

Welcome to Today's Webinar

We will begin shortly

fashionpositive⁺



Welcome!



Moderator

Sasha Radovich
Executive Director
Fashion Positive

Getting to a Circular Fashion Industry

Introducing the Circular Materials Guidelines

Panelists



Annie Gullingsrud

**Chief Strategy Officer
EON**



Megan Stoneburner

**Director of Sustainability
OuterKnown**



Ashley Gill

**Director of Standards
Textile Exchange**

Mission

To drive the vision, definition and implementation of safe and circular materials for the fashion industry



The Fashion Positive Timeline

- 2014-** Initiative launched in Cradle to Cradle Products Innovation Institute
- 2016-** Library of Cradle to Cradle Certified materials established and launched
- 2017-** Membership launched to identify, optimize and certify the fashion inputs for the circular economy.
- 2019–** Fashion Positive partners with Textile Exchange and restructures based on lessons learned
- 2020–** Strategic Direction: Collaborative Action



The Fashion Industry's Problem

One of the most toxic and wasteful industries in the world



- 13 million tons of textile waste is dumped each year, globally
- 95% of this waste could be reused, repurposed or recycled
- Dumped clothes emit methane, pollute soil and waters with chemicals and plastics
- And an estimated USD500 billion value is lost every year

The Materials Revolution Has Started

But there needs to be a connection to circular systems

McKinsey's State of Fashion Report expects R&D to increasingly focus on **materials science** for new fibers, textiles, finishes and other material innovations to be used at scale

67% of Fashion Brands believe using innovative sustainable materials substitutions through R&D is critical, and that a materials revolution is now critical

45% of apparel companies surveyed by McKinsey are looking to integrate more innovative bio-based materials.

Less than 1% of material used to produce clothing is recycled into new clothing,¹³ representing a loss of more than USD 100 billion worth of materials each year

Companies filed around **eight times as many** fiber-innovation patent applications in 2019 as they did in 2013, based on McKinsey analysis.



Circular Materials

Safe materials managed in ways that respect humans, environment, and all living things. Circular materials retain their full value material through multiple use-cycles enabled by systems that support recovery and continuous cycling (reuse, resell, rent, recycle).



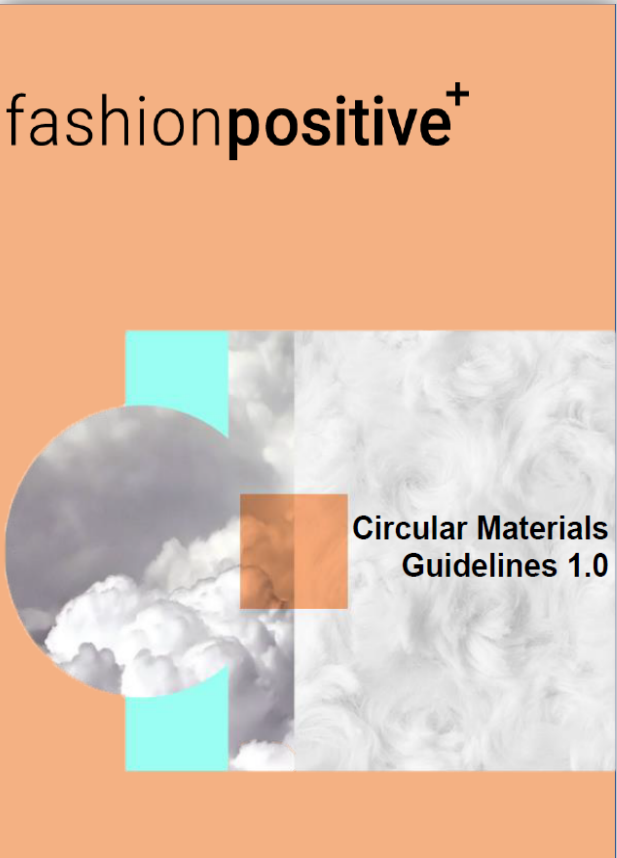
Fashion Positive is Collaborating to Drive the Change

