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Haute école de gestion
Genève

What can be considered fair marketing in the fashion industry?

Building a green and fair consumer rating scheme for
garment brands

**Bachelor Project submitted for the degree of
Bachelor of Science HES in International Business Management**

by

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Declaration

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Geneva, 4 June 2018

Lucie JUFER

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Executive Summary

The object of this paper is to tackle the issues that are linked to the unsustainability of today's garment industry. The externalities that arise from this industry –that are known to harm the environment and its inhabitants– are largely talked about today. Whether it be by society, non-governmental organisations, regulatory bodies or companies involved in these destructive practices.

Even though a lot is being said on the matter, and that a lot of work is in progress, not many actions to resolve the issues have yet been established.

However it may seem, the amount of actions companies claim to be operating, to tackle these issues, are not always as valuable as they appear to be. This is the main issue that is covered throughout this thesis. “What can be considered fair marketing in the fashion industry?”.

By coming up with a way of determining the true purpose of a garment brand's practices, anyone may now challenge the beliefs they have towards a company. The tool discloses a company's true engagement towards more sustainable operations and is able to establish whether companies are as trustworthy as they claim to be or whether they are misleading the public.

Results have shown the reliability of the tool and considerable suggestions have been expressed for the development of the solution. Providing a digital prototype of the created tool would be a meaningful way of promoting it. This is a solution that could, imaginably, become a mobile application, accessible to consumers all around the world. This tool is considered as a helping hand to raise people's awareness on the true nature of brands.

It is also suggested that giving an opportunity to consumers to raise their own awareness might be a good way to promote change. Endorsing third-party's points of view is a good start, but reaching their own reasoning and feeling about a matter can be even more valuable.

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1. Introduction

One of the main facts we are taught when studying business, though notably marketing, is how important a brand image is. A company's image is the customer-company relationship's core. The way people trust a brand and how they feel about it, affects their buying behaviour. Thus, marketing a brand is important for companies as it may allow them to gain and hopefully retain customers.

Another important fact that we learn when studying international business is how unsustainable business-as-we-know-it currently is. And public awareness about the matter is rapidly increasing.

Sustainability refers to: "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Globalfootprints.org, n.d.).

Putting these two facts together, we may say that this increasing public awareness, which is transforming into public pressure, drives companies to guarantee their sustainability in order for them to keep their customers' trust. However, though many corporations state that they are working towards increasing their sustainability and doing good in the world, only few actually do. Indeed, many companies tend to give themselves a responsible, sustainable brand image through their marketing strategies when in reality they do the strict minimum, spending more money on their marketing than actually following through.

1.1 Purpose of the study

This is the reason why, through this thesis, I am expecting to analyze how sustainable brands are, compared to what they market themselves as. To identify whether they can be considered as operating fair marketing or not. The way companies communicate their sustainability through their advertising may not always be in line with what they actually do and this is something, for many consumers, that is more and more important to know. Consumer behaviour towards unsustainable practices is gradually changing and social pressure, on how and with what impact products are being manufactured, is raising.

Therefore, while companies and different industries are working towards improving their footprint, and that awareness is being raised, people need to be encouraged to consume

more carefully, i.e. be more aware of what they are buying, and ask themselves how ecological and ethical the products they are buying are.

Consequently, throughout this paper, I will be building a green and fair consumer rating scheme, that will give an idea of a brand's sustainability. The aim is to consider information that is provided by brands, through their website and other means of communication they may have, but also by taking into account their philosophy and who they are as a brand. The second part of the grid, will then allow us to see whether a company's sustainability claims –its marketing– are in line with what we have found out, meaning they market themselves fairly. The expected outcome is to help consumers know whether they can trust a brand and feel commendable when buying a certain brand's products.

As a consumer, this project is closely aligned to issues I encounter everyday. Especially when it comes to clothing. Knowing how badly the garment industry impacts the planet and how people are treated throughout supply chains, I still frequently buy clothes, shoes and accessories all the same. However, having raised my awareness on the matter, I realized how marketing and notably advertising, somewhat brainwashed me. These are the reasons why my paper will focus on the garment industry.

1.2 Organization of the report

This report will be organized into three main parts, starting with a theoretical overview of sustainability and the garment industry. This will include looking at the different areas that are negatively impacted by the garment industry and what is expected from it in the close future. Additionally, a theoretical review of the current clothing system and a few other points are clarified.

The following chapter will go through the analysis of the thesis which includes methodologies of the research and of the creation of the assessment scheme as well as explain each indicator's purpose and weighing.

Finally, the next part will give an account of five garment brand assessments that will be undertaken with the created grid to support the scheme's efficiency.

1.3 Glossary

For a full understanding of this thesis, some technical terms have been defined:

Circular economy/Circularity: Term that defines a regenerative system in which waste, emission and energy are minimized throughout the supply chain. Consists in closing the loop by reusing materials and products instead of disposing of them and regenerating a system where products and materials don't have any real end of life (Ellenmacarthurfoundation.org, 2018).

Fair marketing: Term that describes a company which markets itself properly, being in line with how they really operate. In this context, fair marketing can be described as a way of advertising its sustainability practices without cheating, lying or trying to achieve an unjust advantage.

Fair washing: describes companies that market themselves as fair/ethical when in fact their practices and/or products are far from it.

Green washing: describes companies that market themselves as ecological when in fact their practices and/or products are far from it.

Linear economy: "Take, make, use, dispose" industrial process which refers to resource extraction (take), resource transformation into products (make), consumption of products (use) and product end of life (dispose).

Negative externalities: The actual cost of a product. It includes all negative consequences that third parties (society, animals, environment) endure from company operations they are not responsible for. It tends to be seen as a market failure because these additional costs require higher levels of consumption and production that are not expected, nor paid for, by consumers. (BusinessDictionnary.com, n.d.)

Positive externalities: It is the positive effect(s) an activity can have on an unrelated third-party (society, animals, environment). In other words, it is the external factors that a third-party benefits from, regarding a certain operation.

Sustainability: Development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Globalfootprints.org, n.d.).

Unfair marketing: Marketing whose claims are misleading or simply false regarding a concerned product or companies' operations.

2. Sustainability in the garment industry

Due to increased population growth, global warming and global social issues such as hunger and poverty, sustainability has become a key concept of this era and many industries –including the garment industry–, are now working towards improving their positive externalities on the world; on its environment and society. Since the 1950s we have lived through what is called the “great acceleration”, an era that is characterized by a significant increase in human activity and therefore the various significant impacts it has had on the planet (Future Earth, 2015).

Nonetheless, we must keep in mind that this industry – fashion– remains business, that it is mainly profit-driven and is the second industry with the most negative externalities on the world. So how may any garment brand claim to be sustainable? For a company to be genuinely sustainable, it must have a sustainable business model and a sustainable core. Most companies that are claiming to be responsible, environmentally and socially, tend to be far from it.

The garment industry has become a profit-driven business, that started out being revolutionary as it created employment in developing countries while providing affordable fashion for everybody in more developed countries. An on-going increase in consumption has therefore occurred and we find ourselves in an era in which time and cost are the two most important variables to be optimized. The way this industry is working right now is strongly impacting the planet’s resources, polluting its waters and air, as well as harming its population and future.

2.1 Negative externalities

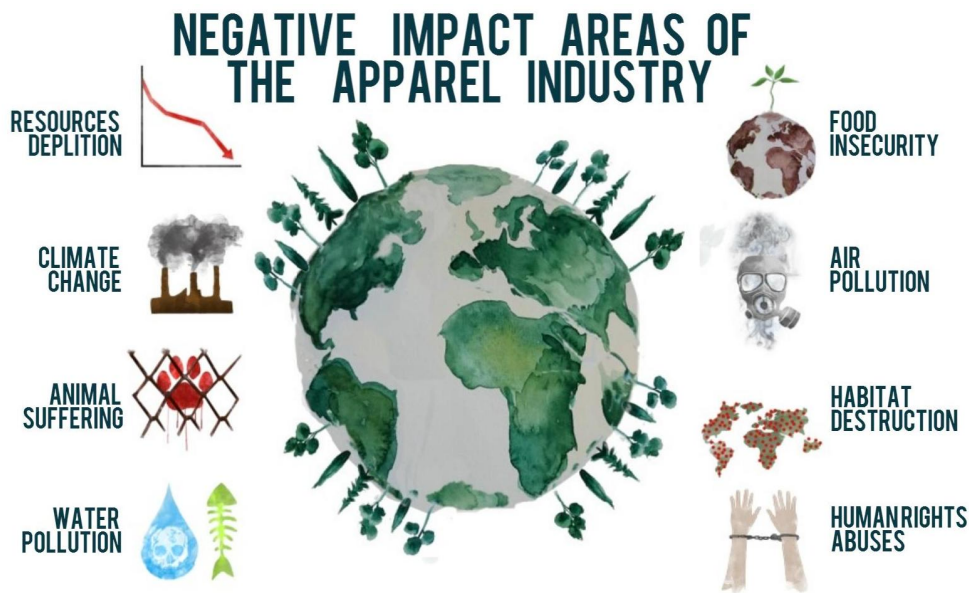
The garment industry is in second place when it comes to assessing the negative impact it has on our planet (Forbes.com, 2015). These impacts that arise, are also known as what we call negative externalities¹.

The following illustration, provided by the sustainable fashion academy², states the various negative externalities that arise from the garment industry. From raw materials, to wildlife, to the environment all the way to society and human beings.

¹ The actual cost of a product. It includes all negative consequences that third parties (society, animals, environment) endure from company operations.

² Company made up of experts within sustainability, business, apparel, education and training. They offer trainings and support to all clients that work in the garment industry.

Figure 1 – Negative externalities on the apparel industry



Source: (Sustainable Fashion Academy, n.d.)

2.1.1 Resource depletion

The planet is running out of resources and this industry uses significant amounts of them. Unfortunately, material-wise, this industry uses many elements which are non-renewable like for example plastic-based fibres and cellulose based fibres such as cotton. Moreover, the materials used in clothing manufacturing require significant amounts of resources such as energy, fertilisers, pesticides and huge amounts of water. The amount of water used in textile production is known to be of ninety-three billion cubic metres every year, that is 4% of freshwater that is being taken away from world's population (A new textiles economy: redesigning fashion's future, 2017).

2.1.2 Consumer behaviour

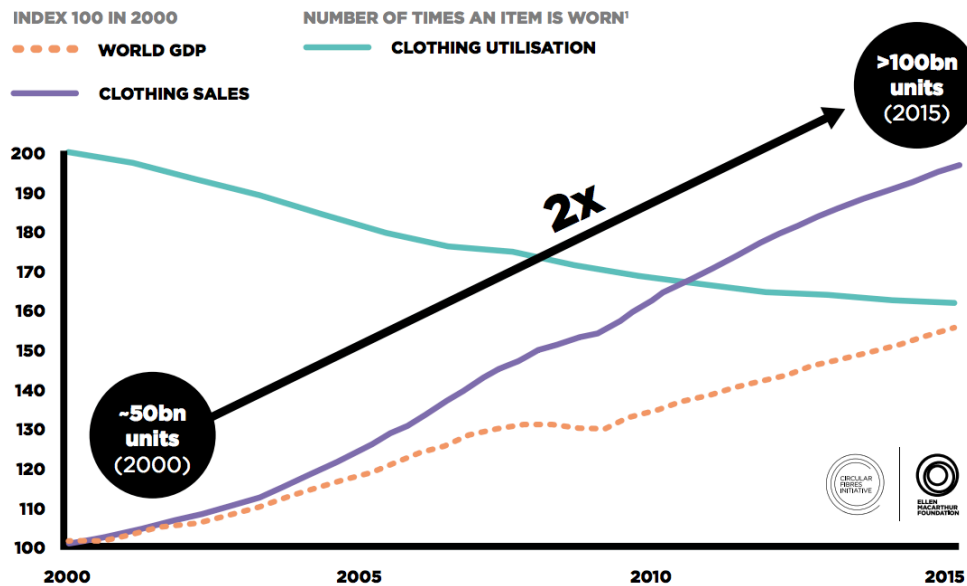
Furthermore, consumer behaviour towards clothing has changed, clothing utilisation – meaning the number of times a garment is worn– has dramatically decreased, resulting in these resources to finish after only little time in landfills or incinerated. In figures this represents a worldwide decrease in utilisation of 36% over the last fifteen years, resulting in USD 460 billion of clothes being disposed of while still being wearable (A new textiles economy: redesigning fashion's future, 2017).

Also, the usage phase in clothing's life cycle –which includes washing, drying and ironing– is the most impactful. According to a study carried out in 2007 by the Institute

for Sustainable Resources, Queensland University of Technology, consumer usage accounts for 52% of CO₂ emissions (International carbon flows clothing, 2011).

The figure below illustrates both the increase of clothing sales and decrease of consumer clothing utilisation over the last fifteen years, concluding in a clothing production that has doubled.

Figure 2 – Evolution clothing industry 2000 to 2015



Source: (Circular Fibres Initiative analysis, 2018)

2.1.3 Human rights abuse

What is more, when it comes to human rights abuse this industry is not doing well. Indeed, many clothes and shoes that are sold in North America, Europe, Japan and Australia are produced in factories around Asia, Latin America and Eastern Europe. Unfortunately, in these factories abuse is widespread. Whether it be firing women for being pregnant, not providing safe work environments, underpaying, not allowing employees to form or join unions, forcing overtime work, sexually harassing workers or putting the life of employees in hazardous working situations, much abuse occurs (Human Rights Watch, n.d.).

Events such as the Rana Plaza³ in Bangladesh in 2013, are scandals that show the world what is truly happening behind the scenes. This year, April 2018, marks the fifth

³ The Rana Plaza was a factory building in Bangladesh that used to produce garments for many multinational brands. On 24th April 2013 the building collapsed killing over a

anniversary of this tragic event where over one thousand workers perished under the wreckage and over two thousand more were injured. This disaster however raised awareness, in developed countries, of the catastrophic practices happening out of public view and which companies were involved in such practices. Regrettably, after five years there has not been a significant progress in the trial. Nonetheless, what has come out from it is in an accord on fire and building safety in Bangladesh known as “the Accord”, which was signed in May following the collapse. The Accord is a legally binding agreement that has been made for brands, retailers and trade unions in order to guarantee safety and health in the garment industry in Bangladesh (The Bangladesh Accord, n.d.). The Accord was signed for five years which entailed a new agreement to be put in place i.e. the 2018 transition accord that will enter into effect as from the 1st June 2018. As of April 2018, one hundred and forty companies have signed and one thousand three hundred and thirty-two factories are covered (The Accord on Fire and Building Safety in Bangladesh, 2018).

2.1.4 Food insecurity

Associating food insecurity as a negative externality of the garment industry is not straightforward, but there is a link.

On the one hand, we have clothes consumption that has dramatically increased in the past twenty years, which has doubled the production of textiles. This increase in production has raised the demand for fibers and therefore, demands more land. Added to this, with the growth of world population, by 2050 the world will need to produce 70% more food. These two facts may soon pose a problem for food and fiber availability. Indeed, cotton crops already account for 33 million hectares worldwide, which is 2.5% of arable land. And with the increasing food demand and the competition for land in South Asia and Africa, the world cannot count on expanding areas to grow cotton. Thus, cotton farmers may start switching from cotton production to food, putting their food security first. (Cotton and Food Security The case for smallholder and company collaboration, 2016).

On the other hand, today’s cotton cultivation which is highly unsustainable poses many problems. The amount of water that is used to produce one kilogram of cotton is huge. Indeed, it takes 20’000 liters of water to produce one t-shirt and a pair of jeans (World

thousand of workers and injuring over two thousand. It is the worst industrial incident to ever happen in the garment industry.

Wildlife Fund, n.d.). Moreover, many producers who do not have the right infrastructures or proper access to information, are indirectly putting food security at risk. By using pesticides, they are contaminating the air around them as well as the soil beneath them. Their practices are leading to water depletion, pollution and loss of soil fertility. (Cotton and Food Security The case for smallholder and company collaboration, 2016).

2.1.5 Evolution

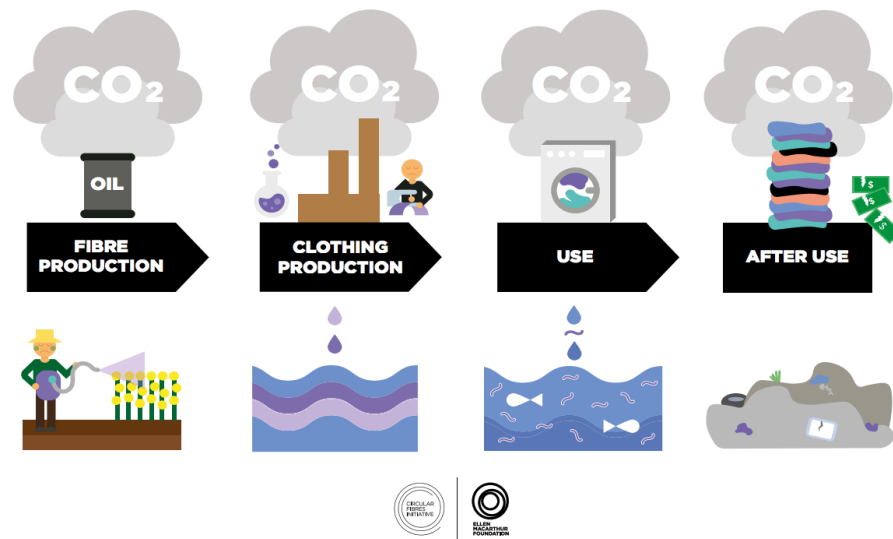
Finally, the negative externalities which are already bad enough, are set to significantly increase by 2050. According to the Ellen MacArthur Foundation⁴ consumption of non-renewable resources –i.e. oil, fertilisers and chemicals– is planned to triple by 2050. In addition, CO2 emissions are planned to increase by 24% and 22 million tonnes of microfibers will be added to the ocean over the next thirty years (A new textiles economy: redesigning fashion's future, 2017). All of which demands action; the current garment industry cannot keep growing this way. A change in the system is what is needed.

2.2 Clothing system

Up to now, the way industry has been working can be translated by this linear model: take, make, use and dispose, which implies that we extract resources (take), we transform these resources into products (make), which are then consumed (use) and thrown away after being used (dispose). However, unlike this linear scheme, there exists the concept of circularity. Indeed, a circular economy consists in closing the loop by minimizing waste throughout the supply chain, reusing materials and products instead of disposing of them and regenerating a system where products and materials don't have any real end of life (Ellenmacarthurfoundation.org, 2018). Circular economy is the future and notably so in the clothing industry. It is becoming imperative that such practices be incorporated in fashion brands' practices.

⁴ The Ellen MacArthur Foundation works in Education & Training, Business & Government, Insight & Analysis, Systemic Initiatives and Communications to accelerate the transition to a circular economy (Ellenmacarthurfoundation.org, 2018)

Figure 3 – Today’s linear clothing system

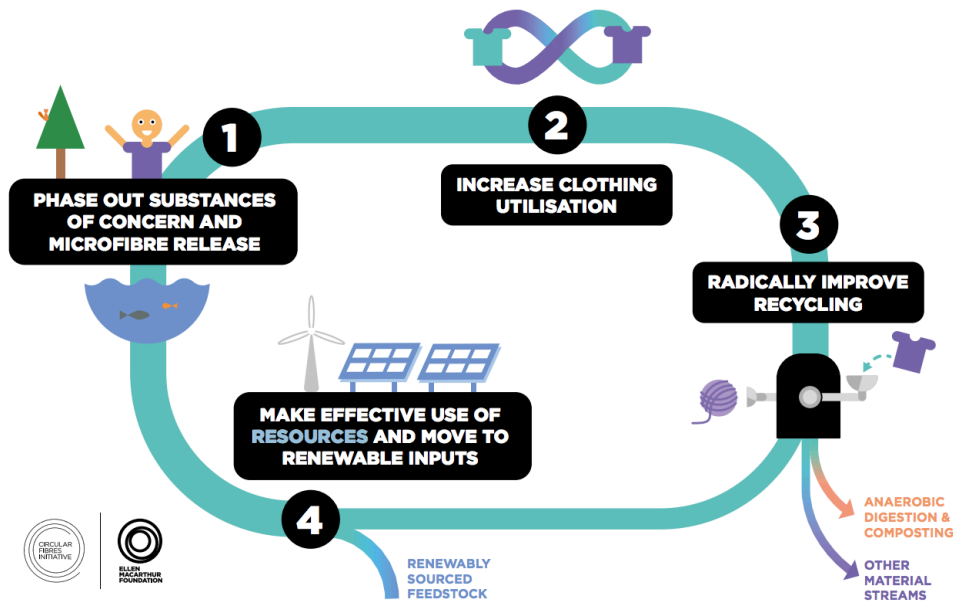


Source: (Circular Fibres Initiative Analysis, 2018)

The figure above illustrates today’s clothing system that follows the principle of a linear economy. This manner of operating is putting pressure on all resources that are used in the production; water, energy, land. On the one hand, it is polluting the environment by using pesticides and fertilizers which get on the garments, get infiltrated in the land, and which are harmful for the people in contact with them. And on the other hand, it keeps polluting the planet when these garments are being washed during the consumption phase and then thrown out.

These are the reasons why it is crucial that the garment industry thoroughly tackles how its business is currently done. As stated above, circularity is something that must be incorporated in this industry to decrease the negative externalities it is having on the world. The figure below illustrates how the clothing system could and should work circularly, by firstly gradually eliminating substances that are of concern for the planet and health. Secondly by raising society’s awareness on consumer behaviour is an important step in order to re-increase clothing utilisation and significantly improve recycling. Finally, taking into account the resources necessary, optimizing their use and moving to renewable sources is the last step to close the loop and restart the cycle.

Figure 4 – Tomorrow's circular clothing system



Source: (Circular Fibres Initiative analysis, 2018)

2.3 Social pressure

Society's general knowledge on the impact the clothing industry has on the world is rising. There are many organizations and associations working towards raising awareness on the matter. These same bodies are also calling out brands to tackle the current issues and start changing the way they do business. These are all reasons why garment brands are increasingly incorporating sustainability in their business models.

Many organisations assess such companies in order to find out how responsible they are being. Amongst them, for example, is the B Corporation certification⁵ that goes into in-depth evaluation of small to medium companies and gives them an overall grade. Unfortunately, they are not yet assessing multinational companies, but they are currently looking into an adequate scheme for these bigger entities (Bcorporation.net, 2018). There are many other institutions that also create assessments to give the public an idea of companies' practices and their impact. These actions put a lot of pressure on companies as the public is getting more and more demanding for fair practice and proof. Therefore, companies are being compelled to live up to their consumer expectations.

