



sustaina
wear

The e-learning program
on sustainability
in fashion and lifestyle
companies

CONTENT FOLDER

“I like to see sustainability as an elephant. And how do you eat an elephant? One bite at a time. It is this exact approach on which my platform is based. All knowledge, tools and activities are structured in small manageable bites in the most logical and natural order. This is to ensure that everyone who takes on the task can reach their goal and in fact become their company’s very own CSR expert.”

Anne Katrine Blirup
Sustainability consultant,
founder of Sustainawear



If you follow the platform’s six stages and their underlying modules and lessons, you will be right on track to a thorough implementation of sustainable practices.

STAGES

Stage 0: Awareness

Stage 1: Baseline

Stage 2: Go Pro

Stage 3: Ownership

Stage 4: Communication

Stage 5: Excellence

In this folder, you'll find an extensive overview of the content on the Sustainawear platform, including modules, lessons and included tools

STAGE 0: Awareness

Through this stage, you'll become aware of the issues in your supply chain and how your business model affects those issues

Module 1: Understanding the issues in your supply chain

Lesson 1: Introducing the supply chain

Lesson 2: Introducing the different issues in the supply chain

Lesson 3: Our business models

Lesson 4: New business models

Lesson 5: International regulations and guidelines

Included tools

- Exercise
- Preformatted Excel sheet for mapping issues in your supply chain

Module 2: Doing a risk assessment

Lesson 0: Introducing The Elephant and House of Cards

Lesson 1: The issues - front of the elephant

Lesson 2: The issues - middle of the elephant

Lesson 3: The issues - end of the elephant

Lesson 4: Probability

Lesson 5: Consequence

Lesson 6: Risk + Actions

Included tools

- Colour-in elephant for visualizing progress.
- Posters for working with actions, risks, probabilities and consequences

STAGE 1: Baseline

Here you'll learn about Code of Conduct, child-labour policies, anti-corruption policies, chemical restrictions etc.

Module 1: Develop policies

Lesson 1: Introducing the module

Lesson 2: How to use the policies

Lesson 3: Overview of the policies

Lesson 4: Choosing the right policies

Included tools

- Policy templates for: Animal Welfare, Anti-slavery, Anti-corruption, Child Labour, Minerals from conflict.
- Supplier communication templates for: Code of conduct (both fashion and jewelry brands), Animal Welfare policies, Anti-corruption policies, REACH compliants.
- Employee communication templates for: Anti-corruption policies
- Templates for:
Code of Conduct, Code of Cooperation, Ethical Sourcing Requirements, gathering signatures for compliance to policies
- Preformatted Excel sheet for REACH compliants.

STAGE 1: Baseline

Module 2: Mapping supply chain

Lesson 1: Why you need to map the supply chain

Lesson 2: Communication with the

Lesson 3: The 80/20 rule

Lesson 4: Collecting the information

Lesson 5: Wrap up & next steps

Included tools

- Template for: production unit mapping, confidentiality agreement
- Communication templates for: contacting suppliers about filling out questionnaires, reminding suppliers to fill out questionnaires
- Preformatted Excel sheet for mapping and segmenting suppliers

Module 3: Risk categorizing your suppliers

Lesson 1: Introducing the module

Lesson 2: Introducing risk categorizing

Lesson 3: How to risk categorize your suppliers

Lesson 4: Risk categorizing examples

Lesson 5: Wrap up & next steps

Included tools

- Risk categorizing tool

Module 4: Onboarding suppliers

Lesson 1: Internal communication

Lesson 2: Onboarding new suppliers

Included tools

- Policy for adding a new supplier

STAGE 1: Baseline

Module 5: Purchasing practices

- Lesson 1: Introducing the module
- Lesson 2: The vicious circle
- Lesson 3: Sourcing Policy
- Lesson 4: Internal Procedures
- Lesson 5: What constitutes a good price?
- Lesson 6: The circle of change
- Lesson 7: Communicating with agents
- Lesson 8: Buyer training

Included tools

- Template for: Sourcing policy, Buyer Code, Cost calculations
- Guide for: responsible purchasing practices (6 pages)
- Check list for mapping internal procedures
- Exercise schedule

Module 6: Communication at Stage 1

- Lesson 1: Why you need to communicate
- Lesson 2: What to communicate
- Lesson 3: Wrap up & next steps

Included tools

- Written website communication on CSR

STAGE 2: Go Pro

In this stage, you'll be setting up the systems, so you know that you are always able to document that you meet the requirements out there.

