - Key Take-a-ways:

4.1. Bio Synthetics

- The Bio Synthetics Working Group (WG) kicked off in June 2016, led by biov8tion's Sophie Mather and coordinated by TE.
- Bio synthetic fibers are considered a tool to tackle climate change, by using a natural renewable resource, partly or entirely, to produce a synthetic fiber, which would otherwise be of petroleum origin. In this session, the need for more communication regarding bio synthetic fibers was highlighted.
- There was a consensus among the group to create a micro-site to convey knowledge and progress in the sector as well as to be used as a networking platform.

4.2. rPET

- The rPET WG kicked off in June 2016, led by Karla Magruder of Fabrikology and coordinated by TE.
- WG Goals had been previously defined as: Replace the use of virgin PET with rPET; create price parity; increase rPET availability. It was agreed during this session that a fourth goal would be added: to promote education around circularity both internally at the brand/retailer level, and externally at the consumer level.
- Price parity is thought to depend largely on economies of scale. However, the concept of price parity was challenged during this session since virgin polyester does not account for sustainability "costs" such as climate change, resource depletion, etc. One idea was to identify the societal costs and monetize these to better show the "true cost." This would be a better way to view price parity.
- The need for brands to go public with their commitments to rPET in order to build momentum and spur investment was also highlighted.

4.3. Preferred Man-Made Cellulosics

- Susan Howatt of Canopy explained the alarming situation of global forests, particularly ancient forests and endangered forests, and how conservation of these is the best tool to fight climate change. Major drivers of deforestation were identified as agriculture but also tissue and textile production. The aim is finding solutions and alternatives rather than simply shift the problem to another sector.
- The discussion involved predominantly brands, and the following needs were highlighted:
 - Further collaboration,
 - Increased awareness,
 - Storytelling opportunities,
 - Increased transparency,
 - R&D on alternative input sources, including recycled input.

4.4. Preferred Cottons

- Charlene Collison of Forum for the Future/ Cotton2040 led an engaging discussion around preferred cottons. Highlights include:
 - Developing a CSR and cotton strategy has to be embedded in business practice, not as a separate team.
 - We need to embed storytelling in the message. For example, CmiA used the story of an African journey to good effect; we need more and better uses of storytelling to support the business case.
 - While the significant barriers are in the industry itself and the business model we use, we must also focus on developing consumer awareness and demand. All trends are showing greater uptake of organic products for food and personal care, and cotton is a clear next area to build this awareness in.

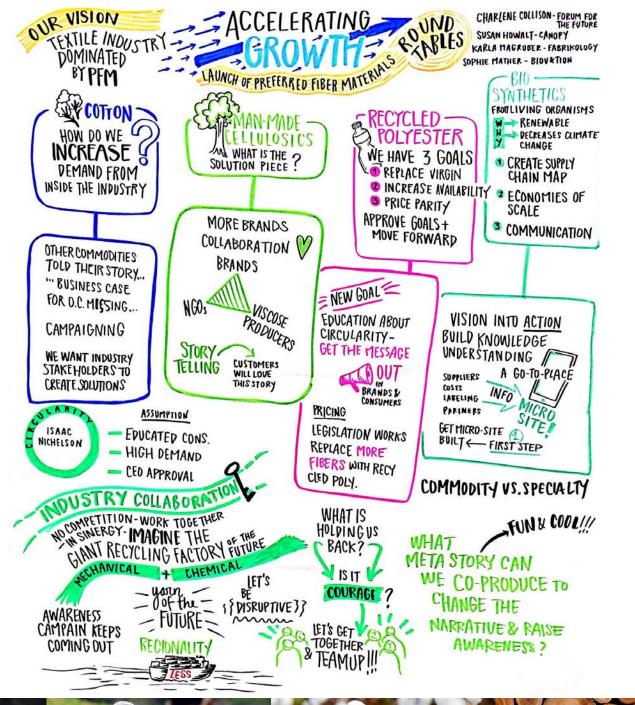
Facilitator: Friederike von Wedel Parelow, Professor for Sustainable Design Strategies, ESMOD Berlin PFM Breakout Leads:

Charlene Collison, Forum for the Future - *preferred* cottons

Susan Howatt, Canopy - *man-made cellulosics* Karla Magruder, Fabrikology - *recycled polyester* Sophie Mather, biov8tion - *bio synthetics*

Thought Starters:

Peter Bartsch, Lenzing; Brad Boren, Norrona; Anna-Karin Dahlberg, Lindex; Ralph Lerner, Virent; Fanny Liao, FENC; Isaac Nichelson, Recover; and Cyndi Rhoades, Worn Again.



FIBER AND MATERIALS



Organic Cotton Round Table 2016 – Aiming for Critical Mass

In Hamburg, a record 220 thought leaders, farmers, textile and fashion industry executives gathered for the fifth Organic Cotton Round Table (OCRT), emerging with clear initiatives focused around its three Task Forces - Seed and Soils, Business Models, and Consumer Engagement – creating material change to move the organic sector forward.

The OCRT is now in its fifth year. It brings together the organic cotton community to provide a platform for collective action and to incubate new ideas, and it has a truly global reach.