⁵ A B Corporation is a for-profit company that has received a certification from the non-profit organisation B Lab proving the company's good practices.

2.4 Problem statement

However important it is for a company to be sustainable today, it is essential to tell the difference between one that is actually honest about its practices and one that is just trying to retain its customers. Having a look at the environmental and societal practice of a company and how they use it in advertising could help us realize what a company says it does –via its marketing– versus how it actually operates. Indeed, this is where words such as greenwashing and fair washing come into play.

With the intention of verifying the true nature of a garment brand's sustainable claims and whether they may be trusted, the object of this paper is to create, firstly, a grid that would be helpful to consumers that are looking to buy fair and green garments from a sustainable company. This grid should be a guide that analyses the different aspects of the company, helping consumers know where to draw the line between a company that wrongly claims to be sustainable and one that actually is. And secondly, the object is to cross-check the assessed sustainability of the brand with its marketing to verify whether what they market themselves as is fair, or whether they are operating unfair marketing.

As stated above, many assessment schemes already exist. However, this two-part scheme differentiates itself by cross-checking the gathered information with their marketing in order to make sure that the sustainability they are claiming, through their different means of communication, is in line with their actual practices.

3. Analysis

3.1 Research methodology

This paper's research has been done in two parts.

The first part of the assessment, that is the sustainability rating scheme, concentrates on what is found on the surface – i.e. disclosed information– as well as the business' core, its philosophy rather than surveying directly the companies and investigating their practices in-depth. The aim is to be able to come up with a judgement thanks to the available information.

This part of the scheme required doing a benchmark of different rating agencies' methods to see what criteria are used and how each of these are weighted. Additionally, a qualitative survey answered by garment consumers, provided additional criteria to be taken into account. Given that the nature of this grid is to be a tool for consumers, their own input and what criteria are important to them when defining what a sustainable brand is, was important.

The second part of the assessment, the fair marketing assessment scheme, focuses on the brands' advertisements and campaigns that insist they are sustainable. The aim is to be able to assess whether the brands' image can be considered as marketed fairly or not.

The five brand assessments will then serve to show the functionality of the two-part rating scheme. As it is set to serve customers to rate brands, the information used needs to be accessible from all. Therefore, the rating is done accordingly to information found on the companies' websites and by what is communicated through their other means of communication. Finally, their overall assessment will be compared with their respective marketing in order to assess whether it may be considered as fair marketing or not.

3.1.1 Sustainability rating scheme

From the start the rating scheme has taken into account the three topics that turn around sustainable development. These three topics are the environment, the economy and the society. These three terms also play a part in what is called the triple bottom line. The triple bottom line refers to the bottom line of a financial statement (profit) but also takes into account the ecological (planet) and societal (people) results of a company. The figure below illustrates this concept on which sustainability relies on. Consequently, we may

say that for a company to be sustainable, it must take into account the full cost of its activities, that is its societal responsibility (people), its environmental responsibility (planet) and its economical responsibility (profit). (The Economist, 2009).

Figure 5 – Triple bottom line



Source : (Thefunentrepreneur.com, 2016)

However, given the overall aim of the rating scheme which is to create a way for consumers to assess whether they can trust a garment brand's claims to be green and fair, the two areas on which it will concentrate will be the environmental and societal aspects that will be then compared to the brands' marketing.

3.1.1.1 Rating coverage (criteria data collection)

The first step in the creation of the scheme was gathering relevant indicators that could be assessed for any garment brand. The data collection used three different methods starting with a brainstorming. The brainstorming helped gather information from common-sense and knowledge acquired from attending business school. 128 indicators came out of this first step, indicators that were important for a sustainable garment company to have, or not to have.

However, the number of indicators was judged too long. Indeed, it was important to find indicators that can easily be answered for any type of garment brand. Therefore, cutting

down the total indicators took further methods for collecting meaningful data, starting with benchmarking.

There are several organizations within Switzerland that assess companies on their sustainable development and management. Therefore, benchmarking Covalence SA⁶, Inrate AG⁷, B Lab⁸ and Public Eye's⁹ methods of assessment brought insight on what criteria and indicators to consider and how they each ought to be weighed. These chosen companies all tackle sustainable development and amongst other services assess enterprises on their sustainability. Furthermore, they are highly transparent therefore, by using the information that they disclose on their respective websites and being in touch with a couple of people in charge within these companies was sufficient to understand their different rating methods. Nonetheless, it is important to keep in mind that the aim, through this paper, is to come up with a scheme that differentiates itself from those of these companies.

Table 1 – Benchmark of data coverage

	Covalence SA	Inrate AG	B Lab	Public Eye
Data sources	Companies' disclosures Reputation from third-parties (media, NGOs, trade unions...) <ul style="list-style-type: none"> Semi-automated analysis (A.I.)¹⁰ 	Publicly available information (from company & third-parties) <ul style="list-style-type: none"> Own research and experience 	Directly from companies as it is a voluntary assessment	Survey to companies Publicly available information

⁶ Covalence SA, as defined on their website, is a Swiss company that, amongst other services, assesses companies according to environment, social and governance (ESG) factors.

⁷ Inrate, as defined by their website, is an independent Swiss sustainability agency that has been assessing corporations since 1994.

⁸ B Lab, as defined by their website, is a non-profit organization that certifies companies who meet the highest standards of verified, overall social and environmental performance, public transparency and legal accountability.

⁹ Public Eye, as defined by their website, is an independent organization that focuses on global justice. Amongst other services, it assesses textile manufacturers on complying to human rights throughout the supply chain.

¹⁰ Since 2001, Covalence has specialized in semi-automated analysis to gather and classify information, using artificial intelligence tools which can code the positive or negative sentiment of an information.

Data type	ESG indicators Sustainability reports PR Endorsements Controversies	Over 180 indicators in areas of environment, society & governance (ESG)	Assessment of overall impact of company on its stakeholders Reports & various documentation	Based on labour rights compliance & working conditions throughout the whole supply chain (does not focus on the environment)
Indicators	<i>50 criteria classified into 7 categories:</i> Governance, commitments & engagement Economic Environmental Labor practices & decent work Human rights Society Product responsibility	Corporate policies & voluntary commitments Measurable targets Concrete measures Reporting External verification Annual sales	<i>18 criteria referring to operational impact and impact of business model that are classified into 5 categories:</i> Environment Workers Customers Community Governance	Transparency Code of conduct Implementation Inspection

What came out of this benchmarking was that these different companies do not assess companies' core philosophy and marketing which leaves a gap for this scheme to tackle. Moreover, for the data sources it was judged that using only publicly available information was relevant.

However, in order to narrow it down relevantly, it was of great importance to then take consumers point of view into account. Indeed, consumers will be the ones inclined to use this rating scheme therefore, knowing what, to them, shows that a company is sustainable brought a lot of input to which criteria should be highlighted and how to decrease the amount of indicators. Therefore, when asking consumers what criteria, to them, prove that a company is sustainable, the terms that came out of the survey (See Appendix I) are found below, illustrated by figure 6. The bigger the words are, the more recurring they were.

Figure 6 – Criteria results from qualitative survey



Out of thirty criteria mentioned, the ten most recurring criteria were:

1. Countries of production
2. Brands' marketing
3. Being environment friendly
4. Having certified and visible labels
5. Resources used (whether organic or not)
6. Brand identity, its philosophy
7. Health and labour conditions
8. Packaging
9. Transparency, traceability
10. Activism (leading the change)

All these criteria were already considered but they gave one more reason that these were some of the most important indicators to use.

Once this was considered, it was judged that ten to fifteen criteria would be an adequate number of elements to assess as it would not take too much time to fill in and would assure answers for over seventy percent of indicators. Therefore, thirteen criteria were chosen for which there are a total of twenty-six indicators, phrased by way of questions. Each criterion is then sorted out into three categories: Environment, society or sustainable management.

The environment part looks notably at used resources, recycling and on the company's transparency about its practices.

The societal part considers labour practices, current events, product traceability and how transparent they are about it all.

Finally, the part that considers sustainable management tackles the brands' communication on the topic, their strategies and their brand identity, their philosophy.

3.1.1.2 Rating (weighting data collection)

As for the criteria, benchmarking the same organizations on their weighting methods helped figure out the best way to do it.

Table 2 – Benchmark of criteria weighing

	Covalence SA	Inrate AG	B Lab	Public Eye
Weighing	Weigh each category with positive or negative sign	Positive evaluation based on data published by companies Negative evaluation based on controversies (media reports) Impact of a company's production, services and products (can be positive or negative)	200 indicators within 5 categories that get a total score which is compared to the average scores of companies	Scale from 0 to 100 for each indicator Company classified as per sustainability profile: Pioneers Cautious Beginners Indifferent Opaques (no info)
Final rating	Total positive criteria / total criteria = %	Twelve-tier scale from A+ to D- "A" = positive contribution to sustainable development "D" = negative contribution to sustainable development	Summary of five categories with respective scores compared to median score of businesses that completed the B Impact Assessment. 80 out of 200 points marks the certification point	Diagram that illustrates the engagement degree of each company concerning its four indicators of social standards. The bigger the coloured surface, the bigger the brand's engagement

In the end, it was judged best to ponder each criterion on a scale from 0 to 3. This scale was chosen, by given advice, making it not too complicated but yet coherent. For each

indicator, it is explained what exactly 0 to 3 stands for. The meaning of the scale may vary depending on the indicator, however they all go in the sense that sustainability is at key.

When all indicators are assessed, each category (environment, societal and brand) get their own totals. For each category, they are considered sustainable when receiving at least 75% of the points, that is 22/30 points for the environment, 13/18 points for the societal category and 22/30 points for sustainable management.

In the end, on a total of 78 points the brand is considered on the whole sustainable when scoring at least 57 points, which stands for 75%.

All questions that may not be answered because of lack of information, should be credited the score 0. Transparency is a key concept of sustainability and if a brand does not make information available it will be assumed to have the worst score. In the scheme next to each measure, there are comments to help the consumer assess correctly.

3.1.1.3 Explanation of sustainability rating scheme

Environment

Now more than ever, being environment-friendly and ecological is imperative when it comes to business. Indeed, more and more consumers are counting on the responsible practices of brands they purchase. The society is becoming increasingly aware of the negative externalities companies around the world are having on our planet. Therefore, it is important to implement green strategies and practices throughout companies as well as communicating these changes and improvements to consumers. These are the six criteria that are considered in this scheme:

- Raw materials

A garment's brand choice of raw materials has a considerable impact on the environment. Therefore, looking at how much sustainably-sourced materials are used in their products can translate a part of the brands' engagement. Moreover, cotton is the second most common material used in clothes after polyester (Farag, 2016), reason why organic cotton is assessed separately.

- % of organic or biological cotton
- % recycled or other sustainably-sourced materials
- Do they use animal-sourced materials?

If a brand uses animal-sourced materials, this indicator shows whether they use recycled materials only, or whether they have traceable textiles that ensure that animals have not been force fed or live-plucked, for example.

- Do they have certified labels?

The list of labels that are taken into account for this assessment is not exhaustive. It refers to labels taken from Public Eye's label guide that they issued in 2016 during their Clean Clothes Campaign. All labels and their respective information for the assessment may be found in Appendix II – Labels referring to environmental part of scheme.

- Water usage

- Do they optimize their water usage?

Water is a resource that is extremely used in garment production. Therefore, it is important to know how a brand deals with this issue or whether it is at least working on improving its usage.

- Packaging

- What is their packaging like?

Other than all the packaging that is required throughout production along the supply chain, the way the products are packaged to consumers is an easy criterion to assess. Indeed, this indicator assesses whether the packaging that goes with the product at purchase is reusable, biodegradable, recyclable or non-recyclable.

- Carbon footprint

- What is their carbon footprint?

The textile industry has a significant carbon footprint. According to the carbon trust, the overall textile industry has a footprint of over 850 metric tons of CO₂ each year (Carbontrust.com, 2011). Therefore, it is an important element to assess.

- Recycling

- Do they have recycling schemes for consumers?

A big part of the environmental issue within the clothing industry is the usage phase. Indeed, as explained in the beginning of this paper, consumption has increased and the number of times a garment is worn has decreased radically. Therefore, brands should

be taking this an opportunity to educate its customers and ask them to bring back their unwanted or broken clothes to make sure they are recycled.

There are different scales of schemes and in this scheme, it is assessed by whether they collect garments or not, and whether they offer just to collect them or go further by also repairing them.

- Do they use renewable energies?

There is a considerable amount of energy and electricity needed in order to supply the companies' retail stores, offices and factories amongst further infrastructures. Therefore, investing in renewable energies and optimizing energy usage is a good advantage.

- How transparent are they concerning their environmental practices?

Transparency is a key element of sustainability. Thus, sharing details of environmental impacts and actions, with all stakeholders and the public, will only instore more trust. Keeping in mind that there is no such thing as too many details and stating what is yet to be improved should also be mentioned.

Society

As for the environment, having fair working practices is fundamental for businesses today. Along with consumer awareness, there are scores of documentaries and scandals around forced labour, child labour and human right's abuse amongst other matters. There is no more place for indifference and gullibility. These negative practices have existed for far too long and still do. Thus, participating in and communicating fair practices is becoming increasingly important.

- Labour practices
 - Have they signed "charters" or follow guidelines to ensure respect of human rights of its workers?

There are several ways a company can go by to ensure they respect their workers' human rights. However, not all ways are as reliable or credible as others. This indicator is assessed in between not following any kind of law or charter and applying guiding principles on a voluntary basis –such as following the UN's sustainable development goals¹¹

¹¹ In 2015, the United Nations adopted a set of goals with the aim to end poverty, protect the planet and ensure prosperity for all. These goals have been separated into seventeen goals with specific targets and are set to be achieved by 2030.

or mandatory state regulations –such as the California Transparency in Supply Chains Act¹² and the UK modern slavery act¹³ amongst others–.

- Do they have certified labels?

The list of labels that are taken into account for this assessment is not exhaustive. It refers to labels taken from Public Eye’s label guide that they issued in 2016 during their Clean Clothes Campaign. All labels and their respective information for the assessment may be found in Appendix II – Labels referring to societal part of scheme.

- Current events

- Have they been involved in scandals?

When scandals occur, it is important that brands’ take responsibility and be transparent about what happened and how they are going to improve what went wrong. Intensity and frequency of scandals may also say a lot about a company.

- Community

- Do they act for the community and its development?

It is important that brands express and communicate what they do for the community. It can show initiative of wanting to lead the change, being activists and wanting to do the good with the voice they have.

- Transparency

The more transparent a company is on its practices the more customers will trust them as a brand; that is if practices are of positive externalities of course.

- How traceable are their products?

Being able to trace a product down to where its raw materials were extracted, by whom and in what conditions demonstrates a good practice.

- How transparent are they concerning their supply chain?

¹² State regulation that requires companies headquartered or doing business in the state of California, to report on their specific actions to eradicate slavery and human trafficking in their supply chains.

¹³ State regulation that requires companies that do business in the UK to publish a statement that describes all steps taken to ensure that modern forms of slavery and of human trafficking are not taking place in the companies’ practices and supply chains.

Brands should have fair and healthy working conditions but it is a big problematic in today's world as child labour, forced labour, and unsafe working conditions amongst other issues keep being discovered throughout supply chains. Being transparent on their supply chain, sharing with stakeholders and the public, information on workers, on labour conditions and whether they are audited helps build trust with its customers.

Sustainable management

The next part of the grid looks more broadly at the strategy of the company concerning their sustainability practices. How do they reach awareness on the matter and by what means?

- Communication of sustainability practices

Looking at how companies reach awareness about their sustainable practices is very important. It is the first link between the brand and its customers. Therefore, displaying its sustainability via several ways of communication will reach its consumers' awareness about its positive practices.

- How well do they communicate their sustainability practices? (How many channels do they use for it?)

This criterion means to assess the engagement of a brand to communicate their sustainable efforts. There are six channels that have been identified for a company to do so. Obviously, the list isn't exhaustive and any further communication channels can show a brand's effort.

Many companies now have a section of their website focusing on their sustainability practices. But how visible is it? Does the website encourage you to have a look at it, do you find it on the front page or rather in the background? These are all details that can show whether their message is essential to them or not.

In the twenty first century, social media plays a huge role in marketing and communication. From Facebook, to Twitter, to YouTube, to Instagram... it has become a cheap and very effective way for passing on all kinds of messages; from promotion to incentives all the way to consciousness. Starting discussions, engaging with customers and having customers engage with companies is now very easy. There is a lot of room for raising awareness this way, so it is important that companies take this opportunity.

Posting advertisements all over public spaces such as cities, from buildings to public transportation, is a way to catch mass attention, from not only a company's target market but from everyone in the surroundings. Even though it may not always catch much attention it is present. However, when we think of billboards we tend to be shown products or promotions that a company offers. The question here is to see whether this kind of advertising is used to reach awareness on a bigger scale.

Using storytelling to advocate for sustainability educates consumers, and can lead them to consume and live more responsibly. Story telling includes showing leadership, being a change-maker and help shift consciousness by talking about the real effort put in social good and the environment. (sustainablebrands.com, 2017).

Having a blog is an efficient way to talk about societal, environmental and all kinds of topics without having a direct link to what your company offers. This is a way to show your values and what is at the heart of your company.

It is usual for fashion brands to advertise their apparel on TV. However, do they ever use it for a greater good? Do they advertise their sustainability claims?

Finally, the role of a PR tends to be seen negatively, because it manages reputation and always works towards winning favour. However, PR is a powerful tool that can be used for much more, such as communicating positive future change and persuading companies to change their production and supply processes, consumers to choose carefully and responsibly what they purchase and policy makers to work towards sustainable development. (the Guardian, 2013)

- Sustainable strategy

It then leads us to a company's overall strategies. What kind of strategies have they undertaken or are undertaking towards sustainability?

- Do they have partnerships with organisations tackling sustainability?

Working with other companies or organizations that are working towards sustainable development can be an efficient way of linking strategy with efficiency. The measurement

of this indicator is done accordingly to the brand's probable motivation. As per the Network for Business Sustainability¹⁴ reported, there are four types of motivations for a business to enter a sustainable partnership.

There are the legitimacy-oriented, which goes for businesses that are seeking to saving their brand image.

There are the competency-oriented, which refers to businesses with growing awareness of complex social problems and by which they can gain expertise.

There are the resource-oriented, that desire gaining access to networks, creating new products and markets.

And finally, there are the society-oriented which respond to stakeholder and shareholder activism regarding current issues (NBS, 2013).

- To what CSR profile do they correspond?

Manage risks: Refers to businesses that have weak corporate social responsibility and near to no sustainable management. Some characteristics would be reducing liability, preventing scandals and focusing on their reputation.

Stakeholder pressure and harness opportunities: Refers to having a purpose but for the sake of business. Can be linked to an average corporate social responsibility and sustainable management. Generally, these businesses take on sustainability actions because of stakeholders' pressure. Some characteristics to this category of companies could be greenwashing, reducing resources and optimizing energy consumption for example.

Business with ethics: Refers to doing business for the sake of having a good purpose. These companies have a strong corporate social responsibility and sustainable management. Their aim is to use business to have a positive impact. Generally owned by social entrepreneurs¹⁵, they build a business around stakeholders' interests and sustainable development. Some other characteristics would be paying special attention to labour

¹⁴ A Canadian non-profit established in 2005 that produces authoritative resources on important sustainability issues, aiming to change management practice.

¹⁵ A social entrepreneur is one that would create a business for the greater good rather than being profit-driven.

conditions, human rights, and the environment. Overall, the reason is generally to have social and environmental positive externalities.

- Are they certified for their overall sustainability engagement?

This indicator assesses how engaged the company is in showing it is sustainable. Being certified by a third-party for sticking to sustainable practices and wanting to improve the overall impact a business has on the world is worth-while as it increases visibility of actions and promotes positive externalities. Therefore, this is measured by having no certification, to working on it, being registered as a benefit corporation¹⁶ and finally being a B Corp¹⁷.

- What type of garment brands are they?

These terms do not all have their own exact definition. However, in order to fill in the scheme correctly they ought to be considered as such:

Fast fashion: Defines garments that are generally not expensive and that are introduced in stores quickly after catwalks so the brands can bring out the newest trends as quickly as possible. Fashion lines used to change as per the seasons did, however today it is common to bring out new products every week to make sure they are on-trend. (Investopedia, n.d.)

Sustainable fashion: Considers the impact that garment manufacturing has on the environment and animal welfare. This way of making garments considers the use of pesticides, dyes, water and energy usage, waste management and packaging amongst further possibilities. (The Curious Button, 2018)

Ethical fashion: Involves the whole process in making a garment. Starting from extraction of materials to manufacturing and to finished goods. In this case these steps include health conditions, working conditions, fair pay, safety and so on throughout the whole supply chain. (The Curious Button, 2018)

Slow fashion: Refers to garments' design and quality more than anything else, all while being attentive to how they are made (environmentally and socially). Also, it refers to

¹⁶ A benefit corporation is a type of legal entity for a for-profit business. Social entrepreneurs can choose to permanently change their corporation structure into one.

¹⁷ B Corp certification is a third-party certification that considers measurable social performance, accountability, transparency and measurable environmental performance. Companies that are B Corp certified are monitored regularly.

consumption led by durable materials and that are generally not at the top of fashion making them last longer from a usage point of view. (The Curious Button, 2018)

- Do they provide significant reports and documentation?

Being sustainable is not a simple claim, it is a continuous process where there is always room for improvement. Many documents, studies and reports are to be filled in and provided to the public for information. The more information given, the better it will serve. Meaning that transparency brings trust and trust brings customers. Documents that should be accessible to all stakeholders should include at the minimum: a code of conduct, CSR reports, sustainability reports and supplier audits. Any further documentation increases transparency and engagement to leading the change.

- Brand philosophy

Moreover, a “brand’s personality” is the core of its business. Therefore, understanding their business model, looking at their vision, mission and values may tell a lot about their practices and allows to tell whether a company was created with the aim to be sustainable or if on the contrary, it is only adapting its business model to what the world is asking for.

- Are the three elements of sustainability¹⁸ considered in their mission statement?

The mission statement defines what a company does, what it brings to the world and for whom. This criterion will assess whether the following points are included in the company’s mission.

- Are the three elements of sustainability considered in their vision statement?

The vision defines the reason behind what it does and what it aspires to achieve in the future. This part will assess whether the following points are included in the company’s vision.

- Are the three elements of sustainability considered in their values?

