



Sustainable Textiles
Switzerland 2030

Dialogue for tangible and achievable goals

Open Meetings: 13.01.2021 SDG 15 Life on Land
15.01.2021 SDG 12 Responsible Consumption and Production
20.01.2021 SDG 8 Decent Work and Economic Growth
22.01.2021 SDG 13 Climate Action

swiss TEXTILES

amfori
Trade with purpose
SWITZERLAND

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TRADE

ecos

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
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Swiss Confederation
State Secretariat for Economic Affairs SED
Federal Office for the Environment FOEN

Dialogue for tangible and achievable goals

Open Meetings in January 2021

Swiss Fair Trade, amfori, Swiss Textiles and **ecos** held four open meetings in January 2021 as part of the Sustainable Textiles Switzerland 2030 programme to define common sustainability goals for Swiss stakeholders. In preparation, the consortium comprehensively analysed national and international initiatives and standards. In each of the open meetings, the consortium presented its ideas for target areas and discussed them with the invited experts and the actors present. The consortium would like to thank for the many valuable inputs and for the exchange of experiences during the meetings.

The open meetings will serve as a basis to formulate consolidated goals and to contact companies and organisations that could officially commit to them by September 2021.



SDG 15 «Life on land»

Target setting for SDG 15 for Switzerland

Sustainable Development Goal 15 “Life on Land” includes various aspects ranging from the protection of ecosystems to combating desertification and land degradation to preserving biodiversity. The consortium members, together with experts, have discussed tangible and achievable goals to protect, restore and promote the sustainable use of terrestrial ecosystems.

Invited experts:

- Klaas Nuttbohm, Zero Discharge of Hazardous Chemicals
- Laura Tschümperlin, Bundesamt für Umwelt
- Liesl Truscott, Biodiversity Benchmark Textile Exchange
- Roland Stelzer, Cotonea

In the open meeting, one participant described the topic very aptly: “In the context of SDG 15, you have to think of the already complex supply chains in the textile sector as one big ecosystem”. This refers to the many different starting points in the area of this sustainability goal, for which there are still few tangible recipes. However, the participants in the open meeting agree on one point: in order to make the progress of the Swiss textile and clothing sector in this complex system measurable by 2030, fields of action must be delimited and quantifiable goals formulated.

The consortium presents possible target fields

In the first part of the session, the consortium presented its thoughts on targets. In the introduction to SDG 15 “Life on land”, Philipp Scheidiger from Swiss Fair Trade emphasised the explosive nature of this sustainability goal, which affects us all through issues such as soil fertility and water protection. Although the goal is closely related to SDG 12 “Sustainable consumption and production” and SDG 13 “Climate action”, the consortium considers a goal in the area of SDG 15 “Life on land” to be indispensable. This is because biodiversity in particular has been increasingly addressed in the textile sector in recent months and the industry’s influence in this area is recognised by the **BAFU** and **McKinsey** as very high. The consortium emphasised the importance of measurable and realistic targets for the Swiss textile and clothing sector. Nina Bachmann of Swiss Textiles explains that a target formulation that is limited to the

cotton sector would not be effective “because many of our members, for example those who work with technical textiles, have very little cotton in their portfolio. It is much more effective and realistic to strive for progress in the areas of chemical management, water footprint and waste reduction, added Pierre Strub of amfori Switzerland.

High need for action and starting points

In the second part of the meeting, invited experts presented their views on SDG 15 “Life on Land”. In addition to Laura Tschümperlin from the Bundesamt für Umwelt (BAFU), Liesl Truscott from Textile Exchange and Klaas Nuttbohm from the Initiative Zero Discharge of Hazardous Chemicals (ZDHC), the two representatives of the private sector Adrian Huber from Mammut and Roland Stelzer from Elmer & Zweifel presented their approaches in the area of SDG 15. They all emphasised the great need for action in the area of biodiversity in order to be able to comply with the planetary boundaries on the one hand and to prevent business risks such as resource scarcity and price increases as well as reputational risks on the other. In addition to the preservation of biodiversity, the reduction of the water footprint and the implementation of effective chemical management, especially at the level of wet processes, were identified as important target areas for SDG 15.