Module 1: Supplier segmentation

Lesson 1: Why segmenting your suppliers?

Lesson 2: How to segment my suppliers

Lesson 3: How to do the exercise of setting criteria

Included tools

- Workbook on supplier segmentation
- Supplier segmentation chart

Module 2: The different kinds of audits

Lesson 1: Introduction to this module

Lesson 2: BSCI/Amfori

Lesson 3: BSCI/Amfori

Lesson 4: Sedex/WRAP

Lesson 5: SAC/HIGG Index

Lesson 6: SA 8000 + FLA

Lesson 7: Accord

Lesson 8: Brand Audits

Lesson 9: Steps Audits

Lesson 10: Positive Auditing

Lesson 11: Self-Assessments

Lesson 12: Other Audits

Included tools

- Workbook on audits
- Overview of the different audits

STAGE 2: Go Pro

Module 3: SOP for an audit program

Lesson 1: Introducing the module and many Deep Dives

Lesson 2: Prepare the audit program

Lesson 3: The rating system

Lesson 4: Reactions to the rating system

Lesson 5: The action plan

Lesson 6: SOP for your audit program

Included tools

- Audit program model
- Visual chart for preparing an audit program
- Rating charts for developing a rating system
- Action plan template

Module 4: SOP for a testing program

Lesson 1: The different regulations

Lesson 2: The groups of chemicals

Lesson 3: SOP for your testing program

Lesson 4: Choosing a testing provider

Lesson 5: Fails and re-calls

Included tools

- Testing matrix
- Supplier communication on: Testing programs, Chemical restrictions, Updating Chemical restrictions
- Step by step guide for developing a testing program
- Template for: Recall procedure, Fails procedure.
- Internal communication on: Testing program
- Communication to testing company
- Preformatted Excel sheet for mapping and segmenting suppliers
- Chemicals guide (5 pages)
- Preformatted Excel sheet for REACH compliant

STAGE 2: Go Pro

Module 5: The processes involved in developing a Sustainable Material Strategy

Lesson 1: Introducing the processes involved in developing a strategy for sustainable materials

Module 6: Fiber knowledge and certifications

Lesson 1: The different fiber groups

Lesson 2: How Natural fibers are produced

Lesson 3: How Cellulose is produced

Lesson 4: How synthetic fibers are produced

Lesson 5: An overview of the different certifications (COMING SOON)

Module 7: Mapping material use

Lesson 1: Introducing the module

Lesson 2: How to map out your materials

Lesson 3 : Supplier certification mapping (COMING SOON)

Module 8: Developing the Sustainable Material Strategy

Lesson 1: Certifications

Lesson 2: Categorizing the fibers

Lesson 3: Making the strategy

Lesson 4: Communicating the strategy

Module 9: One-pagers

Lesson 1: What is it and why do you need it?

Lesson 2: Develop one-pagers

Lesson 3: Communicating one-pagers

Lesson 4: Wrap up & next steps

COMING
FEBRUARY
2021

STAGE 2: Go Pro

Module 10: Internal training

- Lesson 1: Product teams
- Lesson 2: Sales teams
- Lesson 3: Marketing teams
- Lesson 4: Rules regarding care labels

COMING
MARCH
2021

Module 11: Maintaining data

- Lesson 1: How to measure your progress

Module 12: Sustainable Packaging

- Lesson 1: Introducing the module
- Lesson 2: Mapping packaging materials
- Lesson 3: developing a guide (Reduce/Reuse/Recycle)
- Lesson 4: Developing a strategy
- Lesson 5: Pricing & budgeting
- Lesson 6: Internal training + supplier training
- Lesson 7: Wrap up & Next steps

COMING
APRIL
2021

Stage 3: Ownership

Where you'll make sure to get everyone in your company on board, so you can successfully create and implement your sustainability strategy.

