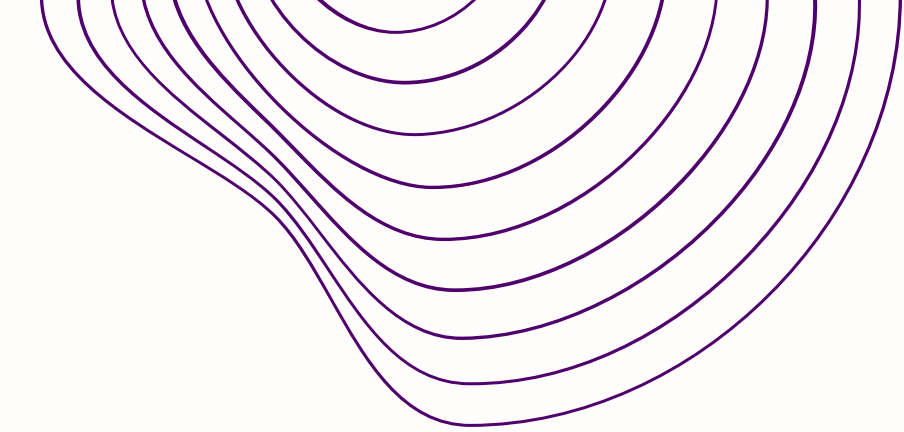




# Practice Circularity while avoiding Greenwashing

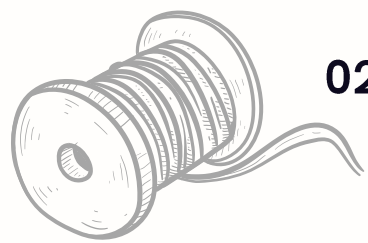




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# What is Greenwashing?

**“WHEN A BUSINESS SPENDS MORE TIME MARKETING ITSELF AS SUSTAINABLE THAN IT DOES MITIGATING ITS ENVIRONMENTAL IMPACT, IT’S SIMPLY GREENWASHING. AND THAT WILL HAVE THE OPPOSITE EFFECT.”**

**Source:** Forbes (2022)

Businesses knowingly or unknowingly end up “greenwashing” in the name of being sustainable.

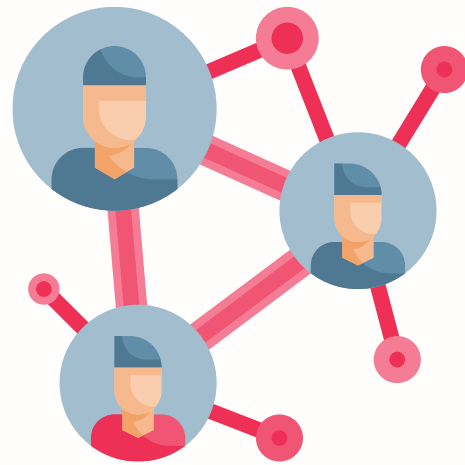
A globally renowned Fast-fashion brand, for example, is being sued in New York federal court for falsely claiming that its Collection is sustainable. In reality, the company uses more water to manufacture items in the collection than its regular clothes.

<https://www.youtube.com/watch?v=0XGAMJsm6Tg>





# How to avoid Greenwashing?



## 1. Do the real work and stay updated:

- This encompasses delving into the activities of your partners as well as identifying any pertinent laws and regulations that could impact your business. It's advisable to **communicate your progress to key stakeholders, such as customers, investors, and partners**. To enhance your credibility, you may also consider seeking third-party validation from a reputable organization (certifications – described later).



## 2. Use credible and clear language:

- As a brand, you must ensure that the claims you make are “unambiguous”. For instance, instead of just mentioning that your product contains organic cotton, you may **mention the exact percentage of organic cotton incorporated**. It is important to be cautious while using the terms such as “compostable,” “biodegradable,” and “plastic-free”, they have regulated definitions.