By leading the vision, definition and use of safe and circular materials

How We do It? Our Goals are to:

1. **Define and educate** the industry on the term “circular materials” through our Guidelines and learning series on key issues facing circularity in the industry
2. **Enable** the development of circular high-volume materials through R&D and shared tools including the innovators roundtable
3. **Accelerate** the use of circular materials through collaborative vehicle for investment to scale change

Circular Materials Guidelines








Provide guidelines for certifications and verifications for materials, working across the stakeholder landscape—detailing Better and Best categories and aligning to the Ellen MacArthur Vision: Make Fashion Circular

Identification of Commercially Available (now) and Innovative (later) Preferred Circular Material Fibers

Update the Circular Design guidelines as the industry evolves and systems mature



				
Material Health	Material Reutilization	Renewable Energy	Water Stewardship	Social Fairness
Select safe and healthy materials & chemicals	Eliminate the concept of waste and design for endless re-use	Power operations with abundant clean & renewable energy	Protect and steward water as a precious resource	Support & celebrate human and natural systems

Fashion Positive focuses its efforts on a scalable approach and continuous improvement

Waste and pollution is designed out.

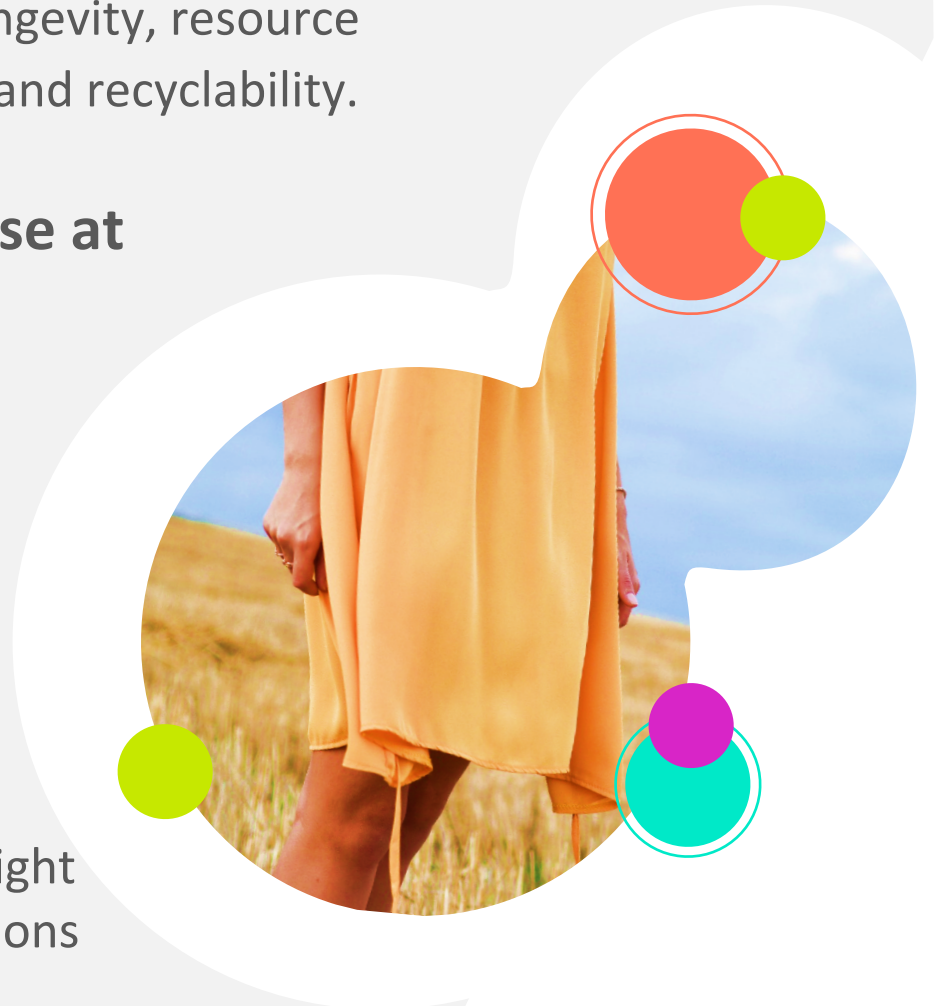
Fibers and materials are designed for longevity, resource efficiency, non-toxicity, compostability, and recyclability.

