

# THE SUSTAINABLE TEXILES

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Blumine /sustainability-lab



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*Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.*

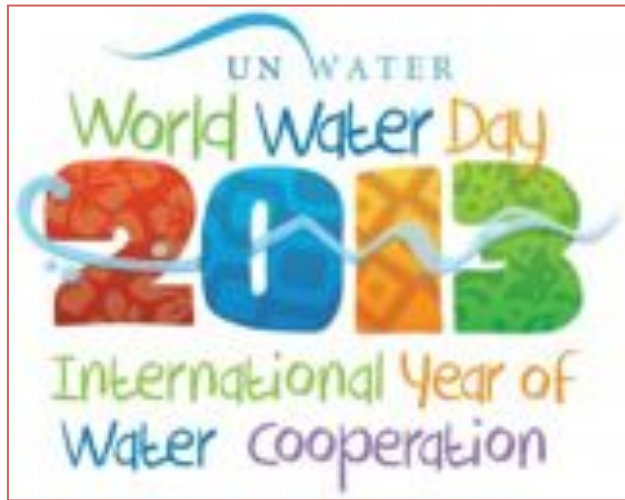
Brundtland Commission, United Nation, 1987

## Why?

The sustainability is the response of the productive system to biological limits of Earth

- 2050: 9 billion of people
- The natural resources are not unlimited
- The global increase of production and consumption threaten the natural balance

# 2013



41% of Seas and Oceans  
are polluted

Cotton: 32.000 m<sup>3</sup> /1 tonn.  
fibre

Silk: 58.000 m<sup>3</sup>/1 tonn

Wool: 32.000/m<sup>2</sup>/1 tonn.





