

Strategic Foresight and Innovation

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Transparency Is the New Black: A Systemic View of Fashion Sustainability in Canada and Abroad

Ackah, Nadia, Baroud, Joseph N., Chowdhury, Lea, Emblem, Carrie, Lai, Diane and Vyas, Hetvi H.

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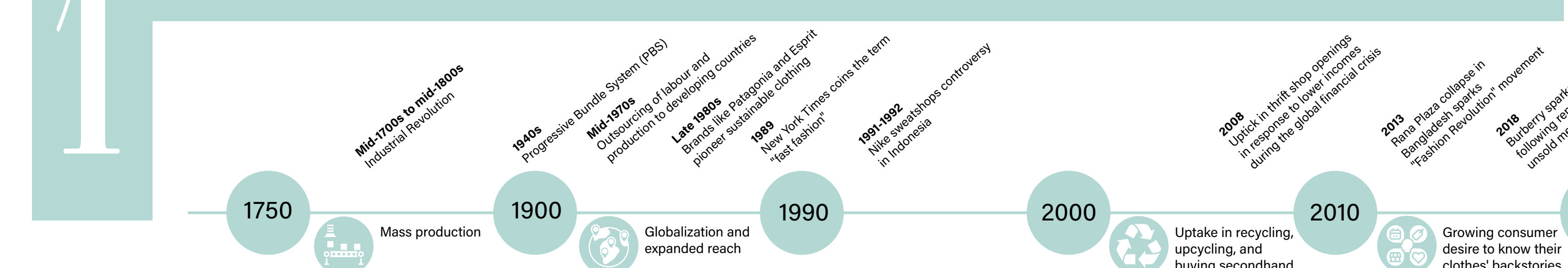
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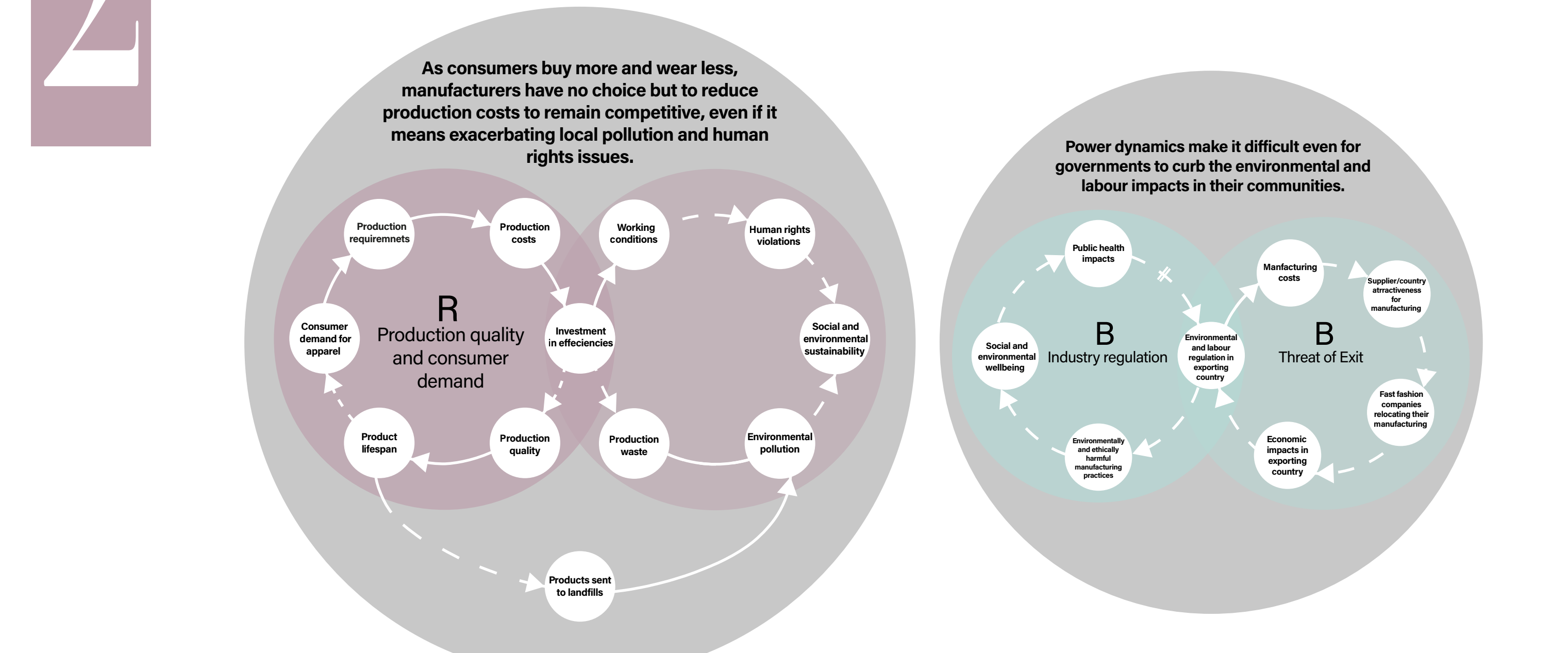
TRANSPARENCY
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How did the fashion sustainability conversation come about?

