

Sustainable Clothing Action Plan

(update Sept 2009)



Growing consumer demand
UK Clothing
£23 billion/annum

90% imported

Short lifespan of products
Fast fashion 1/5 of market

Where we shop
chains, online,
supermarkets

Quickly changing
consumer preferences

Global population
2050 –
9 billion



Sustainable Fashion Business Consortium



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This document is available on the Defra website:
<http://www.defra.gov.uk/environment/consumerprod/products/clothing.htm>

Published by the Department for Environment, Food and Rural Affairs

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Executive Summary

This is the **Action Plan** for the **Sustainable Clothing Roadmap** setting out agreed stakeholder actions in the following five key areas to improve the sustainability performance of clothing.

1. Improving Environmental Performance across the Supply Chain
 - Sustainable Design
 - Fibres and Fabrics
 - Maximising Reuse, Recycling and end of life management
 - Clothes Cleaning
2. Consumption trends and behaviour
3. Awareness, media, education and networks
4. Creating market drivers for sustainable clothing
5. Instruments for improving traceability along the supply chain (ethics, trade and environment).

Launched in Sept 2007, the Sustainable Clothing Roadmap aims to improve the sustainability of clothing, by gathering evidence on the environmental, social and economic impacts, and working with a wide range of stakeholders across the clothing supply chain to build on existing interventions and add value to work already underway.

The reason for the roadmap is because clothing, while an economic success story (globally worth over £500 billion), has a significant environmental and social footprint across its supply chain which is exacerbated by high consumption levels, in particular in the developed world. In the UK alone about 2 million tonnes (value £23billion) of clothing are purchased per annum, with the fast/discount fashion sector (characterised by low cost, short lifetime garments) making up one-fifth of the UK market. The environmental impacts include:

- Energy use and generation of Greenhouse Gas (GHG) emissions from washing (water heating) and drying of clothing.
- Energy use, resource depletion and generation of GHG emissions from processing fossil fuels into synthetic fibres.
- Significant water use, toxicity from fertiliser, pesticide and herbicide use, energy use and GHG emissions associated with fertiliser generation and irrigation systems from fibre crops, e.g. cotton
- Water use, toxicity, hazardous waste and effluent associated with production stage pre-treatment chemicals, dyes and finishes
- 1.5 – 2 million tonnes of clothing waste per annum, with only 16% recovered and the remainder (over 1.2 million tonnes) destined for landfill.

As 90% of UK clothing is imported, many of the significant impacts are occurring overseas as well as in the UK. Social impacts include labour exploitation, in particular child labour and poor working conditions, trade inequities and animal welfare. The roadmap Action Plan will be successful if it stimulates the clothing and fashion industry to take increasing actions in the five key areas, where it can be most effective.

Executive Summary

Led by Defra, the roadmap is based on the co-ordinated action of key clothing and fashion stakeholders as they can affect the most improvement through their operations. Nearly 300 stakeholder organisations along the supply chain of UK consumed clothing have participated in the roadmap to date to include clothing retailers, fibre/fabric/garment manufacturers, suppliers, clothing reuse and recycling organisations, charities, industry associations, government, NGOs, practitioners, academia and support organisations. Building on what organisations have already done, the roadmap is based on stakeholder co-operation and agreed commitments to enable the improvement process to accelerate at a quicker rate.

Since its launch, key milestones achieved to date are evidence gathering, awareness raising and extensive stakeholder consultation on the sustainability impacts and where actions would be most effective. On this baseline the action plan has been agreed and steering and expert groups formed to follow the progress of these actions going forward. Background on the roadmap activities and publications to date are at

<http://www.defra.gov.uk/environment/business/products/roadmaps/clothing.htm> The next steps are implementation of the actions and dissemination of their best practices to stimulate other companies to take similar actions.

This clothing roadmap is one of ten being trialled on a range of products in priority areas under the UK government actions on Sustainable Consumption and Production. More information on SCP and the roadmaps is at <http://www.defra.gov.uk/environment/business/products/roadmaps/clothing.htm>

There is a growing business case for improving the sustainability of clothing – as evidenced by a range of market initiatives for example fair trade and organic initiatives now running in over 150 UK retail outlets, increasing sustainable design presence in the UK fashion industry e.g. at London Fashion Week's Estethica sustainable design platform, as well as consumers' growing awareness of the environmental and social impacts associated with clothing. The Roadmap aims to build on this momentum with the UK taking a leading role.

The Roadmap Action Plan is intended to be a 'living document' that will be reviewed periodically. The first review will take place in Feb 2010. This allows progress towards targets to be monitored and makes it possible to revise and update the actions in the light of new evidence, stakeholders and technology.

1. Introduction

1.1 What is the Sustainable Clothing Roadmap ?

The Sustainable Clothing Roadmap aims to improve the environmental and social performance of clothing, building on existing initiatives and by co-ordinating action by key clothing supply chain stakeholders. Although organisations in the clothing supply chain have already taken significant steps to reduce adverse environmental and social impacts, further industry-wide cooperation and agreed commitments will enable that process to accelerate. That is the rationale behind the collaborative nature of the roadmap.

1.2 Why Clothing and what is “unsustainable” about it?

The clothing industry is a high value sector, globally worth over £500 billion, employing approximately 26 million people and supporting a significant number of economies and individual incomes around the world. This economic success story also has a significant adverse environmental and social “footprint” across its global lifecycle – with rising consumption being a key factor in this.

What are the Environmental and Social Impacts of Clothing?

These vary with the fibre type(s) the garment is made from as well as a range of other factors. However, it is the high consumption of clothing, mainly in the developed world, that exacerbates the impacts per garment and has identified clothing as a priority. For example, in the UK alone 2 million tonnes of clothing are consumed per annum at a value of £23 billion¹. The fast or discount fashion clothing sector makes up one fifth of the UK market and the sector has doubled its growth over the last 8-10 years. Across its supply chain, the environmental impacts of clothing include:

- Energy use and generation of Greenhouse Gas (GHG) emissions from washing (water heating) and drying of clothing;
- Energy use, resource depletion and generation of GHG emissions from processing fossil fuels into synthetic fibres e.g. polyester or nylon;
- Significant water use, toxicity from fertiliser, pesticide and herbicide use, energy use and GHG emissions associated with fertiliser generation and irrigation systems from fibre crops, e.g. cotton;
- Water use, toxicity, hazardous waste and effluent associated with production stage pre-treatment chemicals, dyes and finishes;
- In the UK, 1.5 – 2 million tonnes of clothing waste is generated per annum, with only 16% recovered and the remainder (over 1.2 million tonnes) destined for landfill.