# How to avoid Greenwashing?

## 3. Tangible Metrics for Progress:

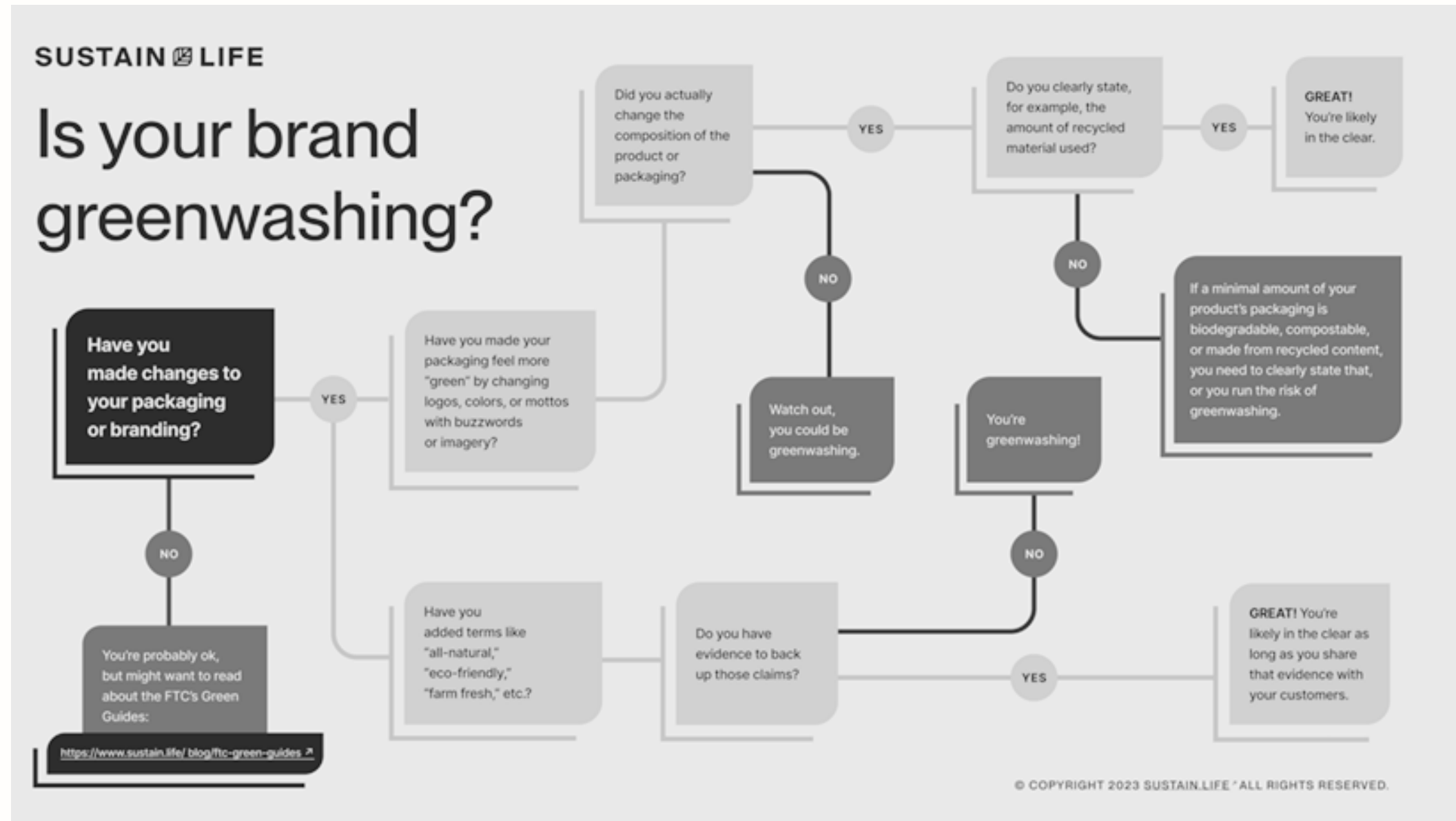
- The brand need to **track and measure progress, demonstrating** sustainability efforts. It's a measurable way to showcase the brand's commitment to circularity.

