



Sustainability & Circularity in Textile Value chain

CII GreenCo Summit



Mega trends Impacting Sustainability

Environment

- Climate change
- Biodiversity loss
- Deforestation
- Marine plastics

Affordable and
Clean Energy

Macro-Economics

- Multipolar world
- Tariff / trade wars
- Resource scarcity

Responsible
Consumption &
Production

Technology

- Digitization
- AI
- Machine learning
- Robotics
- Block chain

Innovation

Society

- Urbanization + over-population
 - Hyper connectivity + transparency
 - Human rights awareness + inequality
- Partnerships

Politics

- Rise in protectionism
- Neo nationalism
- Linkage to societal, macroeconomic changes

Sustainable
Cities and
Communities

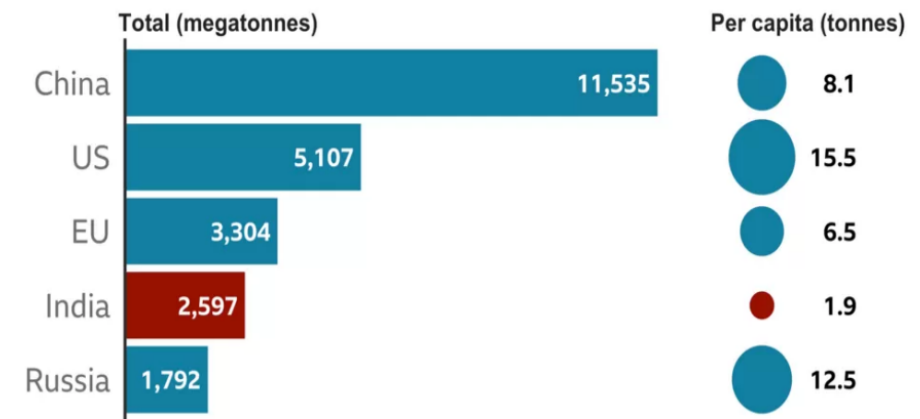


India's Sustainability Ambition

- Speaking at the COP-26 in Glasgow, Prime Minister Narendra Modi announced that India will achieve **net-zero emissions by 2070**.
- Propagate a healthy and sustainable way of living based on traditions and values, including through a mass movement for **'LIFE' – 'Lifestyle for Environment'** as a key to combating climate change
- India will raise its **non-fossil energy capacity to 500 GW by 2030** while meeting 50 per cent of its energy demand through renewables.
- **Reducing 1 billion tonnes of projected emissions from now till 2030** and achieving carbon intensity reduction of 45 per cent over 2005 levels by 2030 by GDP
- Create an additional **carbon sink of 2.5 to 3 billion tonnes of CO₂ equivalent** through additional forest and tree cover by 2030
- SEBI has specified reporting on climate change and other topics, mandatory for the **Top 1,000 listed companies from FY 2022-23**