Fibre-specific targets vs. targets in the areas of water, waste and chemicals

Possible quantifiable targets were discussed. On the one hand, there were voices that saw a certain percentage of more sustainable fibres (“preferred fibres”) as a good starting point, while others spoke out in favour of concrete targets in the areas of water reduction, waste reduction and chemical management, without linking these to recommendations on fibres. There was agreement that a minimum target of organic cotton in the portfolios of Swiss companies would not be helpful. Rather, companies should be supported for the greatest possible leverage in the challenges relevant to their product portfolio and incentives should be created in these areas.

Traceability and circular economy

In the open meeting, the importance of traceability in the supply chains was also emphasised again and again, as the starting points relevant to SDG 15 were particularly in the area of wet processes. A partnership and long-term cooperation would offer the opportunity to invest in the preliminary stages and to support them in such adjustments. Furthermore, all agreed that overall the pressure on terrestrial ecosystems must be reduced and that there must therefore be a rethink in the direction of longevity and circular economy. Among other things, this would also reduce the amount of waste generated in the sector.

The following targets for SDG 15 were proposed:

- Reduction of waste and circular economy
- Effective chemicals management
- Protecting biodiversity
- Conservation of natural resources
- Use of more sustainable fibres



SDG 12 «Responsible consumption and production»

Target setting for SDG 12 for Switzerland

The consumption of clothing in Switzerland is high. This is why the Sustainable Development Goal (SDG) 12 "Responsible consumption and production" is also a strategic priority topic of the Confederation. The consortium members of the Swiss Textiles programme, Swiss Fair Trade and amfori, together with experts, have discussed effective and realisable goals to make the consumption of textiles in Switzerland more sustainable.

Invited experts:

- Doris Abt, Fashion Revolution
- Emanuel Büchlin, Coop Naturaline
- Heinz Zeller, Hugo Boss
- Thomas Bongard, Amt für Umweltschutz Stadt Bern
- Thomas Rast, Workfashion

In the discussion it quickly became clear that the consumer has a leverage effect. But is there such a thing as the consumer?

According to various opinions, consumers increasingly want products to be produced sustainably. This can be used as an opportunity by formulating common goals and by companies not fighting each other with advertising campaigns and price undercutting.

Where should awareness-raising start?

In the discussion, it was noted that much is already being done in Switzerland to meet SDG 12, but that there is still potential in the execution. Fact-based approaches with three-dimensional sustainability must be followed. There is disagreement on implementation. While for certain companies Point of Sale (POS) are interesting incentives for sustainable consumption, others point out that their consumers inform themselves in advance and pay more attention to the fit and “look” of a garment in the shop. A holistic approach is therefore required to make supply chains and consumption more sustainable. However,

implementation is challenging, which is why it is suggested to set priorities in order to achieve the set goal step by step.

Public procurement can act as a role model

SDG 12 also includes the weighty topic of public procurement. Various conditions must be met on the demand and supply side. For those responsible for procurement, guiding principles or regulations adopted by the executive are important for orientation. These can then be operationalised for concrete procurement, as the city of Zurich has done with the textile calculator, for example. Transparency is also central for the supply side: Only with transparent tendering and the possibility of controls can it be ensured that textiles are really produced sustainably.

Orientation to the highest standards

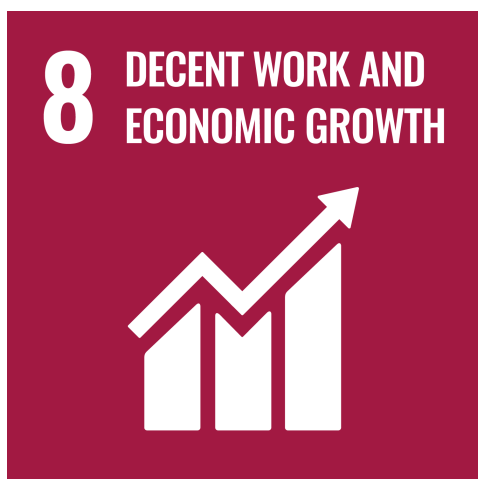
The goals formulated within the framework of the “open meeting” format should be oriented towards the highest standards, or rather the most ambitious demands. The aim is to reduce material and energy consumption in equal measure. While it is necessary to sensitise consumers, it is also expected that Swiss policy-makers set new targets. The formulated goals should be monitored.