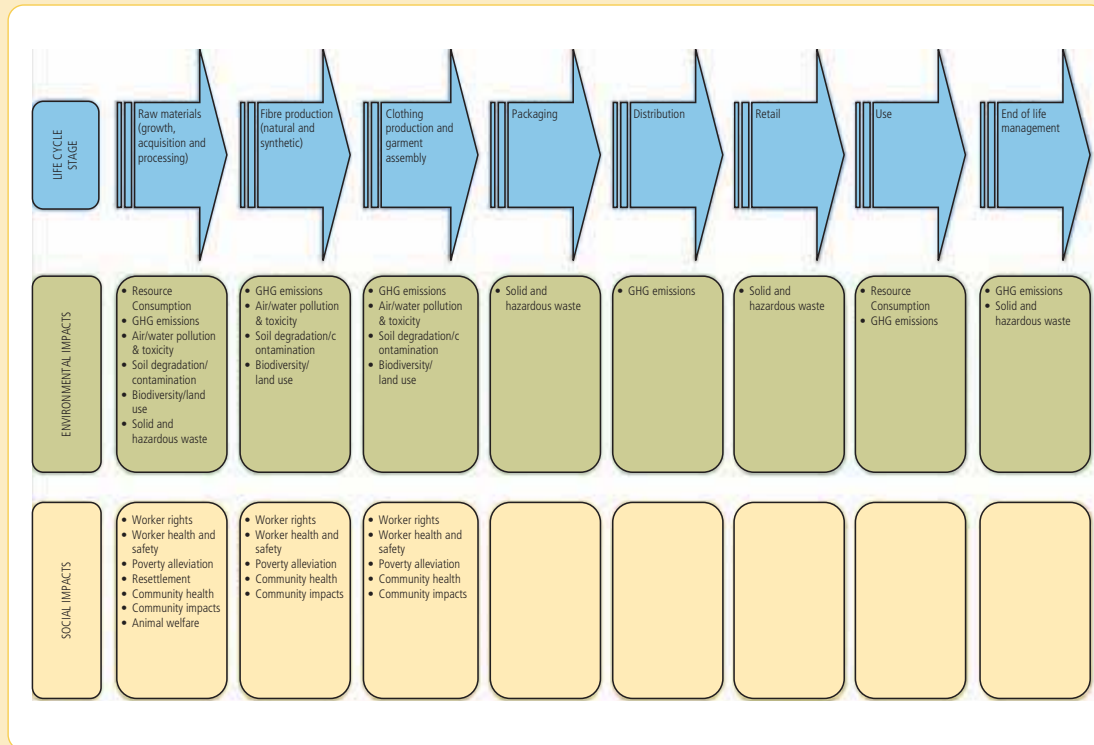
Social Impacts include:

- Poor working conditions including child labour and sweatshop conditions e.g. low wages, long hours, non respect of workers’ rights and health and safety risks;
- Limited market access, information and trade terms for farmers and workers leading to inequitable trading conditions;
- Animal welfare for sheep, cows and fur producing animals used in garments.

¹ As of 2006

Given the complex, global clothing supply chain (characterised by sub contractors in the developing world and the use of migrant workers), transparency on social and environmental criteria is an ongoing challenge.

Environmental and Social impacts across the life cycle of clothing (Source: modified from Defra, 2007²)



1.3 What is "Sustainable" Clothing?

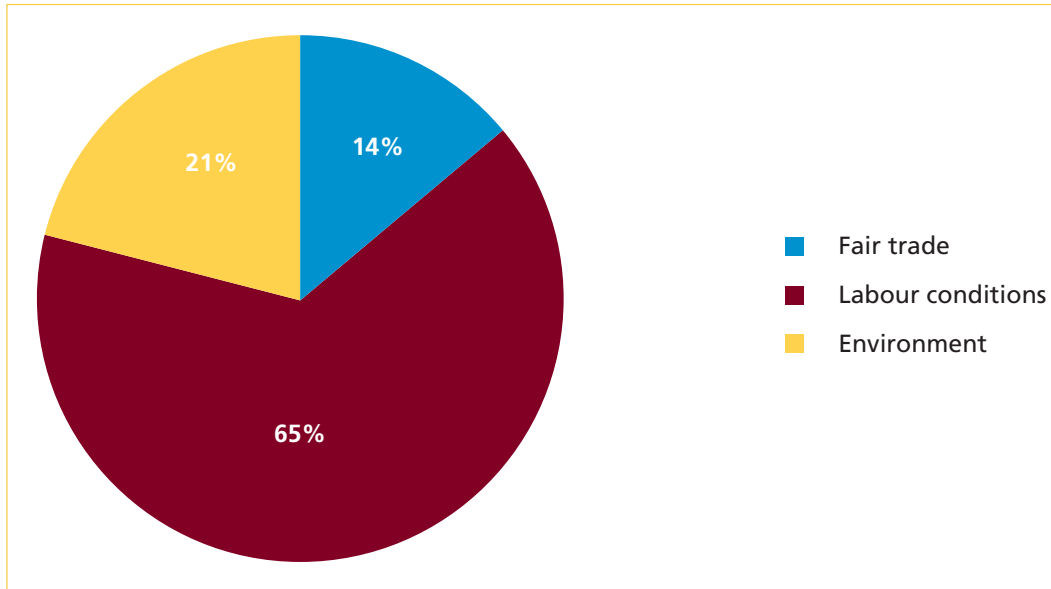
Ideally this is clothing that maximises positive and minimises negative environmental, social and economic impacts along its supply and value chain. Clothing that is sustainable does not adversely impact people or the planet in its production, manufacture, transport, retail or end of life management. In practice, achieving this is not straight forward, involves trade offs between different impacts and prioritised improvements over the short, medium and long term. Defining and communicating "sustainable" clothing in terms that all stakeholders, in particular consumers, respond to is a key action in the plan.