India's Prime Minister outlines five commitments for his country at COP26



2019 data, EU includes UK
One megatonne = 1,000,000 tonnes

Source: EC, Emissions Database for Global Atmospheric Research

Aditya Birla Fashion and Retail Limited

Fashioning the Future, Redefining Style

ABFRL BRAND PORTFOLIO

LIFESTYLE



LOUIS PHILIPPE
The Upper Crest



PETER ENGLAND



VAN HEUSEN



Allen Solly
Est 1744



SIMON CARTER
LONDON

PANTALOONS



pantaloons



STYLE UP

SUPER PREMIUM



THE COLLECTIVE



POLO
RALPH LAUREN



HACKETT
LONDON



TED BAKER
LONDON



FRED PERRY

ETHNIC



SABYASACHI
CALCUTTA



SHANTNU NIKHIL



SHANTNU NIKHIL



TASVA
MEN'S INDIAN WEAR
ADITYA BIRLA GROUP & TARUN TAHILIANI



masaba



JAYPORE



W



aurelia



WISHFUL



FOLKSONG



elleven

TMRW



Bewakoof



TIGC
THE INDIAN GARAGE



Nautinafi



VAJIRO



JUNEBERRY



NOBERO




URBANO




Natilene


OTHERS




VAN HEUSEN
INNERWEAR | ATHLEISURE



FOREVER 21



Reebok



AMERICAN EAGLE



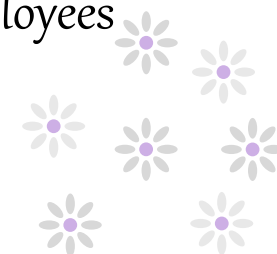
The Biggest Brands
and Best People



~ 52 % employees is
less than 30 years of
age



~ 56 % women
employees



ABFRL's Movement

Sustainability 1.0: Our Tailored Sustainability Strategy

10 missions established under ReEarth Program in 2012-13



Energy



Carbon



Waste



Water



Wash



Green Building



Product



Packaging



Safety



CSR

Sustainability 2.0: Process led to 'Product' Centric Approach



ABFRL Sustainability Journey

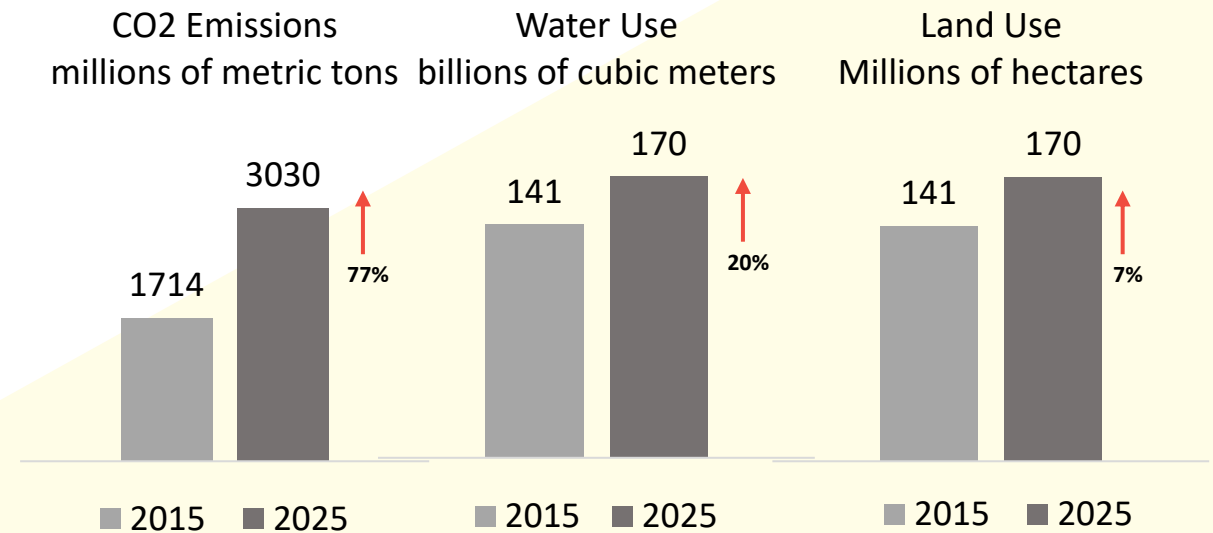


Sustainability & The Fashion Industry

Increasing Environmental Impact

- ✔ Compared with other consumer goods, **slow rise in clothing prices**
- ✔ Consumers buy more clothing as their **purchasing power increases**
- ✔ **Apparel sales grew 8 times faster** in developing countries compared to developed
- ✔ **Number of garments purchased** each year by the **average consumer increased by 60%**

Environmental impact could expand significantly



Note: Increase in environmental impact if 80% of emerging markets achieve Western per capita consumption levels

One of the most pollutant industry globally

One of the largest employment generating industry in the developing countries

Challenges in Textile Value Chain

- Early Developmental Stage of Textile Circularity
- Awareness of Sustainable Practices
- Sustainability Skill and Educational Gaps

PRESENT



SCENARIO

Challenges

Consumer Reluctance

Consumers demand and willingness to pay premium for circular/sustainable products

Sustainability Standard & Guidelines

Lack of unified Guidelines/Standards on sustainable and circular products

Technological Constraints

Fragmented innovation and technological break thru in textile and garment sector

Constrain in industry eco-system and common infra-structure

Common infrastructure & eco-system for circular business model

Transition to Circular Fashion

Philosophy & early steps

- *Linear economy has high virgin material consumption and large amounts of material going to landfill causing supply, reputational, and regulatory risks*
- *The circular economy aids in risk mitigation as well as opportunities in resource efficiency, innovation, better stakeholder engagement, and reduced impacts*

Sustainable Product and Raw Material

- *Environmentally and socially responsible materials*
- *Sustainable Cotton, , recycled materials & polyester, and regenerative fibre produced from wood pulp*
- *Material Sustainability Index*

Packaging

- *Classification into pollutant and non-pollutant*
- *92% non-pollutant packaging*
- *Reusable plastic crates instead of corrugated box*
- *Compostable Polybag*

Waste Management

- *Achieved Zero-Waste-to-Landfill across all facilities*
- *Piloted ZWL stores*
- *Program for destination traceability of waste*

Take Back Program

- *'Share Happiness' program where consumers bring in old clothes and deposit in Peter England stores in exchange for a discount*
- *Reuse and repurposed clothes provided to the NGO Goonj*

Sustainable & Circular Ecosystem

1 *Life Cycle Thinking Approach*

- End to End Life cycle approach (Design – Make – Sale – Use – Redesign Model)



Case study has been selected in
UNEP Product Guideline – Road Testing for
Consumer Communication

Earth Chino – Peter England

Sustainable & Circular Ecosystem

2 *Circular Product Design*

- Durability and Longevity
- Made to be remade
- Made from renewable material and sources



YOUR
SECOND
CHANCE
WITH
NATURE

ForEarth

COLLECTION

MADE
THOUGHTFULLY
WITH

reviva
BY BIRLA CELLULOSE

PETER ENGLAND

Sustainable & Circular Ecosystem

3 Responsible Manufacturing & Supply Chain

- Use of resources efficiently – reduction, reused / recycled & renewable sources in manufacturing processes and supply chain



WASTE TO LANDFILL ACROSS
ALL OUR OWN FACILITIES

TRUE Zero Waste



Sustainable & Circular Ecosystem

4 *Circular Packaging*

- Use of sustainable packaging material that can be reused / recycled & circular



REUSE 
REDUCE
RECYCLE



Sustainable & Circular Ecosystem

5 *Innovation & Collaboration – Closing the loop*

- As much as 95% of clothes thrown away have opportunity for re-worn, re-used or recycled



Consumer Connect – Take Back Program

Innovation & Collaboration

Bringing stakeholders and innovation for industry eco-system





The 3 Pillars of Sustainability for a better tomorrow | Naresh Tyagi | TEDxLavelleRoadStudio

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Thank You

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