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Every effort has been made to check and verify the sources and data referenced within this publication. It was correct, to the best of our knowledge, at the time of going press (March 2008).



**Fashion & Sustainability:
A Snapshot Analysis**

March 2008

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CENTRE FOR
SUSTAINABLE FASHION

A definition:

Sustainable – Harnessing resources ethically and responsibly without destroying social and ecological balance

1. Introduction

London College of Fashion (LCF) recently launched the Centre for Sustainable Fashion – its aim to become the leading forum for understanding sustainability in the UK fashion industry and its international platform of operation.

The Centre for Sustainable Fashion (CSF) will become the vanguard for all levels of the industry and will champion best practice in the drive for sustainability. For those who wish to learn more about sustainable policy and practice, or have a point to contribute and for those who require definitive information, the CSF will be the first port of call.

The Centre for Sustainable Fashion through London College of Fashion will be uniquely placed to develop and strengthen new and existing partnerships and to exploit the unique networks it has established within the UK, Europe and the global fashion community in one coordinated approach.

In the summer of 2007, LCF formed a working group to understand current levels of activity in the area of sustainability, what support is available, and what are the needs, expectations and aspirations for sustainability within the whole of the fashion industry. The Sustainability in Fashion survey was carried out with particular reference to the design, manufacture, wholesale and retail sectors in the UK. Whilst initial reference and mapping covers the UK, the CSF will aim to establish knowledge within European and global networks.

This report describes the outcomes of this feasibility study. It specifically sets out to:

- > Explore the current climate in fashion and sustainability, taking into account news and media coverage, reports, publications and market intelligence;
- > Identify the pressures on the fashion industry as a result of media interest and subsequent consumer attitudes;
- > Map the current provision of sustainability support accessible to the sector;
- > Analyse the findings of the LCF Sustainability in Fashion survey to evaluate current sustainability activity within the sector and the levels of support which currently exist;
- > Gauge the current political agenda, specifically environmental and ethical lobby groups; current government support, activity and legislation that affects the fashion industry, e.g. Defra's EU landfill directive; activity surrounding the 2012 London Olympics;
- > Discuss the role of Higher Education Institutions (HEIs) and other support organisations;
- > Identify the need for an industry body such as the CSF.

Ultimately, this report highlights opportunities for the CSF to meet the industry's need for a networked and focused approach to sustainable activity in the fashion industry.

2. Industry perspectives

Within the UK creative industries, fashion plays a unique and valuable role. The jewel in the UK fashion industry's crown is its high street, creating a key point of difference within a global industry. Such is the emphasis on new fashion and retail innovation on the UK high street, the rest of the world looks to it as a barometer for best policy and practice. Given this influential role, the UK can act as the epicentre for change and development across the global supply chain influencing every aspect from raw materials, textile processing, and garment construction through to shipping.¹

However, the business of producing, selling, wearing and disposing of clothing and fashion accessories is amongst the most environmentally damaging. A greater understanding of the environmental and social impact of the product lifecycle has culminated in consumer, media and industry awareness, which is reaching unprecedented heights.

Clothing is an economic success story, in particular supporting a number of emerging markets, but one that comes with a significant environmental and social footprint. Of the 2 million tons (value £40 billion) cloths consumed in the UK per year, the impacts can include resource depletion, GHG emissions, waste, chemical toxicity, pollution, child labour and sweatshop conditions. Some of the impacts are local to the UK, but with 90% of UK consumed cloths imported, many of the most significant ones occur overseas. (...) Last year the clothing and textiles industry produced up to 2m tons of waste, 3.1m tons of CO₂ and 70m tons of waste water.

*Dr Dorothy Maxwell,
Defra Sustainable Clothing Roadmap 2007*

The UK therefore has a pivotal role to play in the development of a sustainable and responsible fashion industry on a global level.

Attempts to create sustainable fashion business models first became apparent in the 1980s when a variety of fashion enterprises were established with the primary aim of poverty alleviation. These were typically entwined with charitable organisations and NGOs with little regard for style and design. Katharine Hamnett may be the notable exception here as her design philosophy has always been at the heart of her environmental design work. In recent years a second wave of commercial enterprises has launched with much greater emphasis on style and design with clearly defined ecological and ethical values. The overall aim has moved from the alleviation of poverty to creating stylish clothing sustainably. Examples of these new enterprises are clothing labels Gossypium and howies, footwear brand Terra Plana, and innovative online boutique Adili.

On the UK high street retailers are responding to increased awareness of environmental and social issues, with many well-known and established brands such as New Look and Next launching a variety of initiatives, including organic cotton and fair trade ranges. Similarly, retailers are collaborating with established ethical brands, such as People Tree's range for Topshop. Furthermore, brands such as Gap, criticised during the nineties after a series of media reports highlighting unethical practice in its overseas factories, have become pioneers of Corporate Social Responsibility. These are positioned diagonally to luxury brands such as Katharine E Hamnett and Stella McCartney who are providing high-end designer pieces with strong environmental and ethical values.

Arguably many companies have adopted sustainability primarily as a strategy for increasing sales and brand awareness. As sustainability becomes an issue that can no longer be ignored, it is apparent that transparency, accountability and trust will all be key to affecting change and must be central to industry practice. A coordinated industry approach will be crucial in achieving this.

It should be noted that the UK fashion industry is coming late to the mainstream sustainability arena. The trail has been blazed by the automotive and food industries with research and development, improved consumer insight and innovation. The fashion industry could benefit from cross-sector knowledge sharing and this must be highlighted as an important resource for exploration.

For every Goliath like Levi's or Coke there is a David like howies clothing or Innocent Smoothies.

Esther Maughan McLachlan, Your Environment, The Environment Agency, February - April 2007





CELEBRATING CRAFT
and HERITAGE - GLOBAL MAMAS

REDUCE, REUSE, RECYCLE - OXFAM

BETTER LIVES - TERRA PLANA
KATHARINE HAMNETT

NEW LUXURY - STELLA McCARTNEY

SLOW FASHION - ALABAMA CHANIN

RESPONSIBILITY - AMERICAN APPAREL

NEW MODELS - KEEP and SHARE

3. Media influence & market intelligence

Isn't the whole idea of fashion the antithesis of a sustainable approach? ...Each new trend that sweeps through the high street renders the old trend obsolete. It's difficult to imagine a more wasteful system.

Mark Lynas 'Can Shopping Save the Planet?'
Guardian G2, 17 Sept 2007

Media coverage of ethical and environmental issues was up 80% in 2007 according to Lucy Siegle of the BBC and the Observer². In September 2007 alone, the Telegraph Magazine's fashion editor Tamsin Blanchard published 'Green is the New Black', Vogue magazine published its 'Eco Chic' guide and London Fashion Week hosted its second estethica exhibition accompanied by a special fashion edition of the Ecologist.

The media continue to report the huge environmental upheaval occurring, both nationally and globally, and government action to solve climate change. Additionally corporations that are seen to be contributing to climate change are observed with an ever more critical eye. Whilst articles and events reporting on the positive influence of events like estethica and publications such as 'Green is the New Black' have extended coverage, the media are quick to expose less than scrupulous practice throughout the fashion supply chain. In September 2007, the Guardian ran a series of articles reporting on their investigations into manufacturers for the value fashion market, as a result of the publication the updated 'Let's Clean Up Fashion' report by War on Want and anti-sweatshop coalition Labour Behind the Label.

Of course fashion is not the only focus for reports and investigations into factors contributing to climate change and social injustices, and the media have covered much of the governmental responses to the issues. The BBC, for example, reported in October 2007 that the Cross Party Environmental Audit Committee have stated that the UK is failing in its climate change policy due to lack of coordination between ministries - a sentiment echoed by Jonathon Porritt at the SDUK conference, March 2008.

2/
Lucy Siegle, 'Circulation
versus salvation' RITE
Group International
Conference, 10 Oct 2007

ISN'T THE WHOLE IDEA
OF FASHION THE ANTITHESIS
OF A SUSTAINABLE APPROACH?...
EACH NEW TREND THAT SWEEPS
THROUGH THE HIGH STREET RENDERS
THE OLD TREND OBSOLETE.
IT'S DIFFICULT TO IMAGINE A MORE
WASTEFUL SYSTEM.

MARK LYNAS 'CAN SHOPPING SAVE THE PLANET?' GUARDIAN G2 17th SEPTEMBER 2007

A result of heavy media focus on sustainability has been an increase in consumer awareness, with a better informed buying public than ever before. TNS Worldpanel reported that 7.1 million consumers think ethical clothing is quite / very important and find availability poor or very poor.³ Taken from Mintel's annual Green and Ethical Consumers, other market intelligence reports such as the Cooperative Bank, the Global 100, FTSE4Good Index Series, WWF Deeper Luxury Report amongst others, receive coverage which is of interest to the ethically and environmentally aware consumer and quality press. The mainstream press are also producing more reports of their own such as the Guardian's influential annual Green List, highlighting those companies within the UK that are making the biggest efforts to lessen their environmental impact.

