

# NewStandard Institute

Fashion 2030



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# Apparel is a massive global industry with an even more massive negative global impact

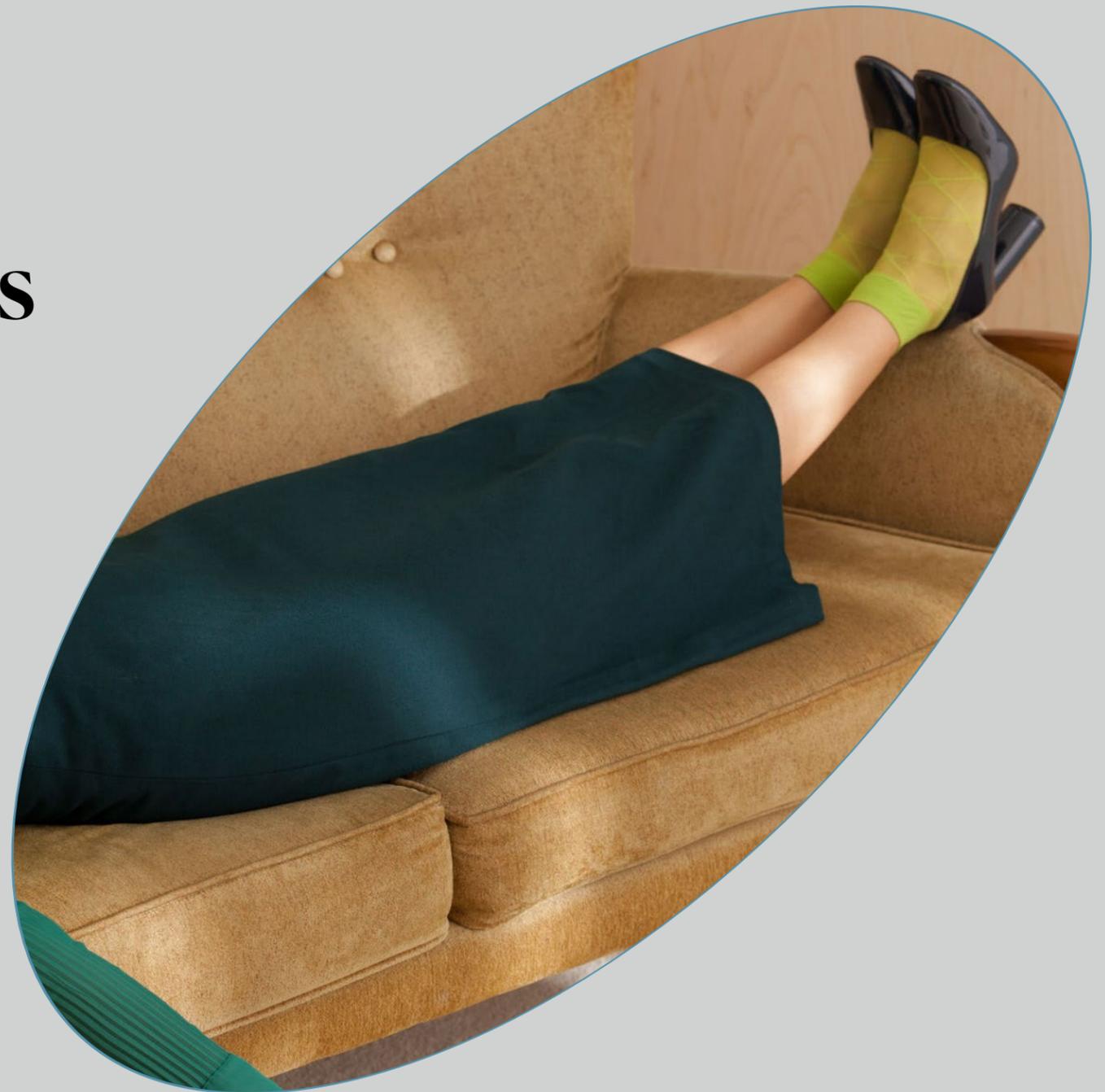
New Standard Institute seeks to harness the \$2.5 Trillion apparel industry to educate, raise standards, increase transparency and make a lasting impact on the world, ensuring that our markets, our people and our planet thrive.



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**On a planet plagued by global warming, modern day slavery, and unfair and opaque business practices, the apparel industry needs to stand up and become more than “just a pretty face”**

In order to achieve the UN’s Sustainable Development Goals, including the 2°C global temperature target, the fashion and apparel industry must play an active role in changing how they operate, source, manufacture, distribute and approach the market.



