

Fashion CEO Agenda – Policy Gaps and Opportunities

Efficient use of Resources

19 May 2021, 16.15-16.55 CEST

Following the launch of the Fashion CEO Agenda 2021¹ on 12 May, Global Fashion Agenda takes a closer look at each of the five priorities set forth to discuss how policy potentially can support the further activation of each priority. Full draft programme available [here](#).

Priority context

The fashion value chain activities with the largest impact on climate, water and chemical pollution can be found in the processing stage, including activities such as spinning, weaving or dyeing. Optimising resource efficiency and minimising the use of natural resources are crucial for the fashion industry to operate within planetary boundaries. Furthermore, brands are urged to utilise traceability tools to enhance their understanding of potential ramifications for climate and biodiversity, illuminating consequences such as deforestation and pollution.

Policy Gaps and Opportunities

Governments and financial institutions play a critical role in advancing the transition to the efficient use of resources by providing supportive legal frameworks and incentive structures. Policymakers are expected to support brands in this process by providing necessary tools for increased traceability such as product passports, tagging and watermarks, as currently being discussed in the EU.

Traceability is a prerequisite for transparency and puts fashion companies in a position to collaborate more productively on sustainability with their peers and external stakeholders, including governments. Furthermore, traceability can equip fashion brands with the data they need to credibly communicate with customers, investors and manufacturers about sustainability and the impact of their products, empowering customers to make informed consumption choices.

Several policy recommendations are currently being put forward by different actors such as the United Nations Economic Commission for Europe who recommends that governments take action on traceability and transparency, using the UN/CEFACT standards for traceability and transparency of sustainable value chains in garment and footwear or equivalent.

Focus of the discussions: Policy action is most needed in the development of harmonised traceability tools that can assist companies identify sustainability hotspots and accelerate their efficient use of resources.

Main related legal conversations

- [Enhancing Traceability and Transparency of Sustainable Value Chains in the Garment and Footwear Sector \(UNECE\)](#)
- [European climate law \(2020\)](#)
- [European climate pact \(2020\)](#)
- [Fashion Industry Charter for climate action](#) (2018) containing the vision to achieve net-zero emissions by 2050

Speakers:

¹ The *Fashion CEO Agenda* is a guide to what every CEO in fashion needs to prioritise to future-proof their company. The publication outlines the most pressing issues and the biggest opportunities for environmental and social impact and provides guidance on how to move from words to action. Priorities include: Respectful and Secure Work Environments, Better Wage Systems, Circular Systems, Efficient Use of Resources and Smart Material Choices.

- Lewis Perkins, President, Apparel Impact Institute
- Delara Burkhardt, MEP, Member of the Committee on the Environment, Public Health and Food Safety
- Maria Teresa Pisani, Acting Head, Sustainable Trade and Outreach Unit, UNECE (United Nations Economic Commission for Europe)
- Abhishek Bansal- Head of Sustainability, Arvind Limited
- Jeannie Renne Malone, VP of Sustainability VF Corporation
- Moderator: Linda Greer, Global Fellow at Institute for Public and Environmental Affairs Beijing China