A range of practical examples of sustainable clothing are on the market. These vary in the level of sustainability improvement they achieve focusing on environment, fair trade and/or labour issues to varying extents. Some generic examples of actions to improve sustainability of clothing are: clothing made from certified Organic cotton, using non toxic dyes; detergents that enable us to use less energy when washing our clothes and are less polluting; washer and dryers using less energy; clothing reused at end of life on the second hand market; polyester clothing recovered at end of life to be remanufactured into more clothing; Fair Trade certified clothes enabling more equitable trading conditions, ensuring labour standards are adhered to in practice and preventing exploitation e.g. child labour along the supply chain.

² Defra, 2007, Mapping of Evidence on Sustainable Development Impacts that occur in the Life Cycles of Clothing, Environmental Resources Management (ERM)

Introduction

Current Sustainability Interventions, (Source: Defra, 2007)



1.4. How does the Roadmap Work?

It has three iterative steps:

Evidence	Gathering the facts to facilitate a comprehensive understanding of the environmental, social and economic impacts of clothing across all lifecycle stages (raw materials to end of life) and where actions will be most effective.
Stakeholder Engagement	Engaging and building ownership of stakeholders along the clothing supply chain to discuss and agree actions.
Action	Implementing practical actions to improve the environmental and social performance of clothing and disseminating this good practice wider to encourage uptake in the market.

In conjunction with nearly 300 clothing stakeholders Defra has gathered evidence and provided a platform for extensive discussions on the key environmental and social impacts of clothing and where actions will be most effective taking existing initiatives into account. Publications documenting these evidence and stakeholder engagement aspects of the roadmap completed to date are available on the Defra Clothing Roadmap website.

<http://www.defra.gov.uk/environment/business/products/roadmaps/clothing.htm>

This is the **Action Plan** setting out agreed stakeholder actions – the third step in the roadmap.

1.5 Target Audience

This Action Plan is for stakeholders in the clothing roadmap and other parties interested in sustainable clothing.

1.6 Scope

The clothing roadmap scope is garments consumed by UK consumers, commercial and public sectors. This includes textiles used in the manufacture of clothing, but, in the main, excludes shoes, accessories, soft furnishings, carpets and commercial textiles.

1.7 Timescale

The roadmap commenced in Sept 2007. Defra will continue to co-ordinate the roadmap action plan implementation until Feb 2010 after which it is anticipated industry stakeholders will take over this role.

2. Background

2.1 Roadmaps for High Impact Products and Services

The Sustainable Clothing Roadmap is one of ten being trialled on products with high sustainability impacts, under Defra's programme on Sustainable Consumption and Production (SCP). More information on SCP and the roadmaps is at

<http://www.defra.gov.uk/environment/business/products/roadmaps/clothing.htm>

2.2 Clothing Roadmap Activities to Date

The roadmap was launched in Sept 2007. In this time the following roadmap milestones have been implemented (and are published on the Defra Clothing Roadmap website <http://www.defra.gov.uk/environment/consumerprod/products/clothing.htm>)

2.2.1 EVIDENCE on Sustainability Impacts of Clothing and where further actions can be most effective

- **Baseline Evidence Report : Mapping the Sustainability Impacts and Interventions across the Lifecycle of Clothing** (Dec 2007).
- **Defra Briefing Note: sustainability impacts and interventions of clothing** summarises the key impacts and current improvement interventions (Dec 2007).
- **Defra Briefing Note: Proposed action areas and roadmap process** summarises key action areas and the process for running the clothing roadmap (Jan 2008).

2.2.2 ENGAGING STAKEHOLDERS along the clothing supply chain

The following multi-stakeholder and 1-to-1 meetings have been conducted to date to agree the impacts and action

- 5 Sept 2007 – 1st Sustainable Clothing Roadmap Launch Stakeholder meeting, Chatham House London (report)
- 31 March 2008, 2nd Sustainable Clothing Stakeholder meeting, Church House, London (report)
- 09 July 2008, Clothing Reuse and Recyclers meeting
- Presentations at key industry events by Ministers and the roadmap team (2007 to date)
- 20/02/09 – 3rd Sustainable Clothing Stakeholder Meeting, London Fashion Week & Royal Geographic Society, London
- 1-to-1 meetings with over 80 organisations to date, and continuing as new stakeholders join the roadmap (2007 to date).

As a result nearly 300 organisations are now engaged in the roadmap. While the focus has started with UK based organisations, due to the fact that 90% of UK consumed clothing is imported, it is strongly recognised that many of the most significant impacts occur overseas. Hence wider international linkages through stakeholder organisations are taking place through the proposed actions initially with India and China due to their clothing imports into the UK.

3. Roadmap Actions

3.1 Action Areas

From the analysis of the existing evidence and consultation with stakeholders, the following action areas³ for the roadmap to focus on were agreed.

1. Improving Environmental Performance across the Supply Chain
 - Sustainable Design
 - Fibres and Fabrics
 - Maximising Reuse, Recycling and end of life management
 - Clothes Cleaning
2. Consumption trends and behaviour
3. Awareness, media, education and networks
4. Creating market drivers for sustainable clothing
5. Instruments for improving traceability along the supply chain (ethics, trade and environment).

By taking action in these areas both business and consumer facing stakeholders can improve the sustainability of clothing. For consumers this means changing behaviour to mitigate impacts of clothes buying, maintenance and disposal. For business, this means:

- Developing and offering ranges of clothing which have improved social and environmental sustainability qualities;
- Informing and helping consumers in areas where they can make a difference e.g.
 - Clothes maintenance in the least energy and chemical intensive way
 - Reuse and recycling of unwanted clothing
- Further improve environmental, labour, trade and animal welfare practices and traceability across the clothing supply chain;
- Working with government and other stakeholders to identify and implement best practices.

