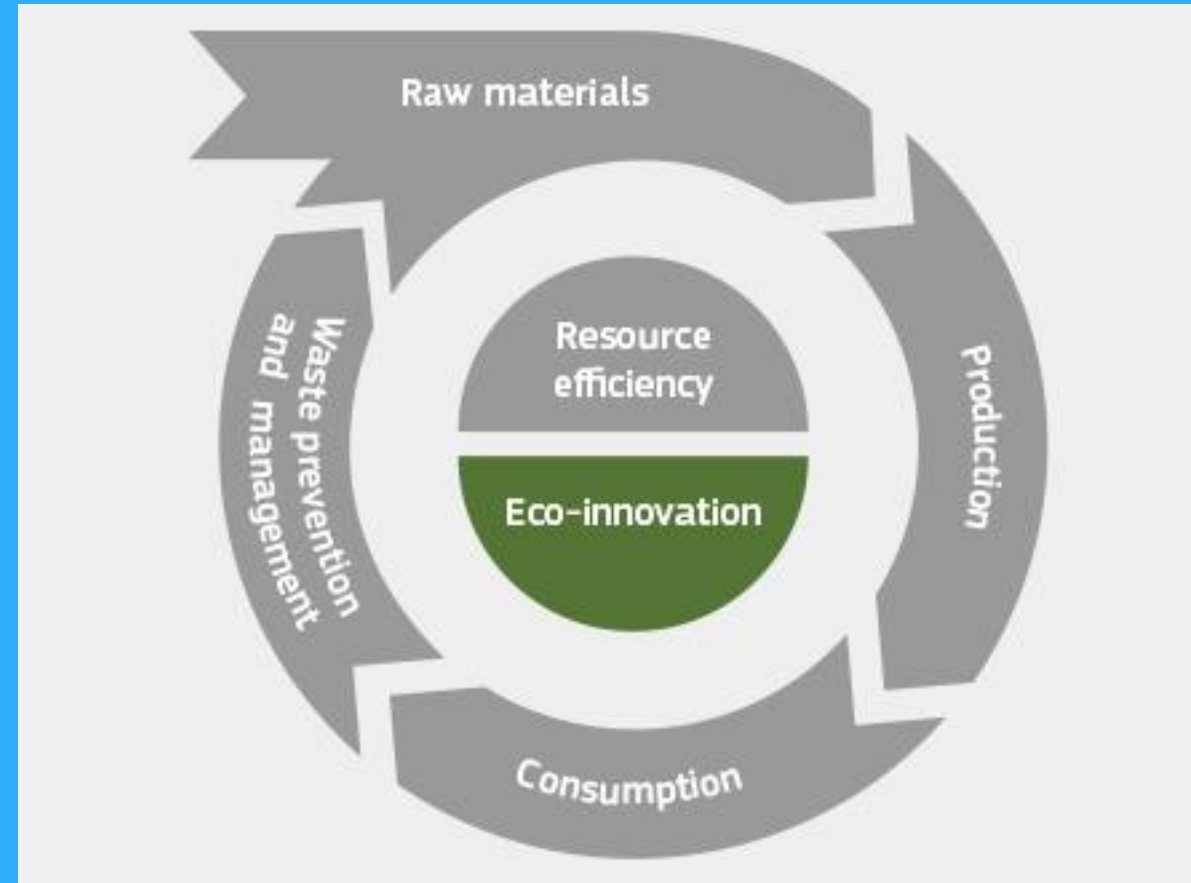


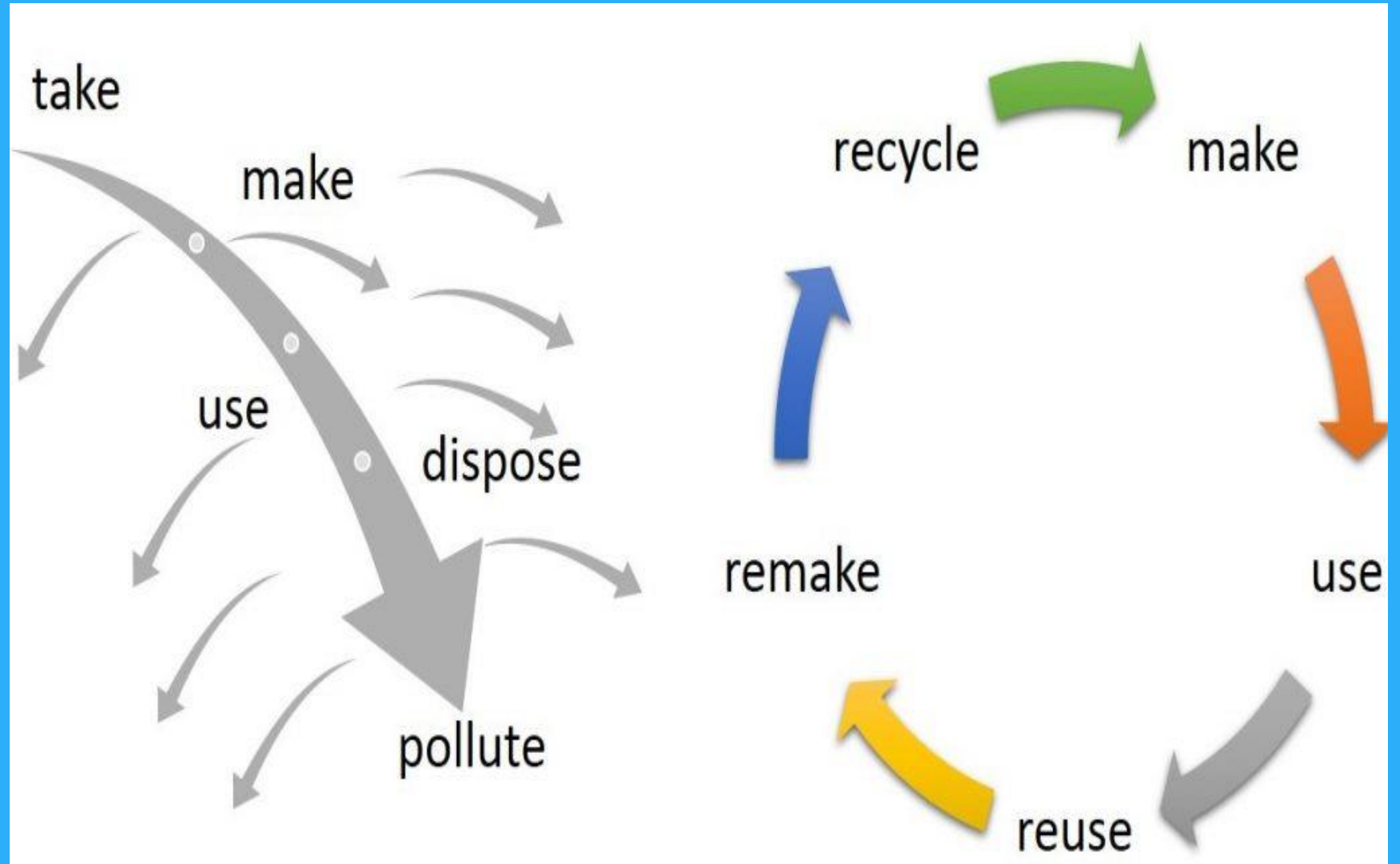
Mainstreaming Eco-Innovation in Sustainable Consumption and Production Policies