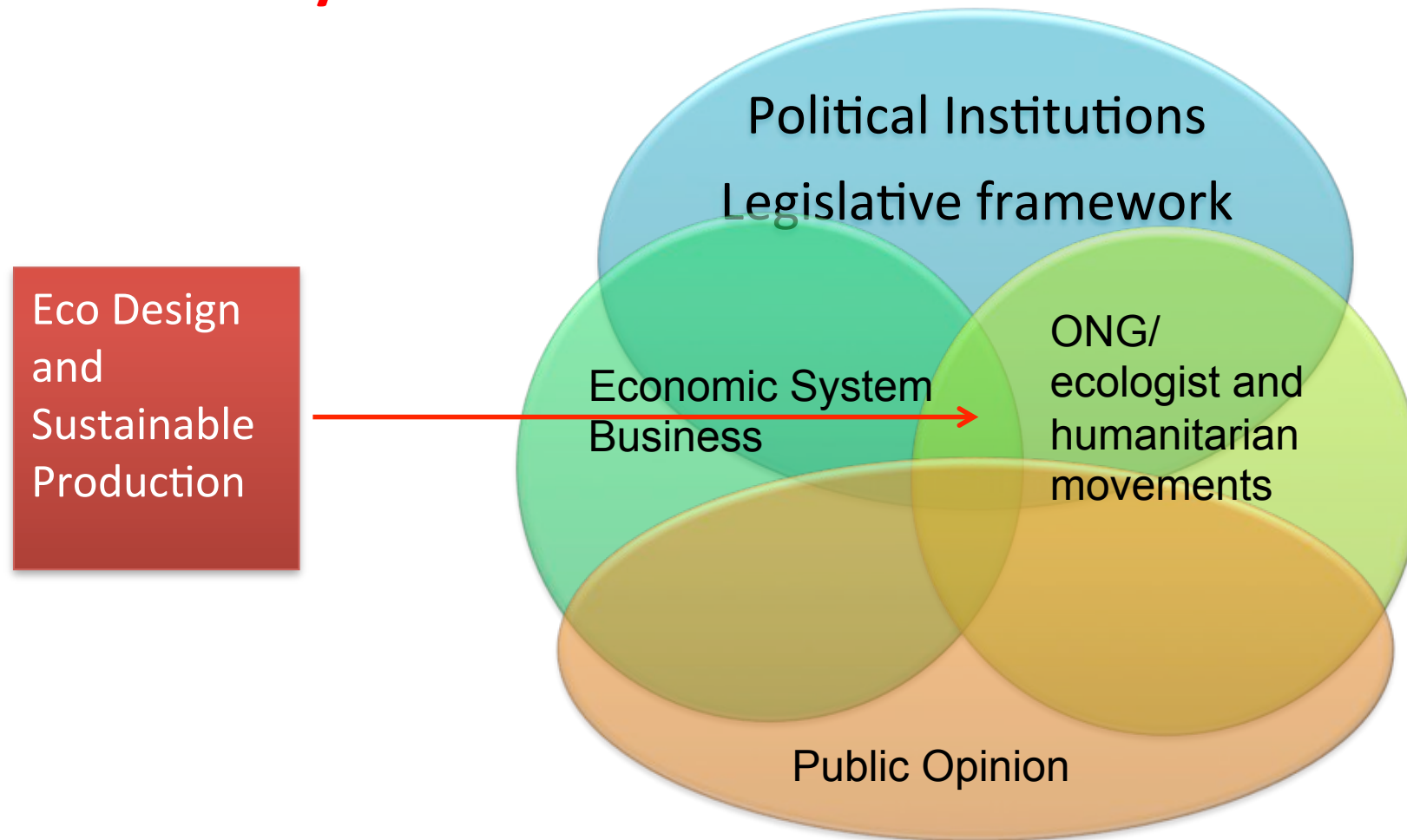
# Road Map

- Darwin, Robert Malthus (1798), Geroge Parkins Marsh (1864) in Man and Nature, Ernst Haeckel (1866) ....
- **1972** Club of Rome Report, Stockholm, 1st Meeting ONU about environmental
- **1973** International oil crisis
- **1976** Seveso, Icmesa
- **1979** Geneva, World Climate Conference
- **1980** Report Global 2000
- **1985** Vienna Ozone Convention
- **1986** Chernobyl
- **1987** *Brundtland Report*
- **1988** Onu –Climate Change
- **1991** Gulf War
- **1992** Rio de Janeiro, Agenda 21,
- **1997** Kyoto Protocol
- **1998** Regulation use of chemicals
- **1999** ONU: international labor standard and safety
- **2000** Cartagena: protocol of bio safety, L'Aia, World Water Forum
- **2005** Millennium Ecosystem
- **2009** UE - 20 20 20
- **2010** [United Nations Environment Programme](#) (UNEP), published the first global scientific assessment on the impacts of consumption and production

# Focus / Management strategies

- 1980/90 → QUALITY
- 1990/2010 → SAFETY
- 2000... → SUSTAINABILITY

# Sustainability's Model



Business have realized that without preserving the nature and without inclusive growth they will not have avenues for growth



# The new consumer lives on the web

*“Consumers play an important role because they can vote with their feet. That will happen more and more. Facebook is already a powerful mechanism, because the likes and dislikes of 800 million members are having an impact. And look at consumers' product complaints. In the past, they called the helpdesk. Now they put their complaints on social media and share them with the whole world. This power will only increase, and consumers have a responsibility as well”.*

Feike Sijbesma, CEO DSM

(The Guardian, 25 ottobre 2013)

# The value of corporate identity



MEMBER OF  
**Dow Jones**  
**Sustainability Indices**  
In Collaboration with RobecoSAM