¹⁸ Triple bottom line, that is environment, society, economy

A company's values are the means with which a business will undertake its mission to achieve its vision. The assessment of this criteria will see whether their values apply to any of the following points.

3.1.2 Fair marketing rating scheme

Once the brand has been assessed and that the consumer has an insight on the company's sustainability and its different practices, it is interesting to link the overall result with the brand's marketing to see whether it can be considered as fair. In this context, fair marketing can be described as a way of advertising its sustainability practices without cheating, lying or trying to achieve an unjust advantage.

For this, one may fill in the fair marketing rating scheme below that is presented in the same manner than the sustainability rating scheme. This assessment goes through eleven indicators that are known as the seven sins of greenwashing¹⁹ and the greenwashing index²⁰. Even though these two tools were created to detect specifically greenwashing –and not unfair marketing on the whole– the indicators can be used in several contexts and works for this one.

The weight of each indicator is the same, that is in between zero and three. For each indicator, there is an indication of how to measure its weight. The final score is the total of the ratings over thirty-three points. It was judged that scoring over 75% of the total points is considered as fair marketing. Therefore, scoring under 25/33 reflects a brand that is operating unfair marketing.

3.1.2.1 Explanation of indicators

These eleven indicators are measured on a scale from zero to three with measures that diverge. In the scheme, next to each measure there are comments to help the consumer assess correctly.

- Does their claim focus on a sustainable environment, society and economy?

¹⁹ The “seven sins of greenwashing” is a study that calls consumers' attention to not trust everything that is said about products' positive ecological impact. And there are seven greenwashing criteria to pay attention to.

²⁰ The greenwashing index is a tool that was created to educate consumers on how to interpret « green » advertisements' honesty and for them to be able to distinguish green from greenwashing. There are five criteria on which the advertisements are rated.

It is important to see on what area the claims focus on. Being sustainable does not only imply being environmental-friendly, it is a balance of all three factors.

- Is the claim clear and precise enough?

This refers to the “vagueness” sin. Sometimes, claims tend to be too broad and imprecise which leads customers to misinterpret.

For instance, products that are said to be “all natural” may contain some substances that may indeed be natural, but also poisonous.

- Do they have verified labels?

This refers to the “worshipping false labels” sin. It can happen that a product gives the false impression to have received third-party endorsement, through either words or images when in fact not.

For example, if a brand uses 100% organic cotton in its garments, they might label the products with a “100% organic cotton certified” label which they have designed themselves.

- Are their claims relevant?

This refers to the “irrelevance” sin. Claims can be truthful and have no purpose being on a particular product.

For instance, it has been over 30 years that using CFCs²¹ has been banned, however many products still have “CFC-free” written on them. This shows a way of wanting to look good while having no significant purpose.

- To how many of their products does their claim apply?

This refers to the “lesser of two evils” sin. Indeed, a claim may be true when it comes to a specific category of products while it may be false on the overall category. This type of claim can mislead the consumer from greater impacts.

For example, a brand could advertise for producing garments made from 100% organic cotton and recycled synthetic fibres while talking about a single product line only. Which may be misleading to the consumer.

²¹ Chlorofluorocarbons (CFC) is an organic compound that causes great damage to the environment.

- May we say they are telling the truth?

This refers to the “fibbing” sin. Indeed, some claims can simply be untrue. It is important for them to be sincere in what they claim.

- Are the words on their ads plausible/accurate?

The words in an advertisement may be misleading so it is important to deeply analyse the wording used and ask ourselves whether it is plausible or not.

- Are the visuals and/or graphics of their ads plausible/accurate?

Likewise, the visuals of an advertisement can also mislead. It is easy to advertise a green scenery with wildlife and nature. However, the question to ask oneself is whether it is designed to make the company’s brand image look better or if the visual holds water.

- Do they show proof for their claims on their ads?

It is easy to claim good practices towards the environment although if there is no evidence or reliable third-party certification to rely on it is hard to find it credible.

- Do they illustrate their sustainability actions in a plausible way?

Advertisements can easily exaggerate the ecological factor of a product. Are the claims believable? Is it possible that this product or company actually is what it claims to be?

For example, 7Up brought out an advertisement in 2006 that read: “100% natural” and showed a can of 7Up growing off a lemon tree. Obviously, for a soda drink this claim and ad was overly exaggerated.

- Do they tackle all the important issues?

It is important to look away from an advertisement and think whether the message is in line with its brand’s practices. An advert may divert attention from other practices the company does.

For instance, clothes that are made from organic materials and that claim to be green may still be manufactured in poor labour conditions.

Now that the evaluation scheme is explained and built, five brands have been taken as examples to illustrate its efficiency.

3.2 Practical cases

Now that the scheme is established, five companies will be taken as examples to illustrate its utility. These five brands were chosen as they all have launched campaigns for their sustainable actions.

3.2.1 C&A

To find the whole assessment grid of C&A, please refer to appendix 4.

3.2.1.1 Sustainability rating scheme – Green and fair garments

Table 3 – C&A environment rating

ENVIRONMENT		
CRITERIA	INDICATORS	0 - 3
Raw Materials	% of organic or biological cotton	1
	% recycled or other sustainably-sourced materials	0
	Do they use animal-sourced materials?	1
	Do they have certified labels?	2
Water usage	Do they optimize their water usage?	1
Packaging	What is their packaging like?	0
Carbon footprint	What is their carbon footprint? (Metric tons CO ₂ -e)	1
Recycling	Do they have “take-back schemes” for consumers?	1
	Do they use renewable energies?	1
Transparency	How transparent are they concerning their environmental practices?	2
Total weighting for environment:		10/30
		33%

When it comes to environmental impact, the brand was scored poorly with a sustainability score of 33%.

The biggest reason behind it is that they are currently working towards reaching fixed goals such as reducing water usage, introducing take-back schemes for their consumers, increasing their use of renewable energies and decreasing their carbon footprint. (Sustainability.c-and-a.com, 2018).

However, they do not disclose figures very clearly, therefore their information lacks precision. For example, they say they want to improve their percentage of sustainably-

sourced materials up to 67%, but do not say where they stand today. This lack of transparency has gotten them several null scores. Again, transparency is key when talking about sustainability.

Table 4 – C&A societal rating

SOCIETAL		
CRITERIA	INDICATORS	0-3
Labour practices	Have they signed “charters” to ensure respect of human rights of its workers?	2
	Do they have certified labels?	0
Current events	Have they been involved in scandals?	0
Community	Do they act for the community and its development?	2
Transparency	How traceable are their products? (on garments’ tags)	0
	How transparent are they concerning their supply chain?	2
Total weighting for society:		6/18
		33%

Their societal actions are only slightly better, scoring a 33% of sustainability.

Transparency once again is lacking. No information was found on possible certifications they may have, which could have verified some of their claims. Also, they disclose no information on their garments’ labels about where the product was produced, only mentioning materials used. When it comes to transparency in their supply chain, they have the average way of disclosing information, which is sharing where their products are made. They disclose a supplier list with addresses. It would be more interesting for consumers to have relevant information on how products are made in different factories.

Moreover, their presence in the Rana Plaza scandal that occurred back in 2013 plays a major role in their loss of points.

Nonetheless, they scored points when it came to charters they have signed regarding human rights. Indeed, they have signed the accord on fire and building safety in Bangladesh, they have also signed a pledge of transparency, which is an initiative, from the NGO Human Rights Watch, to encourage apparel brands to adopt a more consistent approach towards transparency in their supply chains. It requires companies to publish standardized information on all factories in the manufacturing phase of their supply

chains. However, it does not require them to provide further information on their suppliers such as working conditions.

Another area in more points were scored, regards their actions for the community and its development. They partner up with the C&A Foundation to address different types of current challenges. They run volunteer programmes to support local charities and drive societal change. (Sustainability.c-and-a.com, 2018)

Table 5 – C&A sustainable management rating

SUSTAINABLE MANAGEMENT		
CRITERIA	INDICATORS	0-3
Communication of sustainability practices	How well do they communicate their sustainability practices? (How many channels do they use for it?)	2
Sustainable strategy	Do they have partnerships to tackle sustainability?	3
	To what CSR profile do they correspond?	2
	Are they certified for their overall sustainability engagement?	1
	What type of garment brand are they?	0
	Do they provide significant reports and documentation?	3
Brand philosophy	Are the 3 elements of sustainability ²² considered in their mission statement?	0
	Are the 3 elements of sustainability considered in their vision statement?	3
	Are the 3 elements of sustainability considered in their values?	0
Total weighting for sustainable management:		14/27
		52%

Finally, when looking at their management around their sustainable practices, they do better than the latter. They score 52%, though they do not reach the sustainability threshold which was set at 75%.

The criteria that reduced C&A's sustainable management score was firstly the fact that they are a fast fashion brand. Having clothing lines coming out in very short intervals

²² Three elements of sustainability referring to the triple bottom line, i.e. environment, society, plural economy.

does not help promoting a clean fashion industry, on the contrary it tends to increase consumerism.

However, they do partner up with the Ellen McArthur Foundation as well as Textile exchange²³, amongst others which gives them a little leverage.

When it comes to their philosophy, their mission: “always aiming to make desirable, affordable clothing widely available” is not aligned to any elements of the triple bottom line. Their values, which are passion for their customers, responsibility with trust, delivering together, integrity and continuous commitment, are above all based on the employees rather than customers. On the contrary, their current vision: “making sustainable fashion the new normal”, is in fact linked to sustainability.

Moreover, their way of communicating their good actions is quite poor. Other than disclosing information on their website and through public relations they tend to only speak about their practices during the launch of campaigns. They do so through their social media and public spaces which include, shop windows and billboards. However, they do not reach awareness in between campaigns.

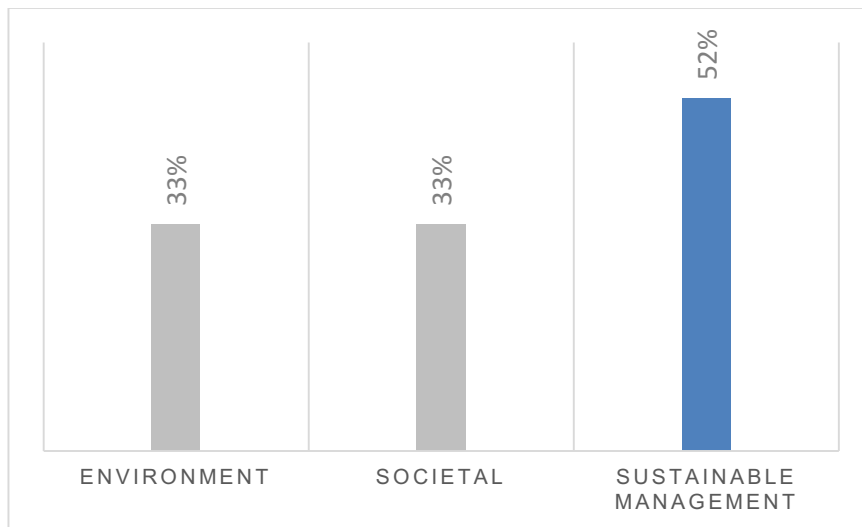
Table 6 – C&A total sustainability score

Total sustainability score:	31/75
	41%

Finally, they received an overall sustainability score of 41%, finding themselves well below the threshold which was set at 75%. The area in which C&A is most engaged in is their sustainability management, as seen in the figure below, which refers to strategies put into place to tackle sustainability based on their business model.

²³ Textile Exchange is global non-profit that works towards industry transformation in preferred fibers, integrity and standards as well as responsible supply networks. Their aim is to reduce the textile industry’s impact. (textileexchange.org, n.d.)

Figure 7 – C&A sustainability results per topic



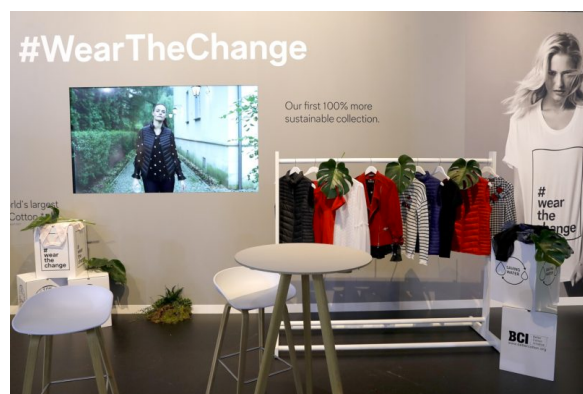
3.2.1.2 Fair marketing assessment scheme

In February 2018, C&A launched a fair fashion collection under the name #WearTheChange. The objective is to reach awareness on their sustainability practices by offering people the opportunity to look good and feel good at the same time with garments that respect the environment as well as farmers. (Preuss, 2018)

Figure 8 – C&A “Wear the change” Campaign



Sources: (C-and-A.com)



Source: (distribuicaofoje.com)

Claims: “Our first 100% more sustainable collection”, “Garments that respect the environment and farmers”, “Feel good fashion”.

Table 7 – C&A fair marketing rating

INDICATORS	0 - 3
Does their claim focus on a sustainable environment, society and economy?	2
Is the claim clear and precise enough?	1
Do they have verified labels?	1
Are their claims relevant?	2
To how many of their products does their claim apply?	1
May we say they are telling the truth?	1
Are the words on their ads plausible/accurate?	1
Are the visuals and/or graphics of their ads plausible/accurate?	2
Do they show proof for their claims on their ads?	1
Do they illustrate their sustainability actions in a plausible way?	1
Do they tackle all the important issues?	1
Total score	14/ 33
Fair marketing	42%

Unfortunately, through their campaigns, they give the impression that all their products benefit from these claims when in fact it concerns only one product line. They claim to be “feel good fashion” but it only applies to certain garments that they sell.

Moreover, they display their self-made label “bio cotton certified” which may mislead many consumers into thinking that they have been certified by a third-party. However, they do display the Better Cotton certification.

They made a campaign video which can be found on YouTube (C&A, 2018) in which they talk about benefitting the environment and farmers, however they do not include the other workers of the supply chain. That could imply that they do indeed use organic cotton which may or not be fair traded with the farmers. However, workers’ conditions within the supply chain remain undetermined, which is valuable knowledge to have.

Finally, C&A gets the score of 14/33 which accounts for 42% of fair marketing and therefore 58% of unfair marketing by means of green and fair washing. To be considered as doing fair marketing, the score of 75% should be reached, making C&A well below and confirming their unfair claims.

By adding C&A's total sustainability score with their fair marketing score, it is judged that C&A can be considered as 42% trustworthy.

Table 8 – C&A trustworthiness score

(Sustainability + Fair marketing)	45/108
Brand trustworthiness	42%

3.2.2 Hennes and Mauritz

To find the whole assessment grid of H&M, please refer to appendix 5.

3.2.2.1 Sustainability rating scheme – Green and fair garments

Table 9 – H&M environment rating

ENVIRONMENT		
CRITERIA	INDICATORS	0 - 3
Raw Materials	% of organic or biological cotton	2
	% recycled or other sustainably-sourced materials	1
	Do they use animal-sourced materials?	1
	Do they have certified labels?	1
Water usage	Do they optimize their water usage?	2
Packaging	What is their packaging like?	0
Carbon footprint	What is their carbon footprint? (Metric tons CO2-e)	1
Recycling	Do they have “take-back schemes” for consumers?	2
	Do they use renewable energies?	2
Transparency	How transparent are they concerning their environmental practices?	3
Total weighting for environment:		15/30
		50%

What comes out of H&M’s environmental assessment is their lack of verified certifications. They use a fair share of organic cotton and are improving their share of other sustainably-sourced materials but they have very little proof to cover it.

Moreover, whilst claiming to support circularity as they do, giving out plastic bags to consumers when purchasing their products is an issue. Like many other companies nowadays, they have a take-back scheme for unused or worn out clothes. In exchange of a bag of unwanted apparel, they give a voucher which encourages ironically consumption and indirectly, more waste.

However, when it comes to their resource usage such as water, electricity and renewable energies, they are going in the right direction. They have set goals to reduce resource usage for 2020 (HM Sustainability Report, 2017).

In addition, their transparency on their environmental practices is good. They sometimes even mention how their practices are bad for the environment and how they are planning

to improve. They provide a lot of sustainability scorecards giving facts and figures on their progress.

Overall, they have been assessed as 50% environmentally sustainable. They may have come a long way from their initial business model and practices, however, they still have some way to go.

Table 10 – H&M societal rating

SOCIETAL		
CRITERIA	INDICATORS	0-3
Labour practices	Have they signed “charters” to ensure respect of human rights of its workers?	3
	Do they have certified labels?	0
Current events	Have they been involved in scandals?	0
Community	Do they act for the community and its development?	2
Transparency	How traceable are their products? (on garments’ tags)	1
	How transparent are they concerning their supply chain?	3
Total weighting for society:		9/18
		50%

Societal-wise, they were also given a score accounting for 50%.

Their positive efforts are linked to H&M’s transparency in their supply chain. Indeed, being bound by the UK Modern Slavery Act and the California Supply Chain Act, they are required to give transparent data and they even go a little further than what is required.

However, the factors keeping their score low are due to the lack of verified certifications. They are members of the Ethical Trading Initiative, but it doesn’t hold much credibility regarding its practices with suppliers.

More importantly, the low score is due to implications with important scandals. Scandals such as the collapse of the Rana Plaza in Bangladesh back in 2013. Also, by not having reached their fair wage goals set in 2013 and to be accomplished by 2018 has gotten them much criticism, notably from Public Eye (Public Eye, 2018). Lastly, they have also been pushed by Greenpeace to admit that they have been burning large amounts of new clothes, while they ironically promote the importance of circular fashion (Greenpeace International, 2017).

Table 11 – H&M sustainable management rating

SUSTAINABLE MANAGEMENT		
CRITERIA	INDICATORS	0-3
Communication of sustainability practices	How well do they communicate their sustainability practices? (How many channels do they use for it?)	1
Sustainable strategy	Do they have partnerships to tackle sustainability?	3
	To what CSR profile do they correspond?	2
	Are they certified for their overall sustainability engagement?	1
	What type of garment brand are they?	0
	Do they provide significant reports and documentation?	3
Brand philosophy	Are the 3 elements of sustainability ²⁴ considered in their mission statement?	3
	Are the 3 elements of sustainability considered in their vision statement?	3
	Are the 3 elements of sustainability considered in their values?	1
Total weighing for sustainable management:		17/27
		63%

When looking at their strategies regarding their sustainable actions, the data that stands out is the high amount of reports and documents they disclose. However, one must keep in mind that one of the plausible reasons they disclose all this information may be to look good and keep up their reputation of reaching sustainability goals. In addition, their vision statement has been updated to include a sustainability factor and they have many partnerships with organisations and institutions to help them increase their impact. As stated on their website, these partnerships help them facilitate collaboration, as well as learn and achieve systemic change together.

²⁴ Three elements of sustainability referring to the triple bottom line, i.e. environment, society, plural economy.

Some of the institutions include the Ellen McArthur Foundation, the WWF, the Sustainable Apparel Coalition²⁵, Textile Exchange²⁶... (Sustainability.hm.com, n.d.).

Nonetheless, they do not engage so much in communicating global sustainability. They use their website and public relations to get their campaigns forward, but other than that, they do not use efficiently other ways of communication, such as social media, to promote their sustainability efforts. Moreover, being a big protagonist of fast fashion they promote consumerism which is at the core of unsustainable practices.

Therefore, when it comes to their way of managing their sustainable actions, they scored 17 points out of 27, accounting for 63%. The threshold of sustainability standing at 75% is therefore not reached.

Table 12 – H&M total sustainability score

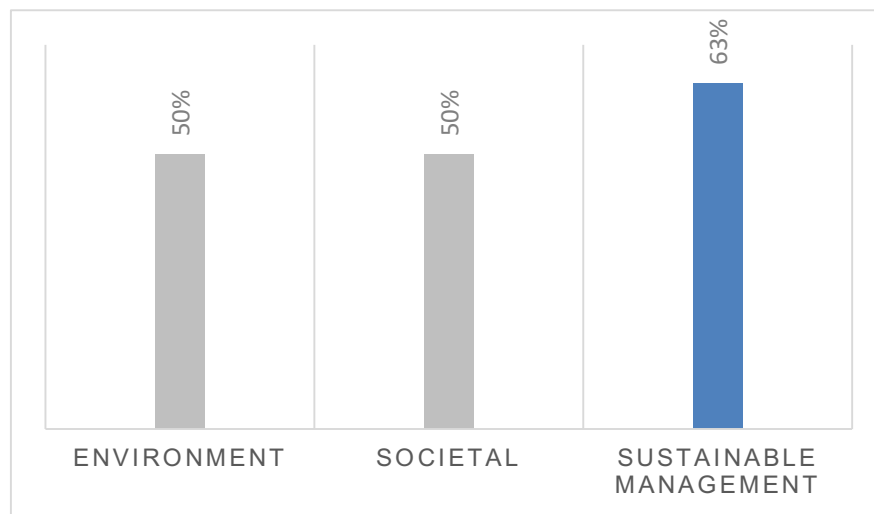
Total sustainability score:	41/75
	55%

Finally, H&M was given an overall sustainability score of 41/75 accounting for 55%, which is well below the 75% threshold. What we can highlight in their assessment is that from an environmental and societal point of view H&M are equally engaged, or not, and are slightly more engaged in their sustainable strategies as illustrated in the figure 8 below.

²⁵ The Sustainable Apparel Coalition (SAC), tackles sustainability in the production phase for the apparel, footwear and textile industry. They develop a set of standardized supply chain measurement tools for all industry participants (known as the Higg Index). (ApparelCoalition.org, n.d.)

²⁶ Textile Exchange is a global non-profit that works towards industry transformation in preferred fibers, integrity and standards as well as responsible supply networks. Their aim is to reduce the textile industry's impact. (textileexchange.org, n.d.)

Figure 9 – H&M sustainability results per topic



3.2.2.2 Fair marketing assessment scheme

In 2011, H&M launched their first Conscious Collection with the aim of promoting more sustainable fashion by using sustainable materials such as organic cotton and recycled polyester. Each year they also launch a Conscious Exclusive Collection that is pricier and often worn by well-known people.