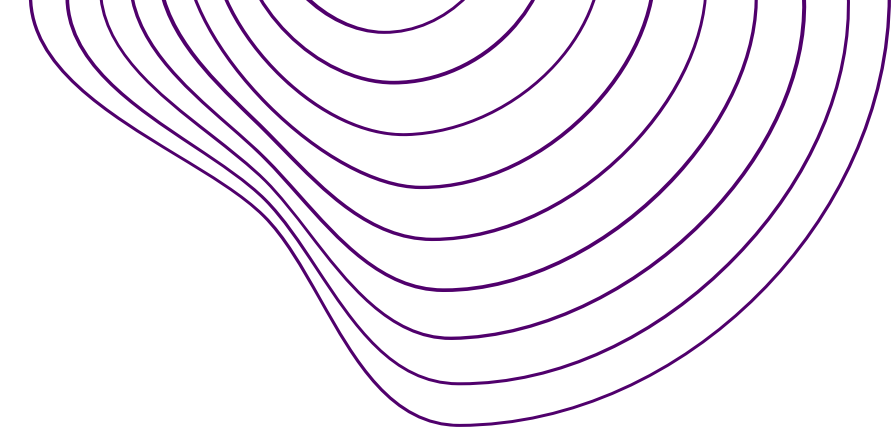




# How to avoid Greenwashing?

## 3. Internal Check Flow::





# How certifications can help?

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The international  
**certification system**  
for sustainability in the textile chain.





# List of Circularity Certification



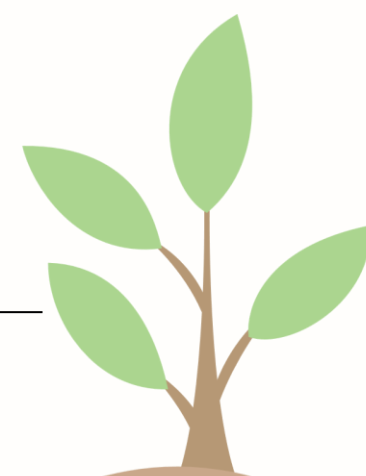
**Cradle to Cradle (C2C)** is a sustainability standard that evaluates products and materials based on their ability to be reused, recycled, and composted. It is a holistic approach to sustainability that **considers a product's environmental and social impacts throughout its entire lifecycle.**



**Global Recycled Standard (GRS)** is a certification for recycled materials and products. It requires that **recycled materials make up at least 50% of the product** and that it is responsibly manufactured environmentally and socially.



**Textile Exchange's Recycled Claim Standard (RCS)** is a certification for recycled content claims. It **requires that recycled materials make up at least 20% of the product** and that the product is traceable to its source.





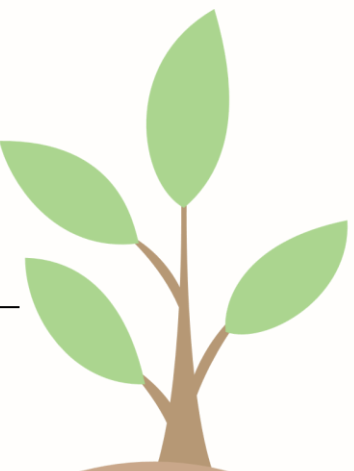
# List of Circularity Certification

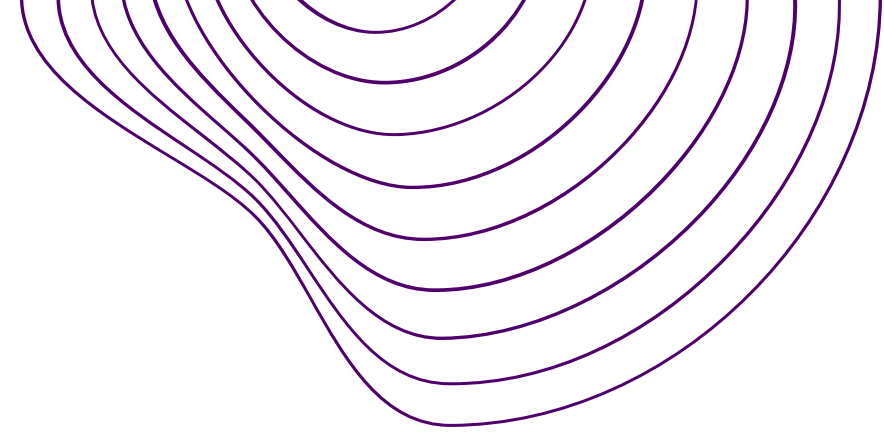
## Ø ZDHC

The **Zero Discharge of Hazardous Chemicals (ZDHC)** Programme is a global initiative to eliminate hazardous chemicals in the textile industry. The programme works with brands, retailers, and other stakeholders **to develop and implement solutions to reduce the use of hazardous chemicals in the textile industry.**