The media will continue to report on all aspects of sustainability and to highlight industries and organisations that are seen to be failing in their efforts to combat change for as long as there is an exposé to be printed. The spotlight is drawing closer toward our own industry and the need for a coordinated and informed voice will become ever more important. Coupled with this will be the need for the fashion industry to be seen to be putting in place a set of industry guidelines that each element of the industry can proudly adhere to.

On first inspection one could not highlight the fashion industry as an example of good practice in the area of sustainability. Such is the celebrity culture and consumer desire for ever more affordable and disposable products that the recent opening of Primark on London's Oxford Street lead to stampedes of people and queues for weeks afterwards. Indeed, the Evening Standard recently reported that Primark has an estimated 18.4% market share in 2007, up from 14.3% in 2006.⁴

3 /
TNS Worldpanel, p17

4 /
Laura Craik 'I love a good bargain but can't deal with Primark' Evening Standard, 29 Oct 2007

Pages 12–13

5 /
Defra Sustainable Clothing Roadmap Stakeholder Meeting, 5 Sept 2007

6 /
'Ethical Consumerism report 2006', The Cooperative Bank, 2006 p.1

7 /
The importance of ethical clothing to consumers has increased with 59% saying it is now quite/very important compared with 55% in 2006. Ethical Clothing Report, TNS Worldpanel, 2007.

8 /
Mintel report: 'UK Clothing Retailing 2005', from the Guardian G2, 'High Street Fashion' 16 Jan 2006, p.4

9 /
Davis, E. 'Consumers enjoy falling prices', BBC News online, 17 Jan 2006 <http://news.bbc.co.uk/1/hi/business/4174587.stm>

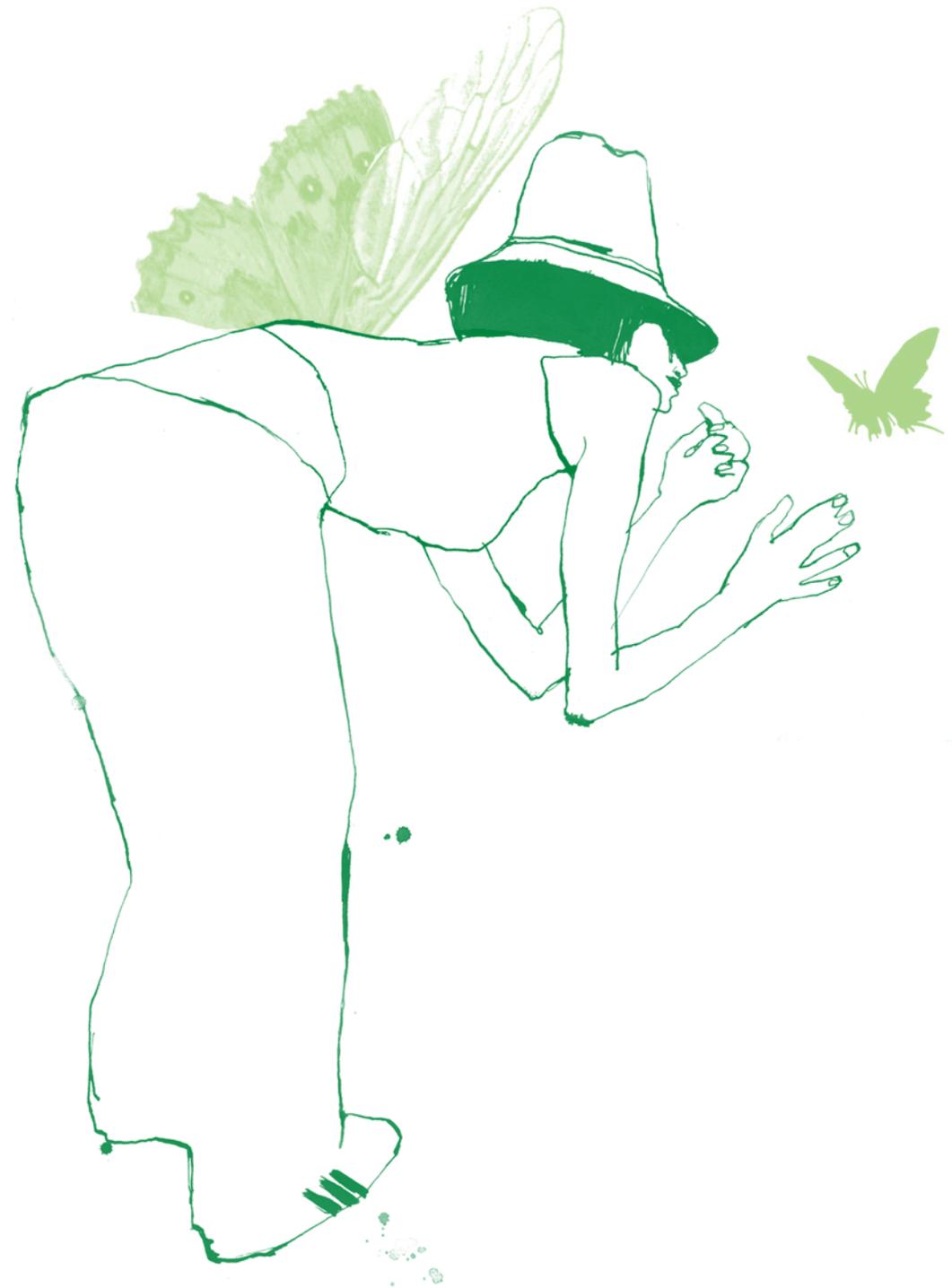
10 /
Ethical Clothing Report, TNS Worldpanel 2007

An industry based on new trends and this season's latest style, condemns the old trend from last season, inevitably to the bin . . . or to be more precise the landfill, 1.2 million tons in 2005 in the UK alone.⁵ Whilst sustainable fashion is growing, 5% to £1.3 billion between 2005 and 2006⁶, and an overwhelming number of people want to see more sustainable offerings⁷, this must be balanced with the desire for cheaper clothing in greater quantities than ever before. The UK clothing market is dominated by value retailers such as Tesco, Primark, George at Asda and Matalan.⁸ The industry is beginning to question how sustainability can be achieved when the average cost of clothes has dropped by 36% over the last ten years,⁹ and market intelligence on the subject is growing to support these questions.

Despite a reported increase in demand for ethical fashion, recent forecasting intelligence is detecting a level of cynicism and mistrust in consumers. This year TNS reported that 45% of consumers are sceptical about ethical claims made by clothing retailers.¹⁰ Echoing this, Future Laboratory's Brand Personality Register October 2007 reports that,

As the eco and ethical movement has become more entrenched in the British psyche, we are seeing a rise in the number of consumers who aim to combine their need for value with the conscious consumption that has become increasingly prevalent. These are the middle path realists, and they are the biggest section of consumers in Britain today: they are unwilling to turn a blind eye to unethical or environmentally damaging brand practices, but are equally unwilling to pay premium prices for organic or Fair Trade goods. These realists make up a massive 45% of British consumers and represent a newly emerging pragmatic idealism.

Future Laboratory's Brand Personality Register, October 2007



It can be concluded that there is a strong volume of intelligence interrogating the many issues affecting fashion and sustainability. The industry's need for information is driving the market for surveys, knowledge and insight, and this in turn feeding media interest. However, as illustrated by the Observer's story on labour conditions at Gap's suppliers,¹¹ information is reported to consumers often with little regard for or understanding of the complexities of the industry and its supply chain. It has become apparent that there is a need for a central neutral voice within the industry to distil information and offer sound comment on the debate, and look to future trends and consumer behaviour with which to inform all stakeholders. One can hope that ethical and sustainable fashion will one day move from niche to mainstream, and that current appetites for fast and value fashion will evolve into an industry which is mindful of both people and planet.

'Consumers' increasing concerns with environmental and social problems are the greatest cultural shift of the 21st century', according to the WWF Deeper Luxury report.¹² This is most encouraging and backs up Mintel's Green & Ethical Consumer report (2007) which found that one in every four adults is 'keen to be green', citing use of child labour, recycling, climate change, renewable energy and forest destruction as the top five concerns.¹³ This gives great scope for action, however this has not as yet had a significant impact on overall consumption patterns. In 1997, the average woman bought 19 items of clothing a year. This has now risen to 34 items per year.¹⁴ This translates into 35kg per person per year – 2.15 million tons in total per year in the UK alone.¹⁵ In monetary terms, £38.4 billion is spent annually on clothes, with £1 in every £4 spent on bargain fashion, showing a huge shift in consumer purchasing habits over the past ten years.¹⁶ The impact of this is immense. Last year the clothing and textiles industry produced up to 2 million tons of waste, 3.1 million tons of CO₂ and 70 million tons of wasted water.¹⁷

11 /
Dan McDougall, 'Indian 'slave'
children found making low-
cost clothes destined for Gap'
The Observer, 28 Oct 2007

12 /
WWF Deeper Luxury
report 2007

13 /
Mintel's Green & Ethical
Consumer report, Jan 2007

14 /
Karen Attwood, 'Cheap
Fashion: The trend may
be over' The Independent,
3 Aug 2007

15 /
Julian M. Allwood et al
Well Dressed? The present
and future sustainability
of clothing and textiles
in the UK. University of
Cambridge Institute for
Manufacturing, 2006

16 /
Tina Gaudoin,
'Classic Fashion – Introduction'
The Times, 10 Mar 2007

17 /
Alison Benjamin 'Clothing
joins green drive' The
Guardian, 6 Sept 2007

We have become consumer gluttons with an insatiable appetite; with the ever-increasing speed and accessibility of fashion, this has become an epidemic. Although there are signs of an increased awareness of the ethical and environmental impact of this behaviour and a new market for ethical and environmental products is emerging, this concern has not as yet, translated itself into a real change in the overall impact of the fashion industry either in terms of ethical or environmental better practice.