What is Eco-Innovation?

- “Eco-innovation is the development and application of a business model, shaped by a new business strategy that incorporates sustainability throughout all business operations based on lifecycle thinking and in cooperation with partners across the value chain.”
- “Eco-innovative companies apply lifecycle thinking, which considers all phases of product life: from extraction of raw materials through to material processing, manufacturing, distribution, use and maintenance, to disposal or re-use.”



Linear VS. Circular Model



SDG 12: Responsible Consumption and Production

“Requires the reduction of ecological footprint by changing the way we produce and consume goods and resources”



Managing the way we dispose of waste, efficient management of natural resources, encourage recycling, reuse, and reduce.



UNEP-ROWA Sustainable Fashion Programme

Under the resource efficiency subprogramme, the sustainable fashion programme aims at tackling the detrimental impacts the industry poses on the environment.

The programme is split into the following 4 pillars:

- Public Awareness
- Education and Advocacy
- Cross-sectoral Collaborations
- Policy Framework



The Global Fashion Industry

- \$2.4 trillion industry
- Apparel consumption is predicted to increase by 63% by 2030
- Since 2000, production of clothing has doubled

	2015 Value	2030 Predicted Value
Water Consumption	79 billion cubic meters of consumed water	118 billion cubic meters of consumed water
Energy Emissions	1,715 millions ton of CO2	2,791 millions tons of CO2
Waste Creation	92 million tons of produced waste	148 million tons of produced waste

Environmental Impacts of the Fashion Industry

- Emits 3.3 billion metric tons of greenhouse gas and consumes 215 trillion liters of water annually

(Quantis, 2018)

- Annually, 500,000 tons of microfibers are released into the ocean which is the equivalent of 50 billion plastic bottles. (UNEP, ELLEN MACARTHUR FOUNDATION)

- Textile dyeing is the second most water polluting activity, harming waterways that impact human health, ecosystems and biodiversity (UNEP)



Limitations Within the Region

- Lack of regional data and statistics
- Lack of government interventions
- Lack of initiatives
- Lack of awareness



Case Studies: Laws, Regulations and Initiatives

- **France:** Legislation prohibiting the destruction of unsold goods including clothing. (The Fashion Law)
- **Sweden:** proposed chemical tax on apparel industry to be put into effect on April 1st of 2021 (Eco Textile News)
- **The Fashion Pact:** “a global coalition of companies in the fashion and textile industry (ready-to-wear, sport, lifestyle and luxury) including their suppliers and distributors, all committed to a common core of key environmental goals in three areas: stopping global warming, restoring biodiversity and protecting the oceans”. (The Fashion Pact)

Case Studies: Laws, Regulations and Initiatives

- **United States:** citizens can receive tax deduction when clothing and household items are donated to charity organizations. (CC Goodwill)
- **Germany:** partnership for sustainable textiles amongst different stakeholders from the fields of business, politics and civil society to improve social and environmental conditions in the global textile production (CFGDA, The Council of Fashion Designers of America)
- **European Clothing Action Plan:** project funded by the EU to address clothing sustainability that encompasses sustainable design, production, consumption, public procurement, collection, recycling and reprocessing. (ecap)

Case Studies: Projects

switchasia



Funded by the
European Union

Switch Asia Textile Related Projects:

- **China:** sustainable production in the printing and dyeing sector (2013-2017)
- **India:** Green retail establishing sustainable practices in large retail chains strategies, operation and marketing, educating consumers and creating good environment to adopt sustainable changes (2013-2016)
- **Pakistan:** cotton producers committed to more sustainable production practices that were in line with European procurement guidelines (2012-2015)

Benefits of Eco-Innovation



- Profitable opportunities for the private sector along the value chain
- Enhances competitiveness and economic growth
 - Alleviation of resource restraints
 - Prevention of environmental degradation through the reduced use of natural resources
 - Improvement of social welfare and local community engagement
 - Job creation
- Enhances country knowledge through the promotion of innovative eco-innovative solutions
- Reduces health and environmental risks through responsible consumption and production

Thank you!