Figure 10 – H&M “Conscious” Campaign



Source: (medium.com)

Claim:

“Conscious collection is part of H&M’s actions for a more sustainable fashion future”

Table 13 – H&M fair marketing rating

INDICATORS	0 - 3
Does their claim focus on a sustainable environment, society and economy?	2
Is the claim clear and precise enough?	0
Do they have verified labels?	0
Are their claims relevant?	2
To how many of their products does their claim apply?	1
May we say they are telling the truth?	2
Are the words on their ads plausible/accurate?	0
Are the visuals and/or graphics of their ads plausible/accurate?	2
Do they show proof for their claims on their ads?	0
Do they illustrate their sustainability actions in a plausible way?	1
Do they tackle all the important issues?	0
Total score	10/ 33
Fair marketing	30%

The main points to highlight in their fair marketing assessment is firstly a lack of precision. Their claims are very broad, talking about a “conscious” collection which actually only refers to the kind of materials used for the garments, forgetting to address social issues, such as working conditions in the supply chain. Moreover, they certify these garments only by their self-made label “H&M Conscious”, which decreases credibility.

The wording they use is moderately misleading, talking about a “conscious collection for a more sustainable fashion future” is idyllic, as it only applies to one line out of their overall product lines. On their advertisements, the apparel shown tends to be of pastel colours and in green decors, referring to nature and the environment as much as it can. They divert attention from societal challenges they are linked with, such as their challenges on fair wages and working conditions within the supply chain.

Finally, H&M are given the score of 10/33 for their fair marketing, assessing the brand to have 30% of their marketing considered fair and 70% unfair. This ratio is very high and must be taken seriously. H&M gets a lot of praise for their current actions, which does not truly represent how they operate, i.e. as a profit-driven business. We cannot fairly state that they are doing little to tackle the current global issues, but with the leverage they have, they could do much more.

By adding H&M's total sustainability score with their fair marketing score, it is judged that they can be considered as 47% trustworthy.

Table 14 – H&M trustworthiness score

(Sustainability + Fair marketing)	51/108
Brand trustworthiness	47%

3.2.3 TOMS shoes

To find the whole assessment grid of TOMS, please refer to appendix 6.

3.2.3.1 Sustainability rating scheme – Green and fair garments

Table 15 – TOMS environmental rating

ENVIRONMENTAL		
CRITERIA	INDICATORS	0 - 3
Raw Materials	% of organic or biological cotton	0
	% recycled or other sustainably-sourced materials	0
	Do they use animal-sourced materials?	3
	Do they have certified labels?	0
Water usage	Do they optimize their water usage?	0
Packaging	What is their packaging like?	3
Carbon footprint	What is their carbon footprint? (Metric tons CO2-e)	0
Recycling	Do they have “take-back schemes” for consumers?	2
	Do they use renewable energies?	0
Transparency	How transparent are they concerning their environmental practices?	1
Total weighting for environment:		9/30
		30%

TOMS’ environmental assessment is highlighted by their lack of transparency and disclosure. The reason, probably, is because they concentrate on the societal part of their impact first and foremost.

The only leverage they have in this area is that they provide vegan products thus, don’t harm any animals. Also, even though they sometimes package their shoes in cardboard boxes, a lot of the time they are simply sold in material bags that can be reused. Moreover, they encourage consumers to reuse the box by sending it back to TOMS with some shoes in good conditions that they don’t have any use for anymore, and these will be given out.

Because of their lack of effort or disclosure, TOMS got the score of 9/30, accounting for 30% sustainable when it comes to their environmental impact.

Table 16 – TOMS societal rating

SOCIETAL		
CRITERIA	INDICATORS	0 - 3
Labour practices	Have they signed “charters” to ensure respect of human rights of its workers?	3
	Do they have certified labels?	0
Current events	Have they been involved in scandals?	2
Community	Do they act for the community and its development?	3
Transparency	How traceable are their products? (on garments’ tags)	1
	How transparent are they concerning their supply chain?	1
Total weighting for society:		10/18
		56%

Their societal impact on the other hand, is where they score most. Indeed, with a grade of 10/18 they are still below the 75% threshold but score 56%.

The criteria which leverages the brand are their actions towards the community. Indeed, TOMS business model is based on helping community development by donating shoes amongst other things, to children.

Moreover, they are inclined to follow the UK Modern Slavery Act and California Supply Chain Act, though they have combined them on their website and still remain quite vague about information.

The rest of the indicators referring to transparency and certifications they may have remain very low, as they have not disclosed any information.

Table 17 – TOMS sustainable management rating

SUSTAINABLE MANAGEMENT		
CRITERIA	INDICATORS	0-3
Communication of sustainability practices	How well do they communicate their sustainability practices? (How many channels do they use for it?)	2
Sustainable strategy	Do they have partnerships to tackle sustainability?	3
	To what CSR profile do they correspond?	3
	Are they certified for their overall sustainability engagement?	0

	What type of garment brand are they?	2
	Do they provide significant reports and documentation?	0
Brand philosophy	Are the 3 elements of sustainability ²⁷ considered in their mission statement?	1
	Are the 3 elements of sustainability considered in their vision statement?	1
	Are the 3 elements of sustainability considered in their values?	1
Total weighting for sustainable management:		13/27
		48%

When looking at their sustainable management, what stands out is their business model that rests upon its willingness to help impoverished communities. In fact, their mission, vision and values all focus on that area of sustainability; society. Their business was built on ethical foundations, creating business for a purpose.

However, focusing greatly on their positive externalities and not taking negative externalities into consideration, significantly impacts their overall sustainable factor. Scoring 13/27 points makes them 48% sustainable in this area.

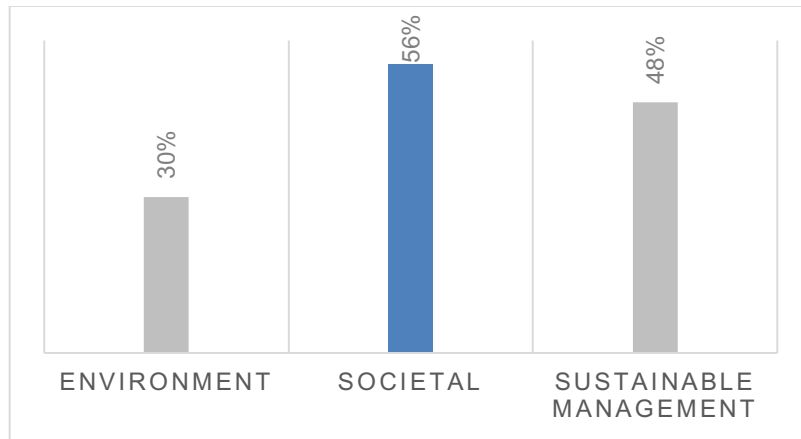
Table 18 – TOMS sustainable management rating

Total sustainability score:	32/75
	48%

On the whole, they score 32/75 making their overall sustainability factor 48%, which is well below the threshold of 75%.

²⁷ Three elements of sustainability referring to the triple bottom line, i.e. environment, society, plural economy.

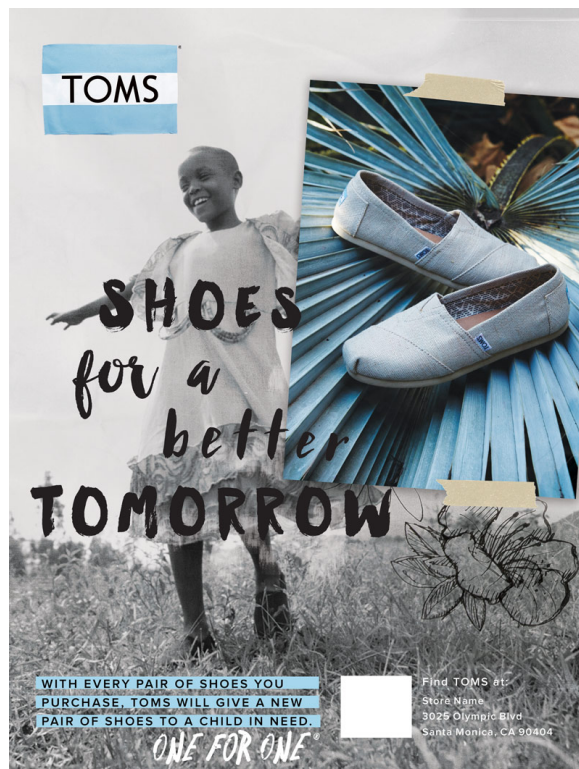
Figure 11 – TOMS sustainability results per topic



3.2.3.2 Fair marketing assessment scheme

Since its launch, TOMS' fulltime campaign has been "One for One", meaning that each time a pair of shoes is bought, one pair of shoes is given to communities in impoverished situations. Also, the shoes given to these children are manufactured by locals in order to promote their economy.

Figure 12 – TOMS "One for One" Campaign



Source: (Gliks.com)

Claim:

“Shoes for a better tomorrow”

Table 19 – TOMS fair marketing rating

INDICATORS	0 - 3
Does their claim focus on a sustainable environment, society and economy?	2
Is the claim clear and precise enough?	1
Do they have verified labels?	0
Are their claims relevant?	2
To how many of their products does their claim apply?	3
May we say they are telling the truth?	2
Are the words on their ads plausible/accurate?	1
Are the visuals and/or graphics of their ads plausible/accurate?	1
Do they show proof for their claims on their ads?	1
Do they illustrate their sustainability actions in a plausible way?	2
Do they tackle all the important issues?	1
Total fair marketing score	16/ 33
	48%

What comes to light through the evaluation is their broad claim. Indeed, their slogan on the figure below is “shoes for a better tomorrow”. This can imply many things, but is unclear. One could believe it claims to help the environment. Notably because the picture on top showing a pair of shoes on a plant, presumably in the jungle, gives this impression. However, it has nothing to do with helping the environment. In fact, the only accuracy in the visuals are that the girl in the background may receive a pair of shoes in exchange of someone buying a pair of TOMS. “The better tomorrow” actually suggests these poorer communities, in some way, will be better tomorrow.

Moreover, the lack of proof and verification to their claims and actions lowers their score.

Overall they scored 16 out of 33 points, accounting for 48% of fair marketing and meaning that the remaining 52% can be considered as unfair.

In TOMS’ case, it can be difficult to interpret their practices as non-sustainable, given their purpose-driven business. However, being sustainable does not only imply having a

purpose, it is finding a way of doing business, while balancing its efforts for the environment, society and the economy.

Finally, by adding TOMS' total sustainability score together with their fair marketing score, they are judged to be 44% trustworthy.

Table 20 – TOMS trustworthiness score

(Sustainability + Fair marketing)	48/108
Brand trustworthiness	44%

3.2.4 Patagonia

To find the whole assessment grid of Patagonia, please refer to appendix 7.

3.2.4.1 Sustainability rating scheme – Green and fair garments

Table 21 – Patagonia environmental rating

ENVIRONMENTAL		
CRITERIA	INDICATORS	0 - 3
Raw Materials	% of organic or biological cotton	3
	% recycled or other sustainably-sourced materials	3
	Do they use animal-sourced materials?	1
	Do they have certified labels?	3
Water usage	Do they optimize their water usage?	3
Packaging	What is their packaging like?	1
Carbon footprint	What is their carbon footprint? (Metric tons CO2-e)	2
Recycling	Do they have “take-back schemes” for consumers?	3
	Do they use renewable energies?	3
Transparency	How transparent are they concerning their environmental practices?	3
Total weighting for environment:		25/30
		83%

Patagonia’s environmental sustainability score reached 25/30 accounting for 83%, which is over the 75% threshold.

They are well known for their strong sustainability efforts and, in fact, if we look at their environment actions first, they scored well above average. All the materials they source are either organic or recycled. Indeed, they have the Bluesign label, which certifies a global control of ecological norms for production and manufacturing of different kinds of fibres; synthetic and natural. However, the animal-sourced materials they use are for the best part recycled. For instance, they use recycled wool and down. They even offer a 100% recycled down collection. The rest of their down is traceable down. They select their suppliers through their own Traceable Down Standard since 2014. As from 2017 they are also certified with Global Traceable Down Standard²⁸ (Global TDS).

²⁸ This label, as defined on Patagonia’s website, was created by NSF International, an independent, accredited organization that develops public health standards and certification programs.

When it comes to labels they are quite well accredited, with Bluesign, GOTS, and Fair Trade Certified (See Appendix 2).

Moreover, their high score also refers to their use of resources, such as water and renewable energies. One could say that they are among the best practicing industries in the field. All their own-operation infrastructures have been built around sustainability, such as their parking lots which are made from permeable cement to keep the rain washing up non-ecological elements. They have also optimized the water needed for their dishwashers, their toilets and spend time training their employees to reach their awareness on the issue (Patagonia.com, n.d.). As for renewable energies, they generate some of it on-site, for which they have installed a smart grid and they also purchase some green power. Nonetheless, they also communicate that they still can significantly increase their numbers and are currently working on it (Patagonia.com, n.d.).

On the whole, Patagonia is very transparent concerning its environmental practices, not only providing facts and figures of their impact and improvement, but also talking thoroughly about their failures and how they are going to improve. All their communication is detailed in such a way that it answers any question one might have.

Table 22 – Patagonia societal rating

SOCIETAL		
CRITERIA	INDICATORS	0-3
Labour practices	Have they signed “charters” to ensure respect of human rights of its workers?	3
	Do they have certified labels?	3
Current events	Have they been involved in scandals?	1
Community	Do they act for the community and its development?	3
Transparency	How traceable are their products? (on garments’ tags)	3
	How transparent are they concerning their supply chain?	3
Total weighting for society:		16/18
		89%

When it comes to their societal efforts, they scored slightly higher with 89%.

The highlights of their actions in this field are notably due to their strong transparency. Going as far as giving detailed information on their supply chain and providing in depth descriptions of each facility. The impact each garment may have, the working conditions

of each facility and the initiatives that take place in the different facilities are also disclosed (Patagonia.com, n.d.). Added to that, the traceability of their products is very detailed. For each product, the consumer can see in which factory it has been (giving extensive information on the factories, as mentioned previously), also which certifications impact the particular product and of course, what materials are used and whether it is recycled, organic... (Patagonia.com, n.d.)

Nonetheless, they lose points with their involvement in scandals. Back in 2015 they were caught in human trafficking and forced labour scandals, after which they significantly increased their audits and decreased their number of suppliers (White, 2015). They were also named and shamed a few times notably by PETA (People for the Ethical Treatment of Animals) in 2017 concerning animal cruelty from one of Patagonia’s’ wool suppliers. Patagonia claimed to have terminated all contracts with them before the criticism came out. Whether they over exaggerate some of their efforts is questionable, although they claim that they do undertake thorough supplier audits (PETA, 2017).

Table 23 – Patagonia sustainable management rating

SUSTAINABLE MANAGEMENT		
CRITERIA	INDICATORS	0-3
Communication of sustainability practices	How well do they communicate their sustainability practices? (How many channels do they use for it?)	3
Sustainable strategy	Do they have partnerships to tackle sustainability?	3
	To what CSR profile do they correspond?	3
	Are they certified for their overall sustainability engagement?	3
	What type of garment brand are they?	3
	Do they provide significant reports and documentation?	3
Brand philosophy	Are the 3 elements of sustainability ²⁹ considered in their mission statement?	2
	Are the 3 elements of sustainability considered in their vision statement?	3
	Are the 3 elements of sustainability considered in their values?	1
Total weighting for sustainable management:		24/27
		89%

²⁹ Three elements of sustainability referring to the triple bottom line, i.e. environment, society, plural economy.

Management-wise they were assessed to be 89% aligned to sustainability practices.

The biggest reason for their high score has to do with their success in communicating their practices, their beliefs and their activism. They use all possible ways of communication to talk about the environment, society and reach awareness on current global issues.

They are also part of many initiatives and movements on behalf of the planet’s well-being. They give 1% of their total profits to grassroots organisations every year and have a philosophy that is built on the purpose of preserving nature and helping society.

Their score is relative to the fact that they are a slow fashion brand, taking the quality of their garments seriously, not following short term fashion trends but a more long-lasting concept. They pay particular attention to the way apparel is made and with which materials and under which conditions, environmentally and socially.

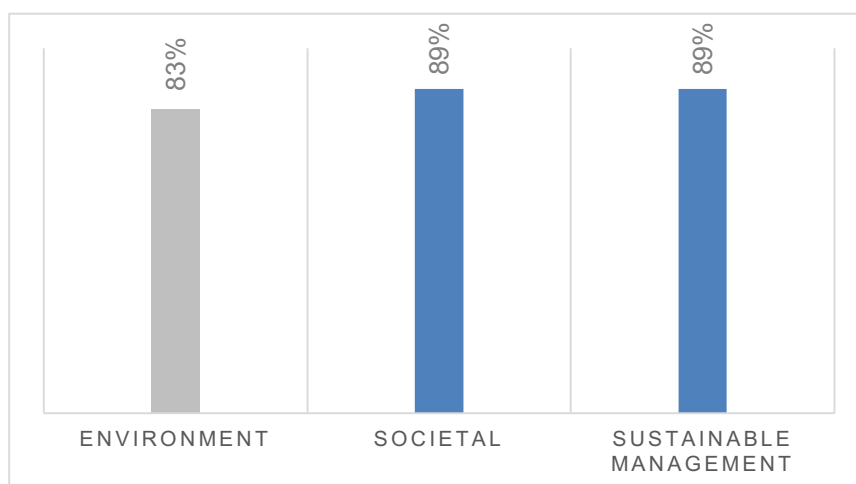
It is no surprise that they are certified as a B Corp and are considered as a business with ethics which already gives a high indication of their sustainability.

Table 24 – Patagonia sustainable management rating

Total sustainability score:	65/75
	87%

Finally, they are judged to be sustainable and get the overall score of 65/75 which accounts for 87%. They were assessed to be slightly more sustainable through their societal and management practices though the gaps are very little.

Figure 13 – Patagonia sustainability results per topic



3.2.4.2 Fair marketing assessment scheme

Back in 2013, Patagonia launched its Worn Wear Program, which is part of its Common Threads Initiative. It is a partnership between the brand and its consumers to both tackle products' reduction, repair, reuse and recycling. They launched this initiative by having a "repair truck" going through the United States and Europe to repair people's garments. Through this initiative, they also share stories about customers' worn Patagonia gear. After being a success, in 2017 they have now launched an e-commerce worn wear section and some worn wear garments are now available in most of their stores (Patagonia.com, n.d.)

Figure 14 – Patagonia "Worn Wear" Campaign

Better Than New



Patagonia® Surf Trunks from 1994

It's Fashion Week, when the design world turns its attention to what's new. We'd like to point out something better: what lasts. While we're proud of the quality and performance of Patagonia clothes, every new thing we make—everything anyone makes—costs nature more than we now know how to repay.

That's why Patagonia has chosen to celebrate our old stuff as well as our new. We've asked customers to send in photos and stories for our Worn

Wear™ blog, which chronicles Patagonia clothes that have lasted for years or decades and become old friends. The Patagonia Surf Trunks from 1994 you see here belong to Christo Grayling, who has worn them paddling and surfing everywhere from India to Baja to Ecuador. They're still in use, though beat up, scratched up and altered. Fabric from a beach umbrella now makes up the rear. The missing strip at the hem serves as a patch on another pair of Patagonia shorts.

This fall we're opening Worn Wear used-clothing sections in several of our stores. Here you can find high-quality Patagonia clothes still on their way toward gaining the character to become great Worn Wear stories. It's part of our Common Threads Partnership with our customers to reduce consumption, repair what breaks, recirculate what we no longer use, recycle or repurpose what wears out, and reimagine a world where we take only what nature can replace.



patagonia

Join us at patagonia.com/commonthreads

© 2013 Patagonia, Inc.

Source: (Patagonia.com)

Claims: "Better than new", "Worn wear".

Table 25 – Patagonia fair marketing rating

INDICATORS	0 - 3
Does their claim focus on a sustainable environment, society and economy?	3
Is the claim clear and precise enough?	2
Do they have verified labels?	2
Are their claims relevant?	3
To how many of their products does their claim apply?	1
May we say they are telling the truth?	3
Are the words on their ads plausible/accurate?	3
Are the visuals and/or graphics of their ads plausible/accurate?	3
Do they show proof for their claims on their ads?	3
Do they illustrate their sustainability actions in a plausible way?	3
Do they tackle all the important issues?	2
Total fair marketing score	28/ 33
	85%

The main points to highlight in this marketing assessment is how their campaign is focused on changing consumers' mind set on average consumption. Indeed, through this campaign they encourage customers to not buy unnecessary garments and to wear down those that they have or give them a second life. Through this, they tackle environment issues by encouraging the reuse of already made gear, as well as societal issues by tackling circularity and reaching society's awareness on global issues.

They claim to provide « better than new » products, meaning they provide a sustainable solution. They do not provide verified labels for their claims, as none exist. However, they have their own seal “worn wear” that can be found on the clothes' tags. They prefer to prove their claims by showing some of their customers' worn products with its own story and the products' “birth date”.

However, they lose a few points, because this is only one product line. The fact of advertising this great effort can be seen as covering the bigger picture of producing clothing.

Nonetheless, this action demonstrates their engagement towards minimizing consumerism, and therefore Patagonia scored 28/33 for fair marketing, meaning they are doing 85% of fair marketing and only 15% can be considered unfair.

Finally, by adding Patagonia’s total sustainability score together with their fair marketing score, they are judged to be 87% trustworthy.

Table 26 – Patagonia trustworthiness rating

(Sustainability + Fair marketing)	94/108
Brand trustworthiness	87%

3.2.5 Levi's

To find the whole assessment grid of Levi's, please refer to appendix 8.

3.2.5.1 Sustainability rating scheme – Green and fair garments

Table 27 – LEVI'S environmental rating

ENVIRONMENTAL		
CRITERIA	INDICATORS	0 - 3
Raw Materials	% of organic or biological cotton	1
	% recycled or other sustainably-sourced materials	0
	Do they use animal-sourced materials?	1
	Do they have certified labels?	1
Water usage	Do they optimize their water usage?	2
Packaging	What is their packaging like?	1
Carbon footprint	What is their carbon footprint? (Metric tons CO2-e)	2
Recycling	Do they have "take-back schemes" for consumers?	2
	Do they use renewable energies?	1
Transparency	How transparent are they concerning their environmental practices?	3
Total weighting for environment:		14/30
		47%

It is important to note that when it comes to Levi's environmental practices, they claim to be a work in progress as far as being more transparent and more sustainable. When it comes to raw materials and minimizing resources such as energy and electricity they claim to be working on it, setting themselves goals to achieve more organic cotton and other sustainably-sourced materials, which incidentally reduced their score.

Nonetheless, the resource they have the most minimized up to now is their water usage. Back in 2015, they made a lifecycle assessment and realized that water usage was at its worst during production of raw materials and during the garment's used life (consumer care). Thus, they have worked on passing on their water waste guidelines to their manufacturers to reduce negative externalities. They focus very much on customers reaching awareness on how they might change their own impact with simple daily advice. Moreover, the fact that they lack significant verifying certifications makes their claims unfounded.