Products and materials are kept in use at maximum value

Material choices should align with the available options for recycling after use.

Focus on ambitious continuous improvement.





Identify what is available now and highlight and drive attention toward future solutions



Fashion Positive Circular Guidelines Sections



Circular Material Guidelines: Roadmap to Aligning Standards

	 Feedstocks	 Chemistry	 Water	 Energy
Requirements Included (Fiber Level):	1. Recycled 2. Virgin Content 3. Fabric Content*	1. Input Chemistry 2. Transparency 3. Synthetic alternatives	1. Quality 2. Recycle & Reuse 3. Conservation	1. Decrease GhG Emissions

Featured Certification and Standards Organizations

















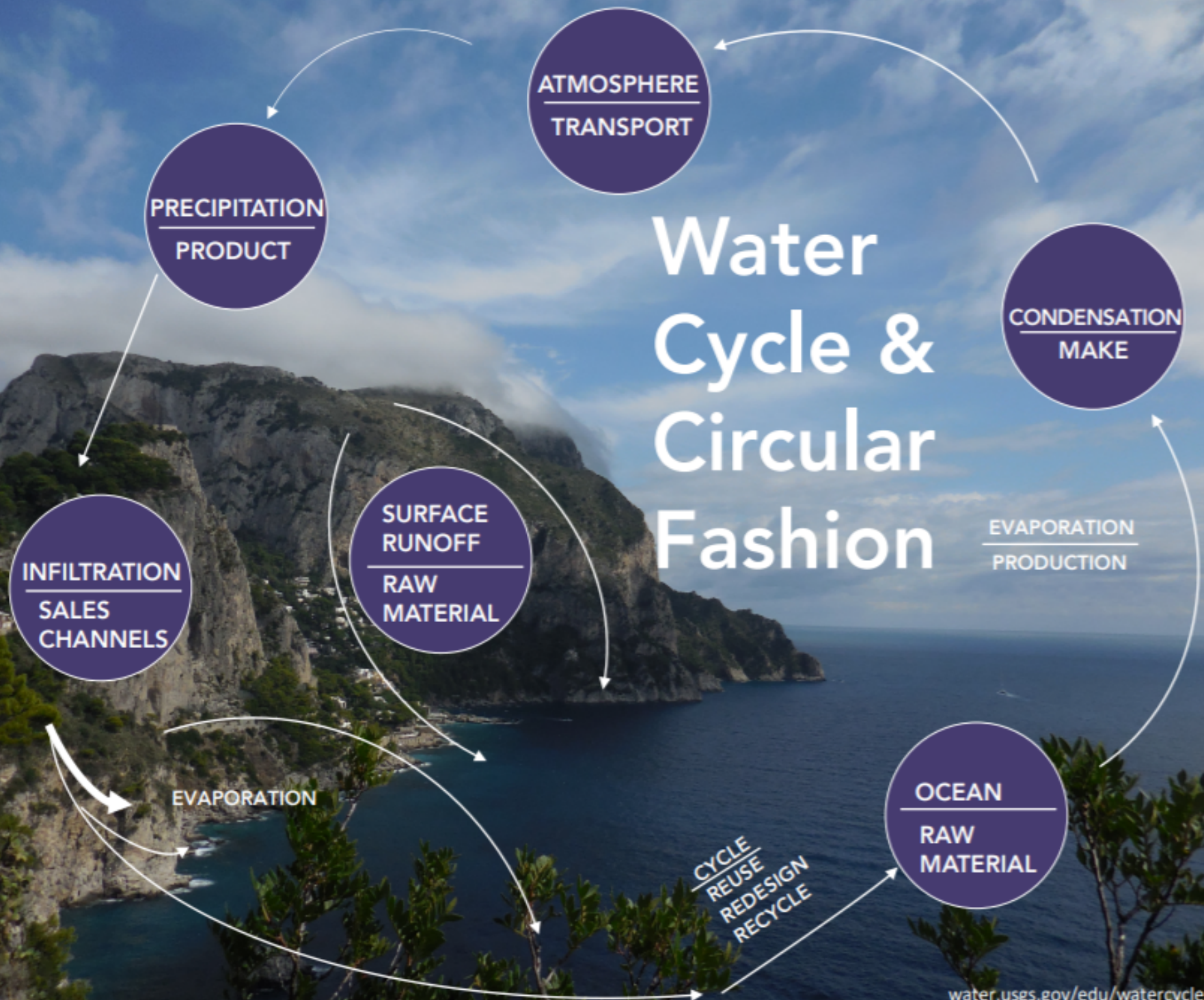

Panelist

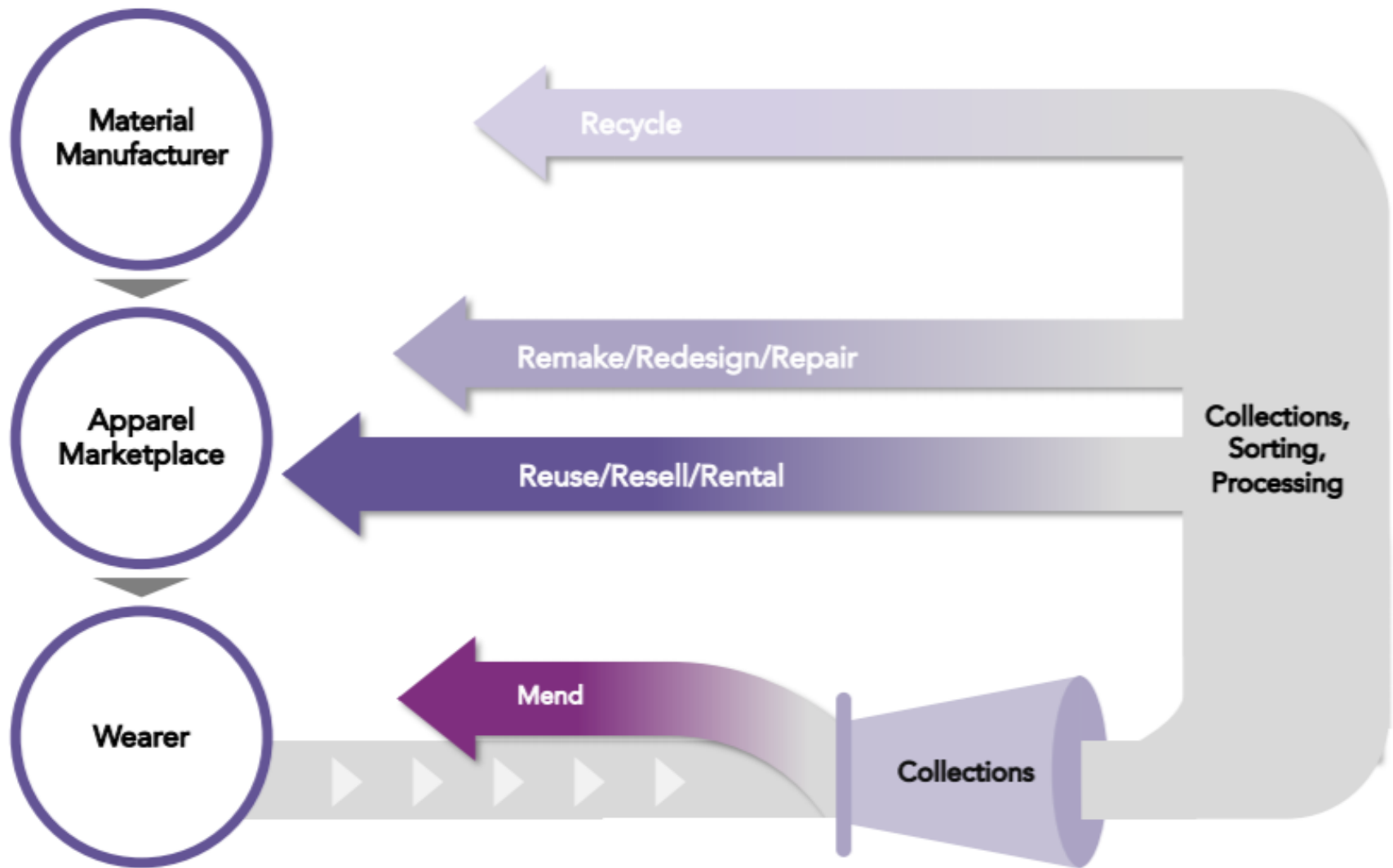


Annie Gullingsrud

**Chief Strategy Officer
EON**

Water Cycle & Circular Fashion







Respect

Rely

Unite

fashion**positive**⁺



**Circular Materials
Guidelines 1.0**

CircularIDTM Protocol

Pilot Version

The industry-wide protocol for digital identification
of products in the circular economy

Protocol managed by:

EONTM



Connectivity & Connected Products



EON™

Panelist



Megan Stoneburner

**Director of Sustainability
OuterKnown**



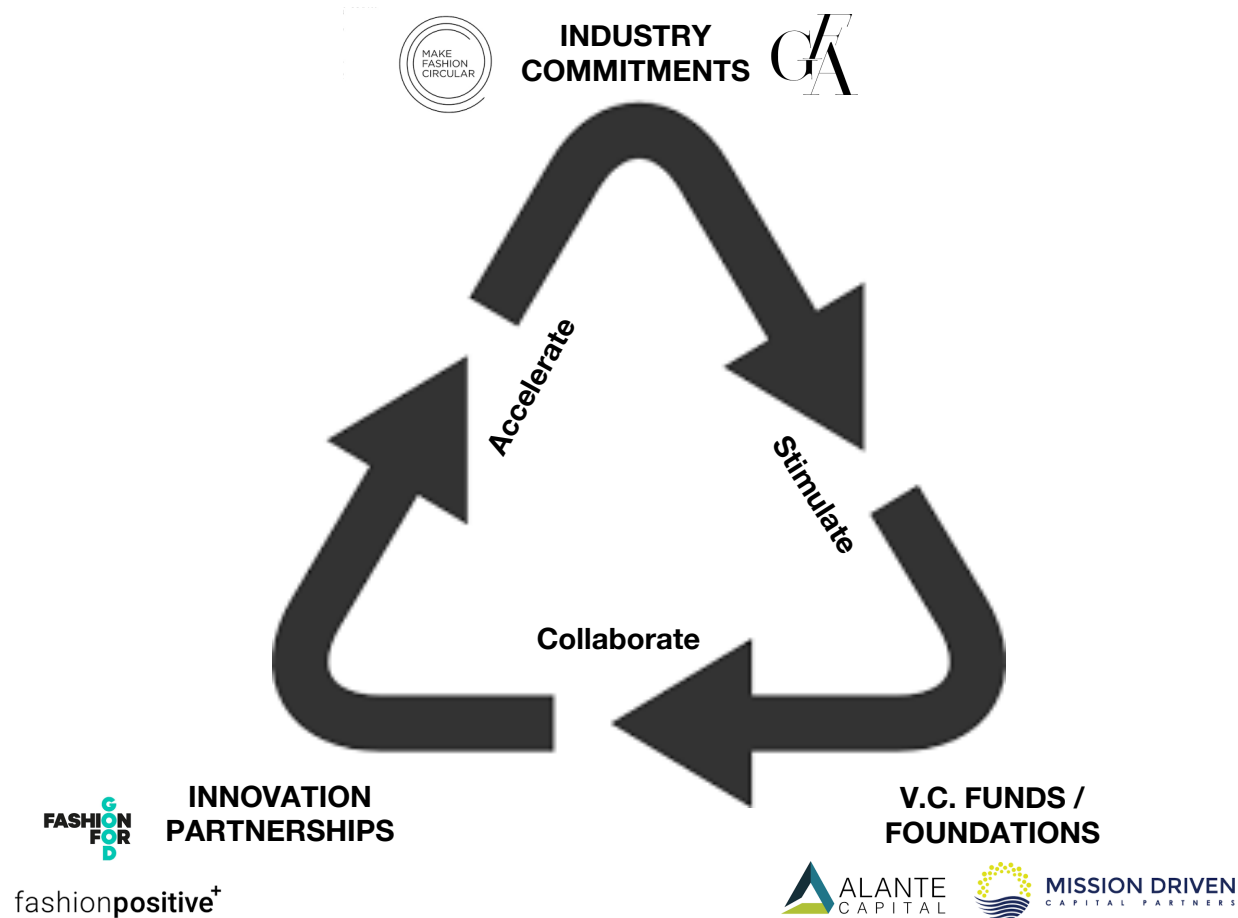
OUTERKNOWN

**2030 SUSTAINABILITY STRATEGY
AND COMMITMENT TO CIRCULARITY**

PUBLISHED APRIL 2020



CONVENING INDUSTRY TO FAST TRACK INNOVATION AND UNLOCK CIRCULAR SOLUTIONS



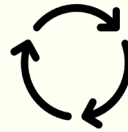
SUSTAINABILITY STRATEGIC FRAMEWORK AND PILLARS

2030 STRATEGIC AIM/ASPIRATION: To play a pivotal role in innovation that enables our brand — and the industry at large — to realize circular business models that work for both business and the planet while protecting workers, improving livelihoods, and igniting a community of change-makers.



Lead Innovation: Become the industry innovation catalyst. The industry needs new, bold innovations and circular models to move to a more sustainable future. Our size and ambition make us the ideal partner to incubate these innovations. We will cultivate innovations for the benefit of our brand and the industry as a whole.

2025 Objective: Incubate circular innovations.



Embrace Circular Models: Shift to a circular model and design a new set of standards. The linear economic model is broken; to future-proof our brand, we must embrace new approaches that enable the world to function within planetary boundaries.

2025 Objective: Demonstrate circular solutions.



Champion Fair Labor: Protect and Empower workers throughout Outerknown's supply network. We will maintain our FLA accreditation, collaborate with the industry to improve livelihoods, and advance our Fair Labor program to include fair wage solutions.