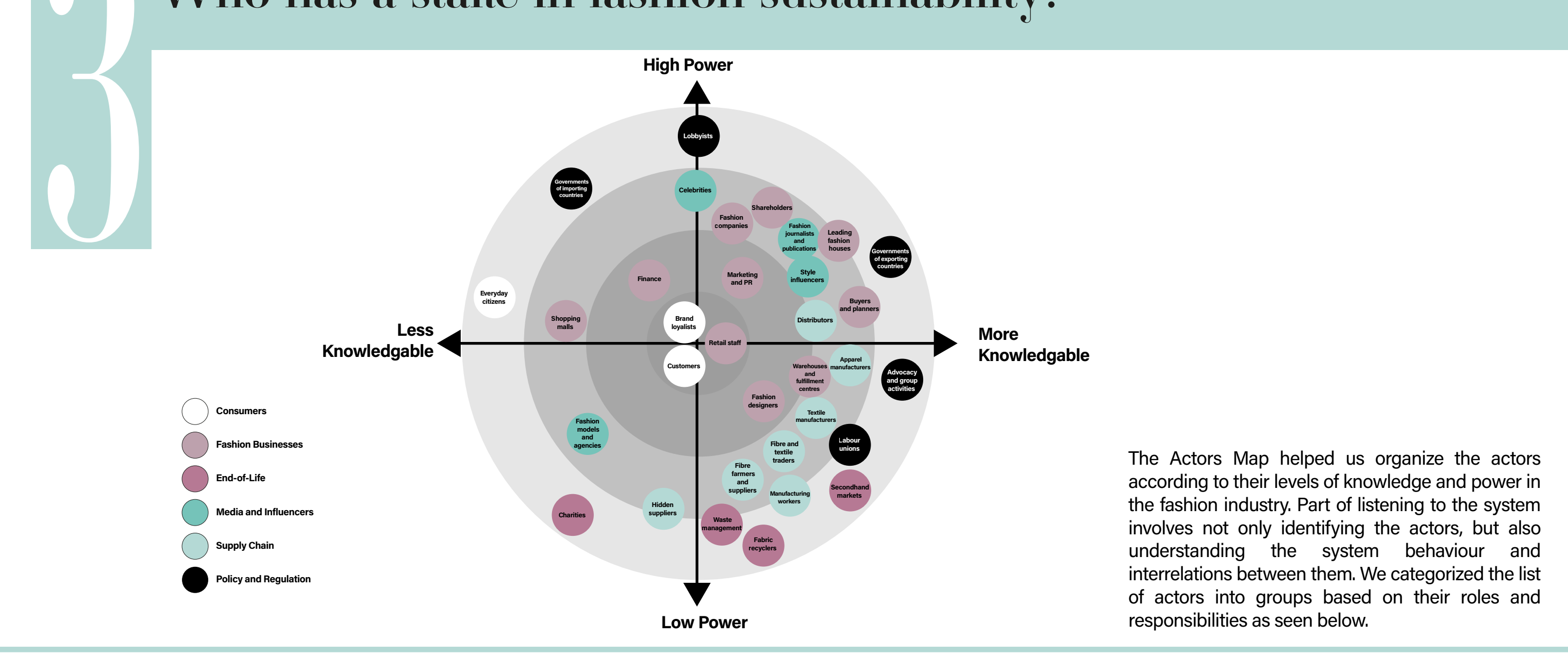


“The fashion industry produces 10% of all humanity’s carbon emissions, is the second-largest consumer of the world’s water supply, and pollutes the oceans with microplastics.”
- Business Insider
(McFall-Johnsen, 2019)