Nonetheless, the area in which they scored more points was transparency. They are not only honest about their aim to improve by setting goals but also by communicating about

areas in which they fail. They also provide many documents on chemical standards, consumer care and reuse, as well as their life cycle assessment³⁰.

These practices have gotten them a score of 14 out of 30, judging them as only 47% environmentally sustainable.

Table 28 – LEVI’S societal rating

SOCIETAL		
CRITERIA	INDICATORS	0-3
Labour practices	Have they signed “charters” to ensure respect of human rights of its workers?	2
	Do they have certified labels?	0
Current events	Have they been involved in scandals?	2
Community	Do they act for the community and its development?	2
Transparency	How traceable are their products? (on garments’ tags)	1
	How transparent are they concerning their supply chain?	2
Total weighting for society:		9/18
		50%

Societal-wise, they were judged slightly more sustainable with a score of 50%, still way below the 75% threshold.

This is due in particular to their lack of verified labels, where none were found.

Also, though working under the UK’s state regulation –Modern Slavery Act–, they do not disclose much information on their products other than the types of materials used and the country of production. Moreover, they are less transparent with their supply chain compared to their environmental practices; they only disclose addresses of manufacturing companies and factories without going into detail, making their products considerably untraceable.

They also have been involved in several of Greenpeace’s criticism for dumping chemicals into China’s and Mexico’s wastewater systems, which are considerable offenses towards the environment.

³⁰ A life cycle assessment (LCA) is a tool which assesses all the environmental impacts associated to each stage of a product’s life cycle (from extraction of raw materials to disposal or recycling).

When it comes to the community and its development they are quite engaged, through the Levi Strauss Foundation. For example, they act a lot to support HIV/AIDS by raising awareness about the issue and helping to confront discrimination that comes from it.

Table 29 – LEVI’S sustainable management rating

SUSTAINABLE MANAGEMENT		
CRITERIA	INDICATORS	0-3
Communication of sustainability practices	How well do they communicate their sustainability practices? (How many channels do they use for it?)	2
Sustainable strategy	Do they have partnerships to tackle sustainability?	2
	To what CSR profile do they correspond?	2
	Are they certified for their overall sustainability engagement?	1
	What type of garment brand are they?	1
	Do they provide significant reports and documentation?	2
Brand philosophy	Are the 3 elements of sustainability ³¹ considered in their mission statement?	1
	Are the 3 elements of sustainability considered in their vision statement?	1
	Are the 3 elements of sustainability considered in their values?	1
Total weighting for sustainable management:		13/27 48%

When looking at the management of their sustainability efforts, what needs to be highlighted is their improvement in implementing more circularity within their business model.

Even though their philosophy is broadly based on sustainability, they remain a profit-driven business and are changing their strategies due to the pressure they have from stakeholders.

Nonetheless, they do quite well in communicating their sustainability practices. They use their website, storytelling, public relations together with billboards. Storytelling refers to their way of engaging consumers in being aware of their water impact by adding « care tags » to their clothes. Those tags have instructions written on them to minimize water

³¹ Three elements of sustainability referring to the triple bottom line, i.e. environment, society, plural economy.

usage and they encourage consumers to take quizzes, giving them their water footprint and calling them to act.

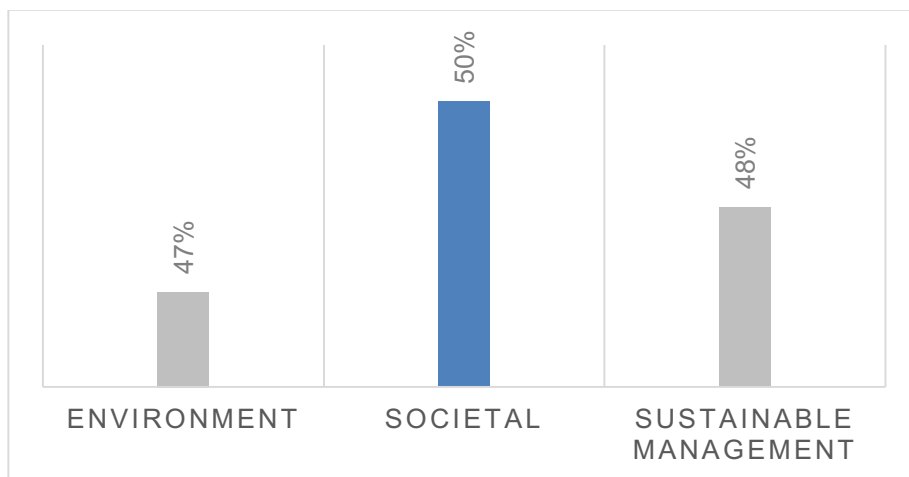
Through these efforts, Levi's was given the score of 13/27 which makes them 48% sustainable through its strategies.

Table 30 – LEVI'S total sustainability rating

Total sustainability score	36/75
	48%

Finally, Levi's was considered overall unsustainable, being rated as 48% sustainable throughout its practices. It is well below the 75% threshold. However, they make more effort for society. This is notably because of their high effort in reaching customer awareness on circularity and their personal water impact.

Figure 15 – LEVI'S sustainability results per topic



3.2.5.2 Fair marketing assessment scheme

In 2011, Levi's launched its Water<Less campaign by reaching consumers' awareness on its efforts on reducing its water usage and by having a collection of garments that are made out of less water. This campaign covered the process from extraction to production, calling consumers to be conscious and careful with water during its life.

Claims:

"We're finding ways to care for our planet"

"Heavy on style, light on water"

"Jeans that save water"

Figure 16 – LEVI’S “Water<Less” Campaign



Source: (fillyourwell.blogspot.com)

Table 30 – LEVI’S fair marketing rating

INDICATORS	0 - 3
Does their claim focus on a sustainable environment, society and economy?	2
Is the claim clear and precise enough?	2
Do they have verified labels?	0
Are their claims relevant?	2
To how many of their products does their claim apply?	1
May we say they are telling the truth?	3
Are the words on their ads plausible/accurate?	1
Are the visuals and/or graphics of their ads plausible/accurate?	1
Do they show proof for their claims on their ads?	1
Do they illustrate their sustainability actions in a plausible way?	1
Do they tackle all the important issues?	0
Total fair marketing score	14/ 33
	42%

The main points to pay attention to with Levi’s marketing is the fact that they do not have any verified labels that can prove the jeans actually used less water. Levi’s uses their own seal of approval which may not be the most trustworthy. Moreover, one very important issue is that, through their Water<Less collection, they tackle environmental issues and the importance of circularity but do not tackle at all the working conditions within the supply chain.

When it comes to the wording and visuals of this campaign’s claims, Levi’s concentrate on facts and figures around water and engage consumers to change the behaviour they

have towards it. However, even though their Water<Less label is present on all ads, they do not market their products. This makes their claims quite hypocritical. It is as if they are giving a lot of advice and shaming water usage, while they operate using huge amounts of it.

Therefore, Levi's has been given the score of 14 over 33, being considered as 58% unfair and thus only 42% of its marketing can be considered fair.

Table 31 – LEVI'S trustworthiness rating

(Sustainability + Fair marketing)	50/108
Brand trustworthiness	46%

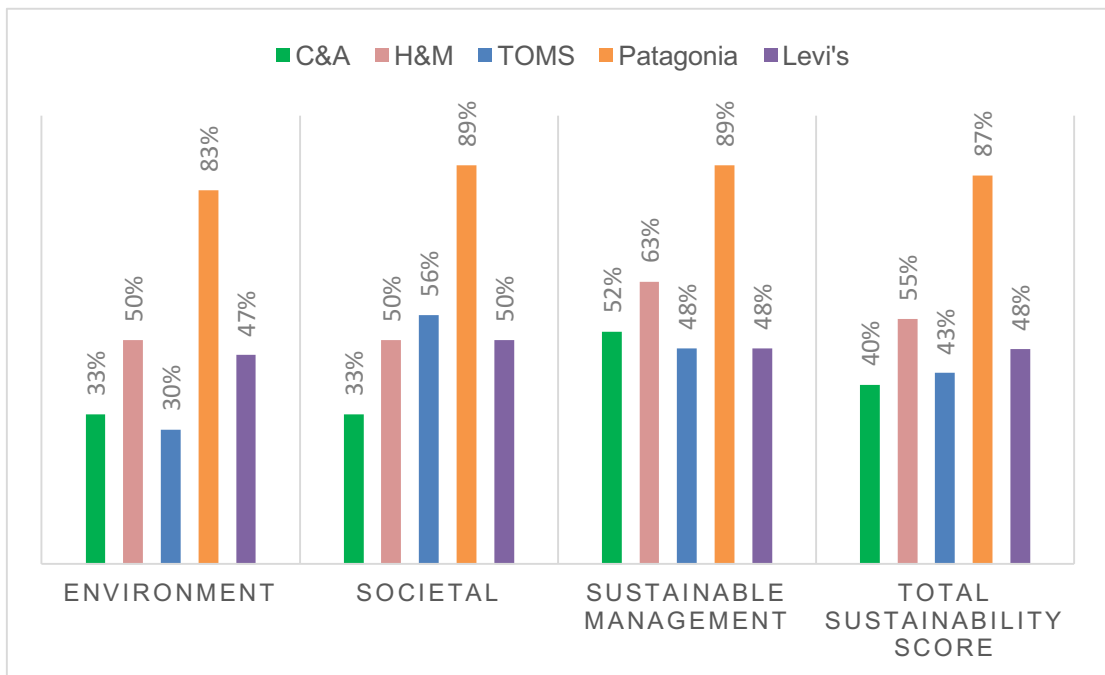
3.3 Findings

3.3.1 Reliability of the scheme

Although it is yet difficult to tell whether the assessment scheme is truly reliable, the results seem relevant for each company. Given that the assessment requires considerable research, a lot of knowledge is acquired on the companies, which already gives a good overall feeling of how a brand operates. However, to verify the data more thoroughly, the data from each brand was extracted, cross-checked and compared, to get a better view on how pertinent and reliable the scheme is.

Firstly, as shown in the figure 17 below, the brands' different sustainability scores were compared with one another. Patagonia is the most sustainable one of them, by far. On the other hand, the four other brands are quite unsustainable. Particularly C&A and TOMS. Nonetheless, after filling in the scheme with these companies' details, this conclusion is judged as realistic.

Figure 17 – Sustainability scores per topic and brand



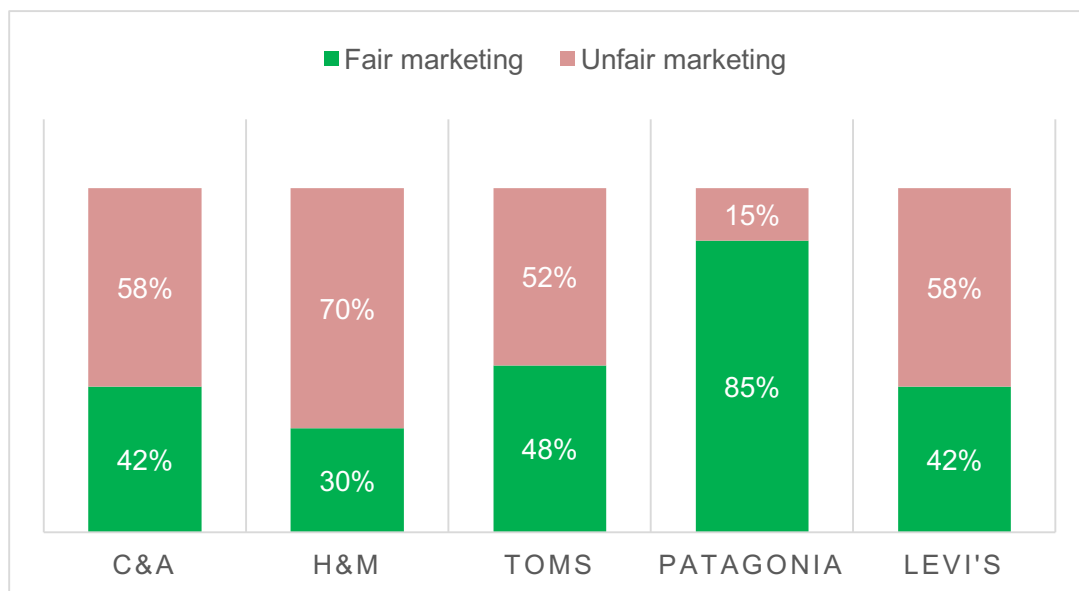
Though most of these outcomes may not come as a surprise, some might question TOMS results, which may seem slightly unrealistic. Because of their purpose-driven business, people tend to automatically think that they are better than other similar brands. However, we have seen throughout the analysis, that although TOMS give back to the

community, and do it well, they unfortunately do not focus on negative externalities. Therefore making the brand's operations unsustainable.

This kind of thinking demonstrates well that the way a brand markets itself can have a bigger impact than its actual efforts. This is why the next step was to cross-check the companies' sustainability results with their marketing ones.

For this, the figure 18 hereunder illustrates, for each brand, the ratio of its marketing considered as fair and how much of it can be considered insincere. Once again, Patagonia passes with flying colours the 75% threshold needed, to be considered as operating fair marketing. The rest of the brands' results, on the other hand, demonstrate their drastic shares of unfair marketing.

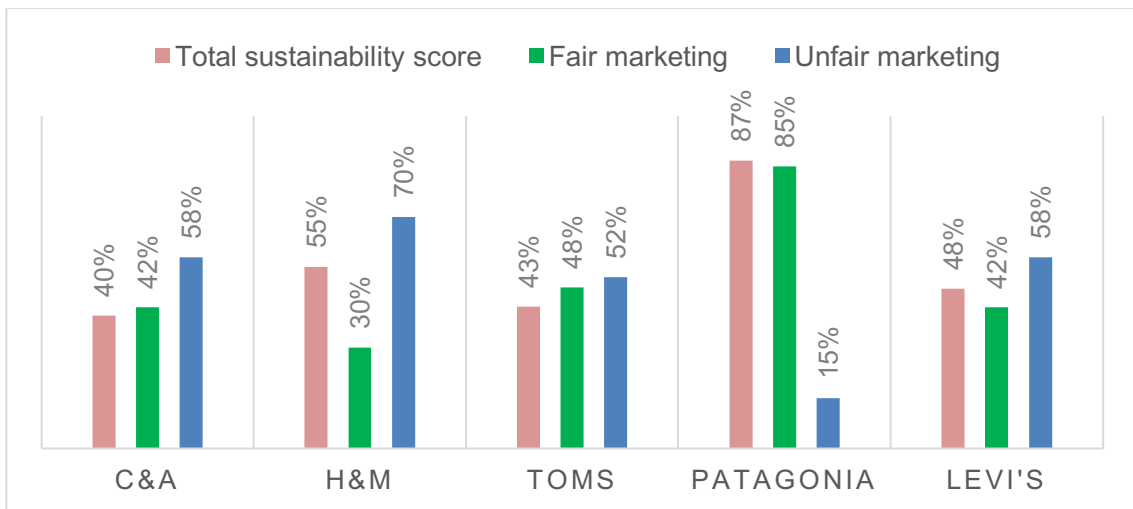
Figure 18 – fair & unfair marketing ratios per brand



Up to this point, the two parts of the scheme –sustainability and fair marketing– may be judged reliable. Nonetheless, the link in between the two must yet be justified. The five brands assessed throughout this paper, have all launched marketing campaigns claiming good practices, whether green and/or ethical. Thus logically, the more the company scored in its sustainability rating, the fairer its marketing should be. Inversely, a low sustainability score should account for a higher share of unfair marketing.

As demonstrated in the figure 19 below, low sustainability scores do, indeed, represent higher scores of unfair marketing. Likewise, high sustainability results score high in fairness.

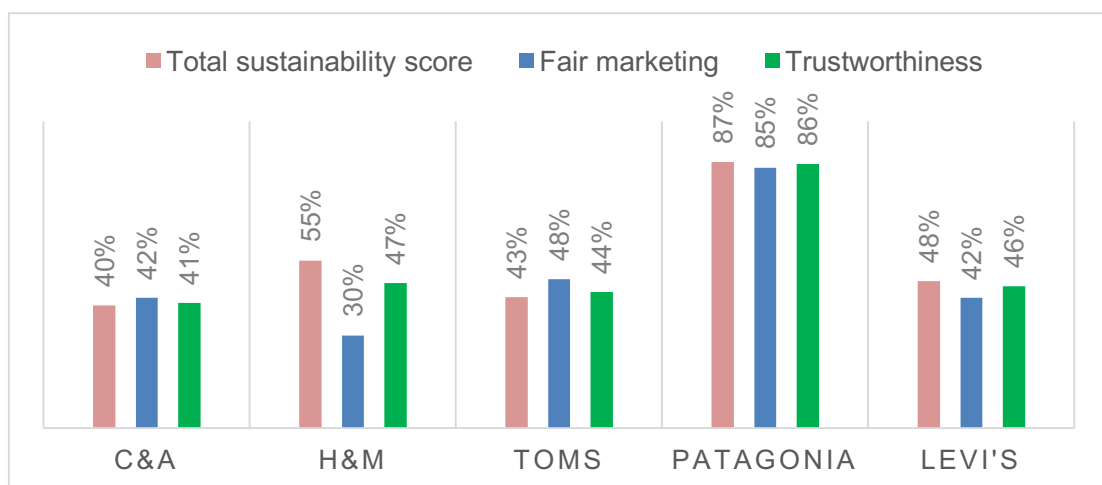
Figure 19 – Brand sustainability vs. Brand marketing



This expresses the need for companies to improve their business operations. Such high shares of green and fair washing mean that companies are aware of their negative externalities and what is at stake for them –i.e. their customers and profits–. Misleading consumers into thinking the brand is operating in a more positive manner than it truly is, just goes to show that today’s business is all about retaining a trustworthy and positive brand image.

Nonetheless, adding the brand’s overall sustainability and fair marketing scores, gives us an average we can consider as the trustworthiness of the brand. Indeed, balancing both the ratio of sustainable practices and the ratio of fair marketing, gives us a counter-balanced assessment of the sincerity of the brand. The following figure illustrates this for all five companies used throughout this paper.

Figure 20 – Brand's trustworthiness



4. Discussion

4.1 Summary of the findings and literature review

After acknowledging the garment industry's significant unsustainability, whether it be towards the environment or society –harming humans through human right abuse and unethical labour conditions–, one mustn't forget that the industry's negative externalities are set to strongly increase by 2050 (A new textiles economy: redesigning fashion's future, 2017).

Furthermore, there is a real need to change the current clothing system. It is imperative that the industry becomes circular to minimize its negative externalities that are harming the world.

Nonetheless, an important fact is that the public and consumers in general are becoming more and more aware of these harmful impacts, and are increasingly open to changing the system. Nowadays, millennials –generation born in between the 1980s and 2000s– are the ones that put the most importance on social causes and act on what they believe in. This is probably the first generation that is inclined to pay more attention to what they buy, taking action by simply questioning brands on their practices. In other words, pressuring companies into doing what is best.

Even though millennials are said to be the most willing generation to pay more for sustainable products (Nielsen.com, 2015), this generation comprises a fair share of young age groups –as of 2018–. Therefore, purchasing sustainable garments that are more expensive may not be at everyone's reach. This, as well as the number of brands that offer affordable and trendy products, are considered the two reasons why unsustainable garment brands keep growing (The Fashion Law, 2018).

There are three possibilities to tackle the issue of unsustainability in the garment industry. First, companies could decide to truly change, and push themselves to operate better practices. This would increase the trust that consumers have in them.

Secondly, sustainable companies could make their products more affordable. However, decreasing their prices while still providing more sustainable products, is the least probable thing to occur. They have to assure themselves some profit and given that the process is pricier than for average garments, this may not be profitable at all.

Or finally, consumers could start purchasing items that are more expensive but better for the world with regard to the environment and society. Yes, consumers could decide to spend more money on their clothes, shoes and accessories. However, it is the mind-set that needs to shift. Which can be hard.

Nonetheless, companies are the ones to most likely have the power and influence on the industry to improve all operational aspects. If governments become harder with regulations, companies will find easier places to operate. If suppliers rebel up, companies may find other suppliers. If consumers, on the other hand, start to boycott³² (buying from responsible companies only) or denounce companies' negative operations, this could incentivize companies to change.

We have already seen a shift in companies and their ways of operating, as mentioned throughout this paper. Whether it be through implementing transparency, environmental-friendly efforts or efforts within the supply chain... Nonetheless, it is still minimal change. But it is noticeable that just by public pressure, companies are actually trying to shift and are actually making efforts. The efforts undertaken are not always enough or meaningful, but still they are evidence that mind-sets are changing and companies are becoming increasingly aware of the power millennials hold. Because of this they are trying to live up to peoples' expectations.

Consumers have a lot of leverage to put pressure on companies. However, without the true willingness of these companies, public pressure can only go so far. And yes of course, boycotting and other means of public pressure can play a part. It is however, important to keep in mind that many people will keep purchasing trendy affordable clothing whatever the actual cost (externalities) of these items are.

We may also mention all the associations and NGOs, which are really trying to make a shift and having companies change their way of operating. Still, what NGOs need to do is concentrate on consumers which will then in turn, reach companies.

Having recognised these facts is already a step in the right direction. The next move is to continue to pursue public awareness. Not only to generate awareness about the numerous issues the garment industry generates, but to put focus on consuming carefully

³² Term that opposes boycott and that refers to consuming from more responsible causes that may be more ecological and/or ethical.

from responsible brands. Being made aware of the degree to which brands operate sustainably and which of them are the most trustworthy.

Therefore, offering the public a scheme that assesses a garment brand's sustainability and trustworthiness is a way of participating in this important shift.

By using five apparel companies as examples to illustrate the reliability of the created scheme, it was assumed that the results were pertinent. Indeed, for the five assessments, reading the companies' communication and disclosures already gives, by itself, a good idea of their engagement towards sustainability.

However, to verify these assumptions, the results of each topic (environment, societal, sustainable management and fair marketing) were cross-checked and compared. Overall, the analysis of the results appeared to be reliable and finally, an indication is given on the brand's trustworthiness, considering how it was rated.

In a nutshell, this scheme gives a pertinent idea of how responsible a brand is. It also demonstrates how honest it is through their marketing and finally, it allows the consumer to know whether one may trust the brand.

One must keep in mind that the results may vary from one consumer to another, depending on what they find acceptable or not when filling in the grid.