2025 Objective: Advocate to protect worker rights, safety, and livelihoods.

SUSTAINABILITY GOALS AND 5-YEAR MILESTONES

Objectives	Key Strategies	2025 Goals
Lead Innovation	Drive industry alignment for greater collective impact around new circular innovations.	Serve as key catalyst for the top 3 industry working groups at the forefront of circular innovation and advancement. Become the first circular industry case study through advancing circular innovation.
	Advance commercialization for emerging circular technologies and innovations.	Invest in and support the development of 5 new circular technologies and innovations to share industry-wide. Pilot and/or scale 10 existing circular technologies and innovations to share industry-wide.
Embrace Circular Models	Develop & commercialize safe and circular materials and products.	Make 75% of fabrics and 50% of products circular. By 2030, 100% of products will be circular.
	Design timeless garments for product life extension.	Design all new products for increased utility, recyclability, and made for disassembly.
	Deploy end of life solutions with the most potential to mitigate impact.	Launch a renewed category and platform, which will include resale, repair, and recycling that's brand-specific and/or industry-serving.
Champion Fair Labor	Advance worker rights.	Maintain FLA accreditation. Refine Tier 2 Fair Labor requirements. Expand Fair Labor program to include Tier 3 and Tier 4 strategic partners. Disclose Tier 1 to Tier 4 suppliers.
	Improve Livelihoods.	Implement a fair compensation strategy. All Tier 1 suppliers will have programs that include direct worker involvement and that demonstrate their commitment to improving the livelihoods of workers.

