

# Sustainable Apparel and Textiles Conference

25<sup>th</sup>-26<sup>th</sup> April 2023 | Amsterdam

*Towards industry alignment: How brands can transform supply chains, scale circularity, and drive positive social impacts on the route to net-zero*



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[hanna.halmari@innovationforum.co.uk](mailto:hanna.halmari@innovationforum.co.uk)

### **Confirmed speakers:**

1. Vinura Jayewardene, group sustainability engineer, **Brandix**
2. Christophe Bocquet, director, quality compliance, customer service and corporate social responsibility, **Chloé**
3. Nick Allen, director of transparency, **Patagonia**
4. David Quass, senior director sustainability EMEA, **VF Corporation**
5. Aleix Busquets Gonzalez, global head of sustainability, **C&A**
6. Lynne Walker, director Primark Cares, **Primark**
7. Daniel Newton, senior expert - circular business models, **Zalando**
8. Andrés Fernández, head of sustainability and sourcing, **Mango**
9. Gudrun Messias, director global sustainability direction, **adidas**
10. Cat Lee, head of ethics and sustainability, **Ted Baker**
11. Tristan Louis, climate change project leader, **Decathlon**
12. Sarah de Visser, material specialist apparel innovation, **On**
13. Andrea Rosso, sustainability ambassador, **Diesel**
14. Eva Karlsson, CEO, **Houdini Sportswear**
15. Payal Jain, head of social impact, **H&M Group**
16. Nany Kusuma, director circular production and merchandising, **Tommy Hilfiger**
17. Ouiam Zirar, senior project manager and lawyer, **Netherlands Authority for Consumers and Markets**
18. Rebecka Sancho, head of sustainability, **G-Star Raw**
19. Anant Ahuja, head of organizational development, **Shahi Exports**
20. Thomas Böschen, managing director Germany, **Texaid**
21. Angeline Elfström, business development manager, **OnceMore**
22. Brittany Sage Brown, associate director global procurement sustainability & innovation, **Kraft Heinz**
23. Marsha Dickson, president and co-founder, **Better Buying Institute**
24. Hannah Lennett, stakeholder engagement lead, **Open Supply Hub**
25. Kinner Lakhani, global commercial director, **CottonConnect**
26. Chris Marshall, director of transparency, **Sustainable Apparel Coalition**
27. Hilde van Duijn, capacity development programme lead, **Circle Economy**
28. Dorothee Niebergall, senior vice president group strategy & corporate development, **Hugo Boss**
29. Malgorzata Golbiewska, team leader – environmental footprint, DG Environment, **European Commission**
30. Debbie Shakespeare, senior director, sustainability, compliance & core product line management, **Avery Dennison**
31. Franco Costantini, managing director, **regenagri**
32. Subindu Garkhel, global cotton and textiles lead, **The Fairtrade Foundation**
33. Tara Luckman, special advisor, **U.S. Cotton Trust Protocol**
34. Zaki Saleemi, senior vice president, **Crescent Bahuman**
35. Barbara Dunin, director of ESG, marketing and communications, **Beontag**
36. Pip Stockford, CEO, **SustainIt**

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37. Gilles Goedhart, coordinator mandatory due diligence, **Dutch Ministry of Foreign Affairs**
38. Cansu Yalcinkaya, business development manager, **Avantium**
39. Lena Peleikis, CR lead human rights & supply chain transparency, **Otto Group**
40. Bart Vollaard, executive director, **Organic Cotton Accelerator**
41. Sofia del Valle, engagement lead, social transformation, **World Benchmarking Alliance**
42. Ewa Janczukowicz-Cichosz, sustainability expert, **LPP**
43. Yoann Regent, head of sustainable sourcing & nature initiatives, **Kering**

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## **Day 1 – Tuesday, 25<sup>th</sup> April**

### **09.00-10.00 Time to align: Are we ready to agree on a definition of ‘sustainable fashion?’**

We all know that the apparel industry can’t continue with business as usual. What we’re less clear on is what sustainability actually means within the industry. The distinct lack of alignment on the definition of ‘sustainable fashion’ results in varying – and occasionally conflicting – objectives, priorities, and solutions across the industry. This fragmentation has led to problems of greenwashing, consumer confusion, and the failure to deliver systemic transformation. An increasing number of brands committed to driving up social and environmental standards are calling for a common consensus and clarity.