The message in Hamburg was to ask questions, and make sure the questions are right before diving into solutions. We need to get much more creative and ambitious with our approaches to problem solving, and more deeply question the assumptions behind our decisions.

The OCRT is shifting the conversation from "commodity" to "community" and the interactive sessions in Hamburg were power-packed. "Conversations begin during the day and continue over dinner. Relationships, and a sense of community, are central to the success of the OCRT. Each year just gets better and better" says Liesl Truscott, *European* and Materials Strategy Director at Textile Exchange.

The OCRT is fulfilling its promise as a platform for all and an incubator for great ideas. In Hamburg, the OCRT took another step toward creating a movement.

This year the OCRT is stepping up its efforts to take the message to the wider community using video summaries of the key points of the sessions. For those who wish to go deeper, video recordings of the main sessions will be available online. Sponsored by OrganiMark, this video coverage will massively increase the reach of the OCRT and its message.

Visit the OCRT web pages for the full highlights, including:

- OCRT In Action 2016 Report highlights of the day along with actions planned for 2017
- **OCRT In Action 2016 Video** Relive or if you missed the event catch the highlights in video
- Thought Leader Interview Series
- Video Master Classes with
 - Heinrich Shultz, OrganiMark Pricing and Trade Mechanisms: "Thinking Out Of The Box"
 - Bob Bejan, Microsoft Story Telling: Reaching the Consumer





2016 Speakers











Rahul Bhajekar





Mark Brooking



Baptiste

Carriere-Pradal

Charlene











Maura Dilley



Ekberg



Madelene Ericsson



Bhardwaj

Mikel Feijoo-Elzo



Gyorgyi Feketene Acs



Ashley Gill



Gillespie

Collison



Glöckner



Alexis Haass



Rolf Heimann



Barruch

Karin

Nicole

Helmerich

Tamar Hoek



Susan Howatt



Irvine



Nina Jamal





Maaike Kokke





Ria Kearney















Achim Lohrie





Magruder

Mallos







Mead



Pailak Mzikian



La Rhea Pepper



Pamela Ravasio

Rossi



Heinrich Schultz



Simone Seisl





Mather





Lee Tyler



Friederike von Wedel Parelow



Jeff Wilson

2016 Volunteers

We want to extend a **HUGE thank you** to our student volunteers! We unfortunately do not have a good photo of them because they were always behind the camera. Each one of them brought added value to the TEam during this very busy time - we couldn't have done it without them. Thank YOU...

Sonja Liedke Ana Melissa Ortuno de Leon Mikkel Rohde Andersen

Nanna Skov Nicolai Thomsen Ida Urmas



Streubig

Liesl Truscott

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Hohenstein Institute Tour



Written by: La Rhea Pepper, *Managing Director* for Textile Exchange and participant on the Hohenstein Tour

Impressive doesn't begin to capture our tour of the **Hohenstien Institute**. Wonderful Hosts, Lovely Countryside, a historic and Lovely Castle – and of course state of the art testing and research all in one place.

While state of the art testing and research is at the core of what you can see at Hohenstien – the reasons behind the innovation is centered around people. Care for how textiles perform, create comfort and safety – clothes for special needs athlete, for fire-fighters, even for the astronauts.

Textile Testing for chemicals, Pattern Services, Toy Testing, Personal Protective Equipment, medical and apparel for compression, consumer care and laundry testing, the well-known Oeko-Tex Certification...this is only a few of the services that you'll find referenced on their website: <u>www.hohenstein.com</u>

Personally, I enjoyed the UV Protection Product testing lab. The data around the need for greater protection from the sun when we are outdoors will be of increased importance. The tests are designed to give a rating of protection in all the types of applications you would expect. When I purchase a play-suit for my grandchildren – I am going to want to know that the claim for UV protection applies for when that garment is wet and in fun and play. I will be looking for products that bear their stamp of approval!

Thanks to Zach Angelini from Timberland for his perspective:

"For the Hohenstein tour, the part I found most interesting was learning about their biodegradability studies. I really liked hearing that they go beyond measuring the mass of fabric left in the soil and actually measure the eco toxicology of the byproducts that the fabric broke down into. I think this is so important when focusing on biodegradability, because in some cases the degradation byproducts can be more toxic than the original substance. As consumers continue growing their awareness and concern of environmental issues, I think this will become more and more important when making biodegradability claims. Also, this research can help inform which treatments/dyes should be applied to a textile, in order to make it truly biodegradable."

A very special Thanks to a few of the folks from Hohenstein: **Ben Mead, Jan Beringer** and **John Frazier** for a Wonderful Day and a taste of Oktoberfest!





Lenzing Fibers Tour



CUISIONS Written by: Jeff Wilson, Director - Business Value Strategy & Development for Textile Exchange and participant on the Lenzing Fiber Tour

The day following the Textile Exchange Conference and Organic Cotton Round Table, a fortunate group of 15 people were treated to a highly informative and gracious day long briefing and tour of the Lenzing TENCEL, Modal and Viscose manufacturing facility in Lenzing, Austria, outside of Salzburg.

