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Drivers of innovation for environmental sustainability in the garment sector

Technical Webinar - Tuesday 24th November 2020 @2pm (Bangkok)

Ms Katarina Veem and Ms Karina Kallio, PhD Candidates, Institute for Sustainable Futures, University of Technology Sydney

This project is funded by the Swedish International Development Agency (SIDA) as part of the “Decent Work in the Garment supply chain in Asia project

Facilitators and speakers



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Senior Specialist on
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▶ DECENT WORK IN THE GARMENT SECTOR SUPPLY CHAINS IN ASIA

Dr Cristina Martinez
Sr Specialist Environment & Decent Work

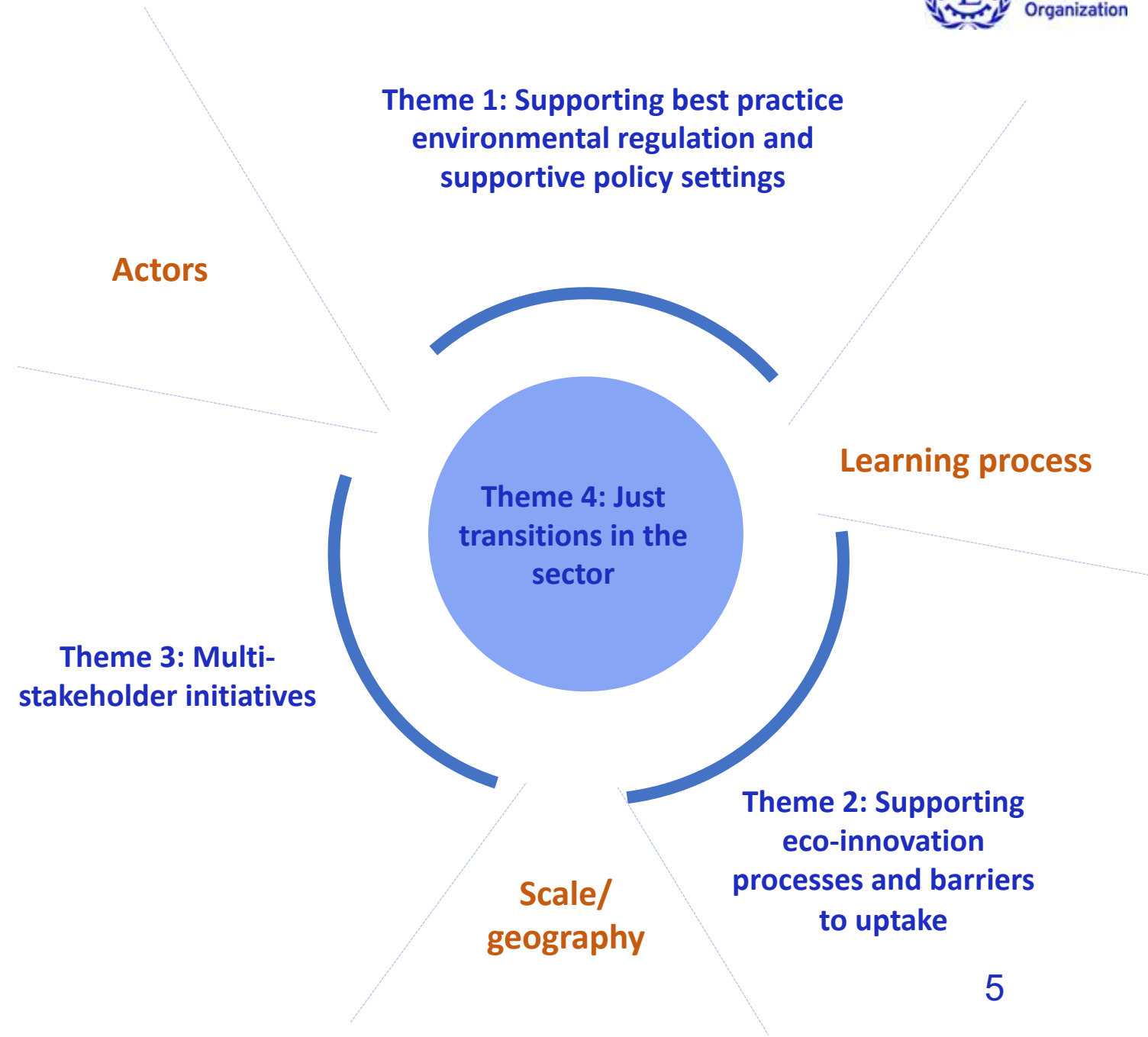


Decent work in the garment sector supply chains in Asia

Project focus areas

1. **STRENGTHEN INDUSTRIAL RELATIONS** through comparative data and knowledge to support effective social dialogue in the sector
2. **CLOSE GENDER GAPS** by developing knowledge, training and advocacy to address violence and harassment, promote equal pay, support maternity protection and work-family balance, and strengthen women's voice and representation in the workplace
3. **IMPROVE ENTERPRISE PRODUCTIVITY & COMPETITIVENESS** through concrete tools and insights to drive factory upgrading