

# Sustainable Apparel and Textiles Conference

How brands can transform factories, engage consumers, drive circularity and reduce climate impacts across fashion and textile supply chains

27<sup>th</sup>-29<sup>th</sup> April 2020 | Virtual

# DUPONT™



## Speakers confirmed so far...

- Claire Bergkamp, worldwide sustainability and innovation director, **Stella McCartney**
- Amy Hall, vice president, social consciousness, **Eileen Fisher**
- Sofie Schop, sustainability director, **G-Star RAW**
- Andreas R. Streubig, director global sustainability, **Hugo Boss**
- Esther Verburg, vice president corporate responsibility, **PVH Europe/Tommy Hilfiger Global**
- Katharine Stewart, director, ethical trade and sustainability, **Primark**
- Michael Colarossi, vice president, innovation, product line management and sustainability, **Avery Dennison**
- Pascal Brun, head of sustainability, **H&M**
- Simon Fisher, managing director, **Kontoor Brands**
- Burak Cakmak, dean of fashion, **Parsons**
- Sue Fairley, head of sustainability, **New Look**
- Nicholas Allen, senior manager of traceability, **Patagonia**
- Peter Bartsch, sustainability director, **Lenzing Group**
- Ben Gunneberg, CEO and secretary general, **PEFC International**
- Slawomir Tokarski, Director, Innovation and Advanced Manufacturing, **European Commission**
- Aiko Bode, chief sustainability officer, **Fenix Outdoor**
- Christina Raab, vice president, strategy and development, **Cradle to Cradle Products Innovation Institute**
- Baptiste Carriere-Pradal, vice president, transparency, **Sustainable Apparel Coalition**
- Pierre Rousseau, senior advisor, sustainable business, **BNP Paribas**
- Pascale Moreau, public affairs Europe, **H&M**
- Yoann Regent, sustainable sourcing, biodiversity and animal welfare specialist, **Kering**
- Cherie Tan, vice president communications and sustainability, **Asia Pacific Rayon (APR)**
- Kestutis Sadauskas, director, Circular Economy & Green Growth, **European Commission**
- Eva Karlsson, CEO, **Houdini Sportswear**
- Leslie Johnston, executive director, **C&A Foundation**
- Stephanie Thiers-Ratcliffe, director, European brands and retailers, **Cotton Council International**
- Steven Bethell, co-founder, **Bank & Vogue**
- Renee Henze, global marketing and channel development director, **Dupont**
- Stéphanie Luong, vice-president of public affairs, **amfori**
- Helen Crowley, fellow and senior advisor on resilient supply chains, **Conservation International**
- Mostafiz Uddin, managing director, **Denim Expert Ltd.**
- Sharon Waxman, president and CEO, **Fair Labor Association**
- Farhtheeba Rahat Khan, team leader, RMG Inclusive Business Programs, **SNV**
- Bob Assenberg, fund director, **Good Fashion Fund**
- Syeda Shaila Ashraf, head of corporate HR, **Renaissance Group**
- La Rhea Pepper, managing director, **TextileExchange**
- Amol Mishra, global commercial director, **CottonConnect**
- Anna Beltzung, chief technology officer, **dimpora**
- Carolina Sister Cohn, global segment market manager, fibers, **Eastman Naia**
- Gwen Cunningham, program lead, circle textiles program, **Circle Economy**
- Subindu Garkhel, cotton and textiles lead, **Fairtrade**
- Anant Ahuja, head of organizational development, **Shahi Exports**
- Catia Cesari, partner, Europe, **TAU Investment Management**
- Jay Shroff, Owner, **Fashion Panda**
- Jeremy Douglas, vice president, development, **OCEAN WISE**
- Jesse Daystar, chief sustainability officer, **Cotton Inc.**

## DAY 1 – April 27<sup>th</sup>

*Please note: All timings are in CET*

### 14.30-15.30 **What does collaboration around circularity actually look like in practice? What is needed for it to truly happen at scale?**

At present, the textile system still operates in a linear way. Some pieces of clothing are only worn a couple of times and then often end up in landfill. Circularity is a closed loop system where garments are designed, sourced and produced with the aim of being recirculated after use. According to a 2017 McKinsey report, implementing the circular economy could save up to \$711 billion annually. Brands are waking up to this worldwide. The fashion industry in particular, has been talking about circularity for a number of years, but initiatives have not yet reached the scale required for systemic change. Collaboration has always been hailed as the answer, however, what does it actually look like in practice? In this session we will debate:

- What do the critics say about collaboration on circularity – or the lack of it – and is this fair?
- The initiatives going beyond pilot phase, and what they have delivered to date
- The policy and incentives frameworks: How do brands feel a more supportive framework could help with scale?
- How to meet the “last mile” challenge: Brands and retailers alone cannot be the only ones paying for materials recovery and re-use, so what are the missing links? What can business do to engage them in real change?

This session will take a critical look at what collaboration means in practice, how brands can take part and what’s required to drive circularity forward across the industry.