4.2 Recommendations

The omnipresent marketing and advertising can be hard to take in. Especially nowadays, through social media and targeted advertising. It is easy, however, to get taken in by claims one wants to believe are true. This may be a reason why one might tend to give in and buy from these unsustainable companies anyhow.

Many organisations already assess companies' sustainability and the results are disclosed to the public, with organisations such as Blab that certifies BCorps, Covalence SA, Inrate AG and Public Eye in Switzerland. It is however still considered that the most efficient way for people to truly be aware of companies' operations, is to reach awareness by themselves. Having to assess brands, in a simple yet significant manner, would have them look up information and think about certain details they may not automatically imagine. This may bring much more awareness than disclosing readymade evaluations.

This is where the assessment scheme, created throughout this paper, comes into play. By offering the right user experience, it is believed, that this kind of assessment could help consumers make their personal positive impact on this world.

Developing a mobile application would be a meaningful way of offering this service to consumers. More attention would be raised by offering an interactive user experience.

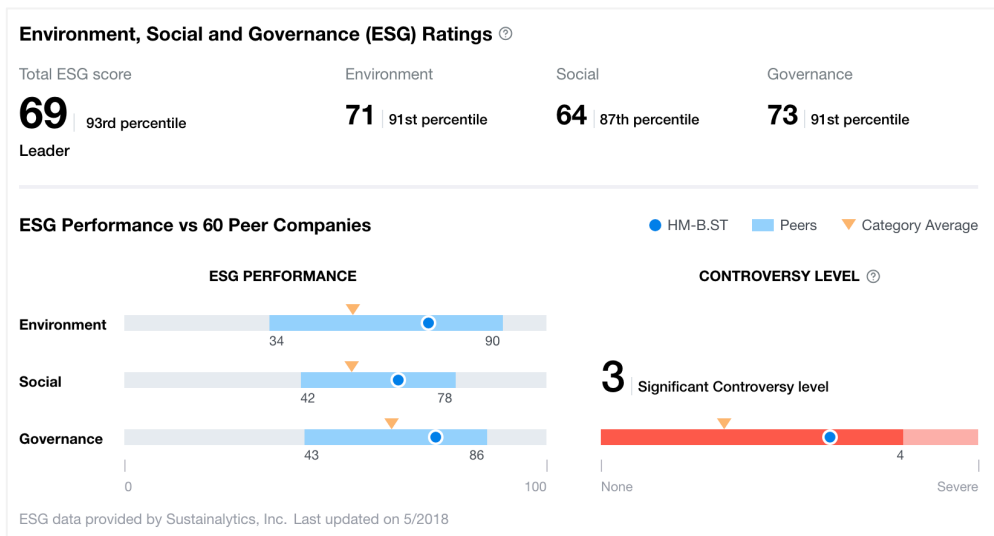
Ideally, the application would be available in different languages and should feature an introductory explanation on its purpose.

Every indicator should be answered as per the established measures. When having to assess the level of certifications a brand has, the label guide should serve as answers to pick from (See Appendix 2). The assessment would be filled in one topic³³ at the time. Meaning, that once the environmental indicators have been answered, the results for this topic would be explained, with the score and the according ratio. The same goes for societal and sustainable management together with fair marketing. At the end, the overall results would be given, with the detailed scores and ratios per topic. Finally, it would provide a graph illustrating the comparison between the different results.

Such a platform should not only include the possibility of rating a brand, but also discovering sustainable and ethical brands and learning interesting facts about them. Furthermore, including different tools that exist to check businesses' sustainability could be interesting. For instance, as illustrated in the figure below, Yahoo Finance has added a sustainability performance to its platform, which benchmarks companies with the category average. However, the tool being new, all traded companies do not yet have their performance determined. This tool can give a rapid insight into a company's engagement on the matter.

³³ Topic, here, refers to: environment, societal, sustainable management or fair marketing part of the assessment.

Figure 21 – Hennes and Mauritz ESG ratings by Yahoo Finance



Source: (Finance.yahoo.com, 2018)

In conclusion, through all the steps necessary to realise this thesis, there are some elements that could have helped to determine the scope of the assessment and the evolution of the research more efficiently. These are therefore recommended as the next steps to be considered, for a further study.

When it comes to the evolution of the research, it would have been valuable to determine whether there actually is a need for such a tool. Unfortunately, there is no information claiming that consumers would find this scheme useful.

Moreover, expanding the assessment to topics such as fairness and equity in the workplace would allow the scheme to cover all aspects of a responsible company. However, in the scope of this thesis, the focus was put on environmental and societal impacts with the aim of buying “green and fair” garments from a responsible company.

The most reliable manner of determining the grid’s reliability would have been to have had feed-back from a selection of people who tested it out. This would have proved its utility and showed whether it was user friendly.

Furthermore, a guide dealing with the different organisations and associations that tackle sustainability, all referring to a certain score, as per the guide for labels (Appendix 2), could be helpful to understand in more depth the partnerships that companies may have in this industry.

Lastly, providing a prototype of what the mobile application may look like may have been valuable.

5. Conclusion

Working on this subject has been eye opening. From the start, I was aware of the negative externalities linked to the garment industry but never did I imagine the extent to which they have risen. Green and fair washing were not practices that I was particularly aware of. Therefore, becoming aware of the dishonesty that originates from some companies that seem to be making efforts is disappointing. It is regrettable to think that profit overcomes purpose in a lot of cases.

I would like to think that all these fashion multinational companies are using their leverage to shift change. But I am afraid that this is yet too optimistic for today. Realising the extent to which some companies go, to market themselves as sustainable, is impressive. These companies have all the means –money and power– necessary to tackle some of these great issues. However, they keep doing the bare minimum. Of course, there is an increasing number of new companies that are purpose-driven and are tackling the right issues. But these have much less power.

And because it can be hard to tell the difference between a truthful company and one that takes advantage, this template could be useful to consumers around the world. By providing a short yet significant assessment, one can grasp the true identity of a company and judge whether they are ready to trust them.

Having had the opportunity to analyse a company as inspiring as Patagonia, makes me believe that there is hope. The opportunities are there. We need only seize them. One must not forget the power our words can have. We, as consumers, should take the opportunity to challenge companies, raise awareness of people around us and most importantly, make our own idea of the gravity of the situation and the value of our actions.

I am hoping that this grid will inspire others to ask themselves the right questions and consume accordingly. Tackling this subject has given me the urge to step up and stand for what I believe in, that is being the change, even if it is one step at a time. And as Tom Ziglar stated: "Change starts with you, but it doesn't start until you do".

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Appendix 1: Qualitative data for criteria

Qualitative data answering the question: “According to you, what shows that a company is sustainable? If you had to buy a piece of clothing that is environment-friendly and fair, what criteria would you base yourself on?”

1. I would look at:

- Their marketing
- Their packaging (without plastic, with recycled cardboard, reusable...)
- Their activities “on the field” for the community (their commitment)

2. I would look at:

- its products’ quality and price
- if garments are made in conditions that favour the environment, the workers and their health
- if the companies don’t just fill their pockets with as much money as they can.
- When they have proof that make sense, labels that make sense.
- When they come out with ad campaigns for the environment
- If they invest money in causes for the environment
- If they have recycling schemes, so I can bring my clothes in when I don’t want them anymore
- If when I buy a product, a part of my money goes to the workers behind the garment.

3. I would look at:

- Production countries (I exclude all Asian, north African countries as well as Turkey compared to a European country where there are maybe more regulations.
- Supply chain traceability and transparency (I always doubt when something claims to be “made in Europe” in case it were true only for one single part of the supply chain)
- I look at brand philosophy and story on their website. When it’s a sustainable brand you can tell straight away, the sustainability and the ethics are explained in details, transparency is there.
- Third-party certified labels
- Whether it’s bio/organic cotton
- Resources
- Transportation (emissions)
- Respect of the environment and workers

4. I would look at:

- Materials used (whether they are recycled or not)
- Higher prices and smaller boutiques

- Water usage (for jeans)
- Sustainable product lines (H&M, Zara etc. but not sure if it's that sustainable, I have doubts)
- Company website (sustainable reports, programmes)
- Production country

5. I would look at:

- Charters the company has accepted to sign to certify working conditions
- NGO's opinions on how company respects its workers and the environment
- How it treats environment and biodiversity (fur is not okay for me!)

6. I would look at:

- Production country
- Product traceability (how many suppliers do products go through)
- Full transparency

7. I would look at:

- How it takes actions
- How it communicates sustainability
- Whether it leads the change
- How it takes into consideration the environment and the workers
- How it treats its employees
- How the brand plans to improve
- Its marketing
- Current affairs it is involved in

- Website (you see straight away if it's a priority or not)

8. I would look at:

- Production country
- VISIBLE certified labels
- Knowing that workers are paid correctly
- Packaging
- Its activism
- When supporting sustainable causes other than their own

9. I would look at:

- Website
- Communication

10. I would look at:






- Raw materials chosen
- Production process (clean energy, low emissions, sustainable shipping planning...)
- Company policies in factories (public transportation, reduce paper, no plastic etc.)
- Marketing
- Financing "green projects"
- Packaging (Zara uses boxes that are made from "boxes with a past")





Appendix 2: Label credibility

To assess indicators on label credibility, it is these following labels that are taken into account. Of course, this list is not exhaustive and consumers may interpret importance and credibility of each label differently depending on their needs.




This list of labels portrayed has been chosen after Public Eye published a label guide due to its Clean Clothes Campaign (CCC) in 2016. The relevance of each one has been interpreted as per the Clean Clothes Campaign's opinion (Public Eye, 2016).

Labels referring to environment part of scheme:

<p>All labels proper to a brand</p>	<p>0</p>	<p>Having own labels doesn't necessarily verify claims. For instance: H&M Conscious labels</p>
	<p>1</p>	<p>This label represents better practices than traditional production however it does not represent biologic agriculture and GMOs are authorized.</p>
	<p>1</p>	<p>Label that represents better practices than traditional production however it does not represent biological agriculture. Pesticides are authorized and the respect of the norms are assessed privately and a control is done independently.</p>
	<p>2</p>	<p>Initiative that aims to increase the demand of cotton coming from fair trade. Does not provide traceability on individual products. A company can purchase a quantity of this cotton but can then mix it to other fibres or other cotton that isn't fair trade. A company can show its engagement for fair trade by using this label.</p>
	<p>2</p>	<p>Covers the whole supply chain from extraction to selling the cotton on a fair trade basis.</p>
	<p>2</p>	<p>GOTS offers high standards socially and ecologically. However, it should guarantee a better partnership with local stakeholders, unions and NGOs.</p>

	2	Good label but only takes health and exemption of toxic products into account.
	3	Label that certifies cotton that has been produced and treated under fair trade. Has strict rules on traceability and on fundamental labour rights all along the supply chain. Guarantees garments made out of 100% fair trade cotton.
	3	This label can represent every step of the supply chain and provides traceability of the biologic cotton thanks to a product code.
	3	This label represents the whole supply chain and is the only label at this time that offers a global control of ecological norms for the production and manufacturing of different types of fibres. It focuses on synthetic and natural fibres. GMOs are authorized.

Labels referring to societal part of scheme:

<p>All labels proper to a brand</p>	0	Having own labels doesn't necessarily verify claims
	1	Provides more education than actual standards. The members commit to the ETI's code of conducts however ETI does not do any audits but recommends independent auditors to its members. It offers trainings for improving practices in factories.
	1	It is less credible as it is a private initiative. When it comes to verifications, BSCI focuses on commercial audits which doesn't generally reflect the real practices in factories.
	1	This is a certification that refers to social responsibility of companies. It is factories that receive the SA 8000 certification which means that for big brands only few of their factories may be certified.

		Moreover, many issues have arisen from this certification which makes it doubtful.
 <p>FAIR LABOR ASSOCIATION</p>	2	Multi-stakeholder-initiatives (unions, NGOs and companies take part in audits) The FLA does audits randomly and frequently to suppliers and publishes the results. However, it is dominated by big companies, and therefore unions have decided to not collaborate with this association anymore.
 <p>FAIRTRADE TEXTILE PRODUCTION™</p>	2	Covers the whole supply chain from extraction to selling the cotton on a fair trade basis.
 <p>FAIR WEAR FOUNDATION</p>	3	Most credible label out there for the moment as it is the only one that offers the most complete tools to improve the social conditions in manufacturing factories.
 <p>bluesign®</p>	3	This label represents the whole supply chain and is the only label at this time that offers a global control of ecological norms for the production and manufacturing of different types of fibres. It focuses on synthetic and natural fibres. GMOs are authorized.
 <p>SUSTAINABLE COTTON & TEXTILES</p> <p>bioRe®</p>	3	This label can represent every step of the supply chain and provides traceability of the biologic cotton thanks to a product code.

Appendix 3: Assessment scheme

Dear consumer,

This assessment will hopefully allow you to have a better idea of who you are buying your garments from. The aim is to not only purchase garments that are environment-friendly and come from fair working conditions but also to see whether the brands that are selling you these products are themselves environment-friendly and offer fair working conditions. All this information will then lead to knowing whether we may trust what they claim to be doing or whether we are being lied to.

To start off, you need to fill in the sustainability rating scheme by giving each indicator a score in between zero and three. Next to each indicator you will find measurements and comments to help you score properly. All scores are not right or wrong, many should be assessed according to what you believe is accurate. Once finished, you can have a look at the three categories' personal scores and the overall sustainable score you have given to the brand. The bigger the score the better, meaning that the bigger the score is, the most likely the brands' practices will be considered sustainable. To be considered sustainable, they must score at least 56 points which accounts for 75%.

The next step is to fill in the fair marketing assessment scheme that will evaluate whether a brand's marketing is claiming true advantages and who you may trust, or whether a brand is claiming advantages to boost its reputation and in fact does not follow through in practice. The methodology to fill in the grid is the same, the score it gets refers to how fair the marketing is. To be considered operating fair marketing, they must score at least 25 points, which accounts for 75%.

Finally, to assess the sincerity of the company, adding the total sustainability score together with the fair marketing score will give a final score and ratio accounting for their trustworthiness.

SUSTAINABILITY RATING SCHEME – GREEN AND FAIR GARMENTS

TOPIC	CRITERIA	INDICATORS	0 - 3	MEASURE	COMMENTS
ENVIRONMENT	Raw Materials	% of organic or biological cotton		0 – ≥ 0%	<p><i>This information should be disclosed on their website in their sustainability report.</i></p> <p><i>You can type “BRAND NAME followed by ORGANIC COTTON or SUSTAINABLE MATERIALS”</i></p>
		% recycled or other sustainably-sourced materials		1 – ≥ 17%	
				2 – ≥ 50%	
				3 – ≥ 84%	
		Do they use animal-sourced materials?		0 – Yes	1 – Traceable materials
	Do they have certified labels?			Credibility	<p><i>See Appendix II: Labels for environmental part</i></p> <p><i>When having several certifications, score highest one there is.</i></p>
	Water usage	Do they optimize their water usage?		0 – No	<p><i>You can type “BRAND NAME followed by WATER”.</i></p> <p><i>This information should be disclosed in their sustainability report.</i></p> <p><i>These measures are vague and should be assessed according to your expectations</i></p>
	Packaging	What is their packaging like?		0 – Non-recyclable	<p><i>Think of the packaging garments come in when ordered on internet or when bought in retail stores</i></p>
	Carbon footprint	What is their carbon footprint? (Million Metric tons CO2-e)		0 – ≥ 10	<p><i>You can type “BRAND NAME followed by CARBON FOOTPRINT”. This information should be disclosed.</i></p> <p><i>Overall industry: 850 Million Metric Tons CO2-e (Carbontrust.com, 2011)</i></p>

	Recycling	Do they have “take-back schemes” for consumers?		<p>0 – No 1 – In process 2 – Collect 3 – Collect & repair</p>	Take-back schemes give consumers the possibility to bring back old clothes to the shop for them to be recycled or given away.
		Do they use renewable energies?		<p>0 – No 1 – Working on it 2 – Moderately (+WIP) 3 – Best practice</p>	These measures are vague and should be assessed according to your expectations WIP: Work in Progress
	Transparency	How transparent are they concerning their environmental practices?		<p>0 – No transparency 1 – Minimal 2 – Average 3 – In detail</p>	<p><u>Minimal</u>: Do not give precise figures and give vague plans to improve <u>Average</u>: Give clear figures and planned improvements without going into too much detail <u>In detail</u>: considers a brand that talks willingly about how bad their practices are for the environment and how they are planning to improve. Even the slightest details such as talking about packaging is an advantage.</p>
Total weighting for environment:			/30	≥ 22: good	
SOCIETAL	Labour practices	Have they signed “charters” to ensure respect of human rights of its workers?		<p>0 – Null 1 – Self-claimed 2 – Guiding principles 3 – State regulations</p>	<p><u>Self-claimed</u>: they may have signed their own charter though the regulations may not be as complete than other existing charters. <u>Guiding principles</u>: “soft law” principles that are of voluntary basis and can be followed. If followed carefully may be more credible. <u>State regulations</u>: “hard law” regulations that are set by the state and that are mandatory for all companies headquartered or doing business in the according country.</p>

	Do they have certified labels?		<i>Credibility</i>	See Appendix II: Labels for societal part When having several certifications, score highest one there is.
Current events	Have they been involved in scandals?		0 – Significant 1 – Moderate 2 – Minor 3 – None	<u>Significant</u> : would refer to events that harmed significantly the planet or the society (e.g. deaths, oil spills...) <u>Moderate</u> : would consider events that harmed the environment or the society (incl. animals) but that will be improved. Unhealthy, unsafe conditions, slavery, child labour... <u>Minor</u> : considers events that were criticised by the public or NGOs for example.
Community	Do they act for the community and its development?		0 – No 1 – Below average 2 – Engaged 3 – Best practice	This is to be measured in terms of engagement. These are vague measures and should be assessed according to your expectations of what a “below average, engaged or best practice” is.
Transparency	How traceable are their products? (on garment tags?)		0 – Not traceable 1 – Minimal info 2 – Average 3 – In detail	<u>Minimal info</u> : gives you the country of production and used materials only <u>Average</u> : Gives you information on country of production, used materials and labour conditions without going into details <u>In detail</u> : Gives you information on the animal, materials, farmer and/or factory in question and tells you where each part of your garment was made and in what conditions
	How transparent are they concerning their supply chain?		0 – No transparency 1 – Minimal 2 – Average	<u>Minimal</u> : Discloses countries of production

				3 – <i>In detail</i>	<i>Average: Discloses precise locations of manufacturing companies and factories without going into detail about working conditions</i> <i>In detail: Discloses information on every farmer, factory and warehouses with indications on working conditions and what products they are concerned with</i>
Total weighting for society:			/18	≥ 13: good	
SUSTAINABLE MANAGEMENT	Communication of sustainability practices	How well do they communicate their sustainability practices? (How many channels do they use for it?)		0 – 0 channel 1 – 1 to 2 channels 2 – 3 to 4 channels 3 – 5 to more channels	<i>Non-exhaustive list of channels</i> ○ Website ○ Social Media ○ Storytelling ○ Blog ○ Public relations ○ Television ○ Public spaces
	Sustainable strategy	Do they have partnerships to tackle sustainability?		0 – Legitimacy-oriented 1 – Competency-oriented 2 – Resource-oriented 3 – Society-oriented	<i>Refers to motivations:</i> <u>Legitimacy-oriented</u> : seeking to save brand image <u>Competency-oriented</u> : seeking gain of expertise <u>Resource-oriented</u> : Seeking better means/resources to do the good <u>Society-oriented</u> : Activism
		To what CSR profile do they correspond?		0 – Null 1 – Manage risks 2 – Stakeholder pressure & harness opportunities 3 – Business with ethics	<u>Manage risks</u> : weak CSR & sustainable management <u>Stakeholder pressure & harness opportunities</u> : Having a purpose for the sake of doing good business <u>Business with ethics</u> : Doing business for the sake of a having a good purpose

		Are they certified for their overall sustainability engagement?	0 – No 1 – Working on it 2 – Benefit corporation 3 – B Corp	<p><u>Working on it</u>: Could refer to companies that are starting to tackle circularity within their business model for example</p> <p><u>Benefit corporation</u>: Legal entity of a for-profit business</p> <p><u>B Corp</u>: Third-party certification for for-profit businesses</p>
		What type of garment brand are they?	0 – Fast fashion 1 – Sustainable fashion 2 – Ethical fashion 3 – Slow fashion	<p><u>Fast</u>: fashion lines that come out weekly or in shorter intervals</p> <p><u>Sustainable</u>: considers environmental and animal impacts (pesticides, dyes, resource usage, waste...)</p> <p><u>Ethical</u>: Considers whole process in the making of a garment, from extraction to finished goods (health, working conditions, fair pay, safety...)</p> <p><u>Slow</u>: considers garment quality, doesn't follow the trend so it can remain long-lasting and is attentive to how the garments are made, with what materials and what impact it has on the environment and society</p>
		Do they provide significant reports and documentation?	0 – Null or code of conduct only 1 – + CSR and sustainability report 2 – + One or two docs 3 – + Many docs	<p>CSR: Corporate Social Responsibility</p> <p>Other documents that may be disclosed: Life cycle assessment, supplier list, code of ethics, third-party audits, stakeholder map...</p>
Brand philosophy		Are the 3 elements of sustainability considered in their mission statement?	0 – No 1 – One of them 2 – Two of them 3 – All three	<p>Three elements of sustainability (triple bottom line): Environment, society, economy</p>

	Are the 3 elements of sustainability considered in their vision statement?		0 – No 1 – One of them 2 – Two of them 3 – All three	Three elements of sustainability (triple bottom line): Environment, society, economy
	Are the 3 elements of sustainability considered in their values?		0 – No 1 – One of them 2 – Two of them 3 – All three	Three elements of sustainability (triple bottom line): Environment, society, economy
Total weighting for sustainable management:		/27	≥ 20: good	
TOTAL SUSTAINABILITY SCORE:		/75	≥ 56: good	<i>Brand is considered sustainable if scoring 56 or over</i>

FAIR MARKETING ASSESSMENT SCHEME			
Indicators	0 - 3	Measure	Comments
Does their claim focus on a sustainable environment, society and economy?		0 – None 1 – One area 2 – Two areas 3 – All three	