Debt and obesity are products of the same problem: a modern inability to know when we have consumed enough. Appetites distorted, palates jaded, we eat and spend with joyless greed. Witness women at the Primark sale below mountains of Lycra tops that they will barely wear, because there are not enough days left in the fashion season before a whole new list of "must-have" items is decreed.

Janice Turner, The Times
29 Dec 2007

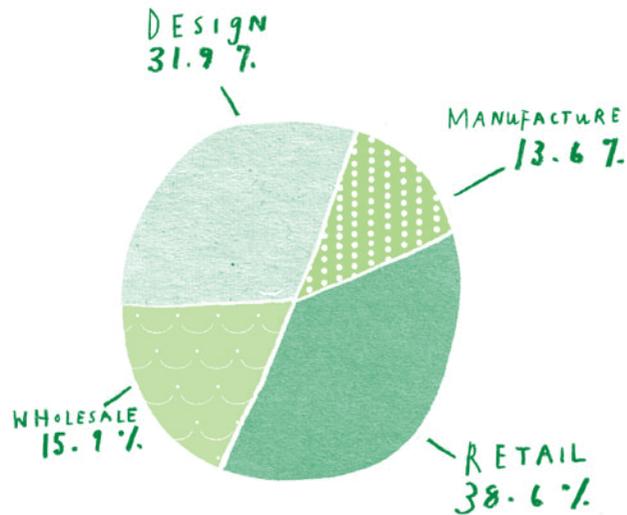
The UK is pivotal in the global supply chain, able to lead on behavioral change as we offer both the demand and the opportunity through our creative industries and retail sector to affect the supply chain at every level.

4. Sustainability in Fashion survey

London College of Fashion's Sustainability in Fashion online survey conducted in summer 2007 was developed to assess fashion companies' current understanding of sustainability issues; where companies currently seek information and to understand whether certain sustainability issues are prioritised within the corporate environment. The survey also recognised that it is important to understand how these factors differ across the various fashion sectors, and so companies were asked to categorise themselves as retail, design, wholesale or manufacture. Small and large companies were approached, from internationally known brands to independent SMEs (small to medium sized enterprises).

4.1 Respondents

Businesses categorised their main activity as one of the following:

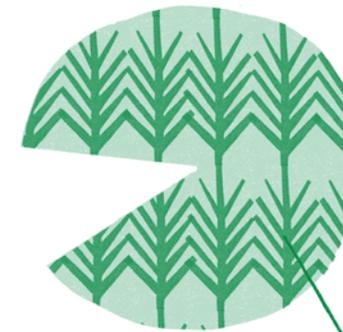


82% of the respondents were SMEs. Companies from across the UK were invited, however at 63% the majority of respondents were from London, followed by clusters of respondents from the South East and South West, with a minority of respondents from the rest of the UK. 27% of the companies have been trading for less than three years, however we did hear from companies that had been trading for twenty years or more.

4.2 Current levels of commitment to sustainability

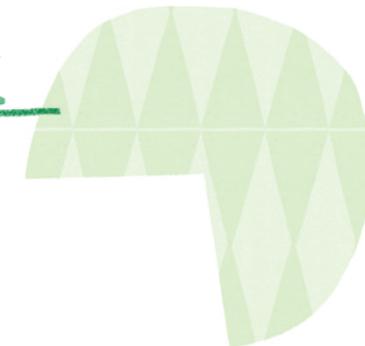
The survey highlighted that 90.9% of respondents consider that their company has responsibility for its direct and indirect impact on the environment. When this was probed further, 72.7% say that sustainability is an important issue for their company. Commitment to the environment and commitment to people's living and working conditions were cited as the most important factors. However in terms of seeing the economic benefits/commercial opportunity only retail sector companies cited this as a major reason, although a few individual manufacturers did include this in their response.

CURRENT LEVELS OF COMMITMENT TO SUSTAINABILITY



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When this was probed further, 72.7% say that sustainability is an important issue for their company





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RESPONDENT COMPANIES gain
SUSTAINABILITY INFORMATION FROM
MAGAZINES, PRESS, AND TRADE JOURNALS.

4.3 Areas of sustainability engagement

Designers told us that the three most important factors to their brands with relation to sustainability are fair trade and labour conditions; reduction of waste & promotion of recycling; and reduction of pollution.

4.4 Information sources

Currently 77.3% of the respondent companies gain sustainability information from magazines, press, and trade journals. Manufacturers also gain information from local/national government and retailers cited protest organisations and specialist sustainability organisations as additional sources. Further sources of information used by the sector are professional organisations and networks as well as local or government's organisations.

However, over half (52%) of companies were not aware of any relevant sustainable information available and a further 19% of companies did not think that the information available was relevant. Stella McCartney's respondent commented that 'sustainability advice and support is currently quasi-existent', outlining the current level of awareness for available support. Within the manufacturing sector, all those based outside London were not aware of any relevant information and no wholesaler was aware of relevant information that was available to them.

4.5 Sustainability action

53.5% of companies interviewed said they would be more proactive in the sustainability arena if there was a dedicated fashion sector sustainability support organisation. There would appear to be an especially large information and awareness gap within wholesale and there was a unanimous response to the fact that if there was support dedicated to the fashion sector they would be more proactive.

Designers were also very vocal on this point. This was highlighted by a designer based in London: "I consider that my company does have a responsibility for the impact on the environment but I have no idea of how to go about doing anything or if we can afford to spend the time and resources on this subject."

Despite high levels of awareness as outlined above this has not to date resulted in action. 69% of respondents did not have a sustainability policy. However of the respondents that did have a policy a third of these have had a policy for more than five years.

Currently 66.7% of companies do not ask suppliers for evidence of their sustainability policy and therefore this highlights a huge area for investigation. Internally organisations also need to be supported in building a suitable skill base to deal with the sustainability question. Small businesses may not have a written policy but many are taking personal steps.

We are a very small company, we survive week by week, we recycle what we can, including any off cuts of fabric (we take the bags to the Samaritans who get £1 a bag from the rag man). We use only the electricity we need to sew/finish the garments we produce, we don't travel far with work, I walk/cycle when I can. We don't use air con and only put the heating on when absolutely necessary. Unfortunately we can not use energy saving light bulbs as they do not fit our light fitting. All this is not a policy exactly but our way of living - we think about our energy use and do what we can to sustain it.

Manufacturer, Wales

The sustainability umbrella encompasses many factors and different issues have varying importance to the companies involved. It would appear that younger designers entering the industry are now being educated in these issues and want to crusade sustainability issues.

"...mainly things I learnt while studying that I'm still trying to put into practice."

Junior Designer, London.



4.6 Effects of sustainability policies

58% of the companies we interviewed currently do not have someone responsible for Corporate Social Responsibility and only one wholesaler had someone tasked with this job. This is despite 87% of those reporting that had a sustainability policy felt that it was making an impact on their business. This is very encouraging news, as it would appear that once a sustainability policy has been taken on board by management and staff that there is a positive business impact.

However enabling businesses to develop a policy that is suitable for their business needs within the current landscape reveals a more difficult picture. 62.8% of businesses have never sought information from professional bodies and 67% said that their reasoning was that they were not aware of relevant support available to them.

4.7 Areas for future support

Of those companies that are not engaging with the current support organisations available to them, 64% answered 'yes' when asked if they would like support in developing their knowledge and capacity for implementing sustainable practice in their company in the future. The areas where businesses felt they required most advice and support were Fair Trade materials and labour conditions; reduction of waste and promotion of recycling; and economic benefits achievable through sustainable practice. There was almost an even spread across organically grown/produced fibres and materials, carbon neutral practice, energy efficiency, green supply chains and marketing. The area of least concern to companies was local manufacture, whilst one company specified that they would like to see more forums for ideas exchange.

4.8 Summary of survey results

The aim of the survey was to assess the level of engagement within industry to the subject of sustainability. The survey conclusively found:

- > The majority of companies interviewed did not have a company policy relating to sustainability.
- > Of those companies who had engaged with sustainability in a practical way by appointment of a manager tasked with dealing with sustainability issues and had set up a sustainability policy, these companies felt that the policy had had a positive impact on their business.
- > Most companies relied on media publications for their advice.
- > Most companies stated that they were not aware of any specific sustainability support available.
- > Most companies stated that they would be more proactive in the sustainability arena if there were a support organisation dedicated to sustainability in the fashion sector.
- > It was noted that future graduates from fashion courses will have a role to play in the industry as curricula engage with issues of sustainability.
- > Whilst most companies were aware of sustainability issues and felt that they were important to the company, few had sought advice and many felt that they would like further support.
- > Response rate to this survey fell within accepted parameters for credibility, at 5.1% however this translated into a disappointing response in real terms indicative of levels of uncertainty and concern about engaging in this debate.



