



MINDFUL FASHION
NEW ZEALAND

SUSTAINABILITY INSIGHTS REPORT 2021

First sustainability baseline of the NZ fashion and textiles industry

Foreword

Kia ora e te whānau,

The New Zealand fashion, clothing and textile industry is a critical part of our history; our culture; and our economy.

Our industry employs creative, passionate people and ensures New Zealanders can choose to wear clothes that are made here and reflect our own culture and values. That our film and television producers can select locally made costumes. And that our kids can wear uniforms made right here in Aotearoa.

This industry that we all cherish, like many others, is on the cusp of major change. While there is so much we contribute, we also recognise that we must play our part in resolving some of the planet's toughest challenges.

These challenges include climate change; the over-use of resources; and ensuring people the world over are paid fairly, are safe at work, and treated respectfully.

It's this need to front-up to big global challenges that motivated the creation of the Mindful Fashion New Zealand Sustainability Insights Report. This report is a first for the industry here in Aotearoa.

We wanted to capture our progress; explore our shared challenges; and chart the course towards a better future.

Many of us are already doing so much. We are embracing fabric certifications; reducing textile waste; and focussing on emissions reductions. There are so many inspiring stories contained in these pages.

However, what is also clear is that if we are to truly change in the way the planet needs us to, we all need help. Brands acting individually just don't have the resources or influence to be truly sustainable. No one brand acting alone from our motu can influence global fabric manufacturers, or decarbonise their full value chains.

This is why we believe there is so much power in working together.

This report proposes a pathway that we can collaborate on solutions in the priority areas of climate; materials; waste and people. There are 12 key actions proposed, and we are looking forward to hearing what you think about them.

While this report makes a strong case for collaboration, it is also a call for more support and investment.

At MFNZ we now have 68 members - mostly SMEs. We've also been joined by partners in education, research, and corporate New Zealand. We are truly grateful for this support.

In two years, we've implemented an industry-wide Code of Conduct; delivered webinars on a range of topics including certification; begun (tireless) work on industry apprenticeships and workforce development; and developed a full circle t-shirt drawing on 20 participants in the supply chain; amongst other achievements.

But to achieve the ambition set out in this report, frankly, as an industry organisation we too need more help.

As such, we call on the support and influence of leading businesses in the New Zealand clothing and textile sector, who believe in a more sustainable future and are excited by an opportunity to show sector leadership through Mindful Fashion.

We also ask philanthropists, the Government and other corporates that see the potential of a thriving, full circle New Zealand clothing and textile sector to provide us with your unique support.

So if you want to see a clothing and textile sector succeed sustainably in Aotearoa, please do get in contact.

To finish, to our Programme Director, Jacinta FitzGerald - thank you for your tireless work; your intelligence and dedication. This report is a result of your ambition for the sector.

And to our members, thank you for your support. Thank you for your willingness to embrace change and collaborate. We are excited about this report, and where we can go together next.

He waka eke noa.

Em, Kate and James

Co-Founders and Board Chair

MFNZ

Executive Summary

Mindful Fashion's mission is to unite Aotearoa New Zealand's clothing and textile industry to create an innovative, full-circle and thriving future.

The release of our inaugural Sustainability Insights Report, an industry first for New Zealand, comes at an important time for the sector globally and here in New Zealand.

The fashion industry is facing a significant number of sustainability-related interconnected challenges such as increasing consumption and waste, high emissions, degenerative materials and a poor track record on labour rights. Shoppers, investors and NGOs are demanding more transparency and responsibility from the sector and the Covid-19 pandemic has only added to these challenges.

As an island nation distanced from global supply chains, pressures are mounting to become more self sufficient and build resilience and capability within our shores for the industry to continue to survive and thrive in New Zealand.

We know our members are doing some great work within their businesses to tackle sustainability challenges. We put a lot of thought into how best to approach taking them further on the journey to a more sustainable industry, and at the same time bring some of these stories to life to inspire others and increase ambition.

One of the things we have grappled with is presenting a balanced view, showing the reality of the current situation and the pathway forward, while at the same time acknowledging where we have had success. Therefore this report isn't a shiny brochure, it's an open and honest look at where we are at today, and where we are heading.

Using four key interconnected sustainability impact areas, we surveyed our members to get a baseline measure of their current sustainability progress, and used this to identify opportunities for further action where Mindful Fashion can play a role to advance sustainability.

WHERE ARE WE NOW

There is a lot to celebrate, with progress being made in many areas.

Certifications and standards are the most widely used tool for materials sustainability. 92.5 percent of our members use standards for some or all of their materials, while 85 percent have a plan or strategy in place to improve the sustainability of their materials.

Many members are working to reduce their carbon emissions through actions related to waste reduction, fibre and material choice, switching to renewable energy, using carbon neutral freight providers and prioritising sea freight over air freight. There is opportunity here to enable companies to measure their footprints in order to quantify reductions and encourage further work in the supply chain.

Textile waste is a focus area for clothing and textile companies, both pre- and post-consumer, and there are significant barriers to action in this area. To address this many of our members have developed bespoke initiatives with 40 percent diverting more than half their cut and sew waste from landfill, and a further 36 percent diverting some (<half).

A growing number of members are using third party labour certifications to help ensure fair labour practices when working with suppliers. The Mindful Fashion Code of Conduct is also an important tool when working with suppliers.

WHERE DO WE GO FROM HERE

These insights provide a measure of the industry's current progress and give us a starting point to build on for further action. Later in the report, we share a range of next steps to take these insights further.

The industry has shown it wants to work together to tackle common challenges. This is evidenced by participation in Mindful Fashion, in our working groups and in our engagement with the industry at large. Collaboration is important if we want to make progress on sustainability in a way that works for our New Zealand industry, and for us as a country.

We have identified 12 key actions for Mindful Fashion, where we can drive collaborative work. These include working with members to establish a collective commitment on climate action, to investigating solutions for cut and sew textile waste, promoting an increase in the active life of clothes and building capability in sustainability knowledge.

These actions support and enhance work Mindful Fashion has underway to build resilience and capacity in the local industry. Through our cross industry working group, we are mapping industry skills and roles to identify where training and skills development is needed and to focus recruitment efforts in these areas. We are engaging with both Government agencies and private training providers to develop training programs for technical roles, in particular machinist training.

This report provides a snapshot of the current baseline. We know there is much to be done, that with sustainability you don't arrive, it is a continuous journey of change and progress. The landscape is constantly evolving as new technology and information comes to hand. Our members have shown a commitment to this journey through their participation in Mindful Fashion.

We would therefore like to acknowledge the support and collaboration of our members, our partners, our advisors, and the companies that took part in this first baseline for industry benchmarking.

Mindful Fashion is uniquely positioned to drive the collaboration required to build a sustainable future for the industry here, and we look forward to continuing to learn and collaborate with our members and all our stakeholders both locally and globally. Together, we can be part of the solution. Join us!

Jacinta FitzGerald
Programme Director
Mindful Fashion New Zealand

HIGHLIGHTS

Mindful Fashion members are doing great work to address sustainability impacts.

Many Mindful Fashion members are working to **reduce their carbon emissions** through:

- waste reduction.
- fibre and material choice.
- switching to renewable energy.
- using carbon neutral freight providers.
- prioritising sea freight over air freight.

Mindful Fashion members are working to **improve the sustainability of their materials**:

- 85 % have a plan or framework in place to improve fibre/materials sustainability.
- For 40 % of members, over half if not all their materials are certified or repurposed.

Mindful Fashion members are working to **reduce waste to landfill** through:

- Over 80 % have general waste goals in place, in particular around plastics and packaging.
- 40 % of our members are diverting at least half of their cut and sew textile waste from landfill!
- Initiatives range from upcycling scraps into new garments, to composting, to donating to education programs. We highlight some of these initiatives throughout this report.

Mindful Fashion members are working to **create social benefits**:

- More than half of members have a living wage policy.
- More than 55 % use third party certifications when working with international suppliers.
- Staff training and upskilling programs are in place at more than 50 % of our members businesses.

KEY OPPORTUNITIES & ACTIONS

The Mindful Fashion Sustainability Insights report provides a measure of the baseline of our members sustainability work across four interconnected impact areas. A summary of our key findings are outlined here, along with our 12 priority actions. More detail is given in each section.

CLIMATE

An overwhelming majority of members (94 %) want support to measure their GHG emissions.

Almost 10 % are currently measuring their emissions.

This has been identified as a key area - it's the top sustainability challenge for many businesses, an area of concern for New Zealanders, and we have incoming regulation in New Zealand.

This is also an area that is applicable to all our members, regardless of type of business.

OUR NEXT STEPS

1. Work with members to set goals they can commit to for climate action.
2. Develop a roadmap with members to guide work towards achieving goal and milestones.
3. Align with/ join local and global initiatives, and provide tools to help members measure and manage their footprint and achieve targets.

MATERIALS

Most members have some understanding of fibre and material sustainability, and are taking action to improve the sustainability of the materials they use.

Most of our members are using a framework or have a strategy in place for more sustainable materials, others tackle it in a less formal way.

Most members would like additional support to extend their knowledge to enable a greater uptake of low impact materials.

OUR NEXT STEPS

1. Develop an information series that provides education to members about certifications and standards for fibres and materials.
2. Provide education and tools to build knowledge of materials sustainability to drive increased use of low impact materials..
3. Align/work with global initiatives to enable evidence based decisions, and provide case study examples of best practice sector wide to educate and drive action.

WASTE

Textile waste is top of mind for most members; both pre-consumer cut and sew, and textile waste, and post consumer garment waste.

Many are working on small scale solutions for cut and sew textile waste in particular, however only a small percentage run a takeback scheme for used clothing.

There is potential to create positive environmental outcomes by increasing the useful life of clothing and finding circular solutions for waste, from packaging and hangers to cut and sew textile waste..

OUR NEXT STEPS

1. Investigate takeback, recommerce, repair and clothing life-extension, look at feasibility of collective projects
2. Continue to share innovations and best practice to drive reduction of textile waste.
3. Investigate recycling initiatives for waste, including cut and sew textile waste; look at feasibility of collective circular textile projects.

PEOPLE

Living wages and cultural literacy are areas members are interested in building capacity in.

Building a skilled workforce is top of mind for members, especially in the manufacturing area.

For local procurement, members would like to develop a deeper understanding of policy including the Mindful Fashion Code of Conduct.