It is also proposed to change the advertising and sales strategy. For example, more emphasis could be placed on the durability

and reparability of products instead of short-lived fast fashion. In order to promote the willingness of consumers, more education, more sensitisation and the corresponding offer are needed.

The following targets for SDG 12 were proposed:

- 50% of products with sustainability information.
- 100% of textile companies with sustainability reporting.
- Private sector actors provide public procurers with information on sustainable innovations in the textile sector.
- Increase consumers' awareness of impacts of purchasing decisions and access to necessary information.



SDG 8 «Decent Work and Economic Growth»

Target setting for SDG 8 for Switzerland

Respect for human rights, fair trade or living wages are topics that play an essential role within the framework of SDG 8. At the same time, the goal is also to enable healthy economic growth. SDG 8 is to be achieved through holistic trade that generates prosperity for all.

Basis SDG 8 «Decent Work and Economic Growth»

Work and economic growth are seen as crucial in the fight against poverty. But having a job is not a guarantee against poverty in many places. According to recent data, the 200 million people worldwide who were unemployed in 2019 have been joined by 100 million due to the covid pandemic. According to the World Bank, almost half of the world's population lives on less than \$5.50 a day.

SDG 8 sets concrete targets on urgent issues with deadlines/measures to ensure fair working conditions. For example, all child labour should be stopped by 2025. With the OECD Due Diligence Guideline and the ILO Core Labour Standards, measures and guarantees have already been formulated that are in line with SDG 8. Interesting in this context is the double objective at the Swiss level: The Federal Law on Public Procurement (BÖB) came into force on 1.1.2021, which explicitly calls for social (and ecological) criteria in procurement. The implementation of the indirect counter-proposal to the Corporate Responsibility Initiative is also underway and requires measures in due diligence, working conditions and transparency.

Together with experts, the consortium members have discussed effective and realisable goals.

Invited experts:

- Anna Vetsch, Coop
- Christian Robin, SECO
- David Hachfeld, Public Eye
- Franzis Wimmer, amfori
- Jacques von Mandach, Manroof GmbH
- SethuLakshmy Chakkenchath, Fairtrade Germany

In total, more than 35 stakeholders from NGOs, Fair Trade, associations and companies participated in the discussion. During the exchange, various points were raised that influence the achievement and effectiveness of possible goals and measures:

- Growth should work for all and the dignity of all should be preserved
- Fair working conditions and wages are to be observed primarily in the supplier countries, but not only
- Child labour, forced labour and sexual harassment should be eliminated immediately.
- Environmental factors should also be taken into account and growth should be decoupled from environmental impacts.
- The influence of Swiss companies on supply chains as well as the responsibility of producers also determines the objectives (shared responsibility applies)
- Cooperation between buyers and producers is seen as a key element for successful improvements – as is further training

and empowerment of employees, in particular information about their rights.

- Ambition and achievability of goals are to be balanced, the challenge should become an opportunity for the actors. There are role models, but the majority of companies still have a lot to do and must be given simple guidelines and measures to achieve the goals.
- Harmonisation of standards and initiatives, cooperation of all actors helps to reduce implementation barriers and increase awareness.

It was agreed that in SDG 8, the area of “fair labour conditions” opens up the space for the definitive target setting as part of the STS 2030 programme. The target of sustainable growth of the textile industry is already a core idea of the STS 2030 programme and was therefore not further elaborated.

The following targets for SDG 8 were proposed:

- Take immediate and effective action to end forced labour, child labour (by 2025) and sexual harassment.
- Fair wages in the sense of Fair Remuneration or Living Wage (by 2030) with immediate measures.
- Regulating shared responsibility – what do buyers have to bring in, what do producers have to bring in?
- Other goals such as environmental sustainability, transparency of supply chains and production conditions are covered in other target areas (SDG 12, 13, 15).