**CARBON DISCLOSURE PROJECT**





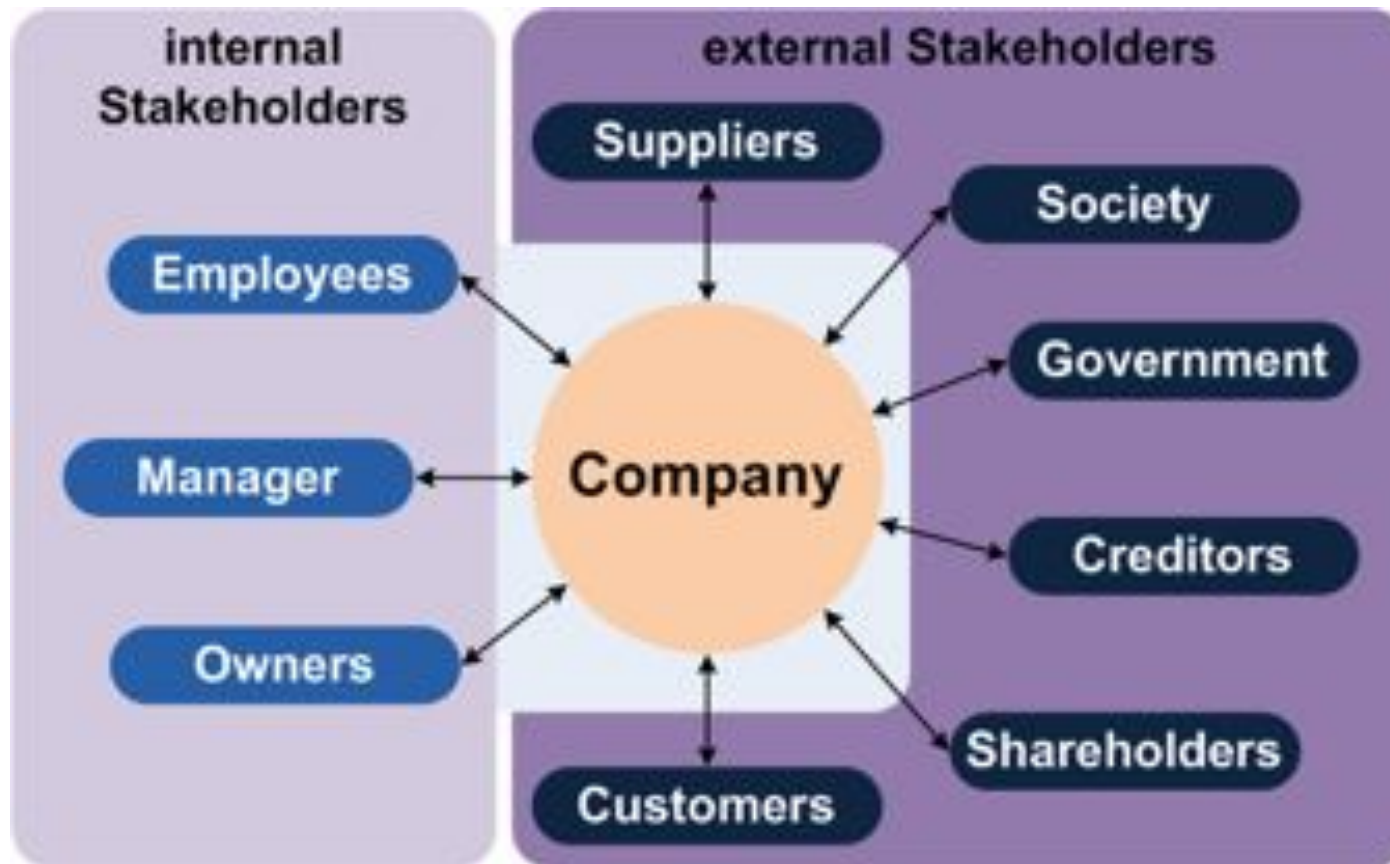
# Micheal Porter

## “Creating Shared Value”

An affirmative corporate social agenda moves from mitigating harm to reinforcing corporate strategy through social progress.