Certifications and standards are the most widely used tool to ensure responsible global supply chains.

OUR NEXT STEPS

1. Provide guidance on incorporating the Mindful Fashion Code into procurement policies. Run workshops to share best practice on policies and procurement.
2. Engage external experts to run a cultural literacy program and Living wage sessions for members.
3. Continue to work with PTEs and Government to develop workforce development programs, both on-the-job apprenticeships and short training courses to meet current and future demands.

INTRODUCTION

Contents

- 2. Foreword
- 3. Executive Summary
 - 4. Highlights
 - 5. Key insights
- 6. Introduction
 - 6. Contents
 - 7. About Mindful Fashion
 - 8. About this report
- 9. The NZ fashion and textiles industry
 - 10. Industry snapshot
 - 11. Our members
- 12. Where we are now - our findings
 - 13. Risks of concern
 - 14. Climate
 - 16. Materials
 - 20. Waste
 - 24. People
- 28. Where to from here
 - 29. Our Priorities
 - 30. Roadmap
- 31. Acknowledgements
 - Participating members
 - References
- 32. Appendix
 - Our members
 - Our partners

About Mindful Fashion

Mindful Fashion's mission is to unite New Zealand's clothing and textile industry to create an innovative, full-circle and thriving future.

Built on a foundation of responsibility and collaboration, Mindful Fashion is the industry body for NZ clothing and textile industry members who believe in a thriving and sustainable future for the sector in Aotearoa New Zealand.

We are an incorporated society, and non-profit organisation governed by a Board of Directors, and made up of members from across the value chain; designers, brands, manufacturers, CMTs, textile and trim suppliers and service providers.

Our purpose is to strengthen the fashion and textiles industry through advocacy, collaboration and innovation, championing a thriving industry for all. Our unique position brings industry stakeholders together to address shared challenges and seize new opportunities.

At the heart of what we do is a commitment to a sustainable future, one that takes care of people and place and ensures a prosperous future for all.

Our Strategic Priorities

- Connect the industry and share knowledge
- Build industry visibility and leadership
- Develop a thriving local industry through skills and capacity development
- Embed sustainable practices - climate, materials, people
- Move towards a circular textiles system



About this Report

What it is

The Mindful Fashion Sustainability Insights report provides a measure of the baseline of our members sustainability work and outlines our role in driving further action on the challenges facing the fashion and textiles industry in Aotearoa New Zealand. It's a *snapshot* of the industry using a sustainability impact lens, as a way to benchmark current status and to identify priority areas where we could use our resources to activate change.

Why we did it

Mindful Fashion's mission is to support development of a thriving and full-circle clothing and textiles industry in New Zealand, one that is resilient and creates positive benefits. To ensure we can achieve this we need to measure and understand the current status of our industry, and use this to make a plan - determine priorities, develop actions and create a roadmap to make change happen.

Education and tools to advance sustainability were key priorities identified in our stakeholder engagement with members and the wider industry when we developed our strategy early in 2020. The challenge has been to understand how to do this in a meaningful way with limited resources, for a multifaceted range of businesses. How do we build on our Code of Conduct and Charter, and advocate for sustainable practices in a way that drives action? This document is another step in this process.

Who was involved

We asked members to tell us about their sustainability work, to enable us to build a picture of the industry as a whole, and then used the insights gathered to identify priority areas and develop goals for action. 42 members participated in the process, representing 72 percent of our members at the time - we've grown since then. This process is also an effective means for members to reflect on their own progress, build knowledge and benchmark themselves against the industry baseline.

The Research Process

Mindful Fashion members were invited to contribute to the sustainability study of New Zealand's clothing and textiles industry by participating in a survey in June/July 2021. Responses were requested for the period April 1 2020 - March 31 2021.

The survey looked at what members see as key sustainability risks, initiatives they are currently working on in four impact areas, and where they've identified they want support for further action. The results were analysed to identify key themes and recommended actions for Mindful Fashion to take.

Alongside category specific questions, participants were given space to share any initiatives they've been working on that could be used as a case study for others to learn from or be inspired by.

Individual responses and case studies are only shared where permission has been granted.

Questions in the survey covered four themes:

1. Climate
2. Materials
3. Waste
4. People

Analysis and Insights

Results were analysed and key themes and insights emerged. From here we identified opportunities where Mindful Fashion could take action, and came up with a list of priorities within each sustainability impact area. These priorities were identified based on those actions most achievable, and those that will have the biggest impact to the greatest number of members.

From here, we will release our findings to members and the wider industry, finalise a timeline and roadmap with members so we can implement next steps, and build out a mechanism for commitment and accountability to encourage action.

THE NEW ZEALAND FASHION & TEXTILES INDUSTRY

THE CURRENT STATE OF THE NEW ZEALAND FASHION INDUSTRY

INDUSTRY VALUE AND CONTRIBUTION

The clothing and textile industry plays a valuable role in New Zealand society through its economic contribution, the creation of skilled technical, creative and professional jobs, and its unique ability to showcase New Zealand's values and creativity to the world.

Our diverse and wide-ranging industry includes designers and brands, textiles, accessories, manufacturing, costume for NZ's burgeoning film industry, a strong uniform and workwear sector, wholesaling, marketing and retailing of a broad set of clothing and textile products for local and international markets.

The industry at a glance:

- Has a large local manufacturing and employment base, predominantly SMEs
- Makes a valuable contribution to the NZ economy
- Is an expression of New Zealand's creativity
- Has strong values of sustainability
- Provides apparel for workforces, including Government employees

Data that accurately reflects the size and value of the New Zealand industry is limited and fragmented. We have collated currently available data to start to build up a picture of the value of the industry, however further work needs to be done in this area.

Economic contribution (2019/20)

- **\$2.1b¹** The sales value, NZ Clothing Textile Footwear Manufacturing
- **\$3.94b¹** Retail Sales value of NZ Clothing, Textiles, Accessories (not including department stores)

Employment and Business (2019)

- **8,741²** Number of employees in the Apparel Manufacturing sector:
 - **80.3%** of which are female
- **21,800¹** Employees in the Clothing, Footwear and Accessories Retail sector
- **1,943²** Businesses in the Apparel Manufacturing sector

SECTOR CHALLENGES

While the New Zealand clothing and textile industry is creative, unique and agile, there are significant common challenges that businesses face. These include:

- Limited visibility and recognition, especially with local and national Government;
- Rising awareness of environmental and social justice issues prevalent in global supply chains, coupled with limited capacity to address or influence due to business size;
- Changing consumer and market expectations, placing increasing pressure on businesses to act. Consumers are demanding sustainability, transparency and inclusivity in particular;
- There is limited domestic fabric production and end of life textile solutions in New Zealand. This means our options to create change locally have constraints;
- The industry is facing a critical skills shortage especially in manufacturing due to an aging workforce, no access to immigration, and lack of suitable training, upskilling and recruitment pathways.
- The last 18 months have seen a marked increase in support for New Zealand brands, as well as a demand for New Zealand manufacturing, resulting in further pressure on local suppliers.

HOW MINDFUL FASHION IS ADDRESSING THESE

In our role as an industry organisation representing the sector in New Zealand, we've developed our strategic priorities (outlined on p7) in direct response to industry need through ongoing stakeholder engagement with both members and the wider industry. Our priorities outline the work we're doing to address these common challenges.

We have convened working groups in both the Workforce Development and Circular Economy areas to facilitate collaborative action. Both groups comprise stakeholders from across member and partner organisations, and are working on projects to support and develop the industry as a whole.

Our Workforce Development group is undertaking a skills mapping project to inform workforce and education planning, and drive recruitment into key roles needed in the sector.

Our Circular Textiles group is co-ordinating collective efforts, and developing guidance for members to help inform a shift towards more circular textile systems within their business through the design, sourcing and use of materials.

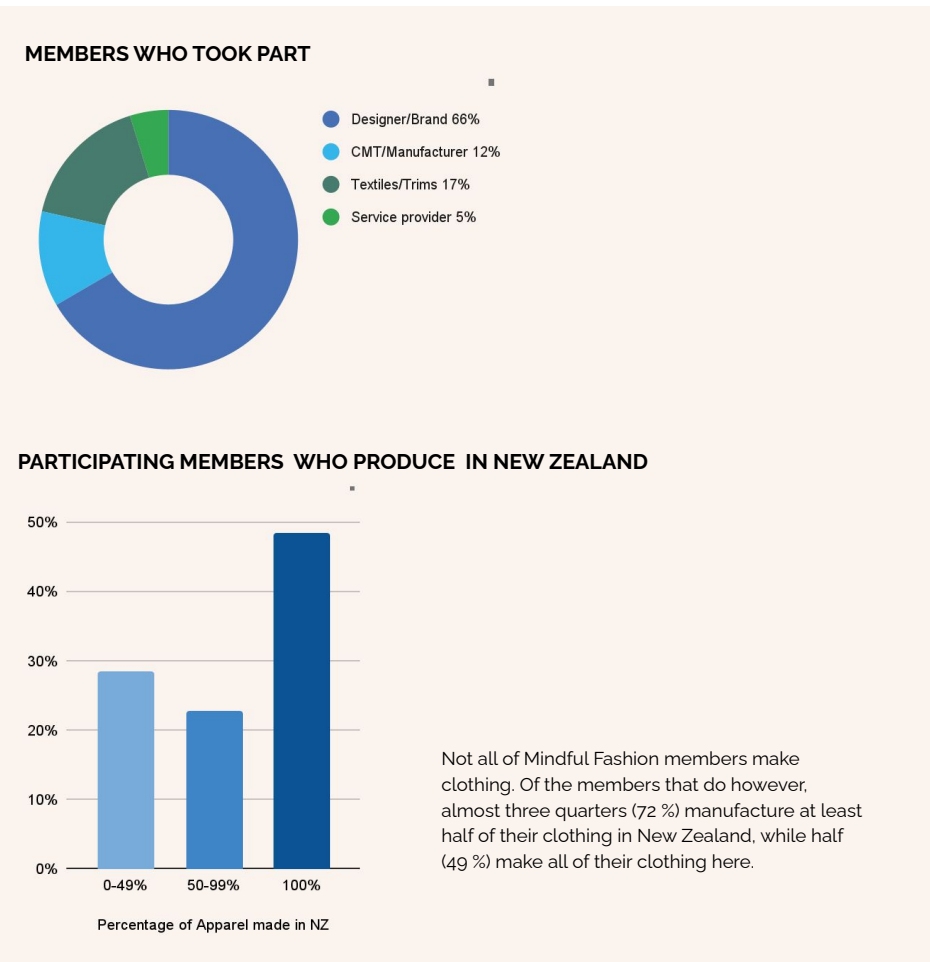
We continue to raise industry visibility by building relationships with Government, business organisations and interested stakeholders who share our mission to create a thriving full-circle industry, and are working on strategies to grow awareness and knowledge of the intricacies of sustainability with citizens.