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# The ugly truths behind a beautiful industry



## Climate Change

Over **8% of total global greenhouse gas emissions** are produced by the apparel/footwear industry

The industry's CO<sub>2</sub> emissions are projected to increase by **more than 60% by 2030**

If the industry continues on its current path, by 2050 it could use more than **26% of the total global carbon budget**



## Production/Consumption/Waste

The average consumer bought 60% more clothing in 2014 than in 2000, but **kept each garment half as long**

Nearly three-fifths of all clothing produced ends up in **incinerators or landfills** within a year of being made

Americans are throwing away **81 lbs of clothing** per person per year



## Water

**20% of industrial water pollution** globally is attributable to the dyeing and treatment of textiles



## Ocean Pollution

Plastic microfibers shed from synthetic clothing into the water **account for 85% of the human-made material** found along ocean shores, threatening marine wildlife and ending up in our food supply

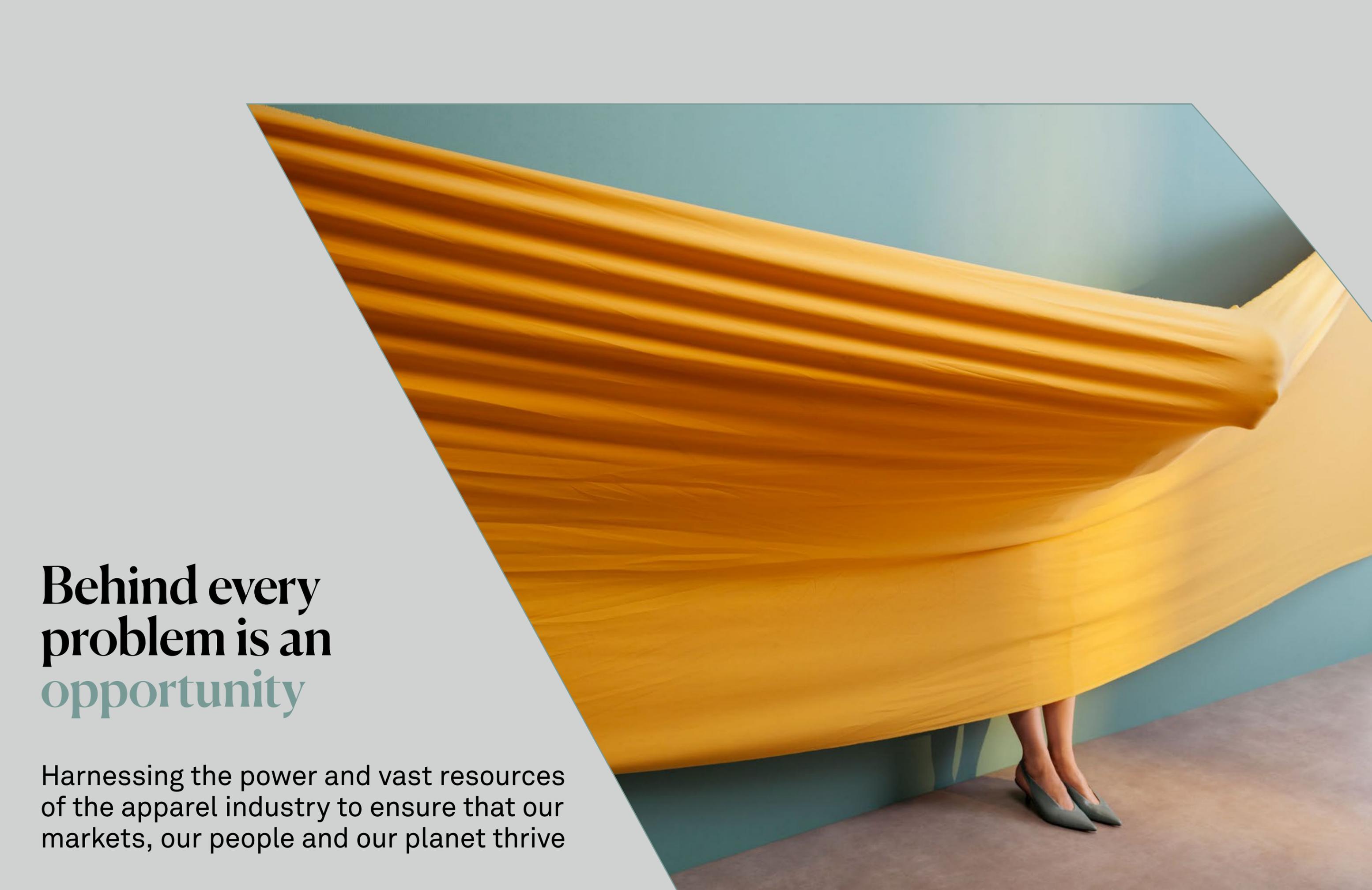
Half a million tonnes of plastic microfibers shed during the washing of plastic-based textiles such as **polyester, nylon, and acrylic end up in the ocean annually**. (This is 16 times more than plastic microbeads from cosmetics)