Andreas R. Streubig, director global sustainability, **Hugo Boss**

Esther Verburg, vice president corporate responsibility, **PVH Europe/Tommy Hilfiger Global**

Michael Colarossi, vice president, innovation, product line management and sustainability, **Avery Dennison**

### 15.40-16.40 **Designing for circularity: The fundamentals for a successful transition to a circular economy**

Truly circular business models incorporate the full value chain. To close the loop, brands need to ensure that mechanisms for circularity are put in place from the design stage. R&D teams and designers need new ways to upcycle used textiles into new high value textiles.

However, this is easier said than done. There are no commercially viable recycling technologies for blended textiles, which account for a high proportion of all apparel. And there remains a lack of brand C-suite buy-in to push company-wide change.

The session will look at what the fashion industry has to offer to ensure that circularity is embedded from the design stage. We will answer questions such as:

- What is the first step to incorporating circularity into R&D?
- How can sustainability teams and designers work together effectively to find circular solutions?
- What systems and technologies exist for companies to improve the recyclability of materials?
- How do brands use recycled content in their products?

Burak Cakmak, dean of fashion, **Parsons**

Renee Henze, global marketing and channel development director, **Dupont**

Steven Bethell, co-founder, **Bank & Vogue**

## DAY 2 – April 28<sup>th</sup>

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### 9.00-9.30 **The Fashion Pact: Action or distraction? How far will the initiative really influence company decision making?**

At the G7 Summit in August 2019, the French president, Emmanuel Macron, along with 32 major fashion brands, announced the Fashion Pact. This initiative aims to align the apparel sector with the sustainable development goals. Its focus is on three major pillars: climate, biodiversity and oceans.

The pact has been widely praised. But concerns remain.

- Might this be just another pledge distracting key actors from just getting on with it?
- Will it really feed in and direct company decision making?
- The pact aims to be adopted by 20% of the global fashion industry. What about the rest?
- The pact relies on the industry to self-regulate with no binding commitment. How will brands demonstrate measurable progress?

In this session we will discuss the targets of the new pact, how far it will influence company strategy and how to ensure it real impact.

Helen Crowley, fellow and senior advisor on resilient supply chains, **Conservation International**  
(Former head of sustainable sourcing at **Kering**)

### 9.40-10.20 **Reducing GHGs in the apparel sector: How companies can trace, measure and reduce emissions**

Some (disputed) estimates are that the fashion industry accounts for roughly 8% of total global emissions. That amounts to 1.2 billion tonnes of CO<sub>2</sub> equivalent (CO<sub>2</sub>e) per year, which is more emissions than aviation and shipping industries. Accurate or not, the footprint is large, and must be reduced urgently.

A recent report by the Global Fashion Agenda found that fashion is actually slowing down when it comes to improving its environmental impact. Companies are making pledges, announcing targets and signing charters, but effectively implementing these is often easier said than done. The practicalities and realities of reducing GHGs in the apparel supply chain are ever-present.

This session will look at how companies can deliver measurable reductions in GHGs across the value chain. We'll discuss:

- How a leading trade and sustainability body has worked with members to set expectations
- What we've seen as a result of this: Progress made and lessons learned
- Retail and production: The progress made so far by two different companies in setting targets and driving down emissions.
- A key question for retail: What is realistic to aim for in 2030, and how will outdoor retailers get there?
- A key question for production: Apparel materials have major emissions at point of production/manufacturing: So what does low GHG viscose look like, and how does it stack up against other materials?

Aiko Bode, chief sustainability officer, **Fenix Outdoor**

Cherie Tan, vice president communications and sustainability, **Asia Pacific Rayon (APR)**

Stéphanie Luong, vice-president of public affairs, **amfori**

### 10.20-10.50 *Networking Break*

## 10.50-11.35 *Working Groups*

- 1. Evolving consumer demands and purpose driven communication: How to effectively - and genuinely - engage consumers in sustainable fashion**
- 2. Roadmap to Zero: The silver bullet to reduce toxic chemical runoff in apparel production?**  
Peter Bartsch, sustainability director, **Lenzing Group**
- 3. Hidden victims: tackling modern slavery and forced labour in apparel supply chains**  
Felicitas Weber, KnowTheChain project lead, **BHRRC**
- 4. Aligning the textile and apparel sector with a net zero economy**

## 11.40-12.25 *Breakout Sessions*

- 1. Sustainability pays: Practical insights into the ROI of sustainable fashion**  
Sofie Schop, sustainability director, **G-Star RAW**  
La Rhea Pepper, managing director, **TextileExchange**  
Amol Mishra, global commercial director, **CottonConnect**
- 2. The latest innovations to increase supply chain traceability and transparency beyond tier 2**  
Pascal Brun, head of sustainability, **H&M**  
Nicholas Allen, senior manager of traceability, **Patagonia**  
Stephanie Thiers-Ratcliffe, director, European brands and retailers, **Cotton Council International**
- 3. How are garment manufactures attempting to balance cost pressures with sustainability demands by brands**  
Anant Ahuja, head of organizational development, **Shahi Exports**  
Jay Shroff, Owner, **Fashion Panda**