The next steps in our sustainability program are the outcomes from this report and associated recommendations for action. Watch this space!

MINDFUL FASHION MEMBERS AT A GLANCE

MEMBERS Mindful Fashion members come from across the value chain. They include designers and brands ranging from solopreneurs and startups to large retailers; textile and trim suppliers; CMTs and manufacturers; uniform and workwear specialists; consultants and service providers.

PARTICIPANTS This report is based on responses from 42 members, which at the time represented 72 percent of our members to make up the industry baseline. We've grown since then! See Appendix 1 for a full list of members. A breakdown by business type is shown below, and in the table to the right.

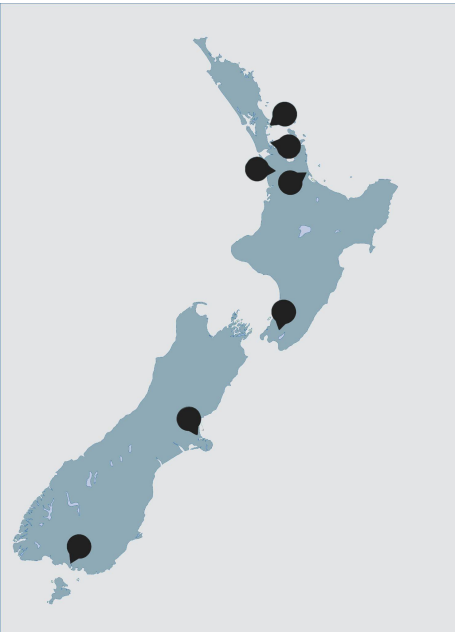


MEMBERS AND PARTICIPANTS

<i>'At June 1st 2021</i>	Respondents (72 %)	Total Members
Brands / Designer	66.6 %	62 %
CMTs / Manufacturers	11.9 %	19 %
Textiles / Trims	16.7 %	14 %
Services	4.8 %	5 %

WHERE ARE OUR MEMBERS BASED

Mindful Fashion members come from across New Zealand - Auckland, Mangawhai, Raglan, Te Awamutu, Tauranga, Wellington, Christchurch and Invercargill.



WHERE WE ARE NOW

OUR RESEARCH FINDINGS

Early in 2021 we developed a Sustainability Framework to map out the social, environmental and economic impact areas within the fashion sector to guide our members actions on sustainability.

Understanding the baseline, so we can identify priority areas where we can take a collective and collaborative approach to build positive outcomes is our next step, and this report sets out to do that.

We started our research with a wide angle lens, looking at key sustainability risks our members are facing, and what is front of mind for them as we continue to move through an uncertain time due to the Covid-19 pandemic.

We then narrowed our focus in on four key impact areas. These four areas were identified from our research of international sustainability research and reports, initiatives, current global and local issues, Government and business policy and action, and actions being taken by industry leaders and multi-stakeholder initiatives.

We asked our members about actions they are currently taking, where they intend to take action in the future, and what support they might need to do this. The four impact areas we looked at are:

1. Climate
2. Materials
3. Waste
4. People

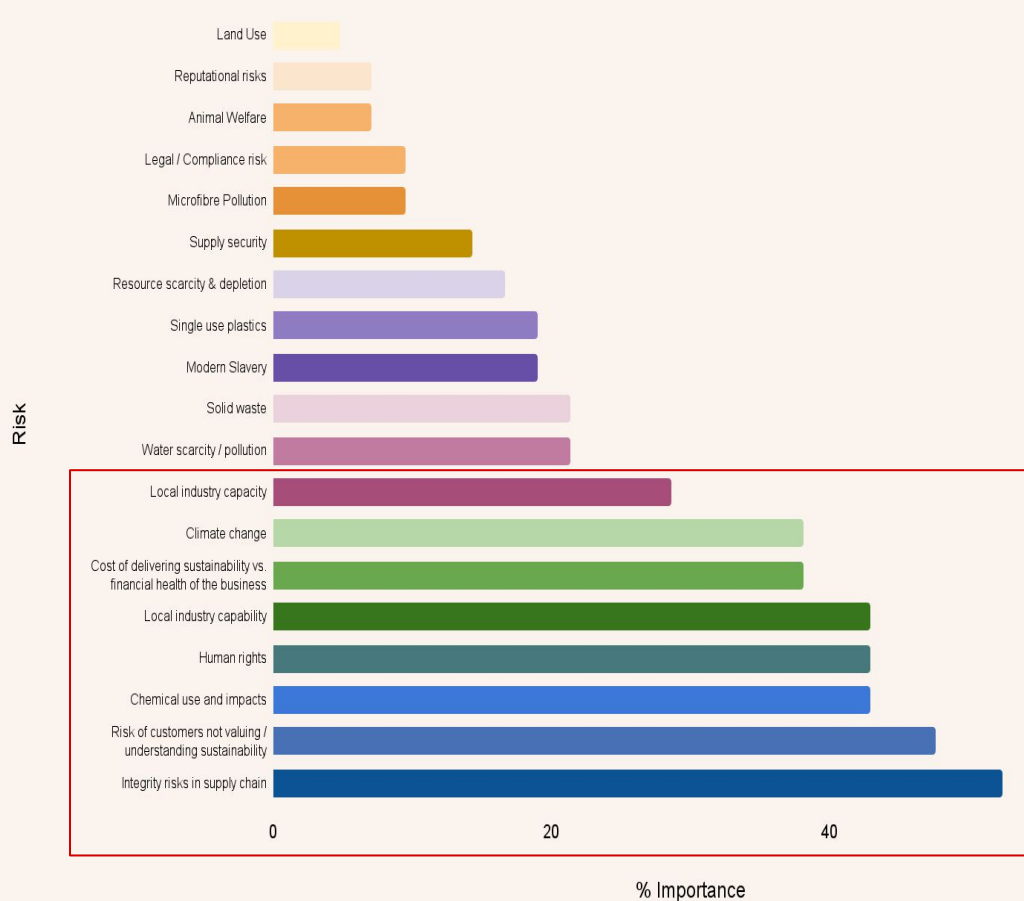
We have broken down our analysis of findings into two parts:

- Insights - trends that emerged during our analysis and research
- Actions - opportunities where we identified Mindful Fashion could support action

Our analysis shows a broad and comprehensive range of sustainability initiatives are currently being undertaken by many of our members. We showcase some of these initiatives as spotlights throughout this report.

RISKS OF CONCERN

SUSTAINABILITY RISKS MEMBERS ARE CONCERNED ABOUT



There are four key areas of risk that Mindful Fashion members of the New Zealand's clothing and textile industry are most concerned with in 2021.

- **Integrity risks in supply chains**

By far the most significant risk identified by members, integrity of supply chains is particularly challenging to the predominant SMEs that make up our industry. This has been exacerbated by Covid-19 and remains an ongoing issue. As one member said:

“This is a failure to validate all aspects of the product processes. It is one thing to buy organic cotton but if it is woven using underpaid / child labour then this opens up the risk of not ensuring the true integrity of the final garment.”

- **Financial Investment in sustainability**

- Customers not understanding / valuing sustainability
- Cost of delivering sustainability vs health of business

Businesses recognise that this investment is necessary, however there is significant concern that customers do not understand or value this increased investment and it needs to be balanced out with financial sustainability of the business.

- **Production risks**

- Human rights
- Chemicals
- Local capability and capacity

There are known risks associated with the production of clothing and textiles including the risk of human rights abuses, and substandard workers rights. Environmental risks include the mismanagement of chemicals and resulting impacts, as well as pollution and waste. Local production risks centre around the capability and capacity of the local industry to match demand for skilled production requirements.

- **Climate Change**

The industry knows it needs to act on its climate impact, however ability to do so for SMEs is limited. There is growing demand for increased traceability of supply chains along with accountability for impacts, however many of our SMEs have limited influence over their supply chains to be able to make significant changes to their emissions.

Other risks the industry is concerned with include impacts that the changing climate is having on countries which produce raw materials and supply manufacturing.

CLIMATE

The fashion and textiles industry is highly greenhouse gas-intensive, with estimated emissions ranging from 2 to 8 percent of the global total.³ Emissions occur along the value chain from raw material production and processing to garment manufacturing and garment use, care and disposal.

With fashion typically having long global supply chains, collaboration and collective action are key to creating effective solutions for the industry.

Climate action is one area that is applicable to all our members regardless of type of business and what stage of the supply chain they operate in.

Many Mindful Fashion members are already working to reduce their emissions through actions related to waste reduction, fibre and material choice, switching to renewable energy, using carbon neutral freight providers and prioritising sea freight over air freight.

Our research shows that members are starting to think about how to measure and manage their emissions but most have not begun this work.

KEY INSIGHTS

- **9.6 %** are measuring their footprint.
- **94.3 %** are interested in more support to measure their footprint.

- No business has started measuring product or supply chain emissions.
- Members are working to reduce their carbon emissions in many ways, it's just not being measured yet.

IDENTIFIED ACTIONS

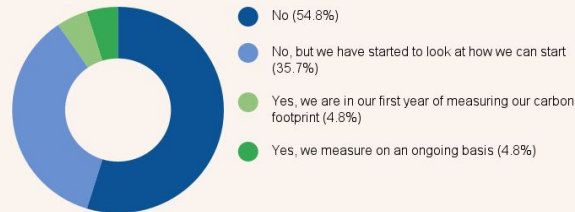
- Create a collective goal for climate action and develop a roadmap to get there.
- Partner with specialist organisations to provide guidance and tools to members to measure, manage and reduce their footprint. Tie to increasing use of sustainable materials and practices.
- Partner with specialists to use/develop an industry specific program to measure, manage, reduce Scope 3 supply chain emissions..
- Provide guidance aligned with global initiatives on communicating transparently and accurately.
- Continue to share best practice and case study examples to encourage and drive action to reduce climate impacts.
- Investigate feasibility of joining/aligning with global initiatives such as UNFCCC.
- Consumer education campaign to champion change through improved care, and extending useful life of clothing.