Module 1: Making a commitment

- Lesson 1: Introducing the module
- Lesson 2: Establishing your WHY
- Lesson 3: Making the commitment

Included tools

- Workbook "Making a Commitment" (16 pages)

Module 2: Sustainability Strategy

- Lesson 1&2: Revisiting the elephant for opportunities
- Lesson 3: Collecting data
- Lesson 4: Making a strategy
- Lesson 5: Budgeting
- Lesson 6: Presenting the strategy
- Lesson 7: Following up

COMING
FEBRUARY
2021

Module 3: Training sales teams

- Lesson 1: Introducing the module
- Lesson 2: Why you should train the sales teams
- Lesson 3: The survey - establishing a baseline
- Lesson 4: What they need to know
- Lesson 5: Different training methods
- Lesson 6: Decide on your program
- Lesson 7: Maintain the flow of knowledge

COMING
MAY
2021

Stage 3: Ownership

Module 4: Creating ambassadors

Lesson 1: Introducing the module

Lesson 2: Why you need ambassadors

Lesson 3: Spark the fire

Lesson 4: What they need to know - Deep Dives

Lesson 5: Outsource responsibility and ownership

Lesson 6: Manage your fleet of ambassadors

COMING
JUNE
2021

Stage 4: Communication

Learn different ways to communicate sustainability, how to respond to criticism and how to educate your consumers.

Module 1: Introducing why we need to communicate

Lesson 1: The why (communication)

Module 2: Are we Greenwashing

Lesson 1: What is Greenwashing?

Included tools

- Do's and don't's in CSR communication

Module 3: External Communication

Lesson 1: How and what to communicate

Lesson 2: Do's and Don't's of communication

Lesson 3: Webpage communication

Included tools

- Suggestions for CSR communication

Module 4: Communicating to consumers

Lesson 1: The different communication platforms

Lesson 2: Media

Lesson 3: Communication on social media

Lesson 4: Communication through products (Use phase)

Lesson 5: Communication through partners

Lesson 6: Making Q&A's

COMING
FEBRUARY
2021

Stage 4: Communication

Module 5: How to react to criticism

- Lesson 1: Criticism from consumer
- Lesson 2: Criticism from NGO's
- Lesson 3: Criticism from media

COMING
FEBRUARY
2021

Module 6: Sustainable Development Goals

- Lesson 1: Introducing the SDG's
- Lesson 2: How to use the SDG's
- Lesson 3: Watch out for SDG-washing

COMING
MARCH
2021

Module 7: Sustainability reporting

- Lesson 1: Why you need to write a report
- Lesson 2: The different report methods
- Lesson 3: Data collection for reporting
- Lesson 4: Maintaining & follow up

COMING
JULY
2021

Stage 5: Excellence

This stage is all about how you'll continuously evolve, be innovative, teach the rest of the world and lastly, make a change.

Module 1: Committed to excellency

Lesson 1: Introducing the module

Lesson 2: Continue to learn

Lesson 3: The WE-Factor

Module 2: After use

Lesson 1: Introducing the module

Lesson 2: Our influence on the after use fase

Lesson 3: Take back systems

Lesson 4: Issues around recycling

Lesson 5: How about selling it again?

COMING
MAY
2021

Module 3: New business models

Lesson 1: Introducing the module

Lesson 2: This item is for rent

Lesson 3: New technologies

Lesson 4: Made to order

Lesson 5: Local Production

COMING
AUGUST
2021

Stage 5: Excellence

This stage is all about how you'll continuously evolve, be innovative, teach the rest of the world and lastly, make a change.

Module 1: Committed to excellency

Lesson 1: Introducing the module

Lesson 2: Continue to learn

Lesson 3: The WE-Factor

Module 2: After use

Lesson 1: Introducing the module

Lesson 2: Our influence on the after use fase

Lesson 3: Take back systems

Lesson 4: Issues around recycling

Lesson 5: How about selling it again?

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MAY
2021

Module 3: New business models

Lesson 1: Introducing the module

Lesson 2: This item is for rent

Lesson 3: New technologies

Lesson 4: Made to order

Lesson 5: Local Production

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AUGUST
2021

Deep Dives

In the deep dive sections,
you can learn all there is to
know about specific areas
related to CSR and
sustainability

Current deep dives:

Materials

Certifications

HIGG index

Policies

Sourcing Countries

Questionnaires

Audits

Other Issues in the Supply Chain

Fire and Building Safety

Deep dive: Materials

Sustainable Leather

- Introducing the supply chain - livestock
- Introducing the supply chain - slaughter
- Introducing the supply chain - tanning
- Introducing the supply chain - finishing
- Your sustainable options from livestock to slaughter
- Sustainable options during production
- Questionnaire to suppliers
- Alternatives to leather
- Introducing the different levels
- Level 1: Policy and Traceability
- Level 1: Tests and Communication
- Suggested action at level 2
- Actions at level 3
- A few closing remarks before moving on
- Communication
- Wrap up and closing remarks