The five main action areas were discussed in breakout sessions at the multi-stakeholder meeting on 31 March 2008 as well as a range of follow up meetings with organisations. In addition to co-ordinating the roadmap, Defra agreed to take actions within its remit of environmental protection and asked all other stakeholder organisations to take action within their remits. The actions stakeholders have agreed are outlined in **Table 1 in Annex 1**. It should be noted that not all actions have been taken up by stakeholders. In the review of the action plan, these remaining actions should be revisited, as well as new action areas identified in line with new evidence, stakeholders and technology.

3.2 Roles

3.2.1 Role of Defra

- Defra's role has been to co-ordinate the roadmap, gather the initial evidence and provide a platform for stakeholder engagement and actions to be agreed.
- Defra is looking to clothing and fashion stakeholders to participate, take ownership of actions in their respective areas and the roadmap into the future.

³ Details on the specific actions identified are in the Briefing Note: Proposed action areas and roadmap process at <http://www.defra.gov.uk/environment/consumerprod/products/clothing.htm>

Roadmap Actions

Defra's actions are within its remit of environmental protection and activities include:

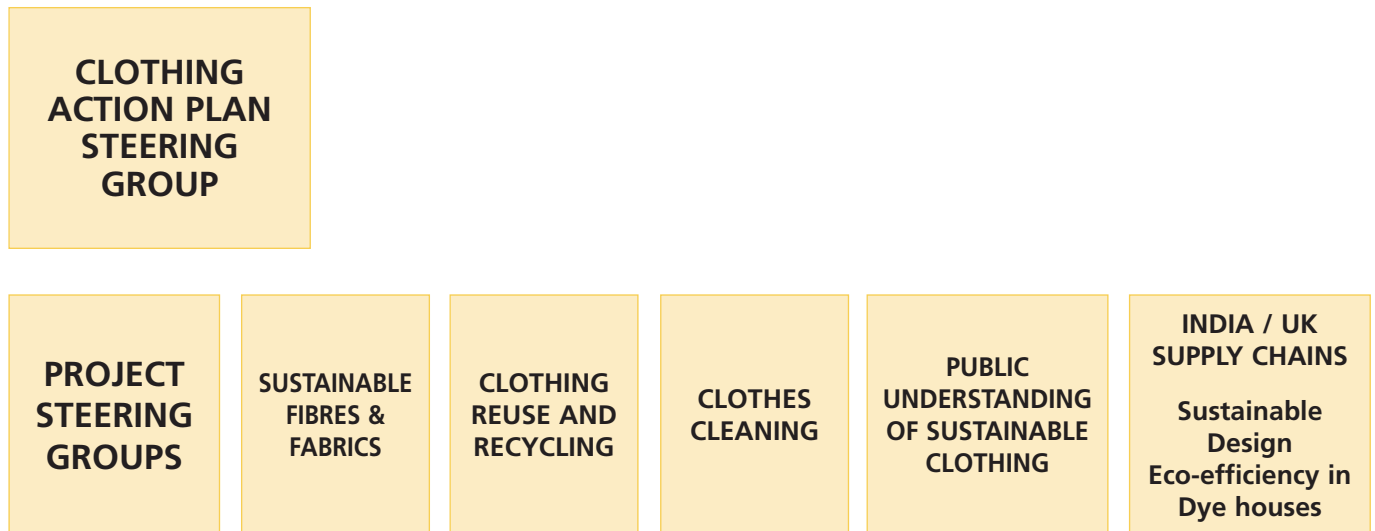
1. Coordinating the roadmap up to Feb 2010 with a view to passing over these functions to industry organisation(s) to continue the roadmap after this time.
2. Evidence generation – Funding four projects in the following areas where greater clarity is needed to ensure sound facts are used to determine the most effective course of action by both policy makers and other stakeholders:
 - Public understanding of sustainable clothing – unlocking consumer behaviour for sustainability benefit;
 - The role and business case for sustainable fibres and fabrics going forward;
 - Reducing the energy and chemicals intensity of clothes cleaning;
 - Maximising end of life clothing reuse and recycling.
3. Green Public Procurement (GPP) – In line with the roll out of EU GPP for textiles, supporting a demonstration project on the business case for sustainable clothing procurement in the public sector.
4. Developing UK and influencing international SCP Policy – Co-ordinating the following two projects funded under the Sustainable Development Dialogue and aimed at improving sustainability in the clothing supply chain along UK/India supply chains:
 - Sustainable Design partnerships (India and UK);
 - Eco-efficiency in Indian Dye houses supplying UK market.
5. Influencing consumers through the Act on CO₂, Direct Gov Environment and Greener Living web sites – developing clothing web pages to advise consumers on how they can reduce the environmental footprint of their clothing consumption.

3.2.2 Role of Stakeholders

Stakeholders participate in the roadmap at two levels:

- By giving their views and having a watching brief
- For those stakeholders who wish to be part of the action, the following have been established
 - For the Defra and Sustainable Development Dialogue commissioned projects underway, Project Steering Groups have been set up to ensure they reflect the practical realities, requirements and knowledge of the topic.
 - Clothing Action Plan Steering Group – small action orientated group for those stakeholders taking actions in the areas specified.

3.3 Steering and Expert Groups



Steering Group members identified their areas of interest to Defra and on this basis were invited onto relevant groups. Clothing Action Plan Steering Group members are listed in Annex 2. Project Steering Group members are listed in the *Summary of Defra Projects* on the clothing roadmap website <http://www.defra.gov.uk/environment/business/products/roadmaps/clothing.htm>. Involvement is voluntary and scheduled to utilise stakeholders time most effectively.

3.3.1 Clothing Action Plan Steering Group Remit

This is a small action orientated group made up of those organisations taking actions in the proposed action areas as in Table 1, Annex 1. The aim of this work group is to implement these actions and disseminate the lessons learnt/ best practice to wider stakeholders in the clothing sector. In this way, the roadmap will play an important role in catalysing similar activities amongst wider stakeholders. The remit includes:

- Meeting four times/year as follows to discuss progress on actions and ways to disseminate these wider to the clothing sector:
 - 20 Feb 2009
 - 24 June 2009
 - 28 Oct 2009
 - 24 Feb 2010.
- Review the roadmap action plan to update and add new actions as needed.

