

*Il presente e il futuro della moda sostenibile, 23 settembre 2021*

# Marina Iremonger

*Senior Trade Adviser, Head of Consumer&Retail and Creative Industries Trade Team, Department for*

*International Trade – British Consulate General Milan*



Department for  
International Trade

The GREAT logo, featuring a stylized Union Jack flag above the word "GREAT" in bold white letters, with "BRITAIN & NORTHERN IRELAND" in smaller white letters below it, all on a red background.

**GREAT**  
BRITAIN & NORTHERN IRELAND

# UK Government Actions 2012-2021

## DEFRA, Department for Environment, Food & Rural Affairs

- [SCAP 2020 voluntary agreement](#) (Sustainable Clothing Action Plan). Launched in 2012 by DEFRA, [SCAP 2020](#) set out to cut carbon, water and waste by influencing product design and manufacture, re-use and recycling.
- Replaced with **Textiles 2030** from April 2021. [Textiles 2030](#) will reduce carbon emissions and contribute towards wider sector targets under the British Retail Consortium Climate Action Roadmap, the Paris Agreement and the UN Fashion Industry Charter for Climate Action. Textiles 2030 targets: Cut carbon by 40%+ to align with 1.5°C global target, cut water consumption by 30% and create and deliver a circular textiles roadmap for the UK. Info on: <https://wrap.org.uk/taking-action/textiles/initiatives/textiles-2030>
- [research by WRAP](#)
- WRAP is the Waste and Resource Action Programme - the UK's leading sustainability charity.

## UK Government and global UN commitment

- The UK is a **leader on the clean growth agenda**, supported by ambitious domestic regulation. UK law sets out that by 2050 the UK must have net-zero greenhouse emissions, and that by 2040 all new cars sold will be zero emissions. The UK is proud to be the first major economy to legislate for net zero emissions by 2050 (legislation 12 June 2019).
- In September 2015, the UK signed up to the United Nations Sustainable Development Goals including a commitment (SDG 12) to ensure **sustainable consumption** and production patterns. UK Government participates actively in the UN Race to Zero campaign globally. Companies across the UK fashion industry are changing their business to adapt to these challenges, and leading designers and brands are committed to the **Fashion Industry Charter for Climate Action** (developed during COP-24 in 2018). Charter signatories include Burberry, Stella McCartney, Marks&Spencer, Farfetch, John Smedley, Bottletop, Mulberry, Primark, besides the British Fashion Council. Info on: <https://unfccc.int/climate-action/sectoral-engagement/global-climate-action-in-fashion/about-the-fashion-industry-charter-for-climate-action>