Deep dive: Certifications

GOTS

- Introducing GOTS - fiber content
- Introducing GOTS
- The process - suppliers
- The process - brands
- JBS
- JBS's cost and advice
- How to implement - Signe
- Labelling rules introduction
- Labelling rules
- Scope and Transaction certificates
- Marketing rules
- Consumers
- Estimated cost
- The Pro's
- The Con's

Deep dive: HIGG Index

HIGG

- What is the HIGG Index?
- The data you need to collect for HIGG
- How to fill out the questionnaire
- How to fill out the questionnaire – continued.

Deep dive: Policies

Code of Conduct and Code of Cooperation

- History of the Code of Conduct
- Code of Conduct - the General Principles
- Code of Conduct - Forced Labour and Freedom of Association
- Code of Conduct - Working hours and Compensation
- Code of Conduct - Harassment and Child Labor
- Code of Conduct - Health and Safety
- Code of Conduct - Environment, Chemicals, Corruption and Animal Welfare
- Code of Conduct - Closing remarks
- Code of Cooperation

Ethical Sourcing Requirements

- Introducing the Ethical Sourcing Requirements
- Refugee workers and viscose from endangered forests
- Ethical Sourcing Requirements - Closing
- Special policy on Conflict Minerals (Jewelry sector)

Animal Welfare Policy

- Introducing the Animal Welfare Policy
- Bans in our Animal Welfare Policy
- More bans in our Animal Welfare Policy
- Requirements for responsible treatment of animals
- Requirements and communication – continued

Deep dive: Policies

Chemical Restrictions

- Introducing Chemical Restrictions
- Interview with Kis Krarup - THE chemical expert
- Introducing REACH
- Introducing the SVHC list
- Introducing AFIRM
- Deep dives into a few chemical groups

Child Labour Policy

- Introducing the Ethical Sourcing Requirements
- Refugee workers and viscose from endangered forests
- Ethical Sourcing Requirements - Closing
- Special policy on Conflict Minerals (Jewelry sector)

Anti-corruption and Anti-slavery

- Introducing the
- Anti-Corruption Policy
- Introducing the
- Anti-Slavery Policy

Deep dive: Sourcing Countries

China

- The World's factory
- Issues on working hours in China
- Issues on salaries in China
- Issues on social insurance in China
- Hidden factories in China
- China and the environment
- Unions in China
- Child Labour in China
- North Koreans
- When your suppliers have foreign management
- Corruption in China
- Hong Kong factories
- Sourcing from the markets
- Dormitories in China
- Wrap up in China

Deep dive: Sourcing Countries

India

- An audit fatigue country
- Hidden factories in India
- Sourcing areas of India - New Delhi
- The sourcing areas Mumbai and Coimbatore
- Issues on working hours in India
- Issues on salaries in India
- Sourcing leather from India
- Environmental issues in India
- Homeworkers in India
- Sustainable materials
- Corruption in India
- Women in India
- Wrap up in India

Bangladesh

- Bangladesh introduction
- Sourcing areas of Bangladesh
- Old factories
- Issues on working hours in Bangladesh
- Issues on salaries in Bangladesh
- Unions in Bangladesh
- Foreign management in Bangladesh
- Corruption in Bangladesh
- High-rise buildings in Bangladesh
- The Accord
- Wrap up in Bangladesh

Deep dive: Sourcing Countries

Europe

- Produced in Europe
- Produced in Portugal
- Produced in Italy
- Produced in the UK

Turkey

- Sub-contractors
- Suppliers in Istanbul
- Issues on salaries and working hours in Istanbul
- Issues on social insurance in Turkey
- Syrian refugees in the supply chain
- Child labour in Turkey
- The unions in Turkey
- Corruption in Turkey

Deep dive: Questionnaires

The audit questionnaire

- Introducing the standard questionnaire
- Standard questions - general
- Standard questions - general - continued
- Workforce
- Management Systems
- Management Systems continued
- Fire Safety
- Health and Safety
- Dormitories & Child Labour
- Salaries & Working hours
- Recruitment policies and soft issues
- Forced Labour