**Oeko-Tex** is a certification for textiles **that are free of harmful substances.** Oeko-Tex has several different standards such as **Standard 100 and STeP.**





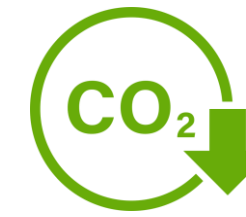
# Certification Benefits



Strategic Sustainability Framework



Tracking the circularity progress



Managing emissions



Greenwashing Avoidance



Regulatory Preparedness



Setting actionable goals for circularity



Global Market Expansion



Enhanced Brand Reputation and Competitive Edge in the Market



Fostering transparency regarding the environmental benefits of products/services

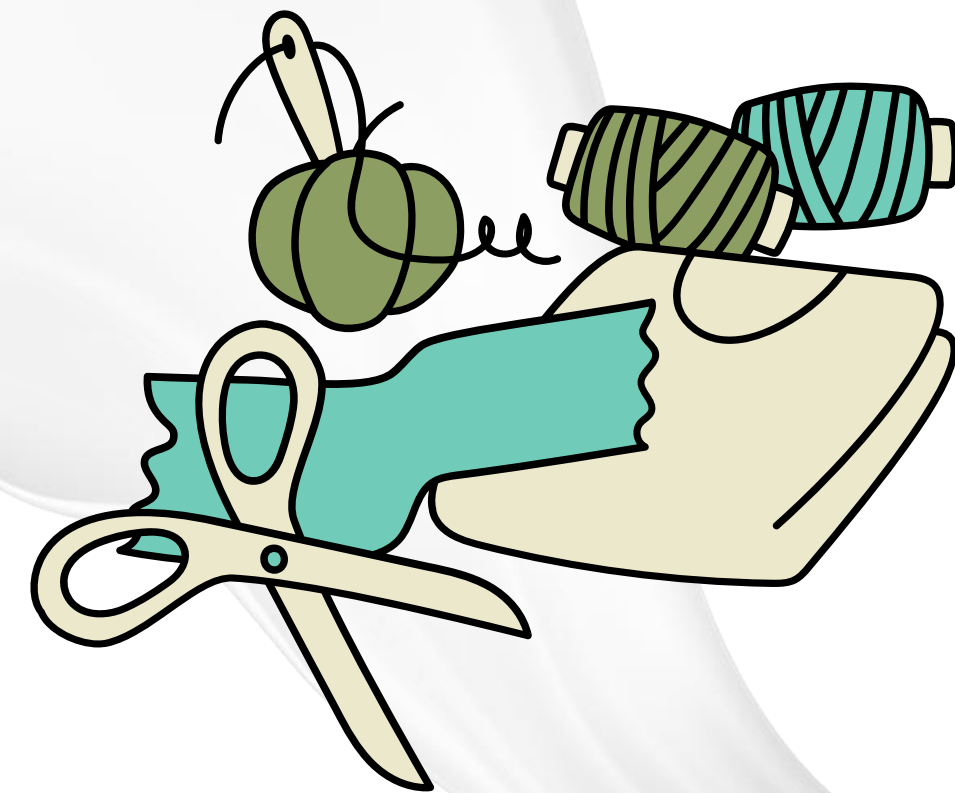




# Key Takeaways

## Durable, circular and biobased materials and processes

- Fibers and fibre additives from the biobased origin for high-end applications.
- Replacing petrol-based chemicals for fibres and focus on biobased polymers.
- Exploiting lignin as high-value feedstock for regenerated fibres (not just as filling material).

