



The Mindful Fashion Framework for Sustainability Action outlines the spectrum of sustainability challenges that have been identified as important for clothing and textile businesses to address.

We have created this framework in response to feedback from members. It has been developed in consultation with members, industry experts and global initiatives.

Mindful Fashion will support members to identify their priorities, set ambition, take action and monitor progress on their sustainability goals through access to tools and resources.

Tools and resources will be delivered through interactive workshops and hard copy resources and shared with members over the course of 2021, and beyond.

## THRIVING PEOPLE

## THRIVING PLANET

## THRIVING BUSINESSES

### OBJECTIVES

**FAIR, SAFE AND RESPECTFUL WORK**

**SUPPORTIVE AND INCLUSIVE ENVIRONMENTS**

**THRIVING COMMUNITIES**

**SUSTAINABLE MATERIALS**

**CLIMATE ACTION**

**WASTE MINIMISATION**

**WATER STEWARDSHIP**

**PROSPEROUS BUSINESSES**

**STRONG GOVERNANCE**

**CONNECTED AND COLLABORATIVE**



## OBJECTIVES - IN DETAIL

### THRIVING PEOPLE

#### FAIR, SAFE AND RESPECTFUL WORK

- Establish baseline standards for NZ Clothing & Textiles businesses (MFNZ Code of Conduct)
- Build capability with members to protect and empower workers in global supply chains, as well as in NZ
- Encourage and enable members to strive for best practice in workplaces eg. living wages, homeworker policies, H&S
- Provide a unified voice to Government to influence support for initiatives that protect workers in global supply chains

#### SUPPORTIVE & INCLUSIVE ENVIRONMENTS

- Encourage and enable supportive, equitable, diverse and inclusive spaces and workplaces
- Provide workplace education that builds skills and capability so people can thrive in their roles

#### THRIVING COMMUNITIES

- Foster cultural competency and values of Te Ao Maori
- Develop and encourage strong networks within the communities where our members do business, both in NZ and globally

### THRIVING ENVIRONMENT

#### SUSTAINABLE MATERIALS

- Enable & encourage members to make informed & lower impact material decisions
- Support innovation to develop circular, renewable and regenerative systems for fibres and textiles

#### CLIMATE ACTION

- Enable & encourage members to measure, manage and reduce their carbon footprint in line with NZ's Zero Carbon Act, Climate Commission recommendations and the 2015 Paris Agreement, as informed by science

#### WASTE MINIMISATION

- Educate on design and production for circularity and longevity
- Educate members on reducing waste to landfill in-line with local and national Government targets
- Provide a unified voice to Influence local and national Government to support regenerative, circular & waste-minimisation innovations

#### WATER STEWARDSHIP

- Educate members on responsible water stewardship, both within and outside of NZ
- Educate and encourage action on microfibre pollution issues

### THRIVING BUSINESSES

#### PROSPEROUS BUSINESS

- Educate and inform members to enable strong policies, practices and processes to be in place
- Champion the NZ clothing and textiles industry with consumers, including education on care and sustainability
- Advocate to Government, industry and society to build support for the NZ Clothing and Textiles industry

#### STRONG GOVERNANCE

- Enable members to set ambition and report on sustainability goals and progress transparently and accurately
- Encourage ambition from members, and celebrate their success in achieving goals

#### CONNECTED AND COLLABORATIVE

- Grow strong networks to facilitate sharing best practice, building capability and skills across business areas
- Work with academic partners to build robust programs and pathways for graduates
- Work with stakeholders on workforce development programs focussed on skilled, meaningful jobs for NZers, and ensure critical skills are developed and retained



## HOW WE WILL SUPPORT ACTION RESOURCES WE WILL DEVELOP/PROVIDE/SHARE

### THRIVING PEOPLE

#### FAIR, SAFE AND RESPECTFUL WORK

- Code of Conduct
- Living Wage policy & implementation guidelines
- Homeworker policy & implementation guidelines
- Due diligence guidelines
- Health & Safety education and guide