FUTURE GRADUATES FROM
FASHION COURSES WILL HAVE A
ROLE TO PLAY IN THE
INDUSTRY AS
CURRICULA ENGAGE
WITH ISSUES OF
SUSTAINABILITY.



WE WILL only succeed
if WE go WITH THE grain of WHAT
INDIVIDUALS and BUSINESSES WANT,
and CHANNEL THEIR
CREATIVITY TO CONFRONT THE
ENVIRONMENTAL challenges
WE face.
DEVELOPMENT, growth, and
PROSPERITY NEED NOT and
Should NOT BE in CONFLICT
WITH SUSTAINABILITY.

TONY
BLAIR

5. Key players in facilitating change

As sustainability has increased in importance over the last two decades, a number of different organisations have emerged contributing to the development of policy on both a national and international level. As part of London College of Fashion's assessment of the current climate and landscape of sustainability within the fashion sector, governmental and lobby organisation agendas and pressures have been noted.

5.1 Central government

We will only succeed if we go with the grain of what individuals and businesses want, and channel their creativity to confront the environmental challenges we face. Development, growth, and prosperity need not and should not be in conflict with sustainability.

*Tony Blair, 'Securing the Future'
Mar 2005*

Securing the Future was published for the G8 summit in 2005 by the Department for the Environment, Food and Rural Affairs (Defra). This sets out the government's long-term strategy to improve the environment in the UK and the rest of the world and aims 'to enable all people throughout the world to satisfy their basic needs and enjoy a better quality of life without compromising the quality of life of future generations.'¹⁸

Defra's Securing the Future report has five strategic priorities:

- > Climate change and energy
- > Sustainable consumption and production
- > Protecting the countryside and natural resource protection
- > Sustainable rural communities
- > Sustainable farming and food

5.1.1 Clothing and textile consumption roadmapping by Defra

Within the area of sustainable consumption and production, Defra has been commissioned by the government to develop an environmental roadmap for each of ten priority products including food and drink, passenger transport, buildings and clothing and textiles.

Clothing and textiles will come under particular scrutiny due to their high environmental impact, estimated at between 5-10% of all environmental impact within the European Union.¹⁹

The roadmap will identify current provision for sustainable support in response to the government's need to identify provision and plan for future consumption.

Because of these significant sustainability impacts and the fast fashion driven high consumption rates that exacerbate them, clothing has been chosen as one of ten priority products Defra is focusing on in its trial of sustainable product roadmaps. The roadmaps provide a platform for stakeholders along the supply chain of clothing to work together to improve sustainability performance.

*Dr. Dorothy Maxwell,
Defra Sustainable Clothing Roadmap, 2007*

As a result of the first stakeholder meeting in September 2007, Defra have outlined five priority areas for action:

- > Improving environmental performance across the supply chain
- > Consumption trends and behaviour
- > Awareness, media, education, and networks
- > Creating market drivers for sustainable clothing
- > Ethics and trade

Stakeholders reconvening in March 2008 will discuss the implementation of this action plan.

Pages 30–31

20 /
'Landfill Directive',
Department for Environment,
Food and Rural Affairs

5.1.2 Waste reduction directives

Both Defra and the European Union have developed initiatives and directives to deal with the amount of textiles currently going into landfill.

The Landfill Directive sets demanding targets to reduce the amount of waste sent to landfill. These targets are by 2010 to reduce biodegradable municipal waste landfilled to 75% of that produced in 1995; reducing by 2020 to 35% of that produced in 1995.²⁰

As a result of this directive, Defra has established the Business Resource Efficiency & Waste Programme (BREW) which will support businesses in helping them to meet these targets, including funding for initiatives which improve business waste minimisation and resource efficiency.

Focus on the UK and London in particular is becoming greater as every year passes and the prospect of the 2012 Olympic games and potentially the FIFA World Cup in 2018 the need to go beyond the requirements of the Kyoto agreement becomes even more apparent.

Case study

2012 Olympics

The London 2012 Olympics have been proclaimed as the first sustainable games ever. This is in sharp contrast to the Beijing 2008 games, which are threatened with partial postponement due to the high levels of air pollution in the city.

The London Organising Committee has five sustainability themes:

- > Waste
- > Climate change
- > Biodiversity
- > Healthy living
- > Inclusion

The games have been designed to promote as many forms of 'green' industries and technologies as possible. This is being overseen by an independent commission that will assess the games' sustainable credentials as it is prepared for, implemented and what legacy it leaves behind.

The fashion industry has a potential, either directly or indirectly, to play a pivotal role in the games, from suppliers of athletic kit, uniforms and merchandise, to being an industry that is synonymous with London and the East End in particular. Oxfam, in collaboration with the Clean Clothes Campaign and Global Unions, has looked specifically at sportswear labels, and in 2004 published 'Play Fair at the Olympics'. The report has been able to highlight and introduce measures to tackle poor labour conditions throughout the supply chain and ask fundamental questions about the global sportswear industry. The multitude of products being developed for merchandising purposes for 2012 must in itself be considered both in terms of production and consumption.

Pages 32–33

21 /

Friends of the Earth,
19 Feb 2007
www.foe.co.uk/resource/press_releases/london_c_charge_extension_16022007.html

5.1.3 Regional perspectives

The controversial but ultimately successful congestion charge in London is a world first and has reduced CO₂ emissions in central London by 16%.²¹ It is leading the way in combating climate change and London's aim is to have reduced emissions to 60% of 1990 levels by 2025. By 2050 the London Climate Change Plan will aim to have most of London's energy needs produce by local, more efficient, renewable resources. There are plans to roll out this scheme to other regions within the UK.

5.1.4 Green politics

What was once in the sole domain of the Green Party has now become mainstream. Every major party within the UK has incorporated environmental policy as part of their political manifesto. Rather than looking to government (local, regional or national) to dispose of and manage waste, individuals and companies will be responsible for the effect that they have on the environment, whether that is through carbon emissions through road transport, waste disposal, energy use and depletion of raw materials and natural resources. In general variable tax burdens will be imposed, with the greater burden on those that do the least.

The need to make every area of our lives more sustainable has never been greater, and we all need to play our part in reducing carbon emissions and the use of limited resources in every way we can. The fashion industry has impacts on the environment and human welfare at so many different stages of production – from growing the fibres, through dyeing and sewing to the final stage of transport to the shops. Making all these processes both ethical and green is hard to achieve, even harder to certify, and this complexity can be very confusing for ordinary shoppers trying to be green.

But it's not only a problem; it's also a huge opportunity because there are so many things we can change to make a difference. A place where we can all work together on these issues is sorely needed and, with the commitment of industry and the help of policy makers, I believe our desire for a greener wardrobe can be brought a step closer.

Sian Berry, Mayor of London Candidate,
The Green Party,

5.2 Lobby groups

A vast number of campaign and lobbying groups exist in the UK. These address a diverse range of issues that each form a part of the overall sustainability arena. The ethical treatment of workers, in particular in the developing world attracts particular interest from multi-national groups. High profile organisations like the RSPCA, Oxfam and PETA are all campaigning alongside much more singular organisations such as Labour Behind the Label and Pesticide Action Network UK (PAN UK).

In the cacophony of voices that are being raised it would appear that there is a need for both a coordinated approach to highlighting the wide range of issues as well as the need to develop a unitary approach to managing and implementing change within the fashion industry.

Case study

Labour Behind the Label

Labour Behind the Label (LBL) is a campaign that supports garment workers' efforts worldwide to improve their working conditions. It aims to educate consumers, lobby companies and government, raise awareness, and encourage international solidarity with workers. Its members include trade unions and their local branches, consumer organisations, campaign groups, and charities. In the UK it is the platform of the international Clean Clothes Campaign.

These member organisations work together, through LBL, to achieve four aims:

- > Raise public awareness and mobilise consumers.
- > Pressure companies to take responsibility for workers' rights in the entirety of their supply chains.
- > Support workers in their struggles for decent working conditions, including speaker tours and urgent appeals.
- > Campaign for governments to take responsibility by legislating on corporate responsibility and in their role as consumers of work wear.

Some of their more notable campaigns have been waged against the International Olympic Committee in the build up to the Beijing 2008 games with specific reference to the production of Olympic branded merchandise produced in Chinese sweat shops. Other notable campaigns have been focused on the UK high street – Let's Clean Up Fashion and Fashion Victims: The true cost of cheap clothes at Tesco, Asda and Primark which highlighted manufacturers in Bangladesh paying as little as 5p an hour for 80 hour weeks for the production of clothes that are sold in some of the UK's biggest retailers. www.labourbehindthelabel.org

5.3 Support organisations

As issues of sustainability have attracted attention in the fashion industry, support organisations have developed in response. Fashion specific networks and business advice in the UK can be sought through the Ethical Fashion Forum and Eco-Design Network. Organisations such as Organic Exchange, Forum for the Future, Fairtrade Foundation and IFAT's (International Fair Trade Association) support include help for businesses and individuals producing for the fashion industry, along with other sectors.