CLIMATE ACTION MEMBERS ARE CURRENTLY TAKING*

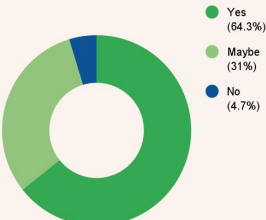
Freight	
Using CO2 neutral freight	12 %
Prioritising sea freight/Reducing air freight	29%
Consolidating shipping	7 %
Waste	
Recycling/composting/repurposing textiles	19%
Packaging	
Recycle all soft plastics	24 %
Use/accept zero plastic packaging	10 %
Use only recyclable packaging	7 %
Using biodegradable/compostable packaging	20 %
Energy and emissions	
Renewable/net zero supplier	10 %
Hybrid/EV/transport action	17 %
Supply chain	
Using only sustainable suppliers	5 %
Making in NZ	49 %
Working with suppliers on energy, waste, freight	5 %
Prioritising local suppliers	14 %
Product	
Using deadstock	43 %
Making to order	7 %
Using only natural fibres	10 %
Offering free repair service	10 %

**This table shows anecdotal data that came up in other responses, and therefore only an indication of actions, not representative of all actions by all members.*

MEMBERS MEASURING THEIR CO2e FOOTPRINT



DO MEMBERS WANT SUPPORT?



Going beyond carbon credits - How Juliette Hogan targets their emissions.

In 2021 Juliette Hogan joined the Toitu Carbon Assess Program, completing baseline assessments for both 2019 and 2020. They gathered data across the year relating to fuel, electricity, travel, waste and freight and then calculated the amount of Carbon per \$1000 revenue for the business.

With the lockdowns in 2020 the brand found it no surprise to see a 41 % reduction in emissions, especially with the absence of international travel. Travel was its biggest carbon emitting activity in 2019, contributing to 45 % of emissions (vs 27 % in 2020). The only area where it did see an increase in was freight which it attributed largely to significant increase in online deliveries as a result of the lockdowns.

Because of Covid-19's impacts on the business and subsequent carbon footprint, it has been difficult to get an accurate picture of the businesses baseline for future targets. Regardless, Juliette Hogan is still looking at ways it can contribute to the Government's recent pledge of 50 % reduction in emissions by 2030 with several initiatives currently being finalised as part of its 2022 Sustainability Strategy. While there is a temptation to purchase carbon credits to become net-zero, it is committed to investigating and implementing policies and procedures that reduce the impacts its business operations have on the planet.

The business is working to reduce emissions by:

- Developing a comprehensive garment and fabric care guide to support its customers extending the life of their JH garments
- Giving better visibility to its existing repair program
- Review and alignment with service providers that have a focus on emissions reduction
- Investigating different options around low emission or carbon offsetting for online deliveries
- Weekly compost collection at its head office through We Compost
- Donation of scrap fabric to community projects to divert these scraps from landfill
- Committed to replacing dead halogen bulbs in HO with LED bulbs to reduce power usage
- With the potential return of international travel soon, it is looking to introduce a travel policy
- Use sea freight wherever possible for inbound raw materials

Read more about Juliette Hogans work [here](#).

“Carbon credits aren't the magic bullet for reducing emissions, instead a systems view approach is required by businesses to see impactful changes”

Tui Moore, Sustainability Program Manager, Juliette Hogan



MATERIALS

Fibre and material choice, and processing techniques can have an enormous environmental impact. Moving toward low impact materials is an industry imperative, and much work is being done in this area. As well as reducing impacts on land, air and water, and reducing the demand for virgin fossil fuel resources, low impact materials can reduce carbon emissions and help restore and regenerate land and biodiversity.

Mindful Fashion members are well along the path of taking action on fibre and material sustainability. Some members use a framework or strategy, others are tackling it through requesting materials certified to a standard, working with preferred fibres lists and materials plans, requesting 3rd party evidence of environmental sustainability practices by their suppliers and choosing certified suppliers.

Many of our members are SMEs and are limited in their ability to establish traceable supply chains from fibre stage. Many rely on purchasing yarns or materials already manufactured by mills. This can create challenges with improving practices for materials and is a key reason why certifications are an important tool.

KEY INSIGHTS

- **95 %** of Mindful Fashion members procure fibres/materials.
- **85 %** have a plan or framework in place to improve sustainability of materials.
- **82.5 %** want support to improve sustainability of fibres and materials, working with certifications, and reducing environmental impacts.

- For **12.5 %** of members, all fibres/materials are certified or reclaimed materials.*
- For **40 %** of members, more than half of their fibres/materials are certified or reclaimed.
- **77.5 %** aim to prioritise suppliers with good environmental practices.
- **25 %** seek 3rd party certification or confirmation of suppliers environmental practices.

IDENTIFIED ACTIONS

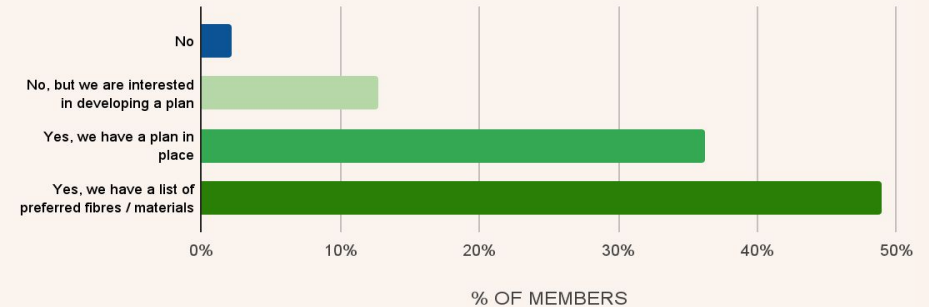
- Provide education and tools to build knowledge of materials impacts (incl. on climate, land and water) and increase uptake of environmentally preferred materials.
- Support continued improvement including through work with partners such as Textile Exchange.
- Develop an education series to inform the industry and consumers about certifications and standards for fibres and materials to build capability and knowledge.
- Continue to provide case study examples of industry best practice to educate and drive action.
- Provide education and tools on developing a materials strategy, setting targets, and reporting on improvements over time.

* Certifications are complex - each scheme covers different, sometimes multiple stages of the supply chain

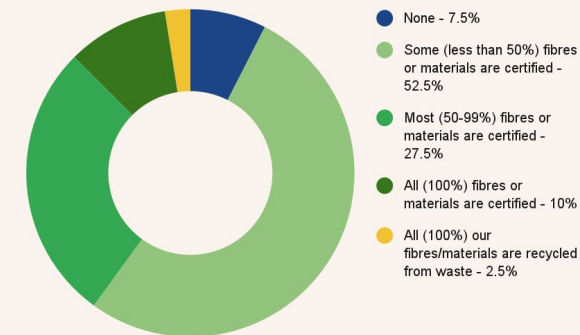
“As a key supplier to the NZ apparel industry, we take our responsibility to actively pursue better products and supply chain practices seriously. We develop long standing relationships with our suppliers and have implemented an Ethical Sourcing Policy. We recognise the value of certifications to demonstrate compliance with independent standards and to provide external verification of best-practice within supply chains.”

Lidy van Deursen, Charles Parsons

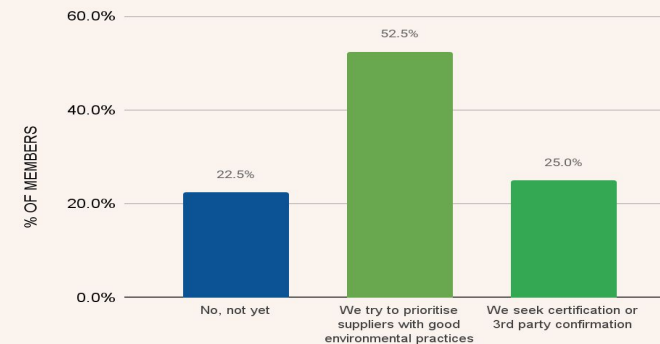
MEMBERS THAT HAVE A PLAN IN PLACE TO IMPROVE SUSTAINABILITY OF FIBRES/MATERIALS



MEMBERS WHO CHOOSE CERTIFIED MATERIALS



MEMBERS THAT HAVE ENVIRONMENTAL SUSTAINABILITY REQUIREMENTS OF SUPPLIERS



An holistic approach - The Untouched World philosophy

Untouched World is a sustainable lifestyle brand that celebrates living in harmony with nature. It believes in quality over quantity and doing right by people and the planet. The brand is certified B Corp, awarded to businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

The entire Untouched World philosophy is reflected in its logo, a symbol representing the Manu Tukutuku Māori kite, the emblem being seen as an ideal relationship between humans and nature. The logo is on every garment and serves to bring, and keep, the spirit of Manu Tukutuku front of mind for all stakeholders of this brand.

Kaitiakitanga, the deep kinship between humans and the natural world, is an integral part of Untouched World's values. With the view that all life is connected, Untouched World sees it as their job to be nature's guardians. As a business, this means considering every decision it makes with intention and respect towards people and the planet, from the Untouched World Foundation work to the selection of its fibres and the full lifecycle of products.

It begins by selecting fibres and fabrics that are easy on the earth from seed to decomposition, then designs each piece for maximal use and for minimal waste. By integrating the values of Kaitiakitanga into fibre selection, Untouched World is conscious of ensuring fibres are not only natural but are sourced ethically and sustainably leaving a small environmental footprint and a large social impact.

Untouched World merino is ZQ™ certified, meaning it is grown to high standards of environmental, social, and animal welfare. Their merino growers are part of ZQRX™, which is a regenerative approach to farming, built on the belief that we must give more than we take to leave the world in a better place than how we found it.

Kaitiakitanga is also integrated in the Untouched World Foundation which was established in 2000, and their work includes the Blumine Island Biodiversity programme which focuses on maintaining a predator-free island sanctuary for native flora and fauna.

Read more about Untouched Worlds philosophy [here](#).

“At Untouched World we are working hard to design the business to place emphasis on an approach that seeks to holistically leave things in a better way. For us, this is a journey - we will never say ‘we’ve done it’”

Peri Drysdale, Founder and CEO, Untouched World





Cirkel Life - Clothing that works for the Next Generation

Around 5 years ago, whilst working as a patternmaker for a local NZ brand, Karlie Morrow started to really notice the amount of waste generated by both the sampling processes and the off cuts from local manufacturing, not to mention unsold garments that could sit in their storeroom for years and years.