3.3.2 Project Steering Group remit includes:

- Commenting on project specifications, to ensure the right issues are covered;
- Providing data input so real, live industry data is used;
- Commenting on draft project reports and attending a project dissemination meeting to discuss the findings and next steps.

4. Review and Monitoring Progress

To ensure that the actions in the Roadmap take place and are dynamic it will be kept under review by the Clothing Action Plan Steering Group. New actions can be added quarterly from existing or new stakeholders. The first full revision of the Plan will be Feb 2010.

5. Further Information

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<http://www.defra.gov.uk/environment/business/products/roadmaps/clothing.htm>

Annex 1

Table 1 – Actions

Action Area	Action	Organisation	Timescale
1. Improving Environmental Performance across the Supply Chain			
Sustainable Design	Launch and continued development of the EarthPositive® product line to address environmental, social and climate issues in a holistic approach (organic, ethical, ecological, low-water, low-carbon).	Continental Clothing	Jan 2008 – 2009 (complete)
	Pilot partner with Carbon Trust’s carbon labelling initiative; carbon footprinting of own clothing line to include raw materials, production, transportation and distribution in the UK. Further work on developing footprinting models for textile screen-printing, consumer usage and disposal.	Continental Clothing	Jan 2008 – ongoing
	Demonstration project UK/India Sustainable Clothing Design (funded by Defra under the International Sustainable Development Fund). Project Contractor: Centre for Sustainable Fashion.	Defra	Jan 2009 – March 2010
Sustainable design (supports)	Energy workshops: Organising and managing energy workshops for suppliers where information, tools, best practice examples as well as financing options are presented.	Adidas	2008 – 2010
	Environmental indicators: Developing and implementing environmental metrics and performance measures for supplier focus groups. The performance measures will form the basis for target-setting by suppliers.	Adidas	2009 – 2011
	Development of textiles environmental metrics tools for business. Metrics expert sector group to be set up by RITE to look at all parts of clothing supply chain.	The RITE Group	2009 – 2010
	Collate and disseminate best practice examples amongst UK clothing reuse and recycling organisations.	Textile Recycling Association Local Authority Recycling Advisory Committee Salvation Army Trading Co Ltd.	2009
	Supporting the development of ‘green’ factories with our suppliers. <ul style="list-style-type: none"> • First two ‘green’ supplier factories opened in April 2008 in Sri Lanka independently assessed and accredited by Leadership in Energy and Environmental Design (LEED). • Further three (one in Wales, one in China and one in Sri Lanka) are under development. 	Marks & Spencer’s	2008 – 2012
	Use of a consistent apparel index in designing and developing Nike products that reflect the impact of apparel on the environment by, measuring the amount of waste created during the design and manufacturing phase, using environmentally preferred materials and by eliminating the use of toxins.	Nike	Ongoing
	Development and dissemination of Green Factory Guideline for suppliers. Review and improve green factory guidelines and develop monitoring systems to measure impact of green factory initiatives.	Tesco	2008 – 2009 2009 onwards

Annex 1

Action Area	Action	Organisation	Timescale
1. Improving Environmental Performance across the Supply Chain (Cont...)			
Fibres and Fabrics	Sustainable materials: Further improve the method for understanding environmental impact and assessing materials for their sustainable content.	Adidas	2009 – 2010
	Evidence Project: The role and business case for existing and emerging fibres in sustainable clothing. Project Contractor: Central Science Laboratories, Leeds University and DeMontford University.	Defra	Nov 2008 – Oct 2009
	Eco-Efficiency of Indian Dye houses supplying UK Supply Chains (funded by Defra under the International Sustainable Development Fund). Project Contractor: Colour Connections Ltd.	Defra	Feb 2009 – March 2009
	Sustainable Textiles – Reducing the environmental impact of the textiles sold by trialing new fibres such as bamboo, renewable plastics and new ways of producing fibres such as organic cotton, linen and wool.	Marks & Spencer's	2007 – 2012
	Cotton – Launching a sustainability strategy covering all our cotton including initiatives such as Fairtrade, Organic and the international cotton industry 'Better Cotton Initiative'. A draft M&S Global Cotton Sourcing strategy has been developed and is being circulated within M&S and to some of our cotton expert stakeholders for comment.	Marks & Spencer's	2007 – 2012
	Use of a Material Analysis Tool (MAT) based on lifecycle thinking to quantitatively evaluate and rank material choices in designing and developing Nike products. Each material is assigned a numeric value that feeds into a sustainability score for product. The MAT provides visibility to areas for improvement and is set in a framework of 19 environmental impact questions in four weighted categories such as chemistry, energy intensity, physical waste and water intensity.	Nike	Ongoing
	Researching technologies such that in the future, Tu garments are made using sustainable raw materials e.g. from plant and tree sources as well as recycled materials.	Sainsbury's	Ongoing
	Develop sustainable raw material sourcing strategy setting out assessment criteria for sustainable claims as well as producer and customer benefits.	Tesco	2009 onwards
	Continue to offer customers a range of products from sustainable fibres such as Organic cotton, recycled polyester and recycled cotton. E.g. organic cotton schoolwear 2008 and recycled polyester women's formal trousers. Continue to assess new fibre types and extending these across a range of products.	Tesco	Ongoing
	Develop GOTS compliant ink systems for textile printing.	T Shirt and Sons	2007 – 2010
Maximising Reuse, Recycling and end of life management	Project to develop rapid disassembly techniques to enable reuse of corporate clothing and up-cycling of garment waste. Funded by the Technology Strategy Board and involving an industry consortium.	Aestiva Limited and Leeds Centre for Technical Textiles with C-Tech Innovation Ltd; Madeira UK Ltd; Royal Mail Group plc; Mathias & Sons; Gnosys UK Ltd; Tesco Stores Ltd; Oxfam Waste Saver	2009 – 2011