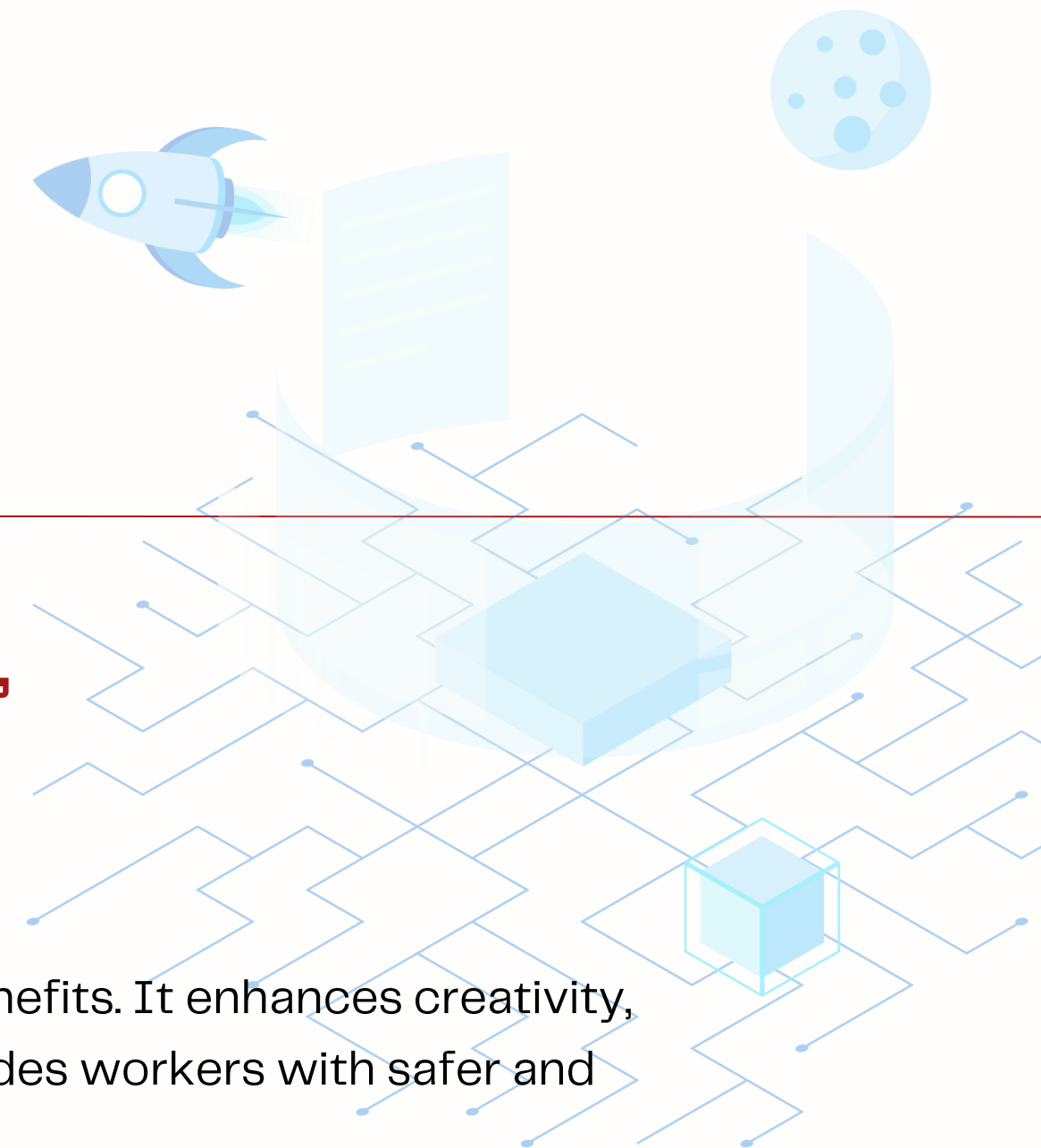


# Key Takeaways

## Safe, low-footprint products, processes and responsible supply chains:

- To develop a better understanding of the resource impacts of textile materials, products, and processes and address the lack of transparency and reliable traceability of data in the supply chain.
- The brand has to undergo important changes regarding:
  - Replacing solvent-based processes and harmful functional chemicals in textiles and textile processes.
  - Recycling or reuse of textile materials,
  - Low impact textile operations.
  - Transparent supply chains and new working environments.





# Key Takeaways

## Adopt Industry 4.0 i.e. digitalized textile materials, products, manufacturing, supply chains and business models:

The digitalisation of the textile industry is a continuous process that offers numerous benefits. It enhances creativity, improves efficiency and low resource footprint, enables new business models, and provides workers with safer and more meaningful jobs. More R&D efforts should be made in:

- **Modeling and virtual prototyping (digital twins)** for textile products & processes, which is not yet addressed by the sector.
- **Robots and AI** to assemble, repair and disassemble textile products which is still not possible and until now needs to be done.



# DISCUSSION SESSION