Over the years and with more insight into the fabric/textile waste problem the world is facing an idea emerged to create a children's wear label for the tween/teen age group using this waste. Recycled denim collected from op shops, upcycled sheets and linen, off cuts from local fashion labels and sampling fabrics either bought or supplied by other local labels. Karlie's goal was originally to 'save it all' from landfill but issues with (aside from sheer quantity) fabric quality and hygienic concerns meant she had to scale back her aspirations to what was realistically achievable..

Cirkel Life was born. The brand tries to use only natural fibres and viscose to prevent fibre shedding during the washing process, but due to the sheer volume of elastane in denim Karlie has had to relax that rule, deciding it's better to save from landfill and send it around again!

Garments are made using 100 % cotton thread and recycled trims where available. Everything is designed, patterned and made in Mount Maunganui and the goal is to include a take-back scheme called 'Re-cirkeled' where anything created is either re-sold, disassembled and recreated into something else, or able to be composted back into the earth when its lifecycle is finally complete.

Karlie has been an active member of working groups with Usedfully, looking into the post-consumer waste conundrum here in NZ and working to formulate pathways for these waste textiles including an aggregation centre where industry can send their waste textiles and remakers just like Karlie can then access a central hub of reusable resources.

Read more about Cirkel Life [here](#).

“Mindful fashion has been a remarkable resource for connecting with like minded industry players for the inspiration and optimism they provide with all they are also doing in this space.”

Karlie Morrow, Founder, Cirkel Life

Hawes and Freer - Where quality generates sustainability

Hawes and Freer supplies textiles and trims to the industry in New Zealand and was established by Tom Hawes in 1922, which makes it one of our longest serving suppliers.

It sources from both Europe and Asia and focuses on working with suppliers that have recognised the need to produce fabric in a more sustainable way. The emphasis is on quality fabrics and Hawes and Freer works with mills that have certifications which are regularly audited.

It is constantly working towards improving its chain of supply and the textiles and trims it offers, to have more environmentally conscious options for both retail and wholesale customers.

In 2020 Hawes and Freer introduced a range of certified recycled fusing/interfacing as well as the supply of certified organic cottons.

One key challenge for many in the New Zealand designer industry, is having the ability to buy quality and sustainable fabrics on an ongoing accessible basis. This is where Hawes and Freer see the role of wholesalers such as itself adding real value to the industry.

Hawes and Freer partners with waste innovators Supertrash NZ to recycle its plastic into fencing, sends out parcels in compostable packaging, and finds creative way to reuse textile offcuts and samples by partnering with community groups and small businesses who have a use for them.

Read more about Hawes and Freer's work [here](#).



"The work and value our New Zealand designers contribute to the economy needs to be recognised more both by consumers and the Government."

Trevor Hookway, CEO, Hawes and Freer



Wall Fabrics

"Our sourcing model stems from long-term relationships with leading international designers, garment makers, mills, and agents, through which we procure predominately deadstock fabrics. Nurturing these partnerships over many years allows us to continually source some of the best designer fabrics for the fashion market, with a large focus on natural fibres.

We produce a range of fabrics in partnership with trusted mills and suppliers, some who we have been dealing with for over a decade. The relationship we have with our suppliers has enabled us to grow with each other, through our shared focus on ethical and environmental standards. Included in our range are certified organic cottons and hemp, certified linens, as well ZQ merino jersey, sourced entirely from New Zealand wool."

Read more about Wall Fabrics [here](#).

WASTE

The fashion industry generates vast quantities of textile waste, both during the production process and after the products have been made and used. According to the Ellen MacArthur Foundation of the 53 million tonnes of annual fibre production globally, 73 percent ends up in landfill or incineration, with less than 1 percent recycled back into new material.⁴ In Aotearoa the majority of textile waste ends up in landfill - an estimated 220,000 tonnes every year.⁵

Textile waste is top of mind for most members; both pre-consumer cut and sew, and textile waste, and post consumer garment waste.

Many are working on initiatives for their own cut and sew textile waste or end of line fabrics, however only a small percentage run a takeback scheme for used clothing. Much of this is in the pilot stage, and there is little data to show volumes or impact reduction achieved.

We've identified textile waste as an area with huge potential to collaborate to create positive environmental outcomes, both by facilitating an increase in the active life of clothing, and by finding and sharing solutions for cut and sew waste..

There is also a need to focus on reducing the generation of waste to start with, by ensuring that products are designed and manufactured for a long life and are able to enter a circular economy when their use phase comes to an end. There are current initiatives in New Zealand and globally working to create solutions for textiles at the end of their life. We have identified an opportunity to influence the beginning of life so clothes are designed for circularity, and are working on guidance for our members in this area.

The use phase is another area where fashion brands can influence behaviour change, to enable clothes to be kept in active use for longer. Extending the consumer use phase is shown to reduce the carbon footprint of a garment across its lifecycle.⁶

KEY INSIGHTS

- **80 %** of respondents generate textile waste.
- **40 %** of those divert more than half their cut and sew waste from landfill, while **36 %** divert some (<50 %).
- **19 %** of members have a take-back initiative in place, and 14 % have a program to resell, reuse or recycle these.
- **21 %** are interested in starting a take-back initiative for their used clothing.

GENERAL WASTE

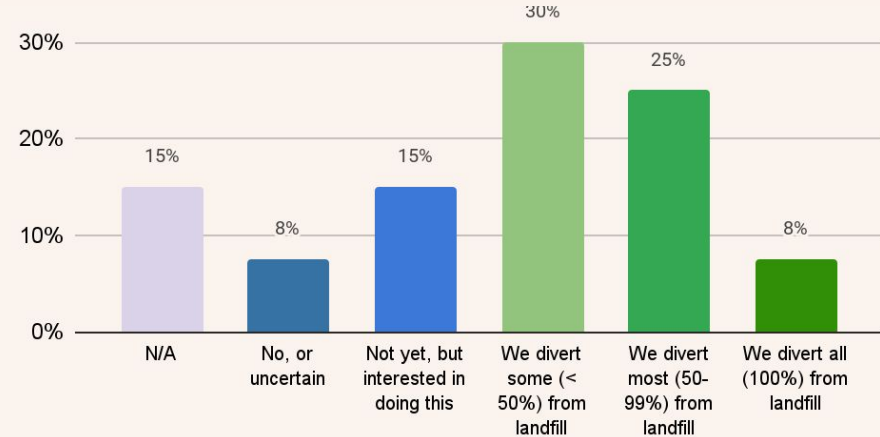
82.5 % of members have general waste goals, in particular around packaging. Key goals members have include:

- Eliminate plastic.
- All packaging is recyclable and recycled, or compostable.

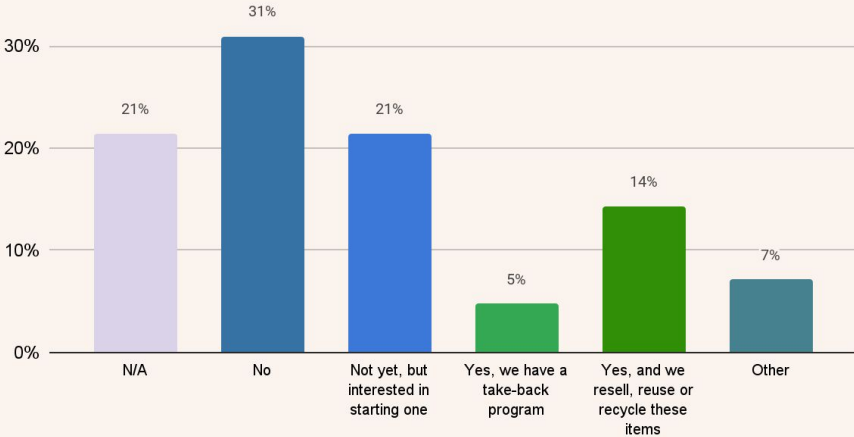
IDENTIFIED ACTIONS

- Share the work members are doing to reduce waste, including textiles to landfill to educate and drive change.
- Provide circular textiles education - circular design strategies, circular textile knowledge to encourage designing for circularity.
- Support industry initiatives, share innovations, solutions and best practice to further reduce all waste to landfill.
- Investigate recycling initiatives for waste, including packaging, hangers and cut and sew textile waste; look at feasibility of collective circular textile projects.
- Investigate takeback, recommerce, repair and clothing life-extension, look at feasibility of collective projects.
- Facilitate a packaging/plastics/ compostables workshop with specialists.

MEMBERS WITH CUT AND SEW TEXTILE WASTE INITIATIVES IN PLACE



MEMBERS WITH A TAKE-BACK PROGRAM IN PLACE



Case Study

Care for Life promise - Standard Issue

Achieving a zero-waste lifecycle for everything it creates is at the heart of everything at Standard Issue.

It achieves this through use of technology. Firstly, always pushing the boundaries on what can be achieved on a whole-garment knitting machine. If the intricacies of a knit detail do not allow us to knit whole-garment, we have partnered with a local textile company that repurposes all our offcuts into household insulation products. The 100 % natural nature of Standard Issue allows us to do this, as this partner does not accept synthetic fibres.

And lastly, every garment Standard Issue creates comes with its care for life promise. The brand works alongside its community to either renew (mend), reuse (gift) or repurpose (recycle) the knit when the time comes, to ensure it never ends up in landfill.

While there are eye-watering statistics within the industry that compel its zero-waste values, it is a connection to the land and view that everything starts and ends with the land that Standard Issue says has shaped so much of its journey. "We are simply custodians while on this earth, and it is our role to leave it better for future generations. We are on a mission to support better, each and every day."

Read more about Standard Issues Care for Life [here](#).



It was growing up on this land that I subconsciously learnt and recognised the intrinsic link between our actions and the impact it has on the land, people and animals around us."

Emma CEO and Co-Owner of Standard Issue.

Case Study

Scraps to caps - Offcut creates change with waste

Inherent in its name "Offcut" is the brand's commitment to making its products from offcut material that's destined for landfill. Offcut takes fabric scraps from the textile industry, and turns those scraps into caps.

The fabric it sources includes end of rolls, fabric with imperfections, small offcut pieces that can't be used for garments, and even old curtains, duvets, and sheets no longer fit for purpose. Due to the fact that Offcut can never be too sure of what fabrics will come its way, all of the caps are bespoke, with usually no more than 50 of each hat being made, and sometimes only 2 or 3.