#### SUPPORTIVE & INCLUSIVE ENVIRONMENTS

- Inclusion, Equity, Diversity policies & practice guides
- Education and training for staff
- HR Resources

#### THRIVING COMMUNITIES

- Cultural competency education
- Collaboration and networking opportunities

### THRIVING ENVIRONMENT

#### MATERIALS

- Materials & tools and guides
- Certifications guide

#### CLIMATE

- Carbon Footprint 101
- GHG inventory tools & implementation guide

#### WASTE

- Circular design guidelines
- Product Stewardship guide
- Circular pathways map NZ
- Textile waste reduction Guide
- Packaging & plastics education
- Recycling & waste education

#### WATER

- Water stewardship education and guidelines
- Microfibre education and guidelines

### THRIVING BUSINESSES

#### PROSPEROUS BUSINESS

- SME Business tools
- Finance / Accounting 101
- Legal 101
- Digital/Digitisation 101
- Production templates
- Implementing the SDGs
- Advocacy

#### STRONG GOVERNANCE

- MFNZ annual survey

#### CONNECTED AND COLLABORATIVE

- Consumer education - care & repair guide
- MFNZ networking, events, PR and media
- MFNZ Website content and database
- Academic partnerships and working groups

## WHO WE WILL WORK WITH EXTERNAL ALIGNMENT & PARTNERSHIPS

\*this list is indicative only and to be finalised

SAI, ETI, WRAP, BSCI +  
UN Sustainable Development Goals  
OECD Due Diligence Guidelines  
Australian Modern Slavery Act  
Living Wage NZ  
Diversity Institute NZ  
HRNZ  
Trade Unions  
Te Kaa  
More to come

NGOs - Textile Exchange, WWF, Canopy, WRAP UK, EMF  
Certification & Standards organisations  
SBTi & GHG Institute  
UNGCC Fashion Charter  
NZ local and national Government  
SBN / SBC  
Waste Minz  
Packaging Forum  
Australian Packaging Covenant  
NZ Partners including Ag Research, The Formary tbc  
More to come

Industry Organisations  
Business Associations  
Partner Businesses  
NZ local and national Government  
United Nations Global Compact  
World Business Council for Sustainable Development  
Maori and indigineous community groups  
Australian Fashion Council & global counterparts  
Academic Institutes  
Research Organisations  
NGOs  
More to come



## WHY IT'S IMPORTANT

### THRIVING PEOPLE

- The industry has a poor track record on workers & human rights - low wages, unsafe conditions, excessive work hours, poor sanitation and safety conditions amongst others
- Women are stereotyped, face gender inequality issues across entire industry.
- Diversity & equitable representation lacking - in NZ & globally
- NZ has a culture of excess overtime, and unpaid internships.
- Homeworkers are often overlooked / not represented in current programs

### THRIVING ENVIRONMENT

- Materials can be over 80% of a garment's environmental footprint, causing land, water, waste and climate impacts.
- Climate is a critical global environmental concern. Fashion is considered significant contributor. Incoming regulation.
- Textile fibres approx. 35% of marine plastic pollution
- Growing awareness of textile waste issues & under-utilisation of materials. Waste minimisation a key focus NZ.
- 220k tonne of textile waste to landfill annually in NZ. Auckland Council estimates 9% of their waste to landfills.
- Circular economy - opportunity for innovation, through circular business models and circular fibre solutions
- Shift in consumer mindset towards circular economy, and reuse/recycling. Excessive consumption being challenged.

### THRIVING BUSINESSES

- Industry conveyed both need and desire for tools and knowledge to act on sustainability challenges.
- Size and scale of NZ businesses mean there are challenges in addressing challenges and seizing opportunities alone - collaboration is key
- There is much to be learnt from each other
- The industry has no unified voice to advocate for it
- Consumers are looking to support business who take action on sustainability
- A unified voice requires unified contributions