There are also organisations offering exclusively environmental support to businesses, such as Envocare, the Environment Council, The Energy Saving Trust, CREATE, London Environment Centre, the Carbon Trust and WRAP. Organisations focusing on accountability and corporate social responsibility include Futerra, SustainAbility, AccountAbility, Sd3, and London Sustainability Exchange.

Whilst there are a number of support organisations offering businesses advice across sectors, there are few networks linking these groups. There is also little activity joining higher education with commercial support on sustainability.

See Appendix 1 for a full matrix of the current provision of support, setting out the primary areas of support offered and whether they are fashion specific or of a generic nature.

Case study

Fashioning an Ethical Industry

Fashioning an Ethical Industry is an education project of Labour Behind the Label. The project works with tutors and students of fashion-related courses to give an overview of how the fashion industry positively and negatively impacts on working conditions in garment manufacture and to inspire students - as the next generation of industry players - to raise standards for garment workers in the fashion industry of the future. Although the focus is on labour conditions and workers' rights, inevitably the other ethical and environmental issues affecting the fashion industry are related to this work. The steering committee consists of academics and students from fashion courses throughout the UK, headed up by the Fashioning an Ethical Industry project coordinators who are themselves highly experienced in the field. It offers a monthly bulletin on activities, supports staff and students through workshops and tutor training events, as well as hosting events to bring together representatives of workers, buyers and designers to discuss and debate the issues affecting them in their work. The ultimate aim of the project is to embed ethical issues into the curriculum of all fashion courses across the UK. The work from this initiative can be seen through the listed HEIs addressing issues of ethical practice in their programmes.

There is a real gap between what HEIs are doing and what industry is doing. HEIs need to keep up with what industry needs and wants. There is a lot of good work going on but it needs to be joined up and taken to a higher level.

*Liz Parker,
Fashioning an Ethical Industry*

www.fashioninganethicalindustry.org

5.4 Higher and further education institutions (HEIs/FEIs)

A number of government reports, most notably the Leitch Review of Skill 2006²² and the Cox Review of Creativity in Business: building on the UK's strengths 2005²³, set out a clear vision for the role of higher education with industry.

The success of the creative industries notwithstanding, there is evidence that UK businesses are not realising the full potential of applying creativity more widely. The Cox Review was commissioned to look at how best to enhance UK business productivity by drawing on our world-leading creative capabilities, with the fashion industry at the cutting edge of this process it can become a fulcrum for education and industry collaboration.

The Leitch Review went on to suggest that without industry, individuals and education bodies taking joint responsibility for filling the skills lag that exists within the workforce the competitiveness and productivity of the UK will not reach its potential or match that of its competitors.

Central government has requested higher and further educational institutions (HEIs/FEIs) take a greater role in partnering commercial organisations in reaching sustainability goals. The CSF will be unique in the tailored support it will be able to provide exclusively to the fashion industry. There is no other HEI/FEI that aims to offer a service that can act as a one-stop-shop, and offer more than research to fashion businesses exclusively.

22/
The Leitch Review of Skills, Prosperity for all in the global economy, Sandy Leitch, Dec 2006

23/
The Cox Review of Creativity in Business, Sir George Cox, Dec 2005

Pages 38–39

Current HEI/FEI activity in the fashion related sector includes curriculum development to embed ethical and environmental issues into a variety of courses. Curriculum is being designed to specifically respond to the ethical and environmental issues in fashion both at BA level and more recently at MA level, PhD level and research based work, most notably University College of the Creative Arts' (UCCA) recent MA Ethical Fashion. Within the curriculum of numerous fashion courses exist modules covering the issue of sustainability within the fashion industry.

Innovative developments to embed sustainable thinking and practice across all levels of higher education have been pioneered at the University of Bradford with the Ecoversity initiative, an all encompassing programme bringing together activities which improve education for sustainable development, the environment, social wellbeing and which contribute to a thriving economy.

Outward facing centres of excellence and models of best practice linking research activity with industry have begun to develop in the creative sector. UCCA have set up a Centre for Sustainable Design, and the University of Plymouth has a Centre for Sustainable Futures. However, the Centre for Sustainable Fashion at London College of Fashion will be the first HEI to put education and research at the centre dealing exclusively with the fashion industry and working across the network of existing support organisations, lobby groups, and government initiatives.



Case study

London College of Fashion, University of the Arts London

London College of Fashion's focus is to challenge current practice and use design to change the landscape of the fashion industry, pushing boundaries in the way that fashion is identified through an innovative and proactive approach to the issues of sustainable creative development. It provides students with opportunities to explore social and environmental issues through the curriculum from Foundation to Masters level as well as being engaged in outward facing activities through the Green is the New Black team who organise industry collaborated events and activities. Details of projects and courses can be seen in Appendix 2. The college-wide agenda on furthering the influence of fashion through exploration of how fashion can lead to 'Better Lives' is also currently being explored through research projects including: The Fashion Paradox, Ethical Fashion and Considerate Design; Wonderland: what happens when art meets science, a collaboration between LCF and the University of Sheffield; Nanotechnology in Intelligent Materials, a collaboration between LCF and Queen Mary University London. LCF also plays a key role in the Textiles Futures Research Group (TFRG) with a link to Chelsea College of Art & Design's Textile Environment Design group (TED).

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5.5 Multi-Stakeholder Initiatives

Multi-Stakeholder Initiatives (MSIs) are playing an increasingly important role within the fashion industry on a global scale. They bring together a variety of stakeholders including companies, trade unions and NGOs. Their goal is primarily to improve the conditions in which garments and other consumer goods are produced. They aim to facilitate cooperation and collaboration between stakeholders, drawing on shared expertise and knowledge of labour and international development issues.

All the major retailers in the UK are thought to have a dedicated senior manager within their organisation, responsible for the company's Corporate Social Responsibility (CSR) policy. Many are developing their own codes of conduct and systems for measuring and auditing compliance and progress towards their CSR policies. However, smaller organisations do not necessarily have the capacity to dedicate staff to this area, and the activities and guidance of MSIs have a very important role.

There are five main MSIs operating globally, with the Ethical Trading Initiative (ETI) being the most prominent in the UK.

- > Ethical Trading Initiative (ETI)
- > Fair Labour Association (FLA)
- > Fair Wear Foundation (FWF)
- > Social Accountability International (SAI)
- > Workers Rights Consortium (WRC)

The Jo-in Initiative, instigated by the ETI in 2003, works across all five MSIs to harmonise codes and procedures, exchange learning and experience and pool resources. The overall aim is to maximise the potential for improving workplace conditions focusing on compliance with trade union rights, living wages and working.

An additional programme of increasing interest is Sedex. The Suppliers Ethical Data Exchange uses the latest technology to enable companies to maintain and share data on labour practices in the supply chain. It is a web-based system for companies to input data on labour standards at their production sites and has been designed to allow companies who are in an existing trading relationship to share this information, saving time and money lost in duplicated information. As a result, companies are better able to drive and demonstrate improvements. The development of Sedex has been supported by a group of UK retailers and suppliers, including Geest, Marks & Spencer, Northern Foods, RHM, Sainsburys, Tesco, Uniq and Waitrose.

Full details on MSIs can be found in Appendix 3.

6. Conclusion and recommendations

The fashion industry is diverse and complex in nature with corresponding complexity in its importance to our identities, different aesthetic motivations, its role in our physical and emotional needs and as a tool for communication with others. By mapping and analysing sustainability activity in the fashion industry, this report has developed conclusions which in turn lead to recommendations for the launch of the Centre for Sustainable Fashion (CSF) at London College of Fashion.

6.1 Conclusions

- > Differing perceptions surrounding the interpretation of sustainability mean that each company and organisation is negotiating the area from their own standpoint.
- > The UK high street is unique in its position as a renowned innovator to implement change in practice towards a more sustainable sector in line with consumer expectations of social justice and environmental consideration.
- > Transparency, accountability, collaboration and trust are all key to affecting change within the fashion industry and must be central to future industry practice.
- > Whilst there are a number of support organisations offering businesses advice across sectors, there are few networks linking these groups. There is also little activity joining higher education with commercial support on sustainability.
- > A central, neutral voice within the industry is required in order to distil information and offer sound comment on the debate, through collaborative networks and partnerships.

6.2 Recommendations for the Centre for Sustainable Fashion at London College of Fashion

Pages 46–47

Mission statement for the CSF:

An internationally recognised and globally connected catalyst for change, fully integrated with industry to create a better lives through a sustainable fashion economy.

With fashion as the point of knowledge, the CSF will be unique in the tailored support it will be able to provide exclusively to the fashion industry. There is no other educational institution that aims to offer a service through:

- > Supporting industry and economic development
- > Education and capacity building
- > Strategic partnerships with both local and global communities

London College of Fashion's position within the global industry and the UK creative sector makes it best placed to deliver these three key areas of service. The CSF will bridge existing activities within education and the industry, identify gaps in knowledge and expertise and work with stakeholders across the supply chain to improve and enhance both understanding and practice of sustainability within the fashion industry. This is grounded in access to strong educational expertise, innovative research practice, existing inter-disciplinary networks and a sound reputation for knowledge exchange. The CSF will harness the power of fashion as a communicator and identifier to further knowledge and practice in the sustainability arena.