## Labor/Women

The apparel industry, made up largely of women, is intricately linked with both **child and forced labor**

The workers making our clothes receive **only .5 - 4% of the final retail cost** of a garment



# Behind every problem is an opportunity

Harnessing the power and vast resources of the apparel industry to ensure that our markets, our people and our planet thrive

# Allies making a **positive impact** within the industry



Multi-brand initiative working to establish industry-wide measurement tools



Independent environmental organization that campaigns to expose global environmental problems and promote solutions



Building environmental standards for entire supply chain



High-profile assembly of industry leaders and influencers



Standards designed to fight poverty and empower producers in the poorest countries in the world



Industry-funded innovation initiative and community platform



Global standard for increased cotton sustainability



Cornell University  
ILR School

*New Conversations* project researches pathways to sustainable labor practices in global supply chains

**These organizations will only achieve the outcomes they desire with broader engagement, access to better data and a global hub that streamlines efforts and communication.**

The New Standard Institute will provide this service—becoming a global hub that will be a catalyst to global change on all levels of the apparel industry.



# Vision

We envision a vibrant and equitable apparel industry that harnesses its \$2.5T power to take a leadership role in improving environmental and social standards and business practices on every level from fiber to closet, ensuring that our people, our markets and our planet thrive.



# Mission

We are here to transform the global apparel industry into a force for good, by unifying and driving it to achieve critical, science-based environmental and social objectives.



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# New Standard Institute



## 1) Research

- › Create a data and innovation hub for the industry and its stakeholders
- › Identify opportunities for improvement, research gaps and misinformation across the market
- › Develop science and research-based industry benchmarks

## 2) Accelerate

Utilize research to:

- › Support business and industry efforts towards sustainability
- › Accelerate efforts towards identified opportunities and problems

## 3) Activate

Build a data-driven, global, solutions-based movement:

- › Energize key influencers and industry leaders
- › Promote high-impact campaigns and storytelling to engage consumers with NSI's mission
- › Foster grassroots efforts to drive systemic change

# Research



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# Create a data and innovation hub for the industry and its stakeholders

By streamlining information in one place and acting as a global touchstone for terminology and science-backed facts, we will be a global catalyst for education and facilitate the growth of environmentalism and social change within the apparel industry on a level never before seen

- › Develop a web-based platform that will serve as a global resource for industry and sustainability information
- › Issue an annual dictionary and glossary of terms to establish consistency, accountability and global-implementation with the goal of integrating these terms into regulatory frameworks

Databases provided:

- › Existing environmental and social standards
- › Legal frameworks
- › Cut-and-sew facilities, mills and raw-material providers that uphold sustainability standards
- › Innovative companies that are advancing environmental solutions
- › Innovative social-impact companies adoption and accountability with an eye to integrate these term into regulatory frameworks