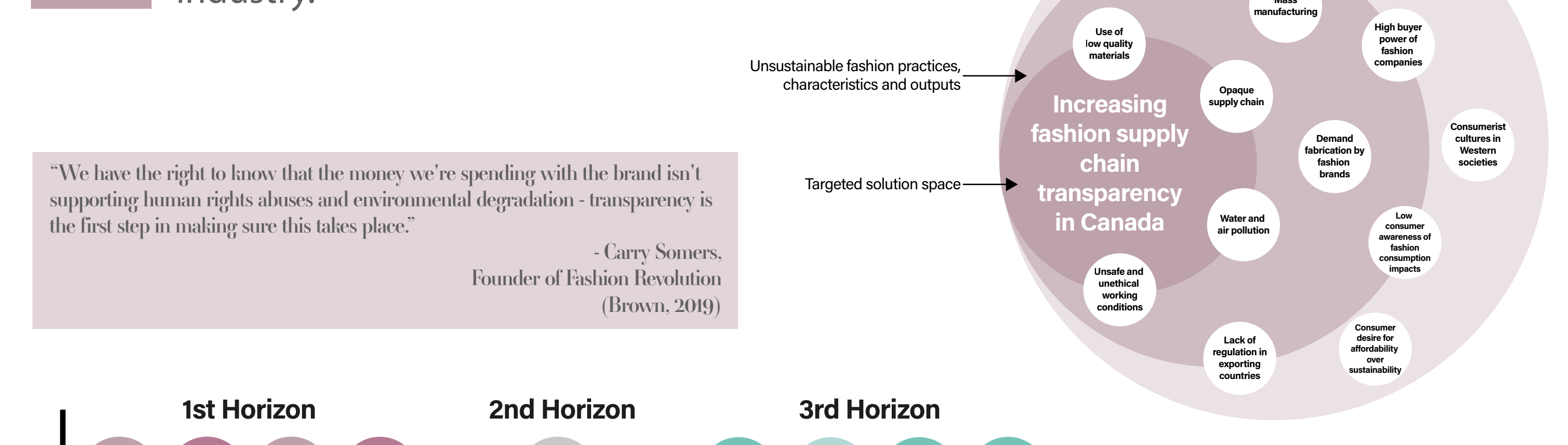
What are the barriers to making fashion more sustainable?



Who has a stake in fashion sustainability?