AN INTERNATIONALLY
RECOGNISED and GLOBALLY
CONNECTED CATALYST FOR
CHANGE, fully INTEGRATED
WITH INDUSTRY TO CREATE
BETTER LIVES through a
SUSTAINABLE FASHION
ECONOMY.

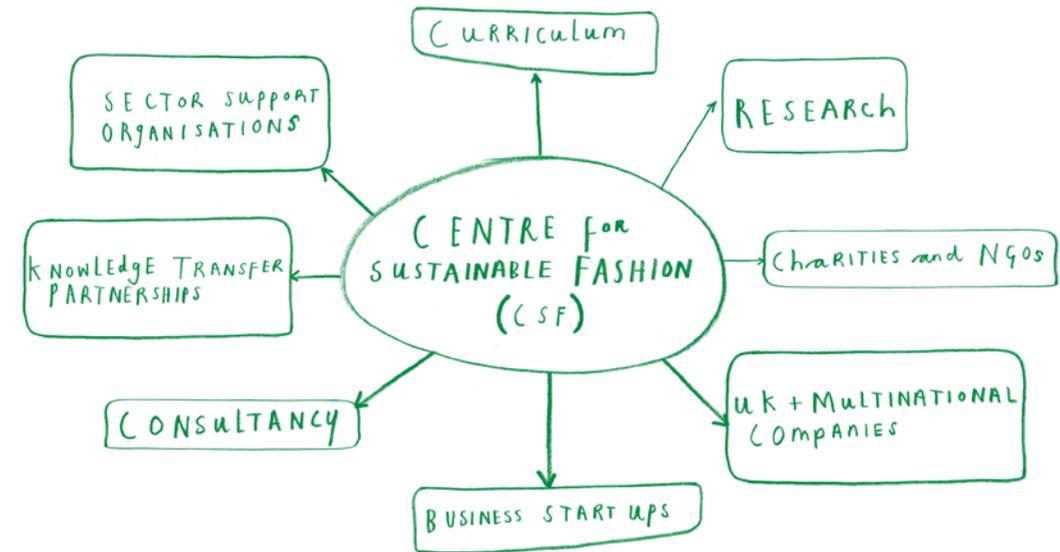


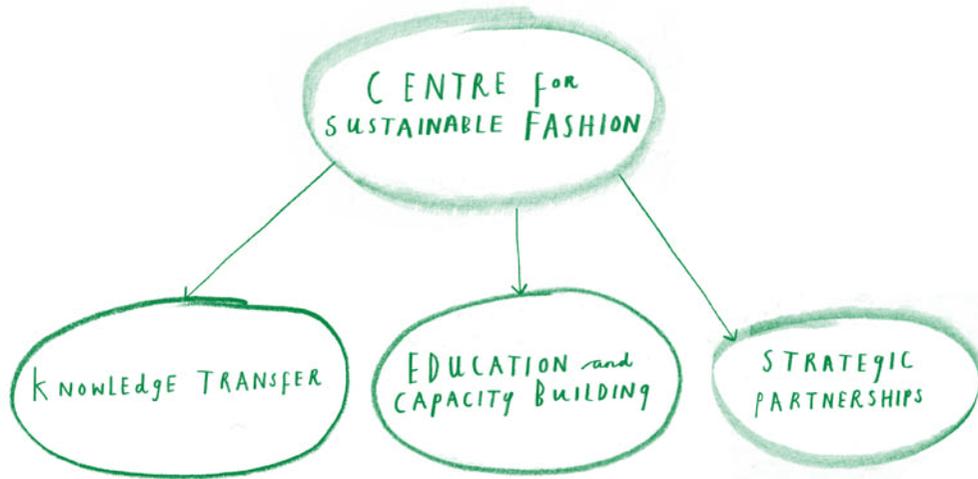
CENTRE FOR
SUSTAINABLE FASHION

The stakeholders have been identified in the diagram opposite:

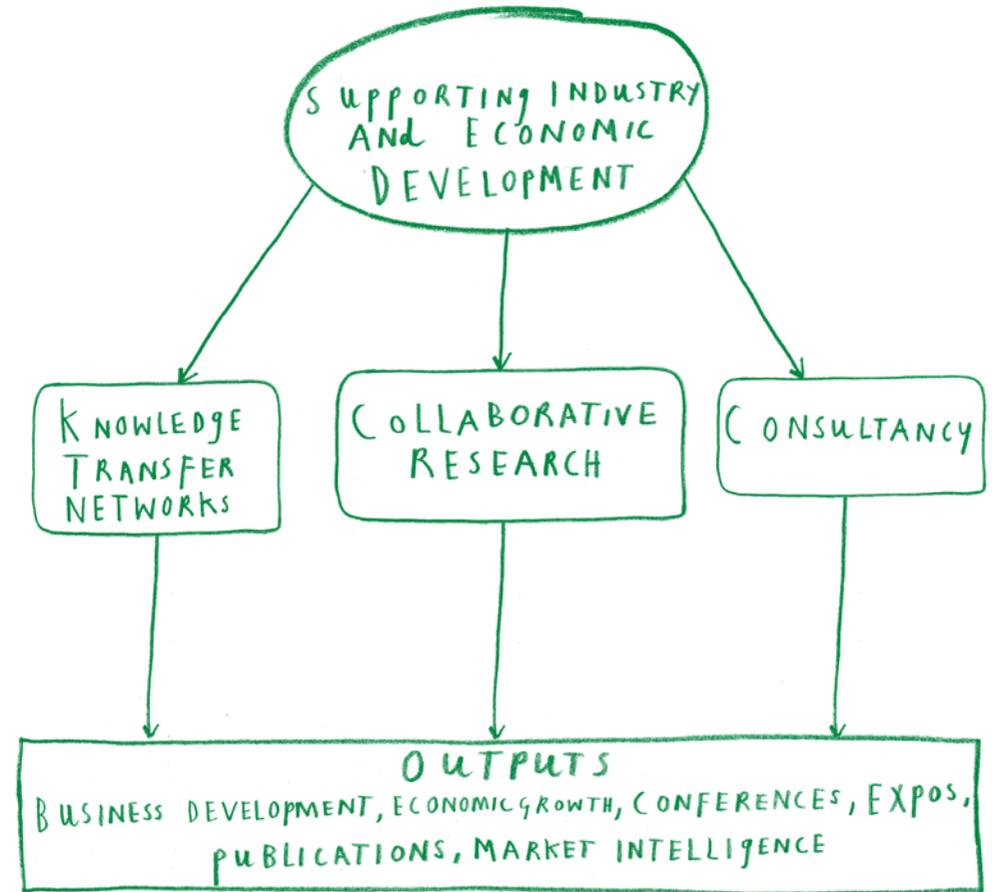
Key to the success of the CSF will be the cooperation of the various stakeholders within the fashion industry to build a framework by which it can facilitate sustainability and create a world leading fashion industry. Standards and understanding of sustainability will be developed on a national and then global basis.

The Centre for Sustainable Fashion at London College of Fashion will launch a five year strategy in 2008, focusing on the three areas outlined on page 50 to service all stakeholders.