Is the claim clear and precise enough?	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>Be sure it is not too broad or imprecise. For instance, products that are said to be “all natural” may contain some substances that may indeed be natural, but also poisonous</i>
Do they have verified labels?	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>It may happen that a product gives the false impression of having received third-party endorsement through words or images when in fact not. See Appendix II for credibility of labels.</i>
Are their claims relevant?	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>Some claims can be true but have no purpose being on a particular product</i>
To how many of their products does their claim apply?	0 – One type of product 1 – One product line 2 – Half of products 3 – All products	<i>A claim may be true when talking about a specific category of products while it may be false on the overall category</i>
Are all their claims true?	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	
Are the words on their ads plausible/accurate?	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>Think whether the claims are plausible.</i>
Are the visuals and/or graphics of their ads plausible/accurate?	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>Think whether it is plausible.</i>

Do they show proof for their claims on their ads?		0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>It is important to pay attention to proof such as certifications for any benefits it might claim. <u>Significantly</u>: Could refer to third-party certifications <u>Moderately</u>: Could refer to expert recommendations such as “testimonials from experts” <u>Slightly</u>: Could show “testimonial photos”</i>
Do they illustrate their sustainability actions in a plausible way?		0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>Think whether they exaggerate their sustainable factor</i>
Do they tackle all the important issues?		0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>Think whether they have left out any important information. It is important to look away from an advertisement and think whether the message is in line with its brand’s practices. An advert may divert attention from other practices the company does.</i>
TOTAL FAIR MARKETING SCORE	/ 33	≥ 25: Fair marketing	<i>Brand’s marketing is considered fair if scoring 25 or more, which accounts for at least 75%.</i>

Environmental score	/30	%	Threshold is at 75%
Societal score	/18	%	
Sustainable management score	/27	%	
Total sustainability score	/75	%	
Fair marketing score	/33	%	
Brand trustworthiness (Total sustainability score + Fair marketing score)	/108	%	

Appendix 4: C&A Assessment

SUSTAINABILITY RATING SCHEME – GREEN AND FAIR GARMENTS							
TOPIC	CRITERIA	INDICATORS	0 - 3	MEASURE	COMMENTS		
ENVIRONMENT	Raw Materials	% of organic or biological cotton	1	0 – ≥ 0% 1 – ≥ 17% 2 – ≥ 50% 3 – ≥ 84%	As of February 2018, more than 70% of the cotton they source is certified organic or Better Cotton. (C-and-a.com, 2018) When it comes to other sustainably sourced materials, they say they want to improve its percentage up to 67 but do not mention where they stand today, therefore score will be 0 for lack of transparency.		
		% recycled or other sustainably-sourced materials	0				
		Do they use animal-sourced materials?	1			0 – Yes 1 – Traceable materials 2 – Only recycled 3 – No	They are a fur free retailer since 2013 and have reached the 100% RDS-certified down. (Sustainability.c-and-a.com, 2018)
		Do they have certified labels?	2			Credibility	Better Cotton (BCI) (GOTS) ECO TEX
	Water usage	Do they optimize their water usage?	1	0 – No 1 – Working on it 2 – Partially 3 – Best practice	They have set goals to reduce water in production of raw materials and to reduce water used in stores, distribution centres and offices. (Sustainability.c-and-a.com, 2018)		
	Packaging	What is their packaging like?	0	0 – Non-recyclable 1 – Recyclable 2 – Biodegradable 3 – Reusable	Plastic bags		

	Carbon footprint	What is their carbon footprint? (Million Metric tons CO2-e)	1	0 – ≥ 10 1 – ≥ 6 2 – ≥ 3 3 – ≥ 0	5'874'586 metric tons CO2e
	Recycling	Do they have “take-back schemes” for consumers?	1	0 – No 1 – In process 2 – Collect 3 – Collect & repair	<i>They do but not yet in all countries. They are present in the Netherlands and have started implementing across Europe. In Switzerland, they do not yet. (Sustainability.c-and-a.com, 2018)</i>
		Do they use renewable energies?	1	0 – No 1 – Working on it 2 – Moderately (+WIP) 3 – Best practice	<i>These measures are vague and should be assessed according to your expectations WIP: Work in Progress</i>
	Transparency	How transparent are they concerning their environmental practices?	2	0 – No transparency 1 – Minimal 2 – Average 3 – In detail	<i>They give a lot of information on their plans and what they have achieved. However, it lacks precision in actual figures. Tends to talk about reductions in negative externalities without giving final current figures</i>
Total weighting for environment:			10/30	≥ 22: good	
	Labour practices	Have they signed “charters” to ensure respect of human rights of its workers?	2	0 – Null 1 – Self-claimed 2 – Guiding principles 3 – State regulations	<i>They have signed the accord on fire and building safety in Bangladesh , they claim to follow the UN SDGs and have signed a pledge of transparency³⁴ .</i>
		Do they have certified labels?	0	<i>Credibility</i>	<i>No information found</i>

34 As stated on C&A’s website, the pledge is part of an initiative, from the NGO Human Rights Watch, to encourage brands to adopt a more consistent approach towards transparency in their supply chains. The pledge requires publishing standardized information on all factories in the manufacturing phase of their supply chains.

SOCIETAL	Current events	Have they been involved in scandals?	0	0 – Significant 1 – Moderate 2 – Minor 3 – None	<i>Rana Plaza in 2013</i>
	Community	Do they act for the community and its development?	2	0 – No 1 – Below average 2 – Engaged 3 – Best practice	<i>They partner up with the C&A Foundation to address challenges. They run volunteer programmes to support charities and drive societal change. (Sustainability.c-and-a.com, 2018)</i>
	Transparency	How traceable are their products? (on garments' tags)	0	0 – Not traceable 1 – Minimal info 2 – Average 3 – In detail	<i>They do not mention production country on their tags.</i>
		How transparent are they concerning their supply chain?	2	0 – No transparency 1 – Minimal 2 – Average 3 – In detail	<i>They have a supplier map where information such as number or workers and where each factory is located, is given. However no further information on conditions in specific factories. (Sustainability.c-and-a.com, 2018).</i>
Total weighting for society:			6/18	≥ 13: good	
	Communication of sustainability practices	How well do they communicate their sustainability practices? (How many channels do they use for it?)	2	0 – 0 channel 1 – 1 to 2 channels 2 – 3 to 4 channels 3 – 5 to more channels	<i>Website Social media (only during launch of campaigns) Public relations Public spaces: during sustainability campaigns</i>
	Sustainable strategy	Do they have partnerships to tackle sustainability?	3	0 – Legitimacy-oriented 1 – Competency-oriented	<i>Textile exchange (for sustainable raw materials), Canopy (tackling issues for endangered forests), Four paws (animal welfare) and many more standards and</i>

SUSTAINABLE MANAGEMENT				2 – Resource-oriented 3 – Society-oriented	committees. However, in 2016 they joined the Ellen MacArthur Foundation.
		To what CSR profile do they correspond?	2	0 – Null 1 – Manage risks 2 – Stakeholder pressure & harness opportunities 3 – Business with ethics	They have a purpose for the sake of doing good business
		Are they certified for their overall sustainability engagement?	1	0 – No 1 – Working on it 2 – Benefit corporation 3 – B Corp	
		What type of garment brand are they?	0	0 – Fast fashion 1 – Sustainable fashion 2 – Ethical fashion 3 – Slow fashion	<u>Fast</u> : fashion lines that come out weekly or in short intervals
		Do they provide significant reports and documentation?	3	0 – Null or code of conduct only 1 – + CSR and sustainability report 2 – + One or two docs 3 – + Many docs	Stakeholder map, LCA,
	Brand philosophy	Are the 3 elements of sustainability considered in their mission statement?	0	0 – No 1 – One of them 2 – Two of them 3 – All three	Mission: Always aiming to make desirable, affordable clothing widely available

	Are the 3 elements of sustainability considered in their vision statement?	3	0 – No 1 – One of them 2 – Two of them 3 – All three	<i>Vision: Making sustainable fashion the new normal</i>
	Are the 3 elements of sustainability considered in their values?	0	0 – No 1 – One of them 2 – Two of them 3 – All three	<i>Values: passion for our customers, responsibility with trust, delivering together, integrity, continuous commitment</i>
Total weighting for sustainable management:		14/27	≥ 20: good	
TOTAL SCORE:		31/75	≥ 56: good	<i>C&A cannot be considered overly sustainable scoring 31/75 which accounts for 41% sustainable only.</i>

FAIR MARKETING ASSESSMENT SCHEME

CAMPAIGN: # WEAR THE CHANGE

Indicators	0 - 3	Measure	Comments
Does their claim focus on a sustainable environment, society and economy?	2	0 – None 1 – One area 2 – Two areas 3 – All three	
Is the claim clear and precise enough?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>Gives impression it is all they do, when in fact it is only one product line that benefits from their claims.</i>
Do they have verified labels?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>They display their own self-made label “Bio cotton certified”</i>
Are their claims relevant?	2	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>To these products they show, yes.</i>
To how many of their products does their claim apply?	1	0 – One type of product 1 – One product line 2 – Half of products 3 – All products	

May we say they are telling the truth?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	
Are the words on their ads plausible/accurate?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>In video, they talk about benefiting the environment and farmers but doesn't include workers in production process.</i>
Are the visuals and/or graphics of their ads plausible/accurate?	2	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>They are, though they do add a lot of "green" to the scenery.</i>
Do they show proof for their claims on their ads?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>They show BCI certification.</i>
Do they illustrate their sustainability actions in a plausible way?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>They claim to be "feel good fashion" but it only applies to one of their collections...</i>
Do they tackle all the important issues?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>They leave out working conditions in production process and why do they give their own seal of verification for bio cotton? Why not be third-party certified?</i>
Total score	14/ 33	≥ 25: Fair marketing	<i>C&A is considered doing 58% of unfair marketing.</i>

Environmental score	10 / 30	33%	Threshold is at 75%
Societal score	6 / 18	33%	
Sustainable management score	14 / 27	52%	
Total sustainability score	31 / 75	41%	
Fair marketing score	14 / 33	42%	
Brand trustworthiness (Sustainability score + Fair marketing score)	45 / 108	42 %	

Appendix 5: H&M Assessment

SUSTAINABILITY RATING SCHEME – GREEN AND FAIR GARMENTS					
TOPIC	CRITERIA	INDICATORS	0 - 3	MEASURE	COMMENTS
ENVIRONMENTAL	Raw Materials	% of organic or biological cotton	2	0 – ≥ 0%	<i>59% of the cotton they use is sustainably sourced. 35% of recycled or other sustainably-sourced material of total material use (HM Sustainability Report, 2017)</i>
		% recycled or other sustainably-sourced materials	1	1 – ≥ 17%	
				2 – ≥ 50%	
				3 – ≥ 84%	
		Do they use animal-sourced materials?	1	0 – Yes 1 – Traceable materials 2 – Only recycled 3 – No	<i>Leather: working towards transparency and improving traceability all the way to the farm level Down: 100% RDS-certified down (HM Sustainability Report, 2017)</i>
		Do they have certified labels?	1	<i>Credibility</i>	<i>Better Cotton H&M Conscious</i>
	Water usage	Do they optimize their water usage?	2	0 – No 1 – Working on it 2 – Partially 3 – Best practice	<i>51% of their own operations' facilities have water-efficient equipment. Their goal is to have 100% facilities by 2020. (HM Sustainability Report, 2017)</i>
Packaging	What is their packaging like?	0	0 – Non-recyclable 1 – Recyclable 2 – Biodegradable 3 – Reusable	<i>Plastic bags</i>	
Carbon footprint	What is their carbon footprint? (Million Metric tons CO2-e)	1	0 – ≥ 10 1 – ≥ 6 2 – ≥ 3	<i>63'690 MT (HM Sustainability Report, 2017)</i>	

				3 – ≥ 0	
	Recycling	Do they have “take-back schemes” for consumers?	2	0 – No 1 – In process 2 – Collect 3 – Collect & repair	Collect garments in exchange of an H&M voucher
		Do they use renewable energies?	2	0 – No 1 – Working on it 2 – Moderately (+WIP) 3 – Best practice	Working to use 100% by 2040. They currently use 96% reusable electricity within their own operations. Information is not given whether heating and conditioning is electrical or not therefore the score of 2 is given. (HM Sustainability Report, 2017)
	Transparency	How transparent are they concerning their environmental practices?	3	0 – No transparency 1 – Minimal 2 – Average 3 – In detail	They mention how their practices are sometimes bad for the environment and how they are planning to improve. In their sustainability report they are well transparent by giving facts and figures on their progress. (HM Sustainability Report, 2017)
Total weighting for environment:			15/30	≥ 22 : good	
SOCIETAL	Labour practices	Have they signed “charters” to ensure respect of human rights of its workers?	3	0 – Null 1 – Self-claimed 2 – Guiding principles 3 – State regulations	Follows guiding principles such as UN SDGs has its own human rights policy which covers the UK Modern slavery act. It also follows California Supply Chain act. (HM Modern Slavery Statement, 2017)
		Do they have certified labels?	0	Credibility	Ethical Trade Initiative (ETI)
	Current events	Have they been involved in scandals?	0	0 – Significant 1 – Moderate 2 – Minor 3 – None	Rana Plaza in 2013. Not reaching their fair wage goal in 2018 that was set in 2013 got them a lot of criticism notably from Public Eye. They have also admitted burning new clothes

					<i>amidst working on reaching awareness for a circular fashion industry.</i>
	Community	Do they act for the community and its development?	2	0 – No 1 – Below average 2 – Engaged 3 – Best practice	<i>This is to be measured in terms of engagement. These are vague measures and should be assessed according to your expectations of what a “below average, engaged or best practice” is.</i>
	Transparency	How traceable are their products? (on garments’ tags)	1	0 – Not traceable 1 – Minimal info 2 – Average 3 – In detail	<i>Only gives you production country and materials used</i>
		How transparent are they concerning their supply chain?	3	0 – No transparency 1 – Minimal 2 – Average 3 – In detail	<i>They are not considered as a best practice but in comparison they are well transparent. They give details such as number of workers and types of apparel manufactured in some factories. (Sustainability.hm.com, n.d.)</i>
Total weighting for society:			9/18	≥ 13: good	
	Communication of sustainability practices	How well do they communicate their sustainability practices? (How many channels do they use for it?)	1	0 – 0 channel 1 – 1 to 2 channels 2 – 3 to 4 channels 3 – 5 to more channels	<ul style="list-style-type: none"> ○ Website ○ Public relations <i>Other than through reports and claims they do not use their diverse communication channels to reach further awareness on negative externalities or ways to improve</i>
	Sustainable strategy	Do they have partnerships to tackle sustainability?	3	0 – Legitimacy-oriented 1 – Competency-oriented	<i>As stated on their website, “they have many partnerships which helps them facilitate collaboration, increase their impact, learn and achieve systemic</i>

SUSTAINABLE MANAGEMENT			2 – Resource-oriented 3 – Society-oriented	<i>change together". Some of them include the Ellen McArthur Foundation, the WWF, the Sustainable Apparel Coalition, Textile exchange... (Sustainability.hm.com, n.d.)</i>
	To what CSR profile do they correspond?	2	0 – Null 1 – Manage risks 2 – Stakeholder pressure & harness opportunities 3 – Business with ethics	
	Are they certified for their overall sustainability engagement?	1	0 – No 1 – Working on it 2 – Benefit corporation 3 – B Corp	<i>They tackle circularity a lot in their sustainability report and have partnered up with the Ellen McArthur Foundation to get some leverage.</i>
	What type of garment brand are they?	0	0 – Fast fashion 1 – Sustainable fashion 2 – Ethical fashion 3 – Slow fashion	
	Do they provide significant reports and documentation?	3	0 – Null or code of conduct only 1 – + CSR and sustainability report 2 – + One or two docs 3 – + Many docs	<i>Code of ethics, Sustainability report, Human rights policy, LCA, Discrimination and equality policy, diversity policy, code of conduct, sustainability policy...</i>

Brand philosophy	Are the 3 elements of sustainability considered in their mission statement?	3	0 – No 1 – One of them 2 – Two of them 3 – All three	<i>Mission: Fashion and quality at the best price to everyone, and we do so in a sustainable way, today, tomorrow and in the future. (About.hm.com, n.d.)</i>
	Are the 3 elements of sustainability considered in their vision statement?	3	0 – No 1 – One of them 2 – Two of them 3 – All three	<i>Vision: use our size and scale to lead the change towards a circular and renewable fashion industry, all while being a fair and equal company (About.hm.com, n.d.)</i>
	Are the 3 elements of sustainability considered in their values?	1	0 – No 1 – One of them 2 – Two of them 3 – All three	<i>Values: fundamental respect for each individual, teamwork, simplicity, entrepreneurial spirit, cost consciousness, straightforwardness, openness, striving for constant improvements (About.hm.com, n.d.)</i>
Total weighting for sustainable management:		17/27	≥ 20: good	
TOTAL SCORE:		41/75	≥ 56: good	<i>H&M's practices are considered unsustainable scoring 41 points which accounts for 55%.</i>

FAIR MARKETING ASSESSMENT SCHEME

CAMPAIGN: H&M CONSCIOUS

Indicators	0 - 3	Measure	Comments
Does their claim focus on a sustainable environment, society and economy?	2	0 – None 1 – One area 2 – Two areas 3 – All three	<i>Environment and somewhat economy (with still low prices) and society (for the fashionable part)</i>
Is the claim clear and precise enough?	0	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>No, it talks about conscious garments for a more sustainable fashion future. Isn't clear in what way it is better</i>
Do they have verified labels?	0	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>Only their own label, H&M Conscious</i>
Are their claims relevant?	2	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>Relevant to one collection only, which is stated.</i>
To how many of their products does their claim apply?	1	0 – One type of product 1 – One product line 2 – Half of products 3 – All products	
May we say they are telling the truth?	2	0 – No 1 – Slightly	<i>We can't say they are lying, but "conscious" isn't clear enough on what it implies.</i>

		2 – Moderately 3 – Significantly 0 – No 1 – Slightly 2 – Moderately 3 – Significantly	
Are the words on their ads plausible/accurate?	0	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>The wording is misleading, when we read conscious we think 360° good, though we cannot be sure.</i>
Are the visuals and/or graphics of their ads plausible/accurate?	2	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>They are in the jungle wearing natural pastel colours, we then can suppose it's an eco-friendly line.</i>
Do they show proof for their claims on their ads?	0	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>No proof</i>
Do they illustrate their sustainability actions in a plausible way?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>It's quite exaggerated. Using a "green" scenery and talking about a conscious collection which may be misinterpreted for not only green actions but social ones too.</i>
Do they tackle all the important issues?	0	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>They divert attention from the societal challenges they are linked to in their overall practices, such as labour conditions and unfair wages for example.</i>
Total score	10/ 33	≥ 25: Fair marketing	<i>H&M is considered doing unfair marketing. A score of 10/33 accounts for only 30% of fair marketing.</i>

Environmental score	15 / 30	42%	Threshold is at 75%
Societal score	9 / 18	50%	
Sustainable management score	17 / 27	63%	
Total sustainability score	41 / 75	55%	
Fair marketing score	10 / 33	30%	
Brand trustworthiness (Sustainability score + Fair marketing score)	51 / 108	47 %	

Appendix 6: TOMS Assessment

SUSTAINABILITY RATING SCHEME – GREEN AND FAIR GARMENTS					
TOPIC	CRITERIA	INDICATORS	0 - 3	MEASURE	COMMENTS
ENVIRONMENTAL	Raw Materials	% of organic or biological cotton	0	0 – ≥ 0% 1 – ≥ 17%	<i>No information disclosed</i>
		% recycled or other sustainably-sourced materials	0	2 – ≥ 50% 3 – ≥ 84%	
		Do they use animal-sourced materials?	3	0 – Yes 1 – <i>Traceable materials</i> 2 – <i>Only recycled</i> 3 – No	<i>Vegan</i>
		Do they have certified labels?	0	<i>Credibility</i>	<i>No labels to be found</i>
	Water usage	Do they optimize their water usage?	0	0 – No 1 – <i>Working on it</i> 2 – <i>Partially</i> 3 – <i>Best practice</i>	<i>No information given</i>
	Packaging	What is their packaging like?	3	0 – <i>Non-recyclable</i> 1 – <i>Recyclable</i> 2 – <i>Biodegradable</i> 3 – <i>Reusable</i>	<i>Shoes are either sold in cardboard boxes but also in many places they are sold in material bags that can be reused.</i>
	Carbon footprint	What is their carbon footprint? (Million Metric tons CO2-e)	0	0 – ≥ 10 1 – ≥ 6 2 – ≥ 3	<i>No disclosed information</i>

				3 – ≥ 0	
	Recycling	Do they have “take-back schemes” for consumers?	2	0 – No 1 – In process 2 – Collect 3 – Collect & repair	<i>When buying a pair of shoes they can send the box or the material bag back with some of their own shoes. They will then be sent to people in need.</i>
		Do they use renewable energies?	0	0 – No 1 – Working on it 2 – Moderately (+WIP) 3 – Best practice	<i>No information provided</i>
	Transparency	How transparent are they concerning their environmental practices?	1	0 – No transparency 1 – Minimal 2 – Average 3 – In detail	<i>Very minimal. We only know the materials shoes are made out of and that all their shoes are vegan (without actual proof).</i>
Total weighting for environment:			9/30	≥ 22: good	
SOCIETAL	Labour practices	Have they signed “charters” to ensure respect of human rights of its workers?	3	0 – Null 1 – Self-claimed 2 – Guiding principles 3 – State regulations	<i>They have signed UK Modern Slavery Act and California Supply Chain Act and have consolidated them on their website. No other charters or initiatives they are a part of are mentioned.</i>
		Do they have certified labels?	0	<i>Credibility</i>	<i>No labels to be found</i>
	Current events	Have they been involved in scandals?	2	0 – Significant 1 – Moderate 2 – Minor 3 – None	<i>They received criticism for taking away jobs from locals when giving shoes to those in need. In the end, they started having local people manufacture the shoes that would be given which then started to benefit the local community in another way.</i>

	Community	Do they act for the community and its development?	3	0 – No 1 – Below average 2 – Engaged 3 – Best practice	<i>This is at the core of their business model. What they do, they do to give back to the community whether it is through shoes, water, sight...</i>
	Transparency	How traceable are their products? (on garments' tags)	1	0 – Not traceable 1 – Minimal info 2 – Average 3 – In detail	<i>They only say in which country they were made.</i>
		How transparent are they concerning their supply chain?	1	0 – No transparency 1 – Minimal 2 – Average 3 – In detail	<i>Very little. All they give away is that most of their manufacturers are located in China and Vietnam.</i>
Total weighting for society:			10/18	≥ 13: good	
	Communication of sustainability practices	How well do they communicate their sustainability practices? (How many channels do they use for it?)	2	0 – 0 channel 1 – 1 to 2 channels 2 – 3 to 4 channels 3 – 5 to more channels	<i>The sustainability factor that they promote are the positive externalities³⁵ only (giving back to the community) they do this well and through various means of communication :</i> <ul style="list-style-type: none"> ○ Website ○ Social Media ○ Storytelling ○ Public relations
	Sustainable strategy	Do they have partnerships to tackle sustainability?	3	0 – Legitimacy-oriented 1 – Competency-oriented 2 – Resource-oriented 3 – Society-oriented	<i>They partner up with charities and NGOs through which they donate shoes.</i>