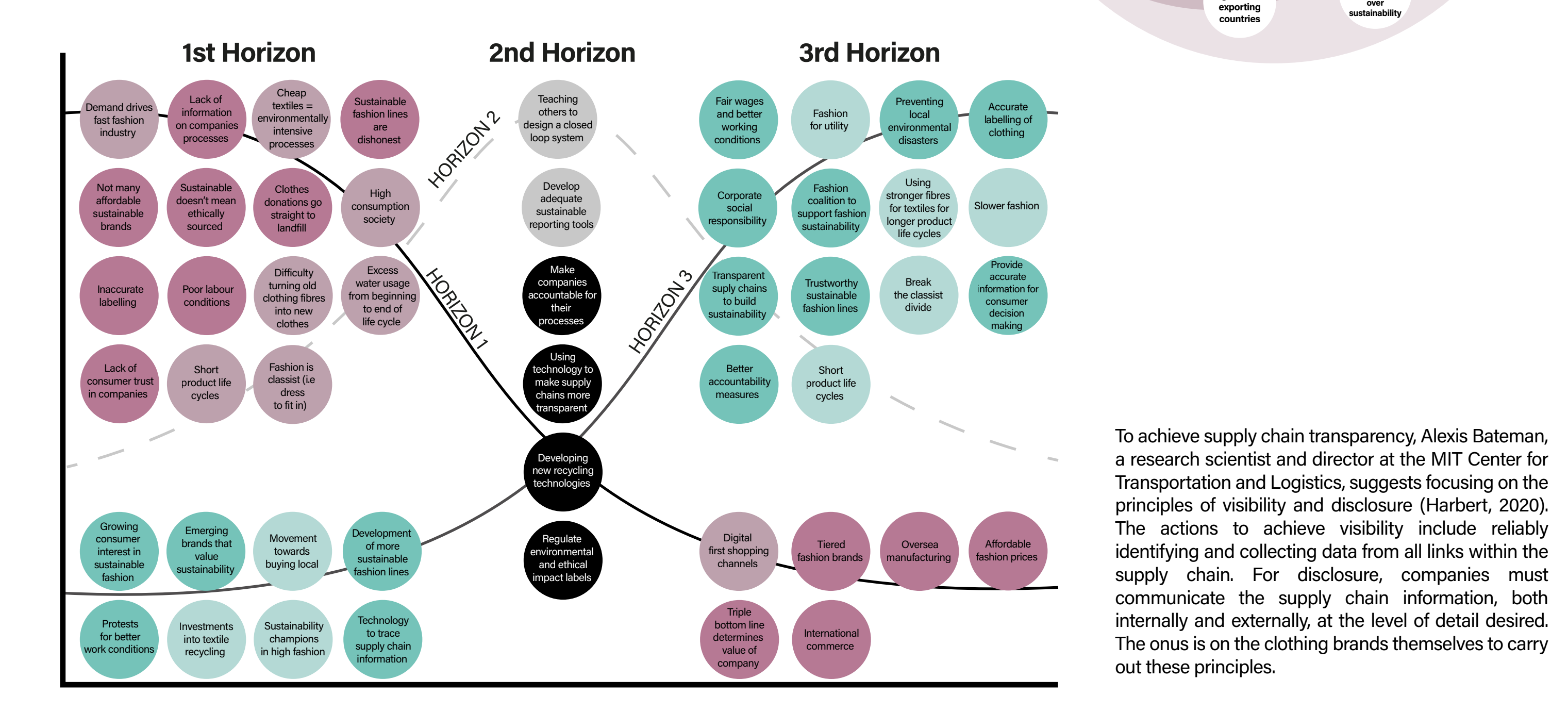


How can we transition towards a better fashion system?

[illegible]

"We have the right to know that the money we're spending with the brand isn't supporting human rights abuses and environmental degradation - transparency is the first step in making sure this takes place."

- Carry Somers,
Founder of Fashion Revolution
(Brown, 2019)

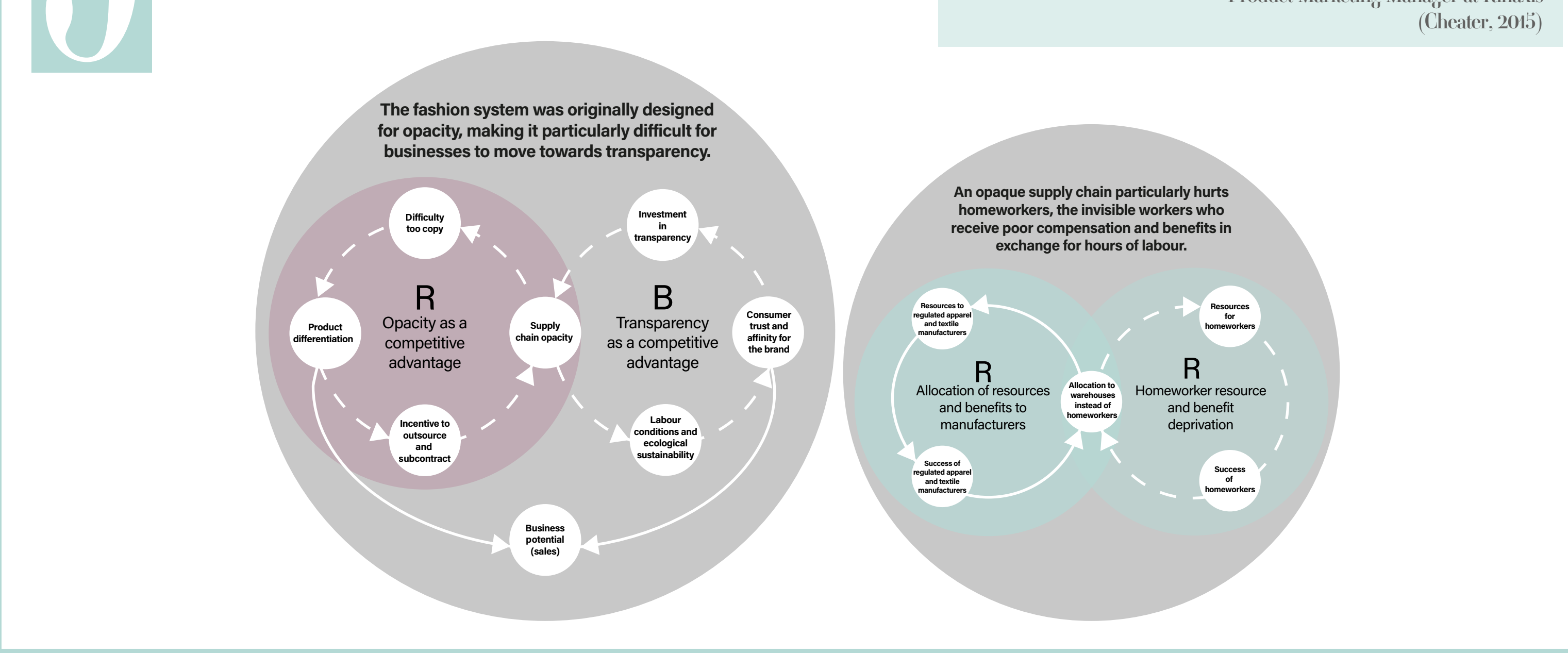


What are the barriers to building transparency in fashion?