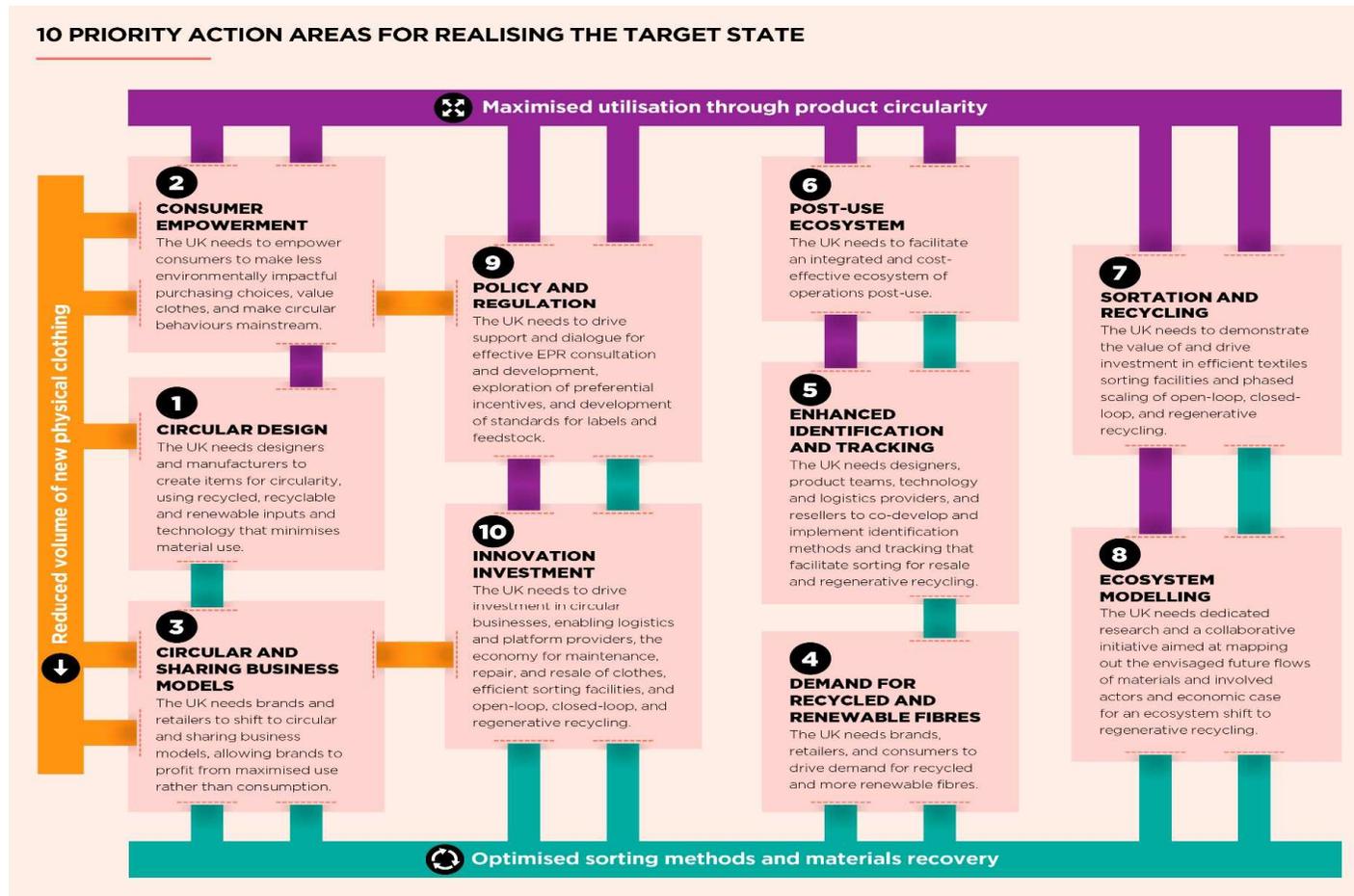
## UK Parliament Environmental Audit Committee

- In 2018 the **UK Parliament Environmental Audit Committee** issued the ***Fixing Fashion*** report with recommendations for the fashion industry on how to reach net zero emissions by 2050 - changing our consumption patterns and improving our resource productivity. **Textile waste** has been identified as a priority area to address its Resources and Waste strategy.
- In February 2019, the Environmental Audit Committee reopened their 2018 Fixing Fashion inquiry, to evaluate the progress made by industry retailers and manufacturers to improve the **ethical and social cost of clothing** (following Boohoo clothing e-commerce scandal about poor working conditions in Leicester clothing factories)

# British Fashion Council

- BFC's London Fashion Week was the first fashion initiative in Europe to include a **sustainable fashion trade show called Estethica**, launched in 2006. BFC has recently established the **Institute of Positive Fashion (IPF)**, a **platform and community** which helps the British Fashion Industry lead in the goal to be more resilient and circular through global collaboration and local action. Estethica and the Positive Fashion initiatives have launched new UK sustainable fashion designers globally. UK leading sustainable fashion ambassador is Stella McCartney.
- The Institute of Positive Fashion's **Circular Fashion Ecosystem** programme sets out what UK fashion companies should do to create a circular economy industry in the future with 3 main target outcomes
  - Target outcome 1: Reduced volume of new physical clothing**
  - Target outcome 2: Maximised utilisation and revaluation through product circularity**
  - Target outcome 3: Optimised sorting methods and materials recovery**and **10 priority actions**

# British Fashion Council – Circular Fashion Ecosystem: Ten Priority Actions - Info on [www.instituteofpositivefashion.com/Circular-Fashion-Ecosystem](http://www.instituteofpositivefashion.com/Circular-Fashion-Ecosystem)