# Edward Freeman

## The stakeholders





Detox  
The fashion duel  
**Greenpeace**





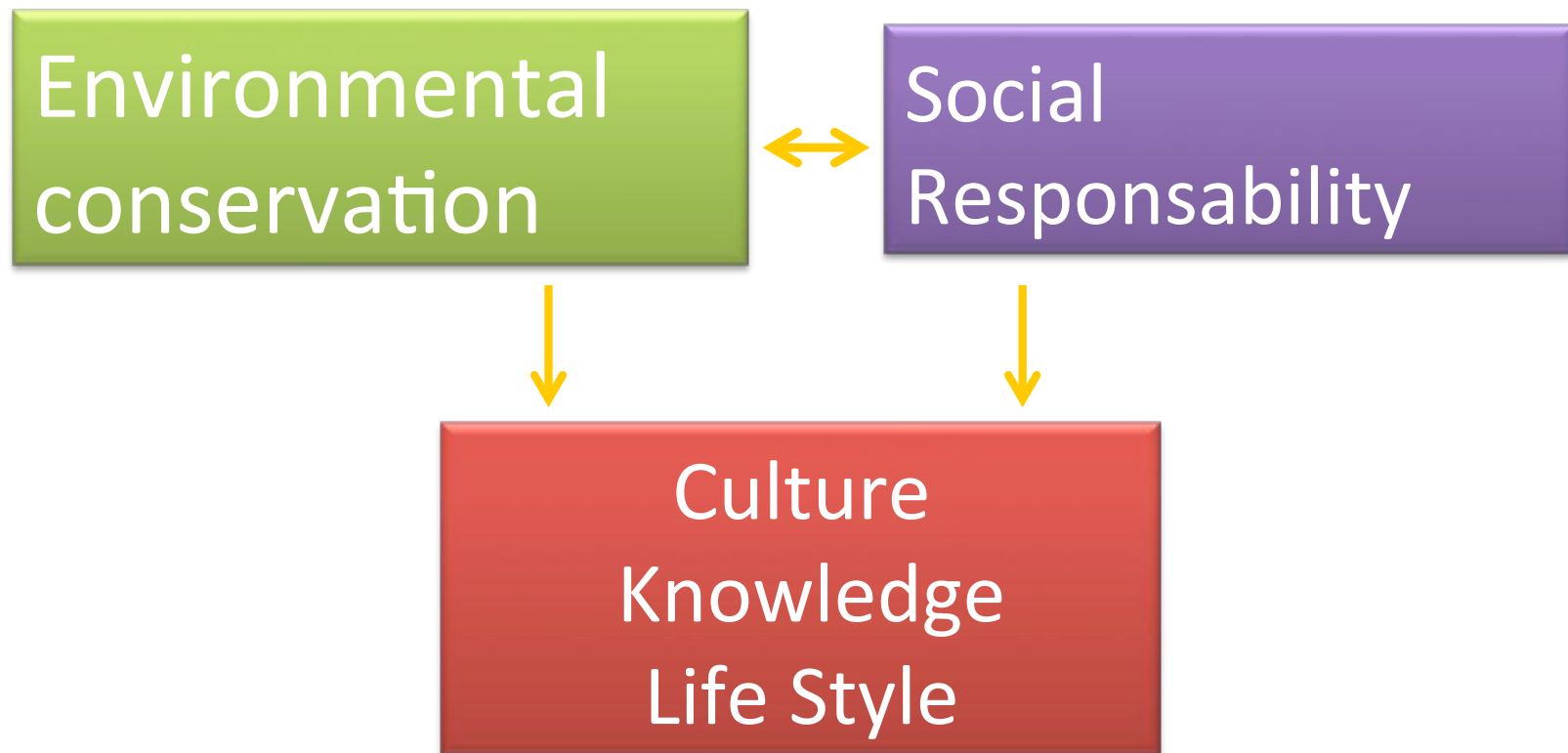


SAVEtheWATER®  
*Canepa*

## Olona River



# Sustainability is more than the respect for the law



## Eco design for sustainable fashion. HOW

- To control the supply chain
- To decrease production wastes
- To decrease the environmental impact and Carbon Footprint of productions
- To recycle the waste
- To extend lifetime of products
- Traceability



**Innovation,  
R&D**

# The drivers

## Reduction of costs

Energy,  
Water,  
Chemicals,  
Wastes  
emissions,  
Logistic,  
Packaging  
...  
Sustainable  
Procurement  
.....

## New cultural trends

Communication of  
Sustainable  
product and  
companies /  
Accountability

Km0

....