# Accelerate



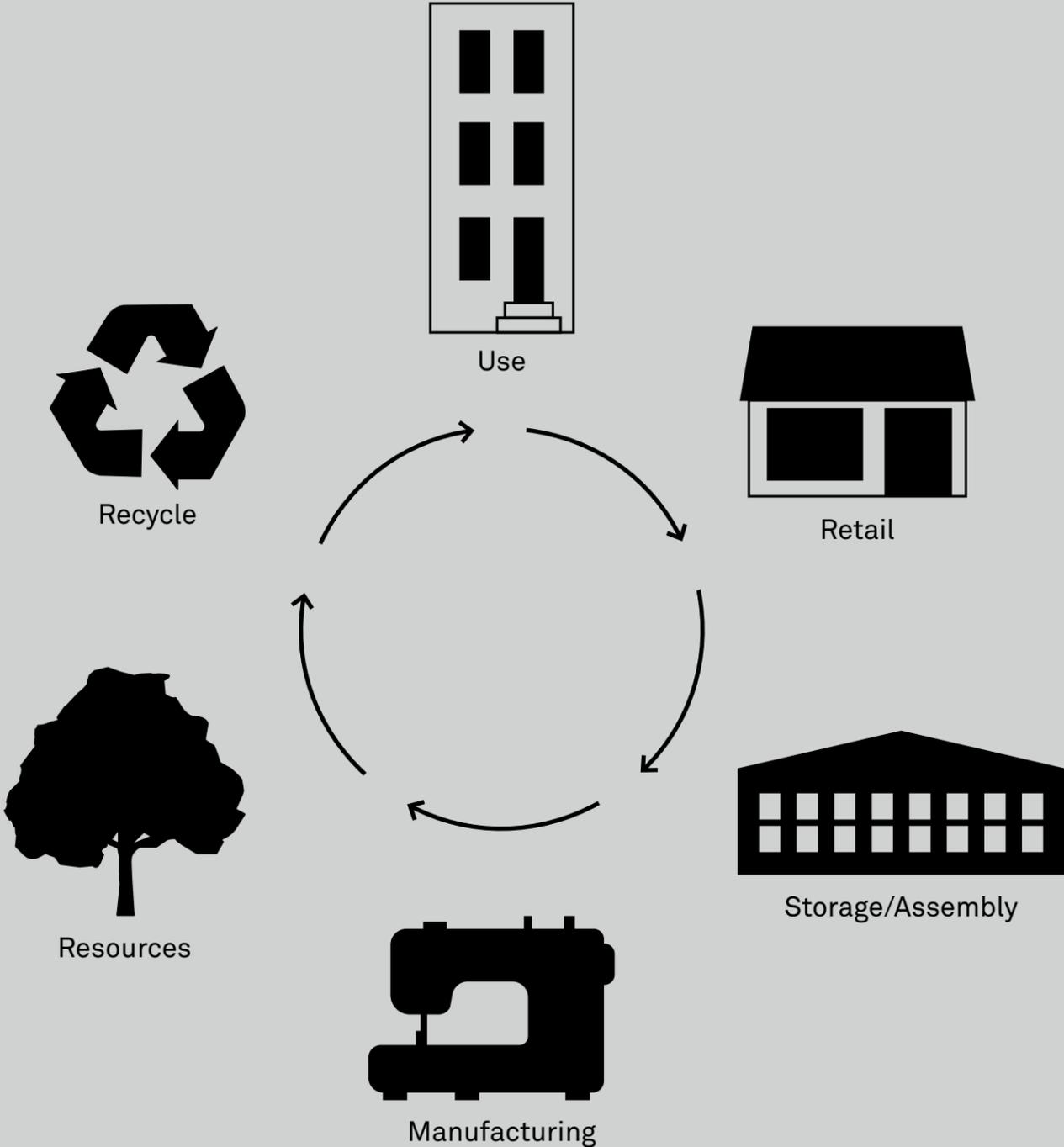
# Utilize research and data to **accelerate the growth** of innovative businesses and practices

## 1.

Identify innovative, emerging technologies and practices—from advancements in materials and farming to lean manufacturing systems and supply-chain transparency apps—and organize financiers around these opportunities

## 2.

Work with brands to advance their own sustainability initiatives



# Activate



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# Motivate key influencers and industry leaders around a true global conversation

- › **Bring together** experts in the field with influencers from across the industry—designers, editors, photographers, models, bloggers—to educate them on what the industry is doing on sustainability and the role they can play
- › **Assist influencers** in bringing their audiences into the community
- › Take the current frameworks and terminologies and translate them into **actionable guidance** for consumers and sustainability practitioners
- › **Create a network** of allies with environmental, social, labor and women’s organizations to encourage dialogue, integration and develop campaigns about common-cause issues
- › Bring **impactful stories** to broad audiences by engaging leading storytellers and influencers to spread research and fact-based information and leaving people with a call to action

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# Coordinate and drive high-impact campaigns and **storytelling** to engage and activate consumers

- › **Documentary:** Develop documentaries and other forms of media with leading filmmakers to bring impactful stories about the industry to broad audiences and leave them with a call to action
- › **Book:** Write a book (in the vein of *Omnivore's Dilemma*) that lays out the role the apparel industry has played throughout history and help provide popular context for where we are today
- › **Social Media:** Establish web and social channels (specifically Instagram) that integrate fashion with digestible information about the industry, with fashionistas as the target audience