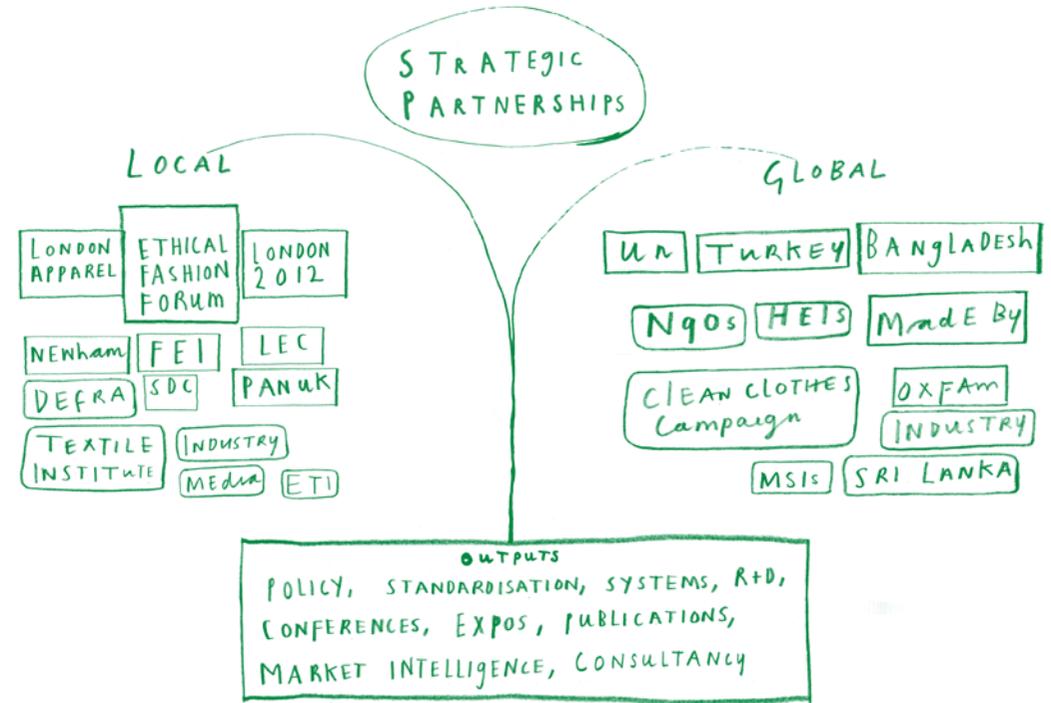
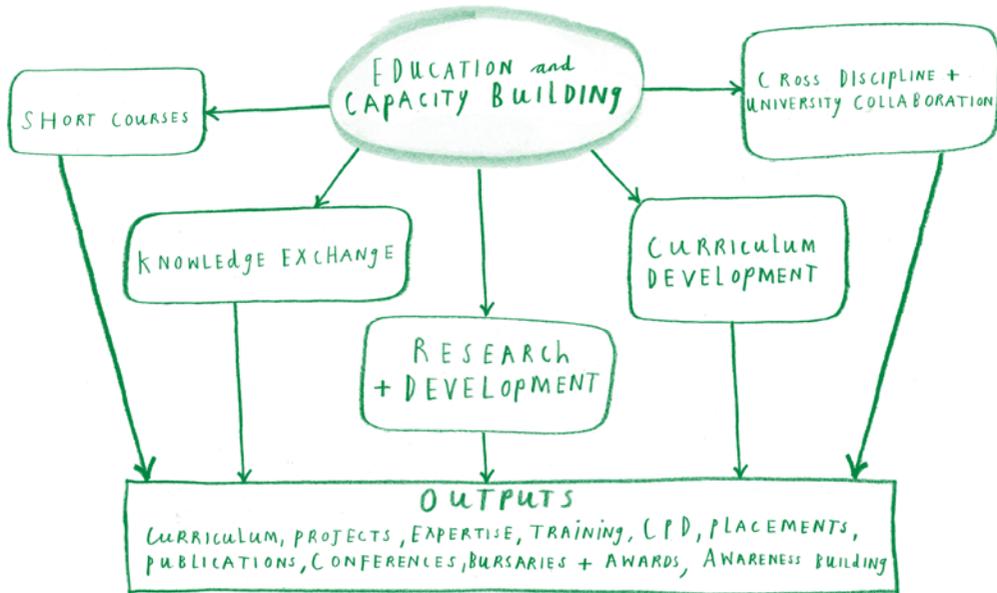




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These organisations represent existing links and networks. The CSF hopes to extend these connections both locally and globally.



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London, 6 March 2008

8. Glossary

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Centre for Sustainable Fashion (CSF)

Centre for Sustainable Fashion at London College of Fashion.

Climate change

Long-term alteration in global weather patterns, especially increases in temperature and storm activity, regarded as a potential consequence of the greenhouse effect. This has been a driver for government agenda and policy on the environment.

Corporate Social Responsibility (CSR)

The notion that companies should take responsibility for the social and environmental impacts of their business. Most western corporations will have a CSR representative or department, and may be involved with one or more multi-stakeholder initiatives.

Defra

UK government Department for the Environment, Food and Rural Affairs.

Ethical

Conforming to accepted moral standards. In relation to the fashion industry, ethical fashion is a term often used when discussing the social and human implications of the supply chain, e.g. worker's rights, labour conditions.

Fair trade

Fair trade aims to advance small, disadvantaged producers or workers in disadvantaged positions in developing countries by providing support and assistance, building sustainable relations with foreign buyers, and if necessary paying prices above world market. The most recognised fair trade certification in the UK is issued by the Fairtrade Foundation, and within clothing, is currently only applicable to the production of cotton. Certification does not apply to the rest of the supply chain.

Fast fashion

The recent phenomenon of trends moving from catwalk to high street in record time. This has resulted in the evolution of the traditional two seasons per year to a series of indeterminate seasons. The rise of fast fashion has developed hand in hand with value fashion in the UK.

Further Education Institutions (FEIs)

Further education institution, covering courses for post-16 education. This can vary from basic training to Higher National and Foundation Degree, and is UK specific.

Higher Education Institutions (HEIs)

Higher education institution, covering tertiary education including undergraduate and postgraduate degrees. Generally categorised as colleges or universities in the UK.

London College of Fashion (LCF)

London College of Fashion, one of the six colleges of University of the Arts London.

Living wage

Where the earnings from a standard working week are sufficient to meet the basic needs of workers and their dependents. This is most often higher than a country or industry's set minimum wage.

Multi-Stakeholder Initiative (MSI)

An organisation bringing together various stakeholders including companies, trade unions and NGOs, to agree on codes of practice and implementation, e.g. Ethical Trading Initiative, Fair Labor Association.

Non-Governmental Organisation (NGO)

An organisation that has been set up independent of government policy or agenda. Within the fashion supply chain, NGOs often work with trade unions and support organisations to help alleviate poverty, champion workers rights, and highlight negative social and environmental impact.

Organic cotton

Cotton that is grown without pesticides from plants which are not genetically modified. In the UK, organic cotton is certified by the Soil Association in line with standards set by both UK government and the European Union.

SME

Small to medium sized enterprise, generally those with fewer than 250 employees.

Sustainability

Harnessing resources ethically and responsibly without destroying social and ecological balance.



Appendix 1 - Matrix of support organisations

Compiled by London College of Fashion 2007

Reference	Group Name	Sector/s supported	Ethical (ET) environment (EN) or both (ETN)	Training	Funding/grants	Market intelligence	Practical advice	Policy advice	Consultancy	Lobbying	R&D	Networking
1	AccountAbility <i>www.accountability21.net</i>	ALL	ETN	•			•			•		
2	Action for Sustainable Living (AfSL) <i>www.afsl.org.uk</i>	ALL	EN				•					•
3	Action Sustainability <i>www.actionsustainability.com</i>	ALL	ETN	•				•	•		•	
4	Association of Suppliers to the British Clothing Industry (ASBCI) <i>www.asbci.co.uk</i>	F	ETN			•	•				•	
5	Business in the Community <i>www.bitc.org.uk</i>	ALL	ETN		•		•					
6	Business Link <i>www.businesslink.gov.uk</i>	ALL	ETN				•					
7	Carbon Trust <i>www.CarbonTrust.co.uk</i>	ALL	EN	•			•	•			•	
8	CAT (Centre for Alternative Technology) <i>www.cat.org.uk</i>	ALL	EN	•			•	•				
9	Community Recycling Network UK (CRN) <i>www.cm.org.uk</i>	ALL	EN				•		•			•
10	CREATE <i>www.create.org.uk</i>	ALL	EN	•			•	•				
11	Eco Design Network <i>www.ecodesignnetwork.co.uk</i>	F	ETN				•	•				
12	Egeneration <i>www.egeneration.co.uk</i>	ALL	ETN	•			•	•				•

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Reference	Group Name	Sector/s supported	Ethical (ET) environment (EN) or both (ETN)	Training	Funding/grants	Market intelligence	Practical advice	Policy advice	Consultancy	Lobbying	R&D	Networking
13	Energy Saving Trust <i>www.energysavingtrust.org.uk</i>	ALL	EN	•	•		•	•				
14	Envirowise <i>www.envirowise.gov.uk</i>	ALL	EN				•					
15	Envocare <i>www.envocare.co.uk</i>	ALL	EN				•					
16	Ethical Consumer Research Association (ECRA) <i>www.ethicalconsumer.org</i>	ALL	ETN			•					•	
17	Ethical Fashion Forum (EFF) <i>www.ethicalfashionforum.com</i>	F	ET	•					•	•	•	
18	Ethical Trading Initiative <i>www.ethicaltrade.org</i>	F/FD T/A	ET					•				•
19	Fairtrade Foundation <i>www.fairtrade.org.uk</i>	FD/F	ET					•		•		
20	Forum for the Future <i>www.forumforthefuture.org.uk</i>	ALL	ETN	•				•	•		•	
21	Futerra Sustainability Communications <i>www.futerra.co.uk</i>	ALL	ETN	•				•	•		•	
22	Global Action Plan <i>www.globalactionplan.org.uk</i>	ALL	EN	•			•		•			
23	IFAT (International Fair Trade Association) <i>www.ifat.org</i>	FD/F	ET					•			•	