Offcut realises that it's not going to change the world by making hats... and it's not trying to. What it is trying to do is make people realise that the first step in reducing human overconsumption is to make use of the resources that have already been invested in making.

The business is challenged to think creatively about where to find offcut fabric, and its hope is that this will inspire others in the industry to rethink their own "waste" and use it creatively. Eventually, if Offcut succeeds in its goal of inspiring industry to use 100 % of their by-products, the company will (by the nature of its business model) have put itself out of business! Read more about Offcuts work [here](#).

"Good for your head and even better for the planet."

Hannah Ward (Co-owner)



Waste not - How RUBY is working towards zero waste

Industry standard is for 25 % of fabric to be treated as wastage. At Ruby it has set a waste target and reports on this weekly as a production team to ensure the target is being met. In 2020 Ruby introduced fabric offcut boxes in its stores, which allows customers to take home Ruby fabric offcuts to make their own small items, such as face masks and book bags.

Realising not everyone has access to the patterns for these, Ruby printed the pattern on its 2020/2021 wrapping paper. This means that every customer leaves a Ruby store with a free pattern, and the fabric to make it is available to them for free.

In addition, offcuts of fabrics used in production are repurposed within Ruby's Academy Technical Training Workshops. Apprentices use the fabrics in innovative ways to create garments, to divert the fabric from heading to landfills.

Locally, fabric offcuts are donated to schools and universities. Ruby also works with We Compost to compost its unusable sampling offcuts which are made from 100 % natural fibres. The breakdown of these offcuts has a 2-3 month timeframe alongside its food and green waste.

Through a partnership with The Recreators Ruby cut and sew off-cuts are being used for a variety of teaching projects, including with NCEA Te Kura students, and smaller scraps are being used by a group of Tongan woman from Mangere who are designing Upcycled Lei Kits for kids – the idea being to teach Pacifica children the lost art of lei braiding. The smaller offcuts will be turned into fabric leaves.

Read more on Ruby's Toolbox for Change [here](#).

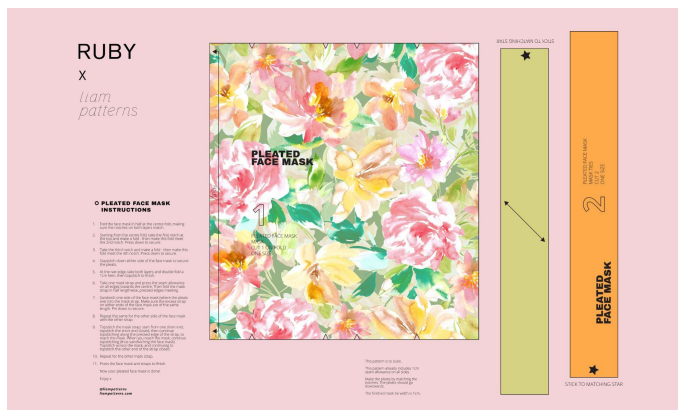
Meanwhile sister brand Liam recently launched a zero-waste collection. In response to lockdowns in NZ during 2020, Liam launched a collection of patterns with the aim of giving its customers the ability to create their own garments and learn about the process hands on, making fabric available to them.

It has continued to release the patterns along with new collections so customers can make their own version of the brands styles, and in October 2021 it partnered with @geo_knits_slow to create one-of-a-kind hand knitted pieces from the brands fabric waste offcuts.

All the offcuts produced in the making of it's Liam everything collection have been collected, sorted, cut into strips, weighed and sent to geo of @geo_knits_slow and her posse of knitters to turn into these pieces. The collection has also released patterns so customers can make their own Liam x @geo_knits_slow pieces at home.

“We believe making things gives so much to people. There is a slowness and a very internal process that goes on when you make things with your hands that we think can be a powerful tool for positive mental health outcomes.”

Emily Miller-Sharma, General Manager, Ruby



Kate Sylvester - Reuse, Repurpose and Recycle

RELOVED

Kate Sylvester's Reloved platform that has been giving new life to preloved Kate Sylvester garments since August 2019 and takes the brand a step closer towards achieving its goal of circularity. Reloved extends the use of garments by giving old favourites a new lease of life by getting them out of the back of closets and into new loving homes. Kate Sylvester now has over 1000 users on its Reloved site, and it is incredibly proud to continue to see the growth of this platform.

UPCYCLING

To celebrate Fashion Revolution Week in April this year, Kate Sylvester released its first Upcycling capsule collection, taking past season dead stock or flawed garments and reimagining them into completely new items. This was a completely creative project for Kate and the team, fringed blouses became evening bags, two event dresses were combined to become one, yoryu has been smocked and turned a billowy two-piece, full skirts have become lean dresses and much more.

“This project has been such a creative, rewarding way to keep Kate Sylvester clothing in use for longer. We’ve turned damaged and dead stock into beautiful one-off garments and it’s allowed us to think really creatively to give these garments a new lease of life.”

Kate Sylvester, founder

In November Kate Sylvester will release its second Upcycling capsule, this time using ends of fabric rolls to create a collection of one off multi-print pieces in beloved KS shapes. It has also used fabric offcuts to make oversized scrunchies and tote bags.

MINIMISING WASTE AND RECYCLING

Reuse, Repurpose and Recycle are key practices in the waste policy at Kate Sylvester. To do its part to minimise the volume of garments that end up in landfill each year and extend the life of Kate Sylvester garments it has a complimentary repair service for its garments. The brand reuses excess fabrics for toiling samples for upcoming seasons, or donates fabric to fashion technology interns and school projects. In 2021 it has participated in a project with local primary schools, donating fabric off-cuts and scraps to be made into beeswax food wraps and reusable shopping bags.

Read more about Kate Sylvester initiatives [here](#).



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PEOPLE

Mindful Fashion members engage with, impact and influence people across multiple areas of their businesses, including their direct employees, their suppliers, customers and the communities where they operate. For our study we asked members what their challenges are, and what initiatives and programs they have in place in three areas; their own workplaces, their local procurement and their global supply chains.

1. OWN OPERATIONS

KEY INSIGHTS

Ensuring we have a skilled workforce is a critical challenge for the local industry, in particular in the areas of cutting and machining. This has been exacerbated during Covid-19 with a marked increase in demand for manufacturing locally, coupled with access to immigration cut off. Our work is ongoing in this area.

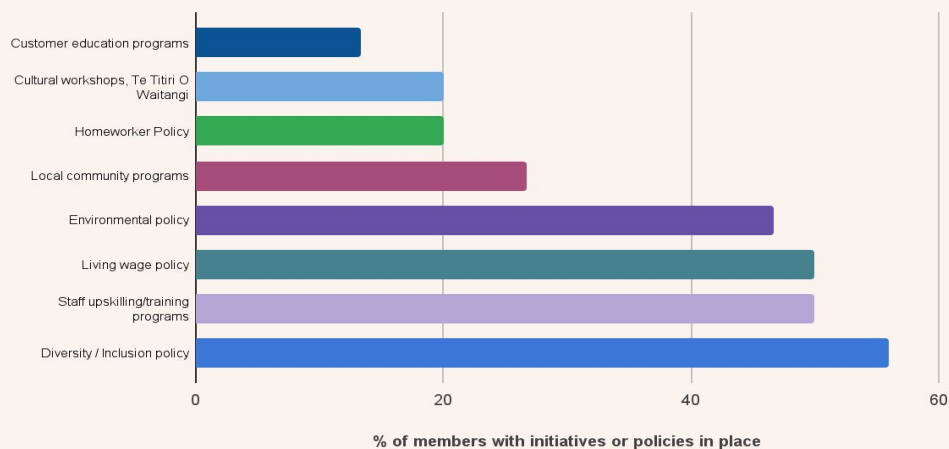
In line with our diverse range of members, we found a broad range of initiatives in place within their businesses, as well as some common themes within members own operations. Highlights include:

- **56 %** of members have a diversity/inclusion policy.
- **50 %** have a living wage policy as well as upskilling/training programs.

IDENTIFIED ACTIONS

- Engage with experts and facilitate cultural literacy workshops.
- Run a living wage session, hear from members about their experiences.
- Continue to work with PTEs and Government to develop workforce development programs, both on-the-job apprenticeships and short training courses to meet current and future demand for skills.
- Facilitate sharing of policies and initiatives between members; build awareness of initiatives members currently have in place to share good practice.

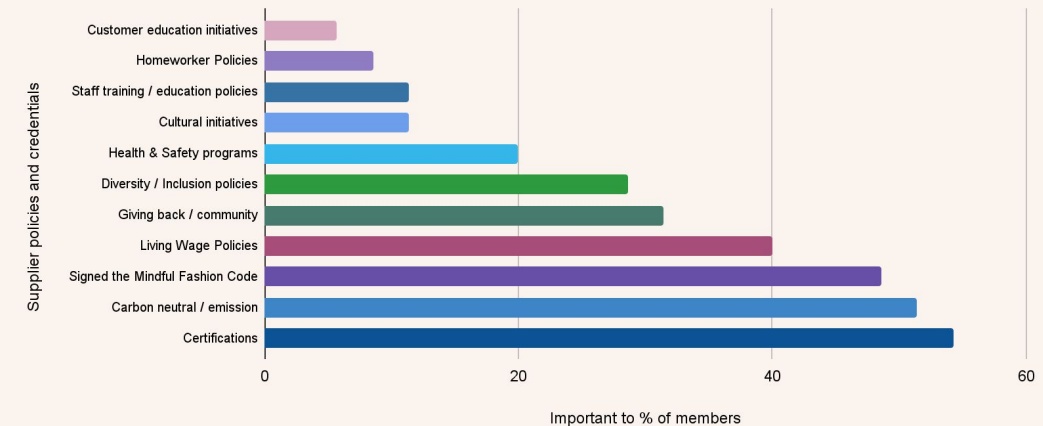
POLICIES AND INITIATIVES IN PLACE AT MEMBERS WORKPLACES



2. LOCAL PROCUREMENT

Members have a broad range of sustainability criteria important to them when choosing local suppliers for procurement of goods and services. More than 55 percent of members look for certifications that suppliers have in place, and 51 percent actively look for suppliers that are addressing their climate impacts. The Mindful Fashion Code of Conduct is an important tool for local procurement, with 49 percent looking to work with suppliers that have adopted the Code.