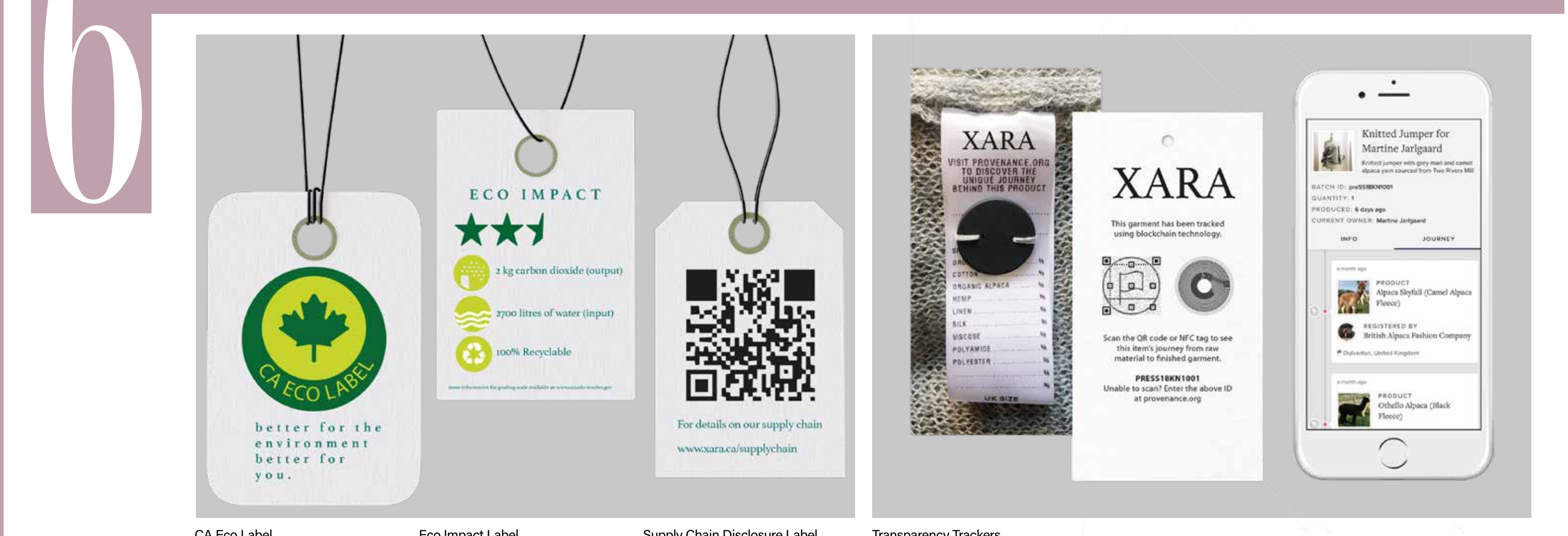
95% of brands don't know where their materials come from. (Cheater, 2015)

"Companies are simply not equipped with the tools needed to manage their global supply chains in a way that keeps them in control of it."
-Alexa Cheater
Product Marketing Manager at Ginxavis
(Cheater, 2015)

“Companies are simply not equipped with the tools needed to manage their global supply chains in a way that keeps them in control of it.”
- Alexa Cheater
Product Marketing Manager at Finaxis
(Cheater, 2015)



What opportunities are available to build fashion transparency?



in technology sector to make tracking technology can then be more widely

Through incentives rather than regulation, we believe placing the responsibility on fashion brands to apply for eco-logo certifications or tariff relief for transparency tracking will ensure greater adoption over time, benefiting consumers' purchase decisions. Competitive advantage is assumed for companies who service segments of the population that want to choose greener brands. We trust that the labeling initiative and the potential of transparency trackers will ensure a better, transparent state of the Canadian and global apparel industry. Canada's opportunity is to be a leader in sustainable fashion practices designing for a world beyond next seasons' trends. By adopting the recommended interventions Canada can be a leader in sustainable fashion practices, encouraging other G7 & G20 members countries to follow suit, creating transparency in manufacturing processes and providing consumers with more information to make greener choices.



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