The morning began with an overview of Lenzing's approach to sustainability in their operations and product development from Dr. Peter Bartsch. The crew then was led on a several hour long tour of the Lenzing viscose production plant, seeing first hand how the wood is transformed into fiber under Lenzing's strict and proprietary controls. As you might imagine, it's a very precise, clean and razor sharp operation. Huge congratulations and thanks to Nicholas from Lenzing who conducted the tour for us.

After a delicious lunch at the facilities on-site restaurant, we were treated to another more fiber specific presentation by Dr. Bartsch, followed by a more technical review of the various Lenzing fibers and their differences and advantages from Dr. Dieter Eichinger, Lenzing's Managing Director of Lenzing Fibers. The afternoon concluded with a marketing and branding presentation from Lenzing's Global Marketing and Communication Director, Christina Kreuzwieser, highlighting the many customers who have adopted Lenzing products, their consumer messaging and branding methods, including sustainability attributes of their products as a result of using Lenzing fibers.

It was an exceptionally inspiring and educational day for all of us. We are extremely grateful to all the folks at Lenzing who contributed to the planning, logistics, and delivery of this wonderful experience. Thank you Lenzing!





Otto Group Tour



Written by: Donna Worley, *Director of Marketing Communications and Public Relations* for Textile Exchange and participant on the Otto Group Tour

Early on the Friday morning following the conference, several of us loaded a bus to visit **Otto Group's** largest fulfillment facility in Haldensleben, Germany, which was about a three hour drive from Hamburg - allowing us to see some beautiful country-side along the way.

This facility opened for operation in 1994 and has been enlarged three times since that date. It was truly a spectacularly large facility that operates like clockwork.

The tour took attendees through the process from start to finish. We witnessed where boxes arive from the supplier, how they are processed, labeled, stored, and picked and packaged to fulfill the customer orders. Once the orders are ready to be shipped to the customer, they are loaded on a truck through one of 96 bays where approximately 250 trucks are loaded and processed each day.

One of the fascinating parts of this facility is the high bay warehouse (pictured to the right). A total of 1.2 million standard-size supplier boxes containing goods are stored in this facility. As many as 40,000 of these boxes are stored or retrieved from the shelves by automated units every day.

As a consumer, I occasionally order things online and choose expedited shipping without giving thought to what that entails on the order processing end. Now, I know, and have an entirely new appreciation for online purchases and the care that goes into ensuring that every order is handled and packaged with precision.

Thank you to Otto Group and Andreas Streubig for making this awesome experience possible!





High bay warehouse at the Hermes Mail-Order Logistics Centre in Haldensleben, Germany

SOEX Group Tour



The SOEX tour was held at their textile recycling facility in Wolfen, Germany. Tour attendees included representatives from Nike, Inc., Eileen Fisher, Fabrikology, The Renewal Workshop, Mahima Cotton, BSD Consulting, Tchibo and Egedeniz Textile. Upon arrival, we were met by representatives from both SOEX and I:CO.

Through the course of the tour, attendees learned that SOEX was founded in 1977, has nine subsidiaries and employs more than 1,000 people worldwide with an annual collection of approximately 115,000 tons of used clothing.

I:CO was founded in 2009, operates in 65 countries and has more than 60 retail partners with in-store take back programs for an annual volume of 17,000 tons in 2015.

The Wolfen, Germany facility has over 700 employees in 89,000 sq. meters. During the tour, we saw both mechanized and hand sorting of used clothing. There is up to 350 different criteria used to sort the clothing. Tour attendees were able to participate in sorting garments according to the various criteria.

Attendees were also able to observe the process by which clothing deemed unsuitable for continued use is recycled into insulation materials.

Overall, it was a very impressive operation and fabulous learning experience for all who attended. Thank you, SOEX, for providing this learning opportunity!





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Join us in **Washington, D.C., USA** for the 2017 Textile Sustainability Conference during the week of **October 9**!

Conference photos, including graphic recordings can by accessed via this link: <u>https://goo.gl/photos/zz7gVm1196cgrbeL9</u> Conference presentations are available to attendees only. Questions? Please contact <u>Conference@TextileExchange.org</u>.



TextileExchange

Textile Exchange (TE), founded in 2002, is a global nonprofit organization that works closely with all sectors of the textile supply chain to find the best ways to minimize and even reverse the negative impacts on water, soil, air, animals, and the human population created by this \$1.7 trillion USD industry. TE accomplishes this by providing the knowledge and tools the industry needs to make significant improvements in three core areas: Fiber and Materials, Integrity and Standards, and Supply Chain. A truly global organization, TE is headquartered in the U.S. with Staff and Ambassadors located in 11 countries. To learn more about Textile Exchange, visit: www.TextileExchange.org and follow TE on Twitter at @TextileExchange.

The 2016 Textile Sustainability Conference and this Conference Summary are a result of a lot of hard work by too many people to name. Thank you to all, most especially to TE members and attendees, who came to be engaged and participated in the conference, making it memorable and meaningful for so many.

Creating Material Change Graphic recordings: Carlotta Cataldi Photos: Textile Exchange, unless otherwise noted