SUSTAINABLE MANAGEMENT		To what CSR profile do they correspond?	3	<i>0 – Null 1 – Manage risks 2 – Stakeholder pressure & harness opportunities 3 – Business with ethics</i>	
		Are they certified for their overall sustainability engagement?	0	<i>0 – No 1 – Working on it 2 – Benefit corporation 3 – B Corp</i>	<i>Do not talk about improving their overall sustainability</i>
		What type of garment brand are they?	2	<i>0 – Fast fashion 1 – Sustainable fashion 2 – Ethical fashion 3 – Slow fashion</i>	<i>Mix between sustainable and slow. It considers somewhat the materials used (vegan) and quality is quite good and doesn't follow too much the trend so it can remain long-lasting, they have many basics. Therefore, they will get the score 2 which is not meant for ethical fashion but which is the difference in between slow (3) and sustainable (1).</i>
		Do they provide significant reports and documentation?	0	<i>0 – Null or code of conduct only 1 – + CSR and sustainability report 2 – + One or two docs 3 – + Many docs</i>	<i>Don't provide any documents or reports</i>
	Brand philosophy	Are the 3 elements of sustainability considered in their mission statement?	1	<i>0 – No 1 – One of them 2 – Two of them 3 – All three</i>	<i>Mission: Improving lives. With every product you purchase, Toms will help a person in need. One for one.</i>

	Are the 3 elements of sustainability considered in their vision statement?	1	0 – No 1 – One of them 2 – Two of them 3 – All three	<i>Vision: Using business to improve lives</i>
	Are the 3 elements of sustainability considered in their values?	1	0 – No 1 – One of them 2 – Two of them 3 – All three	<i>Values: helping communities, providing health and access to education, giving responsibly.</i>
Total weighting for sustainable management:		13/27	≥ 20: good	
TOTAL SCORE:		26/75	≥ 56: good	<i>TOMS is considered unsustainable, scoring only 40%.</i>

FAIR MARKETING ASSESSMENT SCHEME

CAMPAIGN: ONE FOR ONE

Indicators	0 - 3	Measure	Comments
Does their claim focus on a sustainable environment, society and economy?	2	0 – None 1 – One area 2 – Two areas 3 – All three	
Is the claim clear and precise enough?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>For instance, products that are said to be “all natural” may contain some substances that may indeed be natural, but also poisonous</i>
Do they have verified labels?	0	Credibility (See appendix II)	<i>It may happen that a product gives the false impression of having received third-party endorsement through words or images when in fact not. See Appendix II for credible labels.</i>
Are their claims relevant?	2	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>Some claims can be true but have no purpose being on a particular product</i>
To how many of their products does their claim apply?	3	0 – One type of product 1 – One product line 2 – Half of products 3 – All products	<i>A claim may be true when talking about a specific category of products while it may be false on the overall category</i>

May we say they are telling the truth?	2	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	
Are the words on their ads plausible/accurate?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>Think whether the claims are plausible.</i>
Are the visuals and/or graphics of their ads plausible/accurate?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>Think whether it is plausible.</i>
Do they show proof for their claims on their ads?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>it is important to pay attention to proof such as certifications for any benefits it might claim. <u>Significantly</u>: Could refer to third-party certifications <u>Moderately</u>: Could refer to expert recommendations such as “testimonials from experts” <u>Slightly</u>: Could show “testimonial photos”</i>
Do they illustrate their sustainability actions in a plausible way?	2	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	
Do they tackle all the important issues?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>It is important to look away from an advertisement and think whether the message is in line with its brand’s practices. An advert may divert attention from other practices the company does.</i>
Total score	16/ 33	≥ 25: Fair marketing	<i>Brand’s marketing is considered fair if scoring 25 or more, which accounts for at least 75%.</i>

Environmental score	9 / 30	30%	Threshold is at 75%
Societal score	10 / 18	56%	
Sustainable management score	13 / 27	48%	
Total sustainability score	32 / 75	43%	
Fair marketing score	16 / 33	48%	
Brand trustworthiness (Sustainability score + Fair marketing score)	48 / 108	44 %	

Appendix 7: Patagonia Assessment

SUSTAINABILITY RATING SCHEME – GREEN AND FAIR GARMENTS					
TOPIC	CRITERIA	INDICATORS	0 - 3	MEASURE	COMMENTS
ENVIRONMENTAL	Raw Materials	% of organic or biological cotton	3	0 – ≥ 0% 1 – ≥ 17%	<i>All cotton and fibres they extract and use are organic or recycled. A lot of their materials, notably technological ones, are developed by Patagonia themselves and optimize their environmental impact as much as possible. (Patagonia.com, n.d.)</i>
		% recycled or other sustainably-sourced materials	3	2 – ≥ 50% 3 – ≥ 84%	
		Do they use animal-sourced materials?	1	0 – Yes 1 – Traceable materials 2 – Only recycled 3 – No	
		Do they have certified labels?	3	Credibility	
	Water usage	Do they optimize their water usage?	3	0 – No 1 – Working on it 2 – Partially 3 – Best practice	<i>The way they optimize their water usage is part of the best practices of the industry. Within their infrastructures they mitigate as much water as possible wherever they can, from toilets to dishwashers, by building parking lots with permeable cement to not have rain wash away elements that will pollute rivers or seas... (Patagonia.com, n.d.)</i>
	Packaging	What is their packaging like?	1	0 – Non-recyclable 1 – Recyclable 2 – Biodegradable 3 – Reusable	<i>They have spent quite some time trying to design a packaging for their different types of equipment that would not need anything else than cardboard. There-</i>

					<i>fore their paper bags and cardboard boxes are all recyclable and all use special environment-friendly ink for the writing and logo.</i>
	Carbon footprint	What is their carbon footprint? (Million Metric Tons CO2-e)	2	0 – ≥ 10 1 – ≥ 6 2 – ≥ 3 3 – ≥ 0	3'617 MMT
	Recycling	Do they have “take-back schemes” for consumers?	3	0 – No 1 – In process 2 – Collect 3 – Collect & repair	<i>More than simply collecting old, used and unwanted garments they also offer repairs and resell second hand Patagonia apparel. They promote circularity this way.</i>
		Do they use renewable energies?	3	0 – No 1 – Working on it 2 – Moderately (+WIP) 3 – Best practice	<i>They generate some of it on-site and if not much of it is green power that they purchase. They however know they can increase these numbers and are currently working on it. (Patagonia.com, n.d.)</i>
	Transparency	How transparent are they concerning their environmental practices?	3	0 – No transparency 1 – Minimal 2 – Average 3 – In detail	<i>They do not only give clear facts and figures on their current impacts and goals but also on what they are failing. They are completely honest and accountable for what they don't yet achieve but they are working on significant amounts of aspects to decrease their negative externalities as much as possible.</i>
Total weighting for environment:			25/30	≥ 22: good	
	Labour practices	Have they signed “charters” to ensure respect of human rights of its workers?	3	0 – Null 1 – Self-claimed 2 – Guiding principles 3 – State regulations	<i>They have signed the California transparency and UK modern slavery acts and provide a full disclosure statement with all the required information (Patagonia.com, 2017)</i>
		Do they have certified labels?	3	<i>Credibility</i>	<i>Bluesign, Fair Labor Association, FairTrade Certified.</i>

SOCIETAL	Current events	Have they been involved in scandals?	1	<i>0 – Significant 1 – Moderate 2 – Minor 3 – None</i>	<i>They were caught in forced labour and underage labour which had them significantly increase their suppliers' audits and decrease their number of suppliers (White, 2015). They also recently had issues with animal cruelty, even though they adopt the responsible wool standard as a baseline, of which they claimed to have terminated all contracts with. (PETA, 2017)</i>
	Community	Do they act for the community and its development?	3	<i>0 – No 1 – Below average 2 – Engaged 3 – Best practice</i>	<i>They are as much activists as they are an outerwear apparel brand. They constantly campaign for the environment and society's sake. (Patagonia.com, n.d.)</i>
	Transparency	How traceable are their products? (on garments' tags)	3	<i>0 – Not traceable 1 – Minimal info 2 – Average 3 – In detail</i>	<i>Very detailed. They do not only give you information on the production country and the materials used but also all certifications they have that concern a particular product as well as the exact suppliers that have had an impact on the garment. Each supplier has a personal description of what they do and how their working conditions are.</i>
		How transparent are they concerning their supply chain?	3	<i>0 – No transparency 1 – Minimal 2 – Average 3 – In detail</i>	<i>They are very transparent. They have what is called "footprint chronicles" with all different types of suppliers and personal descriptions of each facility, with detail of what impacts they have on garments, and the working conditions within each facility. (Patagonia.com, n.d.)</i>
Total weighting for society:			16/18	≥ 13: good	

SUSTAINABLE MANAGEMENT	Communication of sustainability practices	How well do they communicate their sustainability practices? (How many channels do they use for it?)	3	<p>0 – 0 channel</p> <p>1 – 1 to 2 channels</p> <p>2 – 3 to 4 channels</p> <p>3 – 5 to more channels</p>	<ul style="list-style-type: none"> ○ Website ○ Social Media ○ Storytelling: through their field reports ○ Blog ○ Public relations ○ Television ○ Public spaces
	Sustainable strategy	Do they have partnerships to tackle sustainability?	3	<p>0 – Legitimacy-oriented</p> <p>1 – Competency-oriented</p> <p>2 – Resource-oriented</p> <p>3 – Society-oriented</p>	They are a part of many initiatives and movements that act for the well-being of the planet and of the society. Some examples being, B Corp, the 1% for the planet movement, Textile exchange and the sustainable apparel coalition amongst others. (Patagonia.com, n.d.)
		To what CSR profile do they correspond?	3	<p>0 – Null</p> <p>1 – Manage risks</p> <p>2 – Stakeholder pressure & harness opportunities</p> <p>3 – Business with ethics</p>	
		Are they certified for their overall sustainability engagement?	3	<p>0 – No</p> <p>1 – Working on it</p> <p>2 – Benefit corporation</p> <p>3 – B Corp</p>	They are certified B Corp since 2011 being the first B Corp certified in California. (Bcorporation.net, 2016) and they provide a full report on the assessment (Societabenefit.net, 2016)
		What type of garment brand are they?	3	<p>0 – Fast fashion</p> <p>1 – Sustainable fashion</p> <p>2 – Ethical fashion</p> <p>3 – Slow fashion</p>	<u>Slow</u> : considers garment quality, doesn't follow the trend so it can remain long-lasting and is attentive to how the garments are made, with what materials and what impact it has on the environment and society

		Do they provide significant reports and documentation?	3	0 – Null or code of conduct only 1 – + CSR and sustainability report 2 – + One or two docs 3 – + Many docs	CSR, code of conduct, full reports of their FLA accreditations, benchmark documents, supplier workplace code of conduct...
Brand philosophy		Are the 3 elements of sustainability considered in their mission statement?	2	0 – No 1 – One of them 2 – Two of them 3 – All three	Mission: Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis. (Patagonia.com, n.d.)
		Are the 3 elements of sustainability considered in their vision statement?	3	0 – No 1 – One of them 2 – Two of them 3 – All three	Vision: Becoming a responsible company (Patagonia.com, n.d.)
		Are the 3 elements of sustainability considered in their values?	1	0 – No 1 – One of them 2 – Two of them 3 – All three	Values: Quality, integrity, environmental, innovation, simplicity, utility, love of wild and beautiful places. (Patagonia.com, n.d.)
Total weighting for sustainable management:			24/27	≥ 20: good	
Total sustainability score:			65/75	≥ 56: good	<i>Patagonia is considered 87% sustainable</i>

FAIR MARKETING ASSESSMENT SCHEME

CAMPAIGN: WORN WEAR

Indicators	0 - 3	Measure	Comments
Does their claim focus on a sustainable environment, society and economy?	3	0 – None 1 – One area 2 – Two areas 3 – All three	
Is the claim clear and precise enough?	2	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	
Do they have verified labels?	2	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>No. They have their own seal of “worn wear”. Because there are no accurate verified labels for second-hand garments that exist, having their own label is not an issue.</i>
Are their claims relevant?	3	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>Some claims can be true but have no purpose being on a particular product</i>
To how many of their products does their claim apply?	1	0 – One type of product 1 – One product line 2 – Half of products 3 – All products	<i>This campaign is linked to their Common Threads Initiative which is a partnership with their customers to reduce consumption, repair used clothing and recirculate, recycle or repurpose garments that are worn out. Therefore, they added worn wear used-clothing sections throughout some of their stores.</i>

May we say they are telling the truth?	3	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	
Are the words on their ads plausible/accurate?	3	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	
Are the visuals and/or graphics of their ads plausible/accurate?	3	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>Completely. The surf trunks that are shown are indeed used and illustrate well what may be seen in their stores.</i>
Do they show proof for their claims on their ads?	3	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>They show some of their actual customers' garments that are worn and repaired by sharing the story of the product.</i>
Do they illustrate the sustainability factor in a plausible way?	3	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	
Do they tackle all the important issues?	2	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>They tackle circularity, environment and resource depletion issues.</i>
Total score	28/ 33	≥ 25: Fair marketing	<i>Brand's marketing is considered fair if scoring 25 or more, which accounts for at least 75%.</i>

Environmental score	25 / 30	83%	Threshold is at 75%
Societal score	16 / 18	89%	
Sustainable management score	24 / 27	89%	
Total sustainability score	65 / 75	87%	
Fair marketing score	28 / 33	85%	
Brand trustworthiness (Sustainability score + Fair marketing score)	93 / 108	86%	

Appendix 8: Levi's Assessment

SUSTAINABILITY RATING SCHEME – GREEN AND FAIR GARMENTS					
TOPIC	CRITERIA	INDICATORS	0 - 3	MEASURE	COMMENTS
ENVIRONMENTAL	Raw Materials	% of organic or biological cotton	1	0 – ≥ 0% 1 – ≥ 17%	<i>Organic cotton: 34% (Levi.com, n.d.) Other sustainable materials: no information provided</i>
		% recycled or other sustainably-sourced materials	0	2 – ≥ 50% 3 – ≥ 84%	
		Do they use animal-sourced materials?	1	0 – Yes 1 – Traceable materials 2 – Only recycled 3 – No	<i>All materials sourced from animals must be traceable by the company. They have an animal welfare policy though it dates from 2014 (Levi Strauss, 2014).</i>
		Do they have certified labels?	1	<i>Credibility</i>	<i>Better Cotton (BCI)</i>
	Water usage	Do they optimize their water usage?	2	0 – No 1 – Working on it 2 – Partially 3 – Best practice	<i>After doing a lifecycle assessment in 2015 on their jeans they have been working on minimizing their water usage. They also worked on extending their water waste guidelines to their manufacturing suppliers for them to also reduce their water impact. They have also trained employees about water conservation. (Levi Strauss, n.d.)</i>
Packaging	What is their packaging like?	1	0 – Non-recyclable 1 – Recyclable 2 – Biodegradable 3 – Reusable	<i>Paper bags</i>	

	Carbon footprint	What is their carbon footprint? (Metric tons CO2-e)	2	0 – ≥ 10 1 – ≥ 6 2 – ≥ 3 3 – ≥ 0	50'000
	Recycling	Do they have “take-back schemes” for consumers?	2	0 – No 1 – In process 2 – Collect 3 – Collect & repair	Consumers can drop off unwanted clothes at any Levi's store.
		Do they use renewable energies?	1	0 – No 1 – Working on it 2 – Moderately (+WIP) 3 – Best practice	In 2016 they were using 18% of renewable energy and are planning on purchasing 20% by 2020. (Levi Strauss, n.d.)
	Transparency	How transparent are they concerning their environmental practices?	3	0 – No transparency 1 – Minimal 2 – Average 3 – In detail	Their transparency is good. They are honest about what they are yet failing to achieve and about what they are improving. They also provide many documents related to the environment such as a LCA and documents on chemicals, consumer care and reuse.
Total weighting for environment:			14/30	≥ 22: good	
SOCIETAL	Labour practices	Have they signed “charters” to ensure respect of human rights of its workers?	2	0 – Null 1 – Self-claimed 2 – Guiding principles 3 – State regulations	Follow the UK modern slavery act (Levi Strauss, 2017) but not much data, and say they follow California act but don't give further information.
		Do they have certified labels?	0	Credibility	None found.
	Current events	Have they been involved in scandals?	2	0 – Significant 1 – Moderate 2 – Minor 3 – None	They have been involved in criticism from Greenpeace for dumping chemicals into China's wastewater systems and in Mexico too.

	Community	Do they act for the community and its development?	2	0 – No 1 – Below average 2 – Engaged 3 – Best practice	<i>Through Levi Strauss Foundation, they support HIV/AIDS by raising awareness and confronting discrimination, employee engagement and disaster relief, social justice as well as worker rights and well-being. (Levi Strauss, n.d.)</i>
	Transparency	How traceable are their products? (on garments' tags)	1	0 – Not traceable 1 – Minimal info 2 – Average 3 – In detail	<i>They give the materials used and the production country without going into further details.</i>
		How transparent are they concerning their supply chain?	2	0 – No transparency 1 – Minimal 2 – Average 3 – In detail	<i>Discloses precise locations of manufacturing companies and factories without going into detail about working conditions (Levi Strauss, n.d.)</i>
Total weighting for society:			9/18	≥ 13: good	
	Communication of sustainability practices	How well do they communicate their sustainability practices? (How many channels do they use for it?)	2	0 – 0 channel 1 – 1 to 2 channels 2 – 3 to 4 channels 3 – 5 to more channels	<ul style="list-style-type: none"> ○ Website ○ Storytelling ○ Blog http://www.levistrauss.com/unzipped-blog/ ○ Public relations
	Sustainable strategy	Do they have partnerships to tackle sustainability?	2	0 – Legitimacy-oriented 1 – Competency-oriented 2 – Resource-oriented 3 – Society-oriented	<i>They are a part of many associations and memberships, though mostly with ones that help them achieve their goals. (Levi Strauss, n.d.)</i>
		To what CSR profile do they correspond?	2	0 – Null 1 – Manage risks	

SUSTAINABLE MANAGEMENT				<p>2 – Stakeholder pressure & harness opportunities</p> <p>3 – Business with ethics</p>	
		Are they certified for their overall sustainability engagement?	1	<p>0 – No</p> <p>1 – Working on it</p> <p>2 – Benefit corporation</p> <p>3 – B Corp</p>	<i>They do spend a lot of time reaching consumers' awareness on circularity in the fashion industry and how to "use" their clothing in a more sustainable way.</i>
		What type of garment brand are they?	1	<p>0 – Fast fashion</p> <p>1 – Sustainable fashion</p> <p>2 – Ethical fashion</p> <p>3 – Slow fashion</p>	<i>They are considered as sustainable fashion, as they consider environmental and animal impacts such as pesticides, dyes, resource usage, waste, water usage...) and are focused on their products' quality.</i>
		Do they provide significant reports and documentation?	2	<p>0 – Null or code of conduct only</p> <p>1 – + CSR and sustainability report</p> <p>2 – + One or two docs</p> <p>3 – + Many docs</p>	
	Brand philosophy	Are the 3 elements of sustainability considered in their mission statement?	1	<p>0 – No</p> <p>1 – One of them</p> <p>2 – Two of them</p> <p>3 – All three</p>	<i>Mission: Engage consumers with new and familiar products, all while minimizing our impact on the planet. (Levi Strauss, n.d.)</i>
		Are the 3 elements of sustainability considered in their vision statement?	1	<p>0 – No</p> <p>1 – One of them</p> <p>2 – Two of them</p> <p>3 – All three</p>	<i>Vision: Building on heritage to move company forward to be as innovative and relevant to today's consumers and tomorrow's. (Levi Strauss, n.d.)</i>

	Are the 3 elements of sustainability considered in their values?	1	0 – No 1 – One of them 2 – Two of them 3 – All three	<i>Values: Empathy, originality, integrity, courage. (Levi Strauss, n.d.)</i>
Total weighting for sustainable management:		13/27	≥ 20: good	
TOTAL SCORE:		36/75	≥ 56: good	<i>Levi's is considered 48% unsustainable.</i>

FAIR MARKETING ASSESSMENT SCHEME			
CAMPAIGN: WATER<LESS			
Indicators	0 - 3	Measure	Comments
Does their claim focus on a sustainable environment, society and economy?	2	0 – None 1 – One area 2 – Two areas 3 – All three	<i>Focuses on environment for the water usage part and society for reaching awareness on using less water</i>

Is the claim clear and precise enough?	2	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	
Do they have verified labels?	0	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>No. They give themselves their own label “Water<Less”.</i>
Are their claims relevant?	2	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	
To how many of their products does their claim apply?	1	0 – One type of product 1 – One product line 2 – Half of products 3 – All products	<i>To one product line. Not all jeans are made with less water.</i>
May we say they are telling the truth?	3	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	
Are the words on their ads plausible/accurate?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>They give facts and figures about water usage but it is hard to say how accurate they are and what contexts they take them from.</i>

Are the visuals and/or graphics of their ads plausible/accurate?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	
Do they show proof for their claims on their ads?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>The only “proof” they have, are facts and figures but they are not backed up with proof or references.</i>
Do they illustrate their sustainability actions in a plausible way?	1	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>They exaggerate by talking about all the negative externalities there are in washing jeans. But producing them, is still one of the root issues. It is a little hypocritical.</i>
Do they tackle all the important issues?	0	0 – No 1 – Slightly 2 – Moderately 3 – Significantly	<i>They tackle water usage and pollution but do not tackle circularity nor labour conditions within the supply chain for example.</i>
Total score	18/ 33	≥ 25: Fair marketing	<i>Brand’s marketing is considered fair if scoring 25 or more, which accounts for at least 75%.</i>

Environmental score	14 / 30	47%	Threshold is at 75%
Societal score	9 / 18	50%	
Sustainable management score	13 / 27	48%	
Total sustainability score	36 / 75	48%	
Fair marketing score	14 / 33	42%	
Brand trustworthiness (Sustainability score + Fair marketing score)	50 / 108	46 %	