

# RUBY

RUBY is a family-owned fashion label based in Aotearoa New Zealand.

Ruby participated in the Mindful Fashion Climate Action Programme. General Manager Emily Miller Sharma and Planning and Logistics Manager Briar Lloyd share their insights after participating in the programme.

## **This is the first time your company has calculated its GHG emissions. What insights did you gain from doing this?**

Going through this process with Mindful Fashion has helped us find great clarity about where we need to focus our attention, both as a company and an industry. We found that the biggest proportion of our emissions came from freight and waste to landfill which was consistent with many others in our industry. What stood out in particular was that whilst airfreight may only make up say 24% of our freight activity it can create 90% of the freight emissions. It can be a challenge in production and logistics to have the product delivered at the right time, but seeing how large the airfreight emissions actually are has sharpened our focus to nail down airfreight only in an emergency. The waste to landfill was a genuine shock to us as we have a lot of strong waste minimisation practices in place, however, this helped us recognise we need to be even better with our operations, and ensure we keep up our current measures that mean none of our cut and sew waste from New Zealand production goes to landfill.

## **What significant challenges or opportunities will you face as you try to reduce your greenhouse gas emissions during the coming**

This clarity from the program has helped provide us with clear goals for the year ahead and hold what matters most front and centre as opposed to getting lost in the micro. Macro goal - reduce carbon emissions. Midro goal, based on facts - reduce airfreight at RUBY, better deal with our operational waste, and contribute to structural change in the industry to reduce manufacturing waste to landfill.

## **What help do you need from Mindful Fashion, politicians and policy makers, and other key stakeholders to make it possible to achieve your goals?**

We are looking forward to working with Mindful Fashion on benchmarking these GHG emissions results within our industry so we can have a better idea of where we sit in our unique position in New Zealand, and so we can work on solutions and track progress collectively.

Both freight and waste are stand-out areas that need addressing for the fashion industry and New Zealand more broadly. For freight, leadership from suppliers when it comes to both the services they offer (e.g. transition to elective vehicles and low carbon transport solutions) and the data and reporting they can provide to business customers. In regards to waste, we believe there is a huge opportunity for government leadership around textile waste infrastructure investment and facilities in New Zealand to help better support a circular economy on this side of the world.