## UK Fashion & Textile Association

- [Letsmakeithere.org](https://www.letsmakeithere.org): is the UK Fashion and Textile Association database for sourcing UK manufacturers, available in 7 languages.
- The 'Made in the UK' branding is highly prized around the world, finding particular favour in markets such as Japan, Germany, France and Italy, as well as the USA and South Korea. UK manufacturing is currently undergoing a revival, responding to a growing domestic demand for speed to market, convenience and stability as well as increasing interest from international consumers looking for high quality UK-made product

# The Department for International Trade *Clean Growth* campaign

- DIT has launched a Europe wide *Clean Growth* campaign with a full programme of events. Further information at:
- <https://www.events.great.gov.uk/ehome/cleangrowththeurope/home/>
- One of the Clean Growth focus areas is **Sustainable consumption**, ie the consumption of products and services that have a low impact on the environment. According to the United Nations, responsible consumption and production is one of the 12 sustainable development goals. The fashion industry is one of the [primary polluters in the world](#). It is responsible for 8 % of annual global carbon emissions, more than all international flights and maritime shipping combined.

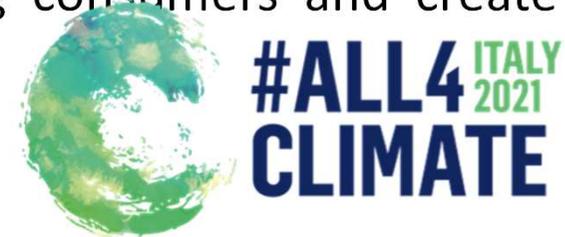
# DIT ITALY – Sustainable Consumer and Creative activities

- 2011-2015 ***The Green Closet***, collective showcase of sustainable fashion brands at Pitti's women's trade exhibitions in Milan
- 2014-2015 ***The Green Room***, curated showcase of sustainable furniture and furnishings during Milan's Salone and Design Week
- 2019-2021 Roundtables on sustainable fashion to share best practice:
- Jan 20: ***UK-Italy Lessons in Sustainable Fashion***, during Pitti Uomo Florence
- Oct 20: ***Sustainable Fashion Day*** during Venice Fashion Week with 2 catwalk shows, Italian designer Tiziano Guardini and British designer Patrick McDowell
- Nov 20: ***Race to Zero in the Fashion Industry*** webinar, ahead of COP26
- Feb 21: ***Corporate Climate Action Roundtable for Southern Europe***, in collaboration with The Carbon Trust
- Sept 21: ***THE ROAD TO COP26***

# THE ROAD TO COP26 – ALL4CLIMATE ITALY 2021

## sustainable consumption activities on the occasion of Milan pre-COP26

- [The Road to COP26](#) is a programme of events taking place at UK House Villa Necchi Campiglio from 29<sup>th</sup> September to 1<sup>st</sup> October and is also included in the official [All4Climate Italy 2021](#) programme promoted by the Italian Ministry for Ecological Transition.
- Within this series of activities the Consumer&Retail team of the Department for International Trade Italy, in partnership with luxury fashion e-commerce platform YOOX, has organised a digital pop-up gallery called *UK Fashion for a Sustainable Future*. Eight British sustainable fashion brands have been selected based on their sustainability criteria and will be sold from 30<sup>th</sup> Sept until 31<sup>st</sup> Dec 2021, to demonstrate how an international luxury e-commerce platform and government can collaborate to reach a global audience of young consumers and create a positive impact on their buying behaviour.



## **THE ROAD TO COP26 – ALL4CLIMATE ITALY 2021**

### **sustainable consumption activities on the occasion of Milan pre-COP26**

- Another important initiative around responsible luxury fashion will be a private event organised by the DIT team at our UK House in Milan in collaboration with the YOOX NET-A-PORTER Group and The Prince's Foundation, to mark the kick-off of the 2<sup>nd</sup> edition of the Modern Artisan and reflect on the importance of sustainability and craftsmanship in fashion
- Sustainable Consumption video: On World Environment Day, 5<sup>th</sup> June, DIT hq launched the sustainable consumption video ahead of COP26. This is the link to the video: <https://www.youtube.com/watch?v=stO-grUlo1Y>



THANK YOU!



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