Appendix 2 - Matrix of sustainability activity in UK HEIs

Compiled by London College of Fashion 2007

Pages 66–67

Institution	Area of Specialism	Level Presented in Curriculum	Knowledge Transfer and Interaction with Industry	Research and Development
University of Aberystwyth www.aber.ac.uk	Environmental Sustainability	MSc Environmental Monitoring and Analysis Certificate in Sustainability	EnSus (Environmental Sustainability centre) - Information and advice for businesses	
Aston University www.aston.ac.uk	Environmental sustainability	BSc Sustainable Product Design	Industrial CASE studentships Knowledge Transfer Partnerships	Sustainable Environment research group (themes of energy, transport, logistics, and the built & natural environment)
University of Bath www.bath.ac.uk	Corporate Social Responsibility	MSc Environmental Chemical Engineering		MSc Environmental Chemical Engineering
Birmingham City University www.bcu.ac.uk	BA(Hons) Fashion Retail and Ethical Management	Subject to validation Incorporated into UG courses		
Bournemouth University www.bournemouth.ac.uk	Sustainability across disciplines in fashion		Industrial partnerships Consultancy LCA studies, Lubricant and wear testing	Sustainable Design Research Centre – experts in tribology and waste minimisation in relation to sustainable design
University of Bradford www.bradford.ac.uk	Sustainability	Ecoversity - a model of a sustainable university	Knowledge transfer	Developing research and innovation
Cambridge University www.ifm.eng.cam.ac.uk	Sustainable textiles and other areas			Institute for Manufacturing – Well Dressed? report looking at sustainability and fashion
Cavendish College www.cavendish.ac.uk	Sustainable Fashion	Incorporated into UG courses FEI Steering panel		
Central Saint Martins (CSM), University of the Arts London www.csm.arts.ac.uk	Sustainable fashion and textiles	MA Textile Futures UG cultural studies module incorporated into UG courses Member of FEI steering committee	MA Industry projects	Member of TFRG Active research taking place in sustainability in the arts.
Chelsea College of Art and Design, University of the Arts London www.chelsea.arts.ac.uk	Sustainable fashion	Integrated into UG courses FEI Steering panel		Member of TFRG TED: Textile Environment Design group Research active in sustainable textiles

Institution	Area of Specialism	Level Presented in Curriculum	Knowledge Transfer and Interaction with Industry	Research and Development
Cleveland College of Art and Design www.ccad.ac.uk	Sustainable Fashion	Incorporated into UG courses FEI Steering panel		
University of Coventry www.coventry.ac.uk	Sustainable Fashion	Incorporated into UG courses FEI Steering panel		
De Montfort University www.dmu.ac.uk	Sustainable Fashion	Incorporated into UG courses FEI Steering panel		
Derby University www.derby.ac.uk	BA Hons Fashion Studies	Incorporated into UG course		
University of East Anglia www.uea.ac.uk	Environmental Sustainability	MSc and BSc Environmental Science programmes		Centre for Social and Economic Research on the Global Environment (CSERGE)
University of Leeds www.leeds.ac.uk	Sustainable textiles	BSc & BA MSc MRes PhD	Applied research	Sustainability Research Institute RITE Group (Reduction of Impact of Textiles on the Environment) co founded by Richard Blackburn Head of Green Chemistry Group
London College of Fashion (LCF), University of the Arts London www.fashion.arts.ac.uk	Sustainability across disciplines in fashion	MA Fashion and the Environment UG elective Ethical Fashion incorporated into some courses Member of FEI steering committee	Is Green the New Black? Events and collaborations Centre for Sustainable Fashion	Member of TFRG: Textile Futures Research Group Active research taking place in sustainable fashion Reader in Sustainable Fashion to be appointed
University of Loughborough www.lboro.ac.uk	Environmental Sustainability	MDes MA MSc courses		Sustainability Research School (design and manufacture; energy; water and waste management; built environment; environmental science and natural resource management; societies and economics)
Lowestoft College www.lowestoft.ac.uk	Sustainable Fashion	Incorporated into UG courses		
Manchester Business School www.mbs.ac.uk	Corporate reputation and communication	MSc Corporate Communications and Reputation Management	Consultancy	The Reputation Brand and Competitiveness Group

Institution	Area of Specialism	Level Presented in Curriculum	Knowledge Transfer and Interaction with Industry	Research and Development
The University of Manchester www.sci.manchester.ac.uk	Environmental Sustainability and Corporate Social Responsibility	PG courses	Sustainable Consumption Institute (£25m investment with Tesco)	Sustainable Consumption Institute (SCI) Sustainability, Policy and Regulation Research Centre (SPARRC)
New College Nottingham www.ncn.ac.uk	Sustainable Fashion	Incorporated into FE courses		
Newcastle University www.ncl.ac.uk	Environmental Sustainability	MPhil PhD MRes		Institute for Research on Environment and Sustainability (IRES)
Nottingham Trent University www.ntu.ac.uk	Sustainable Fashion	Incorporated into UG courses		
Oxford and Cherwell Valley College www.ocvc.ac.uk	Sustainable Fashion	Incorporated into FE courses		
Oxford University www.ox.ac.uk	Environment	MSc D.Phil		Oxford University Centre for the Environment (OUCE) The Environmental Change Institute (ECI)
University of Plymouth www.plymouth.ac.uk	Sustainability	Developing MA Aiming to incorporate into UG courses Schumacher scholarship MSc	Linked with other HEIs	Centre for Sustainable Futures
Royal Holloway - University of London www.rhul.ac.uk	Corporate Social Responsibility	MSc International Sustainability Management Course in MBA	Consultancy as part of the WestFocus partnership	Centre for Research into Sustainability (CRIS)
Staffordshire University www.staffs.ac.uk	Environment		Consultancy for social and environmental responsibility	Institute for Environment, Sustainability and Regeneration

Institution	Area of Specialism	Level Presented in Curriculum	Knowledge Transfer and Interaction with Industry	Research and Development
University of Sussex www.sussex.ac.uk	Environmental sustainability, science and technology innovation	MA PhD		STEPS Centre
Schumacher College www.schumachercollege.org.uk	Ecology	Short courses The College is a transformative learning environment for sustainability	Via key board members and lecturers	
Thames Valley University www.tvu.ac.uk	Sustainable enterprise	MSc Sustainable Enterprise		
University College for the Creative Arts (UCCA) www.ucreative.ac.uk	Sustainable design	MA Ethical Fashion incorporated into UG courses FEI Steering panel	Training	Centre for Sustainable Design specialisation: electronic goods

For further information see HEFCE strategic review of sustainable development in higher education in England
www.hefce.ac.uk/pubs/rdreports/2008/rd03%5F08/rd03_08.pdf

Multi-Stakeholder Initiatives (MSIs)

Ethical Trading Initiative (ETI)

Set up in 1998 in the UK, the ETI outlines a set of general principles within which company members must work. The initiative offers a forum for learning and discussion and engagement with key NGOs and trade unions. Members must contribute to regular reports, but these are not made public. Only members can file complaints. Company members include Asda, Debenhams, Gap, Inditex, Levi Strauss, Marks & Spencer, Monsoon, Mothercare, Next, New Look, Pentland, Tesco.

The Ethical Trading Initiative is an international body that is supported by organisations such as War on Want who are working in conjunction with some of the biggest retailers in the world such as Gap and Inditex who are Zara's parent company. They have brought about real change for workers in the fashion industry in a number of countries including Cambodia where 1 in 5 workers depend on the fashion manufacturing sector either directly or indirectly. The ETI has established labour rights, working condition changes and the removal of short term contracts by using the buying power leverage of these multi-nationals.

Fair Labour Association (FLA)

US-based association set up in 1998 with US retail. European sportswear brands (e.g. Adidas, Asics, Reebok, and Nike) plus nearly 200 US colleges and universities who in turn license around 2000 sportswear suppliers.

Fair Wear Foundation (FWF)

Netherlands-based FWF was set up in 1999 and has around twelve participating companies, most of them small or medium sized. Local stakeholders are key in the code, working with trade unions, factory inspectorates, employers' associations and NGOs in the country of manufacture.

Social Accountability International (SAI)

Set up the SA8000 standard in 1997 – a code of compliance all members must comply with regarding working conditions. Italy has the largest number of SA8000 certified factories (233), then India (104) and China (99). Any one is free to lodge a complaint to the SAI.

Workers Rights Consortium (WRC)

Set up in the US in 2000 as a result of the United Students Against Sweatshops initiative, and focuses solely on university-licensed products. Receives affiliation fees from colleges and universities and has additional support from private and statutory grants. Full reports from investigations are published on the website.

Jo-in Initiative

The Jo-in Initiative, instigated by the ETI in 2003, works across all five MSIs to harmonise codes and procedures, exchange learning and experience and pool resources. The overall aim is to maximise the potential for improving workplace conditions focusing on compliance with trade union rights, living wages and working.

Sedex

Sedex - the Suppliers Ethical Data Exchange - uses the latest technology to enable companies to maintain and share data on labour practices in the supply chain. Sedex is a secure, web-based system for companies to input data on labour standards at their production sites. The Sedex system has been designed to allow companies who are in an existing trading relationship to share this information, saving time and money lost in duplicated information. As a result, companies are better able to drive and demonstrate improvements. The development of Sedex has been supported by a group of UK retailers and suppliers, including Geest, Marks & Spencer, Northern Foods, RHM, Sainsburys, Tesco, Uniq and Waitrose. Sedex aims to reduce the need for duplicated auditing, creating time and resources to focus on improving practices.

More detailed information can be found at:
www.fashioninganethicalindustry.org

Who is the Centre for Sustainable Fashion?

Dilys Williams

Director for Sustainable Fashion, Dilys has worked in the industry with radicals such as Katharine Hamnett and Stella McCartney for almost 20 years. Dilys has championed change in curriculum at LCF and will lead the CSF through a new era of change.

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Nina Baldwin

Project Coordinator, Nina has worked across industry initiatives at LCF, and was a founder of the Green is the New Black campaign. Nina will support Dilys in the quest for sustainable fashion.

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