## 12.25-14.00 *Networking Break*

## 14.00-14.45 *Breakout Sessions*

- 1. Women's empowerment from farm to factory: The SDG mandate is clear, but how can brands implement programs that scale**  
Katharine Stewart, director, ethical trade and sustainability, **Primark**  
Farhtheeba Rahat Khan, team leader, RMG Inclusive Business Programs, **SNV**  
Syeda Shaila Ashraf, head of corporate HR, **Renaissance Group**
- 2. Fashion's forest footprint: How the industry can reduce deforestation and avoid ecosystem destruction**  
Yoann Regent, sustainable sourcing, biodiversity and animal welfare specialist, **Kering**  
Ben Gunneberg, CEO and secretary general, **PEFC International**  
Carolina Sister Cohn, global segment market manager, fibres, **Eastman Naia**
- 3. Consumers and microfiber pollution: Out of sight, out of mind?**  
Jeremy Douglas, vice president, development, **OCEAN WISE**  
Jesse Daystar, chief sustainability officer, **Cotton Inc.**

## 15.00-16.00 **Dragon's Den: The latest disruptive technologies and non-conventional materials that can scale**

This session will see three innovators pitch their businesses to dragons and the audience. Our dragons will pick apart the pitches and grill the innovators about their products and business models.

The audience will then be welcome to ask as many questions as they wish to gain a deeper understanding of the technologies and to decide which business they would invest in.

A winner will be chosen at the end of the session following a vote of firstly the dragons and then the audience.

**Presenters:** Anna Beltzung, chief technology officer, **dimpora**; Alan Hudd, chairman and CEO, **Alchemie Technology**

**Dragons:** Burak Cakmak, dean of fashion, **Parsons**; Bob Assenberg, fund director, **Good Fashion Fund**

## **DAY 3 – April 29<sup>th</sup>**

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### 9.00-10.00 **Government intervention and incentives: What are policy makers planning to do about the industry's climate and waste impacts**

Across the globe, we're starting to see an increased appetite for government intervention for sustainable business practices. For example, France plans to outlaw the destruction of clothing and accessories by 2023. In the UK, the Environmental Audit Committee conducted an inquiry into the sustainability of the fashion industry and (albeit unsuccessfully) fought to implement measures such as the introduction of a new Extended Producer Responsibility (EPR) scheme to reduce textile waste through a 1p tax per item.

With the increasing likelihood of greater legislation, this session will look to answer questions such as:

- How will upcoming legislation affect brands' manufacturing practices?
- What do apparel brands need to do now to keep ahead of the regulatory curve?
- What is still standing in the way of governments effectively implementing sustainable apparel policies and when are these likely to come about?
- The policies which have worked so far, and what other countries can learn from them

Pascale Moreau, public affairs Europe, **H&M**

Paola Migliorini, deputy head of unit, environment, sustainable production, products and consumption, **European Commission**

Slawomir Tokarski, Director, Innovation and Advanced Manufacturing, **European Commission**

Baptiste Carriere-Pradal, vice president, **Sustainable Apparel Coalition**

### 10.00-10.30 *Networking Break*

### 10.30-11.15 **Breakout Sessions**

#### **1. From 'do-good' to 'must-do': How much are investors actively engaging in sustainability**

Pierre Rousseau, senior advisor, sustainable business, **BNP Paribas**

Catia Cesari, partner, Europe, **TAU Investment Management**

#### **2. Latest innovations and best practice in water efficient apparel manufacturing**

Simon Fisher, managing director EMEA, **Kontoor Brands**

#### **3. When will brands implement a living wage across all operations and geographies?**

Sue Fairley, head of sustainability, **New Look**

### 11.15-12.45 *Break*

### **12.45-13.15 Q&A with Claire Bergkamp, worldwide sustainability and innovation director, Stella McCartney**

In this final session we'll discuss with Claire how sustainability strategy has evolved at the company in the last decade. From vegetarian branding to ocean plastics sustainability awareness raising, the company has been a leader since its inception in 2001, despite ownership related changes over the years. We'll ask Claire both about her personal journey and that of the company, and focus on audience questions and discussing the tough measurement and impact questions, and the challenges and opportunities that lie ahead for the company in 2020 and beyond.

### **13.30-14.15 Fad or fortune? New disruptive business models and their impact on the industry: recommerce, repair, rental**

According to McKinsey, between 2000-2014, clothing production worldwide doubled, and the number of garments purchased each year by the average consumer increased 60%. Consumers are keeping clothing items half as long as they did 15 years ago. In the UK alone, two million tonnes of clothing and textiles are thrown away each year.

This is an immense waste issue, but new business models have started to disrupt the industry. Brands have implemented different forms of resale, repair and rental programs in an effort to attract the rising number of eco-consumers.

In this session, we will look at the changing retail environment.

- How can brands incorporate resale, repair and rental strategies into their own operations?
- What are the emerging trends that will stick, and affect production and consumption?

Amy Hall, vice president, social consciousness, **Eileen Fisher**

Gwen Cunningham, program lead, circle textiles program, **Circle Economy**