SUPPLIER POLICIES AND CREDENTIALS THAT ARE IMPORTANT



KEY INSIGHTS

The Mindful Fashion Code of Conduct is adopted by all members of Mindful Fashion. It is also a voluntary tool members can use in their supply chains as a way to outline their expectations of responsible business standards. We dug deeper into how our members have made use of the Mindful Fashion Code of Conduct for their local suppliers to understand its role and where we can provide additional support for using this tool.

- For **49 %** of members, some or all of their suppliers have adopted the Mindful Fashion Code.
- **32 %** of members have most or all their suppliers adopted the Mindful Fashion Code.
- While a large proportion of early members attended previous workshops our membership has grown substantially since then. **58 %** stated they would find further workshops on this tool helpful.
- Where members only work with individual contractors the Code is not as relevant. There has also been some challenges expressed with encouraging local suppliers to adopt the Code.

“Small businesses need support to develop their sustainable charter and improving business practices and Mindful Fashion can be the guide for us to adopt better systems for the future.”

Liz Mitchell, Designer

PEOPLE

3. GLOBAL PROCUREMENT

KEY INSIGHTS

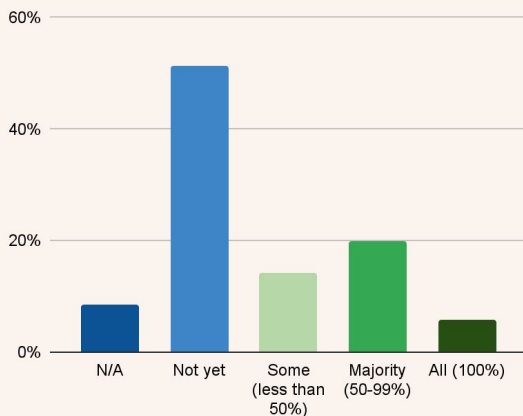
When working with international suppliers, certifications and labour standards are by far the most widely used tools for Mindful Fashion members - suppliers with these sustainability credentials are clearly prioritised.

The Mindful Fashion Code of Conduct is also used with international suppliers, only marginally less than with local suppliers. This is likely reflective of the smaller size of most New Zealand companies comparative to global counterparts, resulting in less ability to influence. The greater reliance on internationally recognised third party certifications as a sustainable procurement tool also supports this.

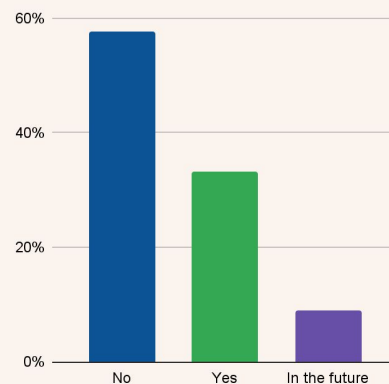
- **57 %** use third party certifications including GOTS when working with international suppliers.
- **40 %** of members have started introducing the Mindful Fashion Code to global suppliers, similar number to local.
- For **26 %** of respondents, most or all of their global suppliers have signed the Mindful Fashion Code.
- **42 %** want additional support using the Mindful Fashion Code internationally.

“We only work with suppliers who have signed our Code of Conduct. Third party audits, certifications and training as well as traceability of supply chains have long been a priority too.” Penny McDougall, Karen Walker

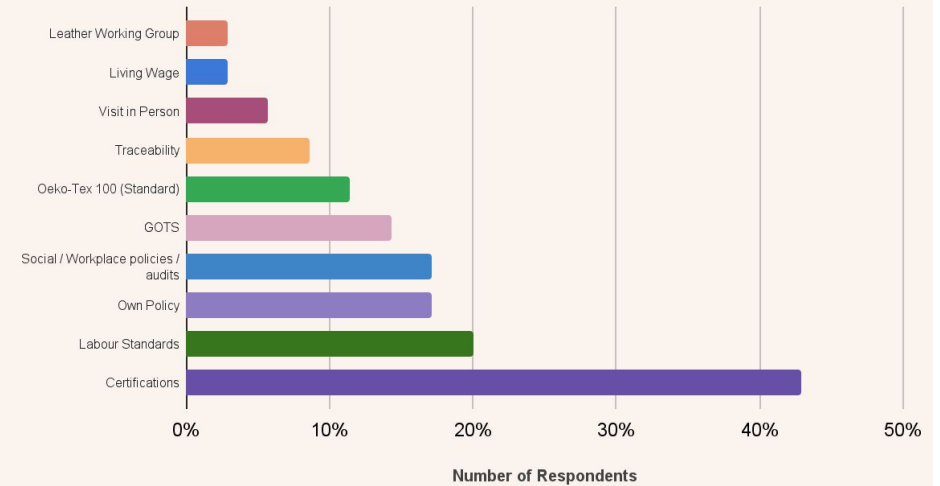
MEMBERS USING THE CODE WITH GLOBAL SUPPLIERS



MEMBERS LOOKING FOR SUPPORT



SUPPLIER POLICIES / CREDENTIALS THAT ARE IMPORTANT (GLOBAL SUPPLIERS)



IDENTIFIED ACTIONS

- Run further workshop trainings on working with the Mindful Fashion Code of Conduct.
- Investigate feasibility of building database of suppliers that meet sustainability criteria.
- Run workshops on 3rd party standards and certifications.
- Investigate due diligence practices and guidance for members.
- Provide guidance to members on incorporating the Code into their procurement policies and practices
- Investigate running workshops on global procurement practices with leading brands presenting case studies and best practices.

“When we choose mills to do developments with we are really careful to make sure they are accredited with third party certifications and we wouldn't work with them if they did not have sound environmental and social practices.”

Rachel Easting, Twenty-Seven Names

Nisa - Big impact through small garments

Nisa was founded with the idea of setting up a sewing workshop to provide employment opportunities to people from refugee and migrant backgrounds. The brand landed on underwear as its core product believing that there is already enough clothing in the world, whereas underwear is something that we all genuinely need.

In its Wellington workshop, Nisa manufactures underwear and basics and provides employment and skills development to a growing number of employees. At Nisa a job is about so much more than just a pay cheque, although financial independence is a great outcome. It also believes a job is about making friends, practising English and feeling valued as a member of the team.

The Nisa workshop is open to the public, and the brand runs tours to show customers what a small garment production facility looks like. They run a lean manufacturing process which means they make to meet demand rather than potentially overproduce in advance. Nisa uses sustainable and regenerated fabrics, and its packaging and distribution is plastic-free and carbon neutral.

For Nisa, consideration for everyone involved in making its garments, and the subsequent environmental impact is of the utmost importance, and it provides transparent information about its materials and production to customers, encouraging them to ask questions and prioritise sustainability even when they're shopping elsewhere. Read more about Nisa's mission [here](#).



Case Study

How Yu Mei takes an holistic approach to responsible practices

"Yu Mei is accredited by Living Wage Aotearoa, meaning 100% of staff and contractors are paid a Living Wage. In forming our leadership team it was important to ensure we respect the natural diversity of our team. This means ensuring that the proportion of women, and people who are part of the LGBTQIA+ community and/or from underrepresented racial or ethnic minorities are accurately represented.

Within the industry, the standard is to pay minimum wage through the supply chain. For Yu Mei it was important to address this through Living Wage for our staff and who we work with through our Supplier Code of Conduct which also ensures support and promotion of diversity of external teams.

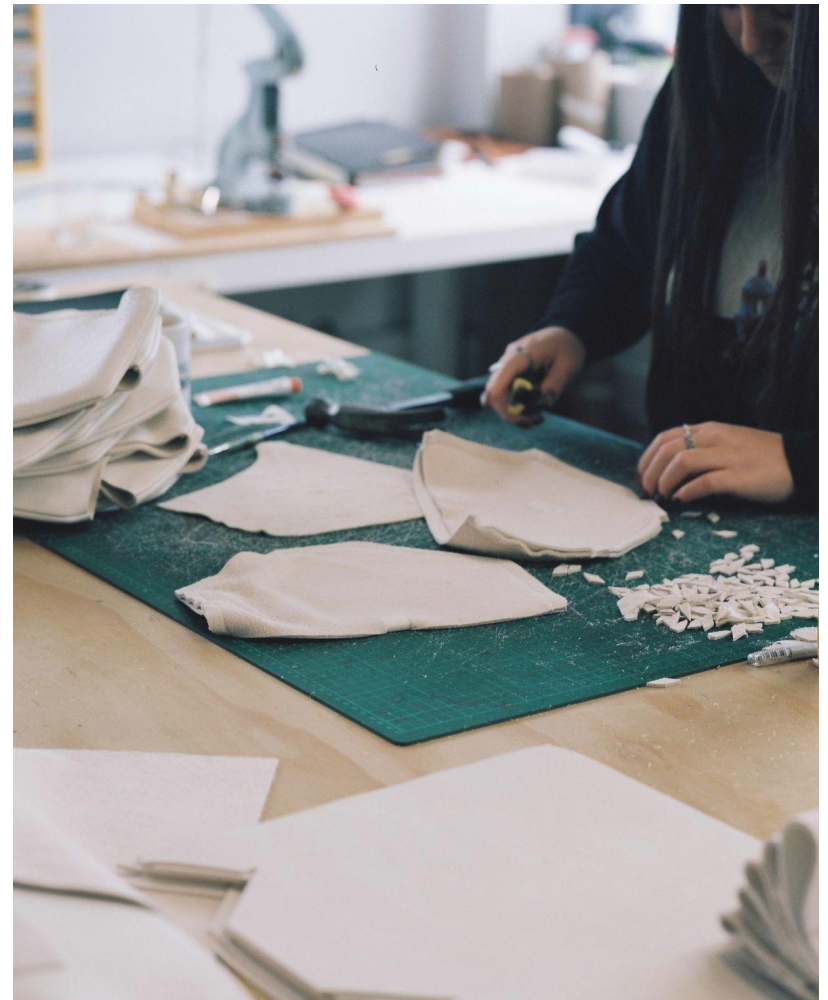
At Yu Mei we believe in the intrinsic value of leather as a naturally regenerative and long lasting material. With proper care, leather goods should last a lifetime. As our pieces are designed from a lens of functionality, we understand that needs change and sometimes you may need a different size or style of bag. We exchange preloved bags for credit, while refurbishing and repairing, so they can live a second life with a new home. The unique aspect of our programme is the refurbishment piece. We're not simply circulating second hand goods — we're improving them so they will last even longer.