## Technologies



## Raw Materials

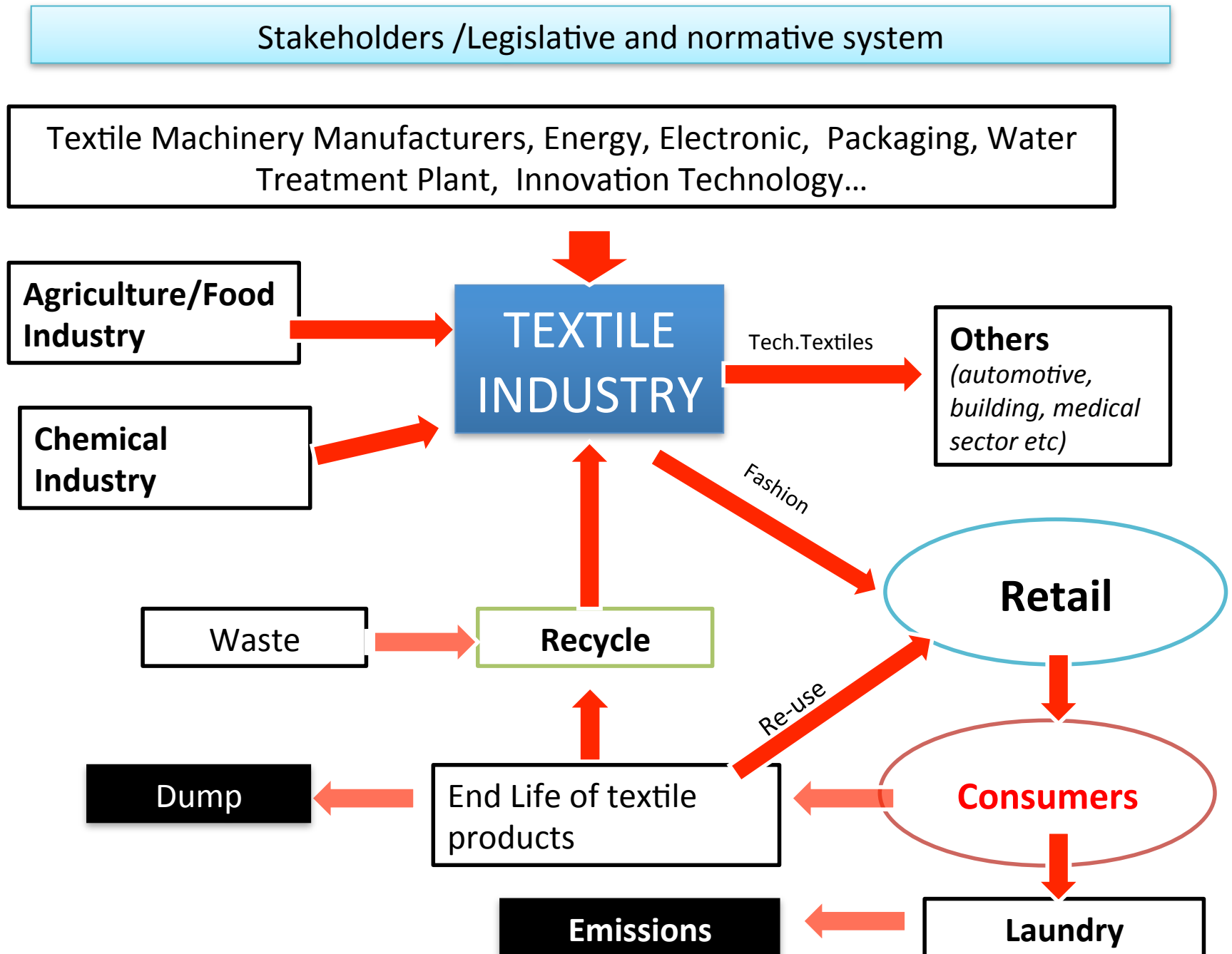
Traceability  
Biopolymers  
2° life /  
Recycled  
Animal Welfare  
Bio cotton  
Fair Trade  
.....



Associazione Tessile e Salute







## The Italian Textile Industry

	2007	2009	2011	2012
Turnover Var. %	55.021 3,1	45.187 -16,5	52.044 + 4,8	50.446 -4,4
Companies	58.056 -2,8	54.493 -3,7	51.976 -2,3	50.576 -2,5
Employees Var. %	512.956 -0,7	482.282 -5,1	449.6 -2,0	430,08 -3,6

Font: Centro Studi SMI-LIUC – Value in Euro Millions

- **Sustainability** is an important topic for Italian companies to maintain the leading position in the international market.
- **Key Words**: respect, research, attention to the environment, strict controls, quality, creativity.



[www.symbola.net](http://www.symbola.net)



Thank you