Develop short-form web videos for sharing on Facebook that engage on issues of the industry

- › **Series:** Develop a docu-series that pairs influencers with experts, providing an approachable way to discuss the impact the apparel industry has on the world and what companies are doing to address the problems as well as ways consumers can get involved to support steps in the right direction

Possible media partners include: Fast Company, New York Times, Netflix, Surface, R29

- › **Presentation:** Building off of the TedX Talk, develop a presentation on the state of the industry in collaboration with the creators of *Inconvenient Truth*

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# Place a focus on **grassroots efforts** to drive systemic change

- › Provide a forum where community voices can be heard on an international level, amplifying brand responsiveness to consumer demands
- › Use database of information to connect community organizers with others with common points of action
- › Create community mailing lists to engage activated consumers with local efforts
- › Build and encourage female activism around the apparel industry, which is created and sustained predominately by and for women

“The best way to predict  
the future is to create it.”

—Peter Drucker



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# Our advisors are a select group of fashion and culture's most influential

## Technology

Leonardo Bonnani, Sourcemap

Manuela Zoninsein, Palantir

## Environment

Mohamed Amersi, Amersi Foundation

Orsola de Castro, Fashion Revolution

Dr. Mireille Faist Emmenegger, Quantis

Dr. Linda Greer, NRDC

Sarah Kelley, Island Foundation

Kate Logan, Institute of Public & Environmental Affairs

Jennie Romer, environmental lawyer

Dr. Beth Sauerhaft, former Senior Director of Corporate Sustainability at PepsiCo

Veronica Yow, RARE Foundation

Ashila Niroshi Mapalagama, Stand Up Lanka

Dr. Senthilkannan Muthu, PhD in Textiles Sustainability

## Manufacturing

Delman Lee, TAL Apparel

## Culture and Fashion

Amanda Chen, Participant Media

Amanda Hearst, Maison de Mode

Angela Lindvall, model, social entrepreneur and activist

Ariane Phillips, Costume Designer and Co- Founder of RAD

Babs Burchfield, Conscious Commerce

Bella Heathcote, actress

Carineh Martin, Co- Founder of RAD

Emily Deschanel, actress

Garance Doré, Atelier Doré

Hassan Pierre, Maison de Mode

Jordane Crantelle, creative strategist

Kate Sekules, NYU Costume Studies

Laura Jones, celebrity stylist

Lauren Hurst, Skylight

Misha Nonoo, designer

Nikki Reed, actress

Penny Lovell, celebrity stylist

Sarah Berner, Olivia Palermo Group

Sarah Slutsky, celebrity stylist

Tara Swennen, stylist

Taylor Schilling, actress

## Philanthropy

Casey Supple, Executive Director, Advancement at University of Miami Business School, former CDO of Columbia's Earth Institute

## Human Rights & Labor

Dan Fibiger, Gap Inc.

## Business

Kate Daly, Closed Loop Partners

Eric Dayton, Askov Finlayson

Celine DeCarlo, Mara Hoffman

Mo Mullen, West Elm

Al Uzuelli, Ford

Jake Sargent, SOFTMATTER Ventures

## Communications

Michael Shank, PhD, Carbon Neutral Cities Alliance

Susan McPherson, McPherson Strategies

# NSI will execute its strategic plan over 3 key phases, achieving its vision by 2030

## Phase 1: Design + Benchmark

## Phase 2: Iterate

## Phase 3: Scale Impact

### Research

- › Design and launch NSI site
- › Map existing industry standards
- › Identify gaps/research priorities, including those that will enable accurate environmental and social accounting
- › Map existing innovations
- › Map relevant local, national and international government regulations

- › Fill in research gaps

### Goals Achieved:

- › NSI interventions generate exponential change in the apparel industry
- › Consumers are aware of issues and acting on their awareness
- › Increased standards are widely adopted, with nutrition-label type visibility
- › Corporate behavior is changed on every level of supply chain
- › New, global regulations on labor and environment are enacted and upheld

### Integrate

- › Develop full consumer media plan

- › Expand work with brands

### Activate

- › Host influencer events
- › Participate in global assemblies with thought-leadership presentation

- › Launch book and media tour, rollout full media campaign
- › Begin surveying consumers to track perception change

Thank you.