Action Area	Action	Organisation	Timescale
1. Improving Environmental Performance across the Supply Chain (Cont...)			
Maximising Reuse, Recycling and end of life management (Cont...)	Promotion of donating unwanted clothing and textiles for reuse to charity shops via media releases and other promotional activity to influence consumer behaviour.	Association of Charity Shops	Ongoing
	Participation in and promotion of a national reuse event with other community sector organisations to increase public awareness and popularity of reuse of clothing and textiles (and other products).	Association of Charity Shops	Beginning late 2009/early 2010 and then annually
	Develop further fundraising partnerships between collection agents and charities; promote reuse and recycling of clothing as a risk free venture to raise funds for charity.	Clothes Aid	Ongoing
	Work closely with regulatory bodies to develop the optimum business model for reuse fundraising in relation to such matters as licensing, compliance and especially improved transparency (safeguarding the public).	Clothes Aid	2009-2010
	Continue testing and development of innovative pilot schemes to improve collection responses from households, one-stop locations and corporate outlets.	Clothes Aid	Ongoing
	Evidence Project: Maximising Reuse and Recycling of UK clothing and textiles. Project Contractor: Oakdene Hollins.	Defra	Oct 2008 – May 2009 (complete)
	As part of the Defra project above with Oakdene Hollins, to review the relevance of a Quality Protocol (QP) and if appropriate work with relevant stakeholders to submit to the QP selection process.	WRAP	Jan to March 09
	Review the outcome of the Defra project work and consider whether there is a specific role that WRAP should play in the promotion of policy to encourage reuse or develop markets and submit a proposal to Defra for funding. This would then be reflected in WRAP's business plan.	WRAP	Post March 09
	Centre for Remanufacturing and Reuse (CRR) 'Uniform Reuse' Project Defra (BREW) funded project to improve reuse and recycling options for corporatewear (work wear, protective wear, career wear, casual wear and uniforms) through conducting practical research including the development of an online resource to educate the industry and raise awareness of the opportunities available. The website www.uniformreuse.co.uk will be launched at the Corporate Clothing and Workwear Show at the NEC on 1st-2nd April 2009.	Centre for Reuse and Remanufacture	2008 – 2009 (complete)
	Development of a UK based upcycling and downcycling factory; the first of its kind, that will take in pre and post consumer textile waste from across the UK and Europe and divert it into new products for both the consumer and corporate markets.	From Somewhere and Worn Again	2009 – onwards
	Running trials of new technologies to enable greater volumes of end of life clothing to be recycled into value add products for the automotive, permaculture and industrial sectors.	Leeds Centre for Technical Textiles	Ongoing – 2010

Annex 1

Action Area	Action	Organisation	Timescale
1. Improving Environmental Performance across the Supply Chain (Cont...)			
Maximising Reuse, Recycling and end of life management (Cont...)	Increase hanger recycling to 100 million.	George	2011
	Decrease transit packaging through improved distribution methods by 40% from 2007 to 2010.	George	2010
	Ensure all George departments are zero waste by end of 2010 through working with New Life charity and Asda store recycling guidelines.	George	2010
	Ensure all products used or sold in George that originate from timber are FSC or PEFC Certified.	George	2011
	Using recycled plastic (e.g. used bottles) to make polyester in ranges of men's, women's and children's polyester fleeces. Extend to other polyester ranges such as trousers, suits and furniture 'fill' by 2012.	Marks & Spencer's	2007 – 2012
	The Oxfam Clothes Exchange encourages our customers to return unwanted M&S outerwear garments to Oxfam stores in return for a discount voucher valid for a month giving £5/€7 off for use on any clothing and home purchase of £35/€50 or more in UK and Republic of Ireland stores. Revenues generated from the sale of donated garments provides funding for Oxfam's work to help people to escape poverty around the world.	Marks & Spencer's	Jan 2008 – 2012 (complete)
	Clothing hangers – Extending hanger recycling with a customer awareness campaign to build on the 50 million we currently recycle and reuse each year.	Marks & Spencer's	2007 – 2012 (complete)
	Packaging (sustainable raw materials) – Increasing the amount of packaging made from more sustainable raw materials such as recycled materials and Forest Stewardship Council wood pulp.	Marks & Spencer's	2007 – 2012
	Packaging (recycling and composting) – Ensuring that all packaging can be easily recycled or composted accepting that in some case this may require the use of heavier materials.	Marks & Spencer's	2007 – 2012 (complete)
	Packaging (WRAP logos) – Labelling all our packaging with the WRAP and Recycle Now symbols - incorporated onto 80% of our clothing and home packaging.	Marks & Spencer's	2007 – 2012
	Work with existing apparel donation organisation to develop a garment take back process.	Nike	2010
	Develop a technology to identify garment polymer at the post consumer stage to facilitate sorting and separation.	Nike	2010
	Develop a technology to recycle single polymer worn out apparel that cannot be re-used to new textiles.	Nike	2010
	Develop a technology to recycle single polymer worn out apparel to feed into other businesses.	Nike	2010
	Develop a business case within the industry to design and develop more single fibre/polymer apparel.	Nike	2010

Action Area	Action	Organisation	Timescale
1. Improving Environmental Performance across the Supply Chain (Cont...)			
Maximising Reuse, Recycling and end of life management (Cont...)	Increase collection infrastructure, capacity and involvement of major charities and retailers to enable greater quantities of unwanted clothing to be recovered for reuse and recycling.	Oxfam	Q1 2009 onwards
	Formulate new financially bonded national, regional and local clothing/textile collection agreements with local authorities, charities, waste management businesses etc. New collection agreements to include door to door, clothing bank and charity shop collections. Implement new bonded clothing take back schemes with national, regional and local retailers.	Recyclatex	Ongoing
	Take back and recycling of school uniforms, at end of life in 320 stores within store consumer information – Clothes recovered by Salvation Army Trading for reuse and Oxfam for reuse and recycling.	Sainsbury's	from June 2008 onwards
	Researching technologies and new, higher value markets for end of life clothing recycle.	Sainsbury's	2008 – 2009
	Developing in store collection with several large clothing retailers.	Salvation Army Trading Co Ltd	ongoing – Q2 2009
	Signed agreement in main London Shop to work with several ethical boutiques to create bespoke womenswear garments from recycled fabrics.	Salvation Army Trading Co Ltd	Ongoing
	Reduce impact of clothing production by extending the range of products available made from recycled fibres e.g. polyester, cotton.	Tesco	Ongoing
	On site and in store facilities for take back and recycling of textiles and footwear including school uniforms during Back to School promotions.	Tesco	Ongoing
	Clothing hangers – Introduction of completely reusable and recyclable hanger with in store collection of Tesco and non Tesco hangers. Hangers will be sorted for re-use or recycling.	Tesco	2008 onwards
	Packaging – (Reduction) Reduce product packaging by 25% across all Tesco clothing items. (Recycling) Advise customers how to recycle all packaging by 2010. Increase use of recyclable packaging materials with aim of totally recyclable packaging by 2010.	Tesco	2010
	Packaging – Increase the amount of packaging made from sustainable raw materials with an aim to have all paper and board from 100% FSC or similar sustainably managed sources by 2012.	Tesco	2012
	Implementation of school and community group clothing collection schemes. Such schemes could include special clothing banks, special collection days which could raise funds for local causes.	Textile Recycling Association (individual members)	Ongoing