In this session our panellists will debate:

- How can we establish a unified vision, set of benchmarks, and measurement systems for sustainability within the industry? Who should decide these?
- Where is the regulation headed to when it comes to a definition of ‘sustainable fashion?’ How can we ensure that regulation promotes action and progress, beyond compliance to the bare minimum?
- Is the debate around definitions preventing the sector from just getting on with it?

### **10.00-10.50 Apparel’s route to net-zero: How to set credible targets for 2030 to 2040 to 2050**

The apparel sector is taking climate seriously. The UN’s Fashion Industry Charter for Climate Action ramped up ambition last year and committed signatories to cut emissions in half by 2030 and to reach net zero by 2050. However, initial analysis suggests that the majority of brands are currently falling short of their commitments. With the stakes so high and early deadlines looming already, it is critical that brands take more urgent and aggressive action.

In this session, we’ll take a look at how 2050 targets translate into action in the short, medium, and long-term. Our panel of experts will discuss:

- How leading companies have set realistic interim milestones to benchmark performance and stay on track for long term targets
- What does a credible roadmap in the industry look like? How can business maintain accountability throughout the route to net zero?
- How can fashion brands instil more urgency around long-term climate targets?

### **10.50-11.20 Break**

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### **11.20-11.50 The elephant in the room: How brands can overcome the overproduction problem**

As brands move towards circular business models, incorporating zero-waste designs and the use of more sustainable fibres, we can't forget to address the elephant in the room: the overproduction problem. An estimated 92 million tons of textile waste is created annually by the sector. This not only leads to increased water pollution, greenhouse gas emissions, and growing landfills, but it's also a significant drain on brand resources.

In this session we'll debate the industry's overproduction problem and discuss how a shift in business models could help deliver on climate goals, increase efficiencies throughout the supply chain, and reduce costs. We'll discuss:

- Is a shift to made-to-order production a practical solution for overproduction? How realistic really is this?
- The leading tools and technologies for more sustainable supply chain management
- How brands can use better data to predict demand more effectively and therefore cut emissions and costs in production

### **11.50-12.30 Low-impact, longevity, and low-waste: How to incorporate circular design principles at scale**

True circularity begins at the design stage. Products must be made to retain maximum value throughout as many lifecycles as possible, and recycling should only be turned to as a last resort when the items can no longer be reused, repaired, or remanufactured. In this session we'll focus on the circular design principles of low-impact, longevity, and low-waste. We'll discuss:

- How brands can make the right impact driven choices to separate true circular from recycling
- What are the key barriers to scale? How can brands move beyond capsule collections and embed these principles across product lines?
- Style vs sustainability: How can designers navigate the dilemma when the two aren't aligned?

12.30-13.30 *Lunch*

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13.30-14.20 Breakout sessions

<i>Climate Track</i>	<i>Circularity Track</i>	<i>Social Track</i>	<i>Farm to Factory Track</i>
<b>How to engage suppliers in SBTs and drive effective climate action across the value chain</b>	<b>Material choices: How can we reach more advanced sustainability metrics on material use and impact?</b>	<b>Overcoming audit fatigue: Is the industry moving towards harmonization of social audits?</b>	<b>From farm to forest: How regenerative approaches can boost farmer incomes across various sourcing contexts</b>

14.20-15.10 Breakout sessions

<i>Climate Track</i>	<i>Circularity Track</i>	<i>Social Track</i>	<i>Farm to Factory Track</i>
<b>Beyond 'deforestation-free': How forest-positive strategies can work in practice for apparel brands</b>	<b>Textile recycling: How can we take the lessons from the most successful approaches and replicate these elsewhere?</b>	<b>What's still standing in the way of brands scaling up living wage initiatives?</b>	<b>From the farm to the factory, and everything in between: How can brands ensure sustainable practices throughout the whole value chain?</b>

15.10-15.40 Break

15.40-16.30 Breakout sessions

<i>Climate Track</i>	<i>Circularity Track</i>	<i>Social Track</i>	<i>Farm to Factory Track</i>
<b>Measure and manage: Best practice to measure, verify, and report Scope 3 emissions</b>	<b>Traceability for transformation: How better data can drive circularity</b>	<b>Mandatory human rights due diligence: How evolving legislation will impact business practices and ensure better outcomes for workers</b>	<b>How smart factories can drive cost savings, efficiency gains and low waste manufacturing</b>

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16.30-17.20 Breakout sessions