In the industry, there has been a resurgence of purchasing goods second hand. With our Buyback Initiative, the key difference is that products we receive can be lovingly restored to ensure the longest life possible for the next wearer. Within the industry there is a focus on seasonally what is new and exciting, whereas for Yu Mei we have always been driven by a utilitarian approach to design, and what meets the ever-changing needs of our customers, rather than being driven to create for the sole purpose of new and exciting."

Find out more about Yu Mei [here](#).

"When you no longer need a product, that doesn't mean it's not useful for someone else, it just means your relationship with that product is ending. We've made it our mission to match used leather goods with loving new owners to extend each product's useful life."

Jessie Wong, Yu Mei Founder



WHERE TO FROM HERE

NEXT STEPS

FOR MINDFUL FASHION AND OUR MEMBERS

In this report we have presented a baseline across 4 key impact areas, and identified a range of opportunities for future work that Mindful Fashion can undertake collaboratively towards our mission of creating a full-circle and thriving future for the industry. These opportunities have been assessed against a range of factors including strategic priorities, available resources and engagement with members and a total of 12 priority actions defined.

Mindful Fashion's next step is to implement these 12 priority actions in its role as an industry organisation alongside current projects. This will be achieved by working with, guiding and supporting members and the wider industry in Aotearoa New Zealand to make progress on sustainability.

The intention is to re-evaluate each year against this baseline to ensure that Mindful Fashion's work is leading to positive change for members and beneficial outcomes for people and the planet.

There are a number of global forums and coalitions that have been developed to tackle sustainability issues and low carbon efforts collectively and address the unique challenges faced by the fashion industry, such as the Apparel Impact Institute, Textile Exchange, Sustainable Apparel Coalition, Fashion Pact, and the United Nations Convention on Climate Change Fashion Charter. These initiatives are working to chart a path towards a more sustainable industry including in the areas of climate action, low impact materials, and circular economy. We are not going to reinvent the wheel. Our intention is to identify applicable initiatives to partner with, and work alongside our local and global counterparts to help advance the industry's common agenda in a collaborative way.

Climate Action has been identified as a top priority for our members. It is of growing importance globally as the climate impact of the industry becomes known, it is important to citizens, and in New Zealand we have incoming Government regulation to meet our obligations under the Paris Agreement to limit warming to 1.5 degrees. We know that to stay on pace with the 1.5° C pathway, the apparel sector must significantly step up its efforts to reduce GHG emissions.

Global initiatives have identified key areas where the industry can reduce emissions, from maximising material efficiency, and scaling sustainable materials and practices, to energy efficiency, shifting to 100 % renewable electricity and circular business models. This shows how interconnected our priority actions, in waste, materials, climate and people are.

In early 2022 Mindful Fashion will engage with members on establishing a collective goal for climate action. We will then develop a roadmap to lay out the steps towards achieving the goal and milestones, and how we will help members take this journey. This work will be done with local and global partners, who can help us to understand, measure and manage emissions in particular around materials and Scope 3 supply chain.

As well as Climate Action, we will initiate work on the priorities in Materials, Waste and People, to run alongside our current projects. This is outlined at a high level on our roadmap on p30.

OUR PRIORITIES

Outlined here are Mindful Fashion's 12 priority actions across four key sustainability impact areas that have been identified in this report. These are our next steps and show what we will do to support our members to advance their sustainability work over 2022 and beyond. These will sit alongside our current projects as shown in the roadmap on p 30.

A key consideration for Mindful Fashion is ensuring we do not place excessive or unrealistic demands on our members. We need to find a balance between building the momentum we need to make progress, and what is a viable level of engagement from businesses.

CLIMATE

OUR NEXT STEPS

1. Work with members to set goals they can commit to for climate action.
2. Develop a roadmap with members to guide work towards achieving goal and milestones.
3. Align with/ join local and global initiatives, and provide tools to help members measure and manage their footprint and achieve targets.

MATERIALS

OUR NEXT STEPS

1. Develop an information series that provides education to members about certifications and standards for fibres and materials.
2. Provide education and tools to build knowledge of materials sustainability to drive increased use of low impact materials.
3. Align/work with global initiatives to enable evidence based decisions, and provide case study examples of best practice sector wide to educate and drive action.

WASTE

OUR NEXT STEPS

1. Investigate takeback, recommerce, repair and clothing life-extension, look at feasibility of collective projects
2. Continue to share innovations and best practice to drive reduction of textile waste.
3. Investigate recycling initiatives for waste, including cut and sew textile waste and other waste streams; look at feasibility of collective circular projects.

PEOPLE

OUR NEXT STEPS

1. Provide guidance on incorporating the Mindful Fashion Code into procurement policies. Run workshops to share best practice on policies and procurement.
2. Engage external experts to run a cultural literacy program and Living wage sessions for members.
3. Continue to work with PTEs and Government to develop workforce development programs, both on-the-job apprenticeships and short training courses to meet current and future demands.

SUSTAINABILITY ROADMAP

Our roadmap illustrates the timeframe we expect to undertake these actions, alongside our current projects to show the full scope of the work we are undertaking.

	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023
CLIMATE					DEVELOP CLIMATE COMMITMENT					
					DEVELOP CLIMATE ROADMAP THROUGH MEMBER ENGAGEMENT					
					ALIGN WITH/ JOIN LOCAL AND GLOBAL INITIATIVES, PROVIDE TOOLS FOR ACTION					
MATERIALS			STANDARDS / CERTIFICATIONS EDUCATION (current)							
						EDUCATION & TOOLS TO DRIVE INCREASED USE OF LOW IMPACT MATERIALS				
	CONTINUE TO BUILD PARTNERSHIPS WITH LOCAL AND GLOBAL INITIATIVES TO ENABLE EVIDENCE BASED LOW IMPACT DECISION MAKING									
WASTE	DEVELOP CIRCULAR TEXTILES GUIDANCE FOR MEMBERS (current)									
	CONTINUE WORK TO SHARE CIRCULAR INNOVATIONS AND INITIATIVES TO DRIVE REDUCTION OF TEXTILE WASTE									
						INVESTIGATE CLOTHING LIFE-EXTENSION PROJECTS				
					INVESTIGATE/IMPLEMENT RECYCLING INITIATIVES & COLLECTIVE WASTE REDUCTION PROJECTS					
PEOPLE	APPRENTICESHIP & SHORT TRAINING PROGRAM DEVELOPMENT (current)									
			SKILL/ROLE MAPPING (current)							
						PROCUREMENT GUIDANCE				
						LIVING WAGE/CULTURAL LITERACY				

ACKNOWLEDGEMENTS

PARTICIPATING MEMBERS

Anna Jean Kos	Designer/Brand
Artstori	Designer/Brand
Avenue Clothing Limited	CMT / Manufacturer
Beverley Productions Ltd	CMT / Manufacturer
Cactus Outdoor/Albion Clothing	CMT / Manufacturer
Charles Parsons Ltd	Textiles / Trims
Cirkel Life	Designer/Brand
Citizen Women Ltd	Designer/Brand
Dalston	Designer/Brand
De Vere Apparel	CMT / Manufacturer
Edmund Hillary Brands	Designer/Brand
Fabric Merchants	Textiles / Trims
Frost Textiles	Textiles / Trims
Garment Guru	Services / Consultancy
Hawes and Freer	Textiles / Trims
Johnjohny	Designer/Brand
Juliette Hogan	Designer/Brand
Karen Walker	Designer/Brand
Kate Sylvester	Designer/Brand
Liz Mitchell	Designer/Brand
Lost and led astray	Designer/Brand
Standard Issue	Designer/Brand
Mina	Designer/Brand
Nisa	Designer/Brand
O'Neill Textiles Ltd	Textiles / Trims
Offcut	Designer/Brand
OUT OF COMFORT	Designer/Brand
RUBY	Designer/Brand
Seabreeze Apparel Ltd	CMT / Manufacturer
Shjark	Designer/Brand
Somers	Designer/Brand
Stitch Perfect	CMT / Manufacturer
Sustainable Textile Agencies	Textiles / Trims
The Untoward	Designer/Brand
Tuesday Label	Designer/Brand
Twenty-seven Names	Designer/Brand
Untouched World	Designer/Brand
Wynn Hamlyn	Designer/Brand
Wall Fabrics	Textiles / Trims
WE-AR	Designer/Brand
WORLD	Designer/Brand
Yu Mei	Designer/Brand

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APPENDIX

MINDFUL FASHION MEMBERS (Nov 2021)

DESIGNERS / BRANDS

Anna Jean Kos
Anna Rodewijk
Artstori
BONZ
Caitlin Crisp
Cirkel Life
Citizen Women Ltd
Dalston
Edmund Hillary
Goat Loft Studios Ltd
Hazelmade
Johnjohny
Juliette Hogan
Karen Walker
Kate Sylvester
Kiri Nathan
Liz Mitchell
Lost And Led Astray
Luc The Label
Mina
Moin Brand
Nicci Gillies
Nisa Underwear
Offcut
Out Of Comfort
Paris Georgia
Pera May
Ruby and Liam
Shjark
Somers Clothing
Standard Issue
Tanya Carlson
The Untoward
Tintex
Tuesday Label
Twentyseven Names
Untouched World Ltd

We:Ar
World
Wynn Hamlyn
Yu Mei
Zambesi
Zay

CMTS / MANUFACTURERS

Albion Clothing
Apparel Attachments
Attic Attire
Avenue Clothing
Beverley Productions
Cut and Stitch
Jaedon
Seabreeze
Sewing Co
Stitch Perfect
The Pattern Table

TEXTILE / TRIM SUPPLIERS

Charles Parsons
Fabric Merchants
Frost Textiles
Hawes and Freer
Identity Solutions Ltd
O'Neill Textiles
The Merino Collective
Tintex
Wall Fabrics

SERVICE PROVIDERS

Devere Apparel
Garment Guru
Sewing Time
Unravelling Consultants

MINDFUL FASHION PARTNERS

PLATINUM PARTNERS



PWC Legal New Zealand

BUSINESS PARTNERS

Ag Research
PEAD PR
SME Financial

ACADEMIC PARTNERS

Auckland University of Technology
Eastern Institute of Technology
Massey University
Otago Polytechnic
Whitecliffe College

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