New Standard Institute

Fashion 2030
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.
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.
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 CO₂ 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.

On average Americans are throwing away 81 lbs of textiles per person per year.

**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.

**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**

### Sustainable Apparel Coalition
Multi-brand initiative working to establish industry-wide measurement tools

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

### BLUESIGN
Building environmental standards for entire supply chain

### GLOBAL FASHION AGENDA
High-profile assembly of industry leaders and influencers

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

### FASHION FOR D
Industry-funded innovation initiative and community platform

### BCI
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.
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
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 terms 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
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
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*
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
Our advisors are a select group of fashion and culture’s most influential:

**Culture and Fashion**
- Andrea Arria-Devoe, Goop
- Whitney Bauck, Fashionista
- Sarah Berner, Olivia Palermo Group
- Babs Burchfield, Conscious Commerce
- Amanda Chen, Participant Media
- Jordane Crantelle, creative strategist
- Ashleigh Cummings, actress
- Emily Deschanel, actress
- Zoey Deutch, actress
- Garance Doré, Atelier Doré
- Amanda Hearst, Maison de Mode
- Bella Heathcote, actress
- Lauren Hurst, Skylight
- Laura Jones, celebrity stylist
- Angela Lindvall, model, social entrepreneur and activist
- Penny Lovell, celebrity stylist
- Carineh Martin, Co-Founder of RAD
- Arizona Muse, model and advocate
- Misha Nonoo, designer
- Arianne Phillips, Costume Designer and Co-Founder of RAD
- Carrie Ellen Phillips, BPCM
- Hassan Pierre, Maison de Mode
- Nikki Reed, actress
- Cameron Russell, Model Mafia
- Taylor Schilling, actress
- Kate Sekules, NYU Costume Studies
- Sarah Slutsky, celebrity stylist
- Sarah Spellings, The Cut
- Tara Swennen, stylist
- Mathew William Swenson, PMH
- Amber Valletta, model and advocate

**Technology**
- Leonardo Bonnani, Sourcemap
- Manuela Zoninsein, Palantir

**Environment**
- Mohamed Amersi, Amersi Foundation
- Tamara Cincik, Fashion Roundtable
- Orsola de Castro, Fashion Revolution
- Dr. Mireille Faist Emmenegger, Quantis
- Dan Fibiger, Gap Inc
- Dr. Linda Greer, NRDC
- Sarah Kelley, Island Foundation
- Kate Logan, Institute of Public & Environmental Affairs
- Ashila Niroshi Mapalagama, Stand Up Lanka
- Dr. Christoph Meinrenken, PhD, Columbia University Earth Institute
- Dr. Senthilkannan Muthu, PhD in Textiles Sustainability
- Liz Ricketts, The OR is Present
- Jennie Romer, environmental lawyer
- Dr. Beth Sauerhaft, former Senior Director of Corporate Sustainability at PepsiCo
- Veronica Yow, RARE Foundation

**Manufacturing**
- Delman Lee, TAL Apparel

**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 DeCario, Mara Hoffman
- Mo Mullen, West Elm
- Ben Pundole, Edition Hotels
- Jake Sargent, SOFTMATTER Ventures
- Al Uzuelli, Ford

**Communications**
- Susan McPherson, McPherson Strategies
- Michael Shank, PhD, Carbon Neutral Cities Alliance
NSI will execute its strategic plan over 3 key phases, achieving its vision by 2030

<table>
<thead>
<tr>
<th>Phase 1: Design + Benchmark</th>
<th>Phase 2: Iterate</th>
<th>Phase 3: Scale Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Research</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>› Design and launch NSI site</td>
<td>› Fill in research gaps</td>
<td></td>
</tr>
<tr>
<td>› Map existing industry standards</td>
<td></td>
<td></td>
</tr>
<tr>
<td>› Identify gaps/research priorities, including those that will enable accurate environmental and social accounting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>› Map existing innovations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>› Map relevant local, national and international government regulations</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Integrate</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>› Develop full consumer media plan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>› Expand work with brands</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Activate</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>› Host influencer events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>› Participate in global assemblies with thought-leadership presentation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>› Launch book and media tour, rollout full media campaign</td>
<td></td>
<td></td>
</tr>
<tr>
<td>› Begin surveying consumers to track perception change</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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
News
Can NSI put an end to fake news about sustainable fashion?

Feature

Harper's Bazaar asked NSI to assess the practices of 13 fashion brands that claim to be sustainable.

Feature

HB's Features Director Olivia Flemming has a frank talk with NSI founder Maxine Bédat, and environmental toxicologist Linda Greer to discuss the ugly truths behind our beautiful industry.

Feature

NSI was featured in this Business of Fashion piece on the need for clear data in the fashion industry.

Feature

Bridget Foley's talks views on Sustainability with NSI founder Maxine Bédat.

Feature

NSI was asked to serve as the expert in this CBS This Morning segment on what viewers can do to curb the carbon footprint of fashion industry.

Feature
NSI's Maxine Bedat and Dr. Linda Greer along with journalist Marc Bain, spoke with NPR Science Friday's Ira Flatow on how the fashion industry is responding to the climate crisis.

Feature

NSI contributed to the media platform Doré to discuss why we can't just shop our way into sustainability and the freedom gained from a less consumerist lifestyle.

Feature 1  Feature 2

Martha Stewart profiled NSI, highlighting our campaign to get fashion companies to disclose their environmental and social footprint.

Feature

Martha Stewart profiled NSI, highlighting our campaign to get fashion companies to disclose their environmental and social footprint.

Feature

NSI contributed to Purple Fashion Magazine's cosmos edition.

In Print

Goop Editor and NSI Advisory Council Member Andrea Arria-Devoe profiled NSI.

Feature
Thank you.