Last but not least, the goals should apply to all groups of actors: Companies (buyers, producers), buyers, NGOs and trade organisations. And all should make their contributions in their areas of influence.



SDG 13 «Climate action»

Target setting for SDG 13 for Switzerland

By signing the Paris Agreement, Switzerland has committed itself to making its contribution so that average global warming is limited to well below 2 degrees Celsius compared to pre-industrial times, with a maximum temperature increase of 1.5 degrees Celsius being targeted. With its CO₂ legislation, Switzerland will implement this within its national borders. But about 75% of Switzerland's emissions are caused in its global supply chains – not least by the textile industry. In the open meeting on SDG 13, the consortium members together with

experts discussed effective and realisable goals in the area of climate.

Invited experts:

- Adrian Huber, Mammut Sports Group
- Lene Petersen, WWF Schweiz
- Mathilde Treis, South Pole Carbon
- Siegfried Winkelbeiner, Schoeller Textil AG

The consortium discusses possible target fields

In the first part of the session, the consortium (consisting of Swiss Textiles, amfori and Swiss Fairtrade) presented its thoughts on targets. In the introduction to SDG 13 “Climate”, the findings of various studies, in particular for example by **McKinsey**, on the current development in the area of climate targets and their effectiveness were presented. It became clear that ambitious reduction paths must now be tackled in order to achieve the net-zero target for 2050 set out in the Paris Agreement.

In the discussion within the consortium, it was questioned whether a reduction of 30% of greenhouse gas emissions in the supply chain by 2030, which was proposed by the UN fashion industry charter for climate action 2018, was not too ambitious a target in view of current scientific findings. The consortium proposed to increase the target from 30% to 50% and thus opened the expert panel.

Approaches of the experts

Lene Petersen from WWF Switzerland explained the approach of the Science Based Target Initiative, of which WWF is one of the founders. Companies commit to a linear reduction path for their emissions. Lene Petersen stated that WWF Switzerland clearly supports a 50% reduction by 2030, whereby offsets should not be included, i.e. only real reductions should apply.

Mathilde Treis from South Pole Carbon explained how companies can determine their current emissions according to the Green House Gas Protocol (Scope 1, 2, 3) in order to have a baseline. Only then can a reduction path be determined on the basis of this baseline. The data used for a rough calculation is based on global average values, but should be refined in a second step. The costs for determining current emissions range between 5,000 and 100,000 Swiss francs, depending on the size of the company and its product portfolio.

Adrian Huber from Mammüt Sports Group advocated setting ambitious goals in any case. This also benefits the company; for example, investors pay enormous attention to the topic in addition to digitalisation. A 30% reduction by 2030 is far too little. Compensation should also only be considered in the short term; in the long term, it is no longer an option. "Zero is zero". At the same time, he pointed out that the challenge lies primarily in the energy supply with coal in the producing countries.

Siegfried Winkelbeiner of Schoeller Textil AG explained how he deals with customer demands and how he, as a producer,

implements reduction measures by means of direct investments, some of them very high, in plant and machinery, which he cannot charge directly to the customer. Different standards are an additional challenge that has to be overcome. He sees the support that SMEs need above all in the exchange and sharing of know-how.

The following targets for SDG 13 were proposed:

- 50% reduction in greenhouse gas emissions by 2030
- New business models (e.g. resell models or recycling)
- Reduction of resource usage

At the same time, the question was raised as to how such new business models could be related to SDG 8 (aspiration to full employment).

Further process STS 2030

After the webinars on the four SDGs, a balance sheet will be drawn up and binding goals for the “Sustainable Textiles Switzerland 2030” programme will be developed by March. From March to August, these will be discussed with stakeholders and commitments will be obtained from as many actors as possible.

In the course of 2021, the groundwork for an awareness-raising campaign will also be carried out within the framework of consumer typology, attitudes and motivation, as well as the

identification of points of contact for more sustainable Swiss
textile consumption.



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