Annex 1

Action Area	Action	Organisation	Timescale
1. Improving Environmental Performance across the Supply Chain (Cont...)			
Clothes Cleaning	Evidence Project: Reducing the Environmental impact of clothes cleaning. Project Contractors: Bio Intelligence Services, Intertek, Giraffe.	Defra	Oct 2008 – May 2009 (complete)
	Inform the following policy instruments with key evidence from the “Reducing the Environmental Impacts of Clothes Cleaning” project to maximise their potential to effect environmental improvements: <ul style="list-style-type: none"> • Ecodesign of Energy Using Products Implementing Measures (IM)/ Energy Labeling Revision for washing machines (IM revision), tumble driers and combinations respectively. • EU Ecolabel criteria on textiles (revision), laundry detergents and washing machines respectively. 	Defra	2009 -2012
	All George garments to be labelled with 30 degree wash label and recommended line drying	George	2010
	The Climate Group campaign – Working with the Climate Group on a major educational campaign encouraging people to wash clothes at 30C degrees to cut energy use and CO2 emissions. Around 70% of our clothing is labelled with the ‘Think Climate Recommend Wash at 30°C’ message and supported with in-store information. In early 2008 the ‘wash at 30°C’ message was added to the front of all our washing detergent packaging.	Marks & Spencer’s	2007 – 2009 (complete)
	Product labelling – Think of the environment – Wash at 30 message included on 75%+ washable clothing products.	Tesco	Ongoing
	‘Wash at 30 degrees’ logo launched across own brand laundry detergent in all format; powder, liquid, tablets.	Tesco	2009
	Trial on pack communication of the carbon footprint of own label detergents. All Non-biological detergent formats labelled with carbon footprint information during 2008. Remaining detergents to be carbon footprint labelled in 2009.	Tesco	2008 – 2009
	Implement a program of detergent concentration. Reduce required dosage of liquid formats to 50% of the original dosage to clean the same amount of clothing. Reduce the chemical loading on the environment and packaging per wash (48% reduction achieved to date). Reduce the amount of transport required per wash to deliver the product to store by (50% reduction achieved to date).	Tesco	Ongoing
2. Consumption Trends and Behaviour			
	Launch consumer Carbon Reduction Label (using PAS2050 Carbon Footprint measurement) to inform consumers about the Carbon footprint of the product and their own contribution to the impact on climate – through washing, drying, retailer choice and disposal – in the lifecycle of a garment.	Continental Clothing and Adili	Feb 2009
	Evidence Project: Public Understanding of Sustainable Clothing. Project Contractor: Centre for Sustainable Consumption at Sheffield Hallam University and University of Surrey.	Defra	Feb 2008 – Nov. 2008 (complete)

Action Area	Action	Organisation	Timescale
2. Consumption Trends and Behaviour (Cont...)			
	Defining and Communicating Sustainable Clothing to consumers – Based on existing evidence as well as the results of the “Public Understanding of Sustainable Clothing” study update and translate the 5 Defra behaviour goals for consumers and clothing for use by both policy and business.	Defra	2009
	Increasing UK Consumer awareness on clothing impacts and what they can do to reduce these on The Direct Gov <i>Greener Living</i> and <i>Act on CO₂ clothing</i> web pages.	Defra	2009
	Create Facebook on <i>Act on CO₂ clothing</i> web page.	Defra	2009
	Increasing the number of Oxfam boutiques (currently 3) selling a range of types of sustainable clothing (reused, remade, Fair Trade etc.) aimed at changing consumer perceptions and buying trends.	Oxfam	from Spring 2009 onwards
3. Awareness, Media, Education and Networks			
Education and Capacity Building – (3rd level fashion)	MA Fashion and the Environment – providing the opportunity for new knowledge development and to use design to develop positive change in the ecological, social and cultural impacts relating to fashion.	London College of Fashion through Centre for Sustainable Fashion	2008 onwards
	Sustainability will be positioned at the core of design and innovation research projects at London College of Fashion with a range already underway e.g. Considerate Design, Catalytic Clothing and Local Wisdom.	Centre for Sustainable Fashion	Ongoing
	Develop and deliver training materials on sustainable clothing sourcing, standards and definitions for head office and store staff.	Tesco	2008 onwards
Education (Schools)	Salvation Army Trading Schools Clothing Collection – commenced with 6 Local Authorities and to be rolled out nationally.	Salvation Army Trading Co Ltd	2009 – 2010
Networks and Information Provision (business)	Grow networks, hold events exhibitions and promote sustainable clothing topics.	British Fashion Council; CSF; Ecotextile News; Estethica; European Outdoor Group, Sustainability Working Group; Fairtrade Foundation UK; Green Fibres; RITE Group; Soil Association; The Textile Institute Sustainable Ethical and Environmental Special Interest Group; Textile Recycling Association; UK Fashion and Textiles	Ongoing