Panelist



Ashely Gill

**Director of Standards
Textile Exchange**

Building a Direction of Travel

Textile Exchange defines a preferred fiber or material as one which is ***environmentally and/or socially progressive***, the use of which results in positive benefits in comparison to conventional production.



What is Preferred?



What is Preferred?

Climate

Water

Chemicals

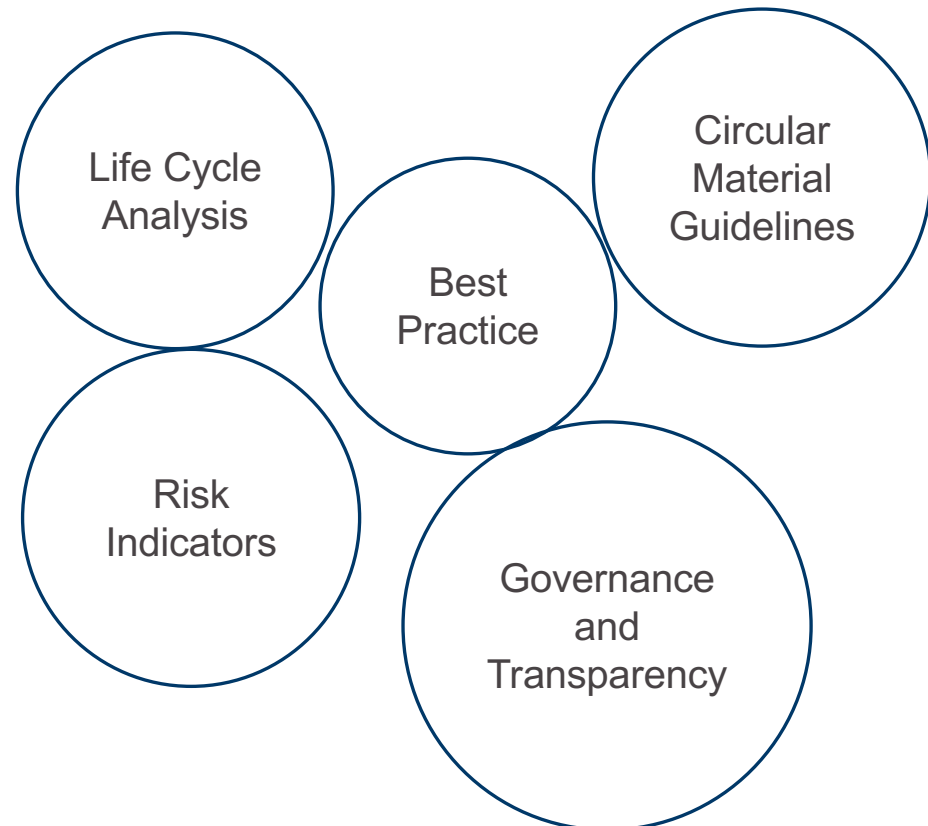
**Land
Management**

Biodiversity

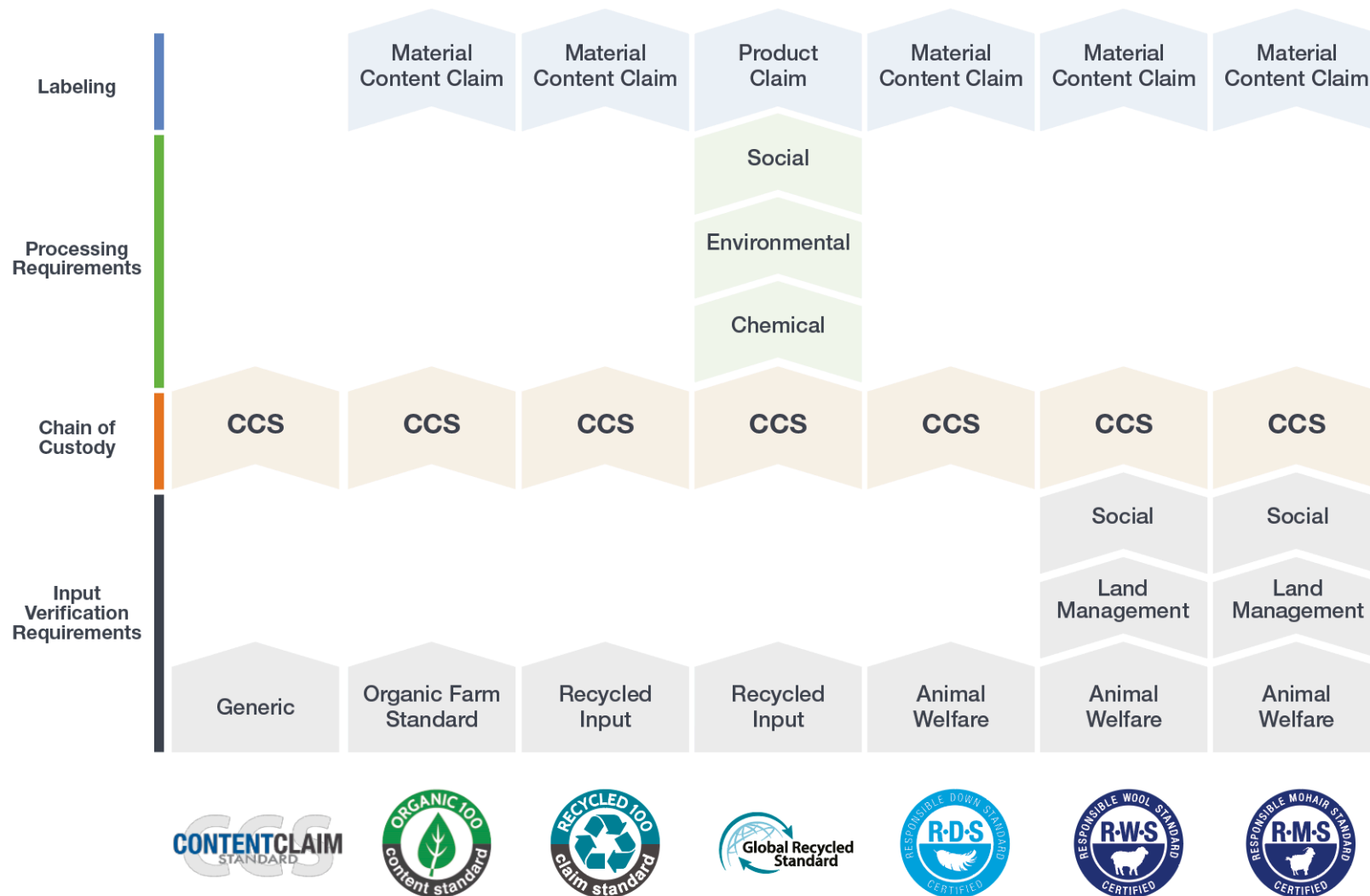
Animal Welfare

People

Circularity



Textile Exchange Standards



Thank you



TextileExchange

Creating Material Change

TextileExchange.org

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Introducing the Circular Materials Guidelines

Questions & Answers

TE Conference & Looking toward this year

- Find us at Textile Exchange November 2 discussing innovation in the industry and use of the Guidelines
 - Canopy
 - Tyton BioSciences
 - Outerknown
 - Naia/Eastman
- Test and Pilot the Guidelines in your company and organization
- Get Involved! Our next strategic plan will be released soon!

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Thank You!

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Executive Director

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