Steps audit

- Introducing Steps audit
- Introducing Steps audit - continued
- Step 1: Health and Safety
- Step 2: Management Systems
- Step 3: Environment
- Step 4: Salaries and working hours
- Step 5: Soft Issues

Steps audit

- Lesson 1: The minimum requirements
- Lesson 2: Introducing Positive Auditing
- Lesson 3: Positive Auditing
- Lesson 4: Wrap up of module

Deep dive: Questionnaires

Self-assessments

- Self-assessment: H&S + Management
- Self-assessments: Child Labour + Traceability
- Self-assessments - continued
- Minimum requirements

Formulating the questions

- Formulating the questions

Deep dive: Audits

The history of audits

- The beginning of audits
- The history of audits
- The future of audits

Before, during and after the audit

- Before the audit
- During the audit - opening meeting
- During the audit - factory tour
- During the audit - document checking
- During the audit - the dialogue with your supplier
- During the audit - closing meeting
- After the audit

Communicating with the auditor

- Communication with the auditor
- Communication with the auditor - continued
- How you want the report

How to read the audit reports

- How to read the audit reports

Wrap up Audits

- Wrapping up

Deep dive: Other issues in the supply chain

Health and Safety

- Health and Safety issues - part 1
- Health and Safety issues - part 2
- Health and Safety issues - part 3
- Lesson 4: Health and Safety Committees
- Is there a Doctor present?
- A few things to check during a factory visit

Dormitories

- Dormitories

Environment

- Environment

Working hours and salaries

- Working hours
- Salaries
- A living wage
- Insurance

Unions

- Unions

Soft Issues

- Discrimination and Harassment

Deep dive: Other issues in the supply chain

Management Systems

- Management Systems

Wrap up of Other Issues in the supply chain

- Wrapping up

Deep dive: Fire and Building Safety

Causes of Fires

- Introducing causes of fire
- Electrical safety
- Accumulated dust
- Warehouses
- Boilers
- How to prevent a fire

Fire Equipment

- Fire extinguishers
- Fire extinguishers continued
- Fire ambassadors
- Fire hose
- Sand and shovel

Fire Escape

- Second Exits
- Blocked Exits
- Exit signs
- Introducing level 1
- Introducing level 1 – cont.
- Introducing level 2
- Introducing level 3
- Wrap up of the lesson

Deep dive: Fire and Building Safety

Building Safety

- Introducing Building safety
- The Accord standard
- Other countries

Communication

- Communication

Additional benefits

An on-call CSR expert

It doesn't do much good to have flexible program, if you can't get help fixing your problems and challenges when you face them.

Therefore, we are always at your service, ready to resolve any issues or answer any questions you may have. We're just an e-mail or call away.

The classroom experience

Most members of the Sustainawear Community face the same challenges when trying to become more sustainable.

Therefore, we encourage collaboration and a "sharing is caring" attitude in our community.

One brand's current obstacle can be well behind another, and they might know just the solution to your troubles.

On the platform all members have the possibility of chatting, starting foras and engaging in constructive discussions.

New members' kick off

Some brands have been warming up to the implementation of sustainability for quite sometime.

To give them the best possible start, we always host members' kick off, when a group of new members have joined the community.

We give them the best prerequisites for getting a good start, so they are on the right track to reaching their goals.

Additional benefits

Bi Weekly Q&A's

Every other week all the members have to opportunity meet in a virtual get together with Sustainawear's CSR expert.

Here they can ask questions or highlight challenges. Together we do our best to resolve the issues and answer the questions.

The Q&A's also serve as a check-up to keep everybody motivated and on the right track.

Expert talks

Occasionally, we invite the absolute experts in their field in for a chat on their area of expertise.

This might be chemicals, Lenzong materials, plastic or take-back system.

Discounts and access to exclusive offers

As a member of the Sustainawear community, you can get discounts at up to 50%, compared to "outsiders".

Such products include our material guide and incoming new programs.

You also get access to our popular implementation packages, at an additional fee. Here, we have amped up the service level, and take care of most of the implemenation for you.

Still not sure whether
Sustainawear is something
for you?

Give us a call or send us an
e-mail, and we'll gladly tell
you what the platform and
we can do for you

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