Annex 1

Action Area	Action	Organisation	Timescale
3. Awareness, Media, Education and Networks (Cont...)			
Networks and Information Provision (business) (Cont...)	Develop a programme of online resources, workshops and 1-to-1 intervention to inform and grow fashion businesses' capability to respond to the ethical, environmental and cultural demands placed on them and to find new opportunities for sustainable practice.	CSF	2009 onwards
	Produce an online resource for 'Good Practice' in textile printing and decoration. This will cover the whole production cycle from harvest to high street.	T Shirt and Sons	2009
International business networks	Explore possibilities for best practice demonstration projects that can be run with UK / China clothing supply chain companies under the UK:China Sustainable Development Dialogue.	Sustainable Fashion Business Consortium, Hong Kong	2008 – onwards
	Explore possibilities for further links with the WWF Hong Kong Low Carbon Manufacturing Programme textile sector initiatives.	WWF	2009 – 2010
	Extend the linkages of the Sustainable Clothing Roadmap with UNEP through the Ecolabel project being carried out in India and other countries.	UNEP and Defra	2008 – 2011
Capacity Building (fashion business)	Offer accredited sustainable fashion training courses and knowledge supports for business.	CSF	Nov. 08 – onwards
4. Creating Market Drivers for Sustainable Clothing			
League Table	Conduct research, building on the success of the UK National Consumer Council's "Greening Supermarkets", to produce a league table of responsible clothing retailers incorporating social, energy/environmental issues across the clothing supply chain.	Consumer Focus	Autumn/Winter 2009 – 2010
Public Procurement	Sustainable Procurement public sector clothing demonstration project.	Defra	2009 – 2010
	Development of a procurement toolkit incorporating ETI labour and trade criteria for use by public sector procurement – currently out for consultation with PASA NHS.	Ethical Trading Initiative (ETI)	2008 – 2009
	Evaluating the economic and market access barriers to attracting and increasing imports of environmentally preferred and sustainably designed product.	Nike	2010

Action Area	Action	Organisation	Timescale
5. Improving traceability along the supply chain (Ethics, Trade and Environment)			
Ethics and Development	Explore scope and case for a new ethical garment sector initiative to support a range of efforts to drive better development impacts in clothing production and trade.	DFID	2009
	Define and develop a community and factory investment programme in Bangladesh that benefits factory workers and communities involved in making our product.	George	Ongoing
Supply chain tools	Further develop our ethical audit process to cover more elements of the supply chain, starting with fabric mills.	George	2012
	Transparency of cotton supply chains from field to garment. Phased roll out of traceability system to countries of garment manufacture (e.g. Bangladesh, Turkey, China). This will help prove compliance to commitment to ban Uzbek cotton due to environmental and forced child labour associations.	Tesco	Ongoing
Critical path time pressure	Dissemination of ETI Studies on Critical Path Time and Cost Pressures to clarify the facts.	ETI	Ongoing
Increase fair trade uptake	Campaign aimed at transforming trade by increasing Fairtrade's impact on producers' lives and shifting public opinion and consumer lifestyles to make fair trade the norm.	Fairtrade Foundation UK	2008 – 2012
	Launching a sustainability strategy covering all our cotton including initiatives such as Fairtrade.	Marks & Spencer's	2007 – 2012
	Introduction of new Fairtrade lines beyond existing cotton.	Sainsbury's	Est Oct 2009
	Making Fairtrade cotton available to the mass market by introducing Fairtrade products in menswear, ladieswear and kidswear.	Tesco	Ongoing
Animal Welfare	Clothing standards – Improving traceability in non-food supply chains for animal derived raw materials and work with animal welfare groups to develop sourcing policies on animal welfare for leather and wool. Operate a Fur-free policy and ban on skins such as snake and crocodile.	Marks & Spencer's	2007 – 2012
	Clothing standards – Work with animal welfare groups to develop sourcing policies on animal welfare for leather, wool, cashmere and silk and establish appropriate monitoring systems to manage enforcement of these. Continue to operate UK Fur-free policy and ban on exotic skins.	Tesco	End 2009 with implementation on a phased roll out from that date

Annex 2

Clothing Action Plan Steering Group

ORGANISATION	
Adidas	Karin Ekberg / Philipp Meister
Aestiva Limited	Garth Ward
Association of Charity Shops	David Muir
British Fashion Council	Caroline Rush / Harold Tillman
British Retail Consortium Environmental Group	Rowland Hill / Jane Milne
Centre for Sustainable Fashion (CSF)	Dilys Williams
Centre for Remanufacturing and Reuse (CRR)	Nick Morley
Clothes Aid	Michael Lomotey
Consumer Focus	Lucy Yates
Continental Clothing	Mariusz Stochaj
Defra	Dorothy Maxwell and Alice Cohen
DFID	Deborah McGurk
Fairtrade Foundation UK	Vanessa Parr
European Outdoor Group	Vanessa Knowles/Kilian Hochrein
From Somewhere and Worn Again/Estethica	Orsola de Castro / Fillippo Ricci
GEORGE @ Asda	Keren Long / Paul Wright
Local Authority Recycling Advisory Committee (LARAC)	Daniel Sage
Leeds Centre for Technical Textiles	Steve Russell
Marks & Spencer's	Rowland Hill
Nike	Shammy Jacob and Amber Price
Oxfam	Barney Tallack
Recyclatex	Terry Ralph
Sainsbury's	Josie Cartridge
Salvation Army Trading (SATCoL)	Paul Ozanne / Nigel Hanger
Sustainable Fashion Business Consortium Hong Kong	Pat-Nie Woo
Tesco	Abi Rushton
Textile Institute	Vanessa Knowles
Textile Recycling Association (TRA)	Alan Wheeler
T Shirt and Sons	Andrew Lunt
UK Fashion and Textiles	Adam Mansell
Reducing the Impact of Textiles on the Environment (RITE) Group	Phil Patterson / Richard Blackburn / John Mowbray

Published by the Department for Environment, Food and Rural Affairs.
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Printed on material that contains a minimum of 100% recycled fibre
for uncoated paper and 75% recycled fibre for coated paper.

Nobel House, 17 Smith Square
London SW1P 3JR

www.defra.gov.uk

PB13206 September 2009