<i>Climate Track</i>	<i>Circularity Track</i>	<i>Social Track</i>	<i>Farm to Factory Track</i>
<b>The social impact of climate action: How to ensure people are placed at the centre of the transition</b>	<b>Post-consumer waste: How can brands effectively engage consumers in circular fashion?</b>	<b>Sustainable procurement: How purchasing practices must evolve to improve social standards and deliver resilient apparel supply chains</b>	<b>'Difficult' suppliers: How to engage with suppliers to raise working conditions, and how to know when to walk away</b>

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## **Day 2 – Wednesday, 26<sup>th</sup> April**

### **09.00-09.30 Policy brief: How is EU policy evolving to tackle greenwash and to drive social and environmental standards in apparel supply chains?**

With an ambition to put “fast fashion out of fashion,” the EU policy landscape is rife with proposals. We have the EU Ecodesign for Sustainable Products Regulation, harmonised rules on extended producer responsibility, the EU Initiative on Substantiating Green Claims, the Corporate Sustainability Due Diligence Directive, and more! With the sheer volume and complex landscape, how can brands keep on top of emerging legislation and stay ahead of the regulatory curve?

In this quick-fire session our expert panellists will provide a policy brief on the EU legislative landscape. They’ll debate whether current proposals are ambitious enough, highlight the potential for unintended consequences and assess the impact on business practices.

### **09.30-10.30 Resale, rental, repair: Beyond pilots, how can we ensure profitability, scalability, and sustainability?**

An increasing number of brands are embracing resale, rental, and repair models in the shift towards circularity. The resale market especially is booming, and brands have been quick to establish a presence by launching their own resale platforms. However, questions have been raised around the impact of these schemes. Do resale models actually just provide a smokescreen for ‘guilt-free fast fashion’?

In this session, we’ll take a pragmatic look at the potential of these alternative business models. We’ll assess:

- How can brands determine the true impact of these schemes? Are they reducing sales, replacing sales, or even increasing sales without the guilty conscious?
- Can alternative business models prove the profitability that is required to get them beyond pilots?
- The industry collaboration that is required to drive real scale

10.30-11.00 *Break*

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**11.00-12.00 Set, measure, disclose: What does a credible 'nature positive' strategy look like?**

Nature, climate, and community can no longer be addressed through separate lenses. Biodiversity loss, climate change, and human rights are all interconnected and a nature positive approach, which aims to restore species and ecosystems, must tackle all three in unison.

In this session, we'll assess how leading companies have integrated a nature positive approach into their sourcing practices. We'll take a look at:

- How to build a credible and scalable nature positive strategy: Practical examples of best practice, key challenges and how to overcome them
- How to translate supply chain data into action on-the-ground
- The new frameworks, tools and regulations shaping company approaches
- How business can measure, monitor, and verify the nature benefits

12.00-13.00 *Lunch*

**13.00-14.00 Technology, traceability, and transparency: How brands can use better data to drive sustainable transformation in the supply chain**

Improving transparency and traceability has become a priority for brands in the move towards a more sustainable and ethical apparel industry. However, given the complexity of multi-layered global supply chains, building a granular view of suppliers and vendors is extremely challenging. A significant transparency gap remains, especially when it comes to suppliers beyond Tier 1. Furthermore, traceability is not an end in itself. Rather, it's a necessary condition to make progress.

In this session, our expert speakers will assess how to utilise supply chain data to better inform decision making and drive sustainable transformation. We'll discuss:

- The new technologies and tools enabling better data collection and analysis across supply chains
- How brands can use this data to drive social and environmental progress
- How to communicate the right data to the right stakeholders at the right time

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## 14.00-15.00 **Global crackdown on greenwashing: How do you avoid a reputation for greenwashing?**

Communicating sustainability has never been easy. But engaging consumers and ensuring they can make informed decisions at the checkout is an integral piece of the sustainability puzzle. The complex nature of these claims has often led to disputes around accuracy, and accusations of greenwash are commonplace in the apparel sector.

However, brands are now under increasing pressure to choose their words carefully. Regulators and consumers around the world are naming and shaming apparel brands for misleading and unsubstantiated sustainability claims. The risks of reputational damage, litigation, and fines are also growing as standards get tougher and new regulation around greenwashing is passed.

In this session we'll have a candid conversation around how brands should navigate the global crackdown on greenwashing. Our panel of experts will debate:

- How can brands be sincere, authentic, and transparent about their sustainability journey? Is it possible to deliver simple consumer messaging on complex topics whilst adhering to new regulations?
- How brands can substantiate the claims they make on sustainability to empower consumers with better information
- What is the role of brands to help tackle misinformation within the industry and build trust?
- Greenhushing: Is it becoming too risky for brands to communicate on sustainability?

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