

# Apparel, Textiles & Accessories

*Setting the Trend for Ethical Impact*

## THE INDUSTRY TODAY



Worth over  
**\$2.4 TRILLION USD**  
worldwide <sup>1</sup>

Employs over  
**300 MILLION**  
globally <sup>2</sup>



If the industry were a country  
it would have the  
**7<sup>TH</sup> LARGEST GDP** <sup>3</sup>

## Contributes...

**\$43.6 billion CAD** to the Canadian GDP <sup>4</sup>



**\$385.7 billion USD** to the US GDP <sup>5</sup>



**Small to medium businesses play a big role, making up 99% of enterprises globally.** <sup>6</sup>

The fashion industry is *growing*, but traditional business models are *outdated*.

Businesses are going to have to *do more with less* due to **CLIMATE CHANGE** and **DECREASED RESOURCES**.





Global garment production will increase by 63%,  
but

**LOSE \$52 MILLION USD**

in profits by 2030.<sup>7</sup>

If consumption continues as is, we'll need

**3x as many natural resources**

by 2050 compared to 2000.<sup>8</sup>

*“Fashion supply chains are among the most complex in the world because they can change with every season, every style...companies already have the desire to be more transparent about their supply chain practice...they just need the tools.”<sup>9</sup>*

LEONARDO BONANNI, CEO SOURCEMAP

Moving to  
**SUSTAINABLE FASHION**

would add  
**\$192 BILLION USD**  
to the world economy<sup>10</sup>



## THE BUSINESS CASE

Sustainability as a route to success for small to medium business

### INCREASE THE VALUE OF YOUR PRODUCT AND GROW YOUR BUSINESS

The sustainable apparel industry grew by almost 20% in 2017,<sup>11</sup> and the second-hand fashion market is expected to outpace luxury fashion, set to be valued at USD \$400 billion by 2022.<sup>12</sup>



### DELIVER EFFICIENCY SAVINGS

Companies could save \$100,000 - \$400,000 annually through best practices<sup>15</sup> - e.g. textile mills can cut water use by 11% and energy use by 7%, with a return on investment within nine months.<sup>16</sup>



### IMPROVE YOUR BRAND & BUILD CUSTOMER LOYALTY

57% of people put sustainability in their top 5 criteria for apparel purchases,<sup>13</sup> with 73% of global millennials willing to spend more on sustainable brands.<sup>14</sup>



### EMPLOYEE ENGAGEMENT

74% of employees say their job is more fulfilling when given the opportunity to make a positive impact on social and environmental issues.<sup>17</sup>



**"Today's textile industry is built on an outdated linear, take-make-dispose model and is hugely wasteful and polluting. We need a new textile economy in which clothes are designed differently, worn longer, and recycled and reused much more often."** <sup>18</sup>

ELLEN MACARTHUR, CEO ELLEN MACARTHUR FOUNDATION

## THE IMPACT

Your business can make a huge difference

<p><b>REDUCING EMISSIONS</b></p> <p>If the industry continues on its current path, textile production would use over 25% of the carbon budget by 2050.<sup>19</sup> Shifting to renewable energy and introducing energy efficient measures could reduce the GHG emissions of apparel by 80% between now and 2030.<sup>20</sup></p> 	<p><b>PRESERVING RESOURCES</b></p> <p>The industry cuts down 70 million trees a year<sup>21</sup> and relies on 98 million tonnes of non-renewable resources.<sup>22</sup> Alternative &amp; recycled materials such as pineapple "leather", banana "silk", and self-mending materials can help preserve resources, as opposed to virgin materials.<sup>23</sup></p> 	<p><b>SAFEGUARDING WORKERS</b></p> <p>Ethical employment practices help end poverty, forced &amp; child labour, exploitation of women, gender inequality, low wages, and unsafe work conditions affecting a global workforce, 80% of whom are female.<sup>24</sup> Over \$36 billion USD could be saved through workplace injury prevention.<sup>25</sup></p> 	<p><b>MINIMIZING WASTE</b></p> <p>Less than 15% of clothes are collected for recycling, and less than 1% of material is recycled into new clothing. Closing the loop in your supply chain could help save the 73% of clothing that is incinerated or landfilled.<sup>26</sup></p> 	<p><b>PROTECTING WATER</b></p> <p>Sourcing from responsible apparel supply chain partners can help reduce global water pollution by 20%,<sup>27</sup> including the ½ million tonnes of plastic micro-fibres<sup>28</sup> and over 8,000 synthetic chemicals released per year<sup>29</sup>, polluting fresh water and oceans.</p> 
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### Helping achieve the United Nations **SUSTAINABLE DEVELOPMENT GOALS** including...

					
<b>NO POVERTY</b>	<b>INDUSTRY, INNOVATION &amp; INFRASTRUCTURE</b>	<b>CLIMATE ACTION</b>	<b>DECENT WORK &amp; ECONOMIC GROWTH</b>	<b>RESPONSIBLE CONSUMPTION &amp; PRODUCTION</b>	<b>CLEAN WATER &amp; SANITATION</b>

## GET STARTED

Wherever you are on your sustainability journey start getting the benefits

<p><b>ADOPT THE UN SUSTAINABLE DEVELOPMENT GOALS</b></p> <p>as a framework to set sustainability goals and measure progress for your business. <i>Find out more</i></p> 	<p><b>COMMUNICATE YOUR COMMITMENTS</b></p> <p>and get found by customers looking for businesses they can trust. <i>List on Intengine</i></p> 	<p><b>GET CERTIFIED</b></p> <p>to demonstrate you are a leader. <i>Browse certifications</i></p> 	<p><b>IMPROVE YOUR SUPPLY CHAIN</b></p> <p>and find sustainable suppliers. <i>Search for suppliers</i></p> 	<p><b>LEARN MORE</b></p> <p>about ways you can be more sustainable. <i>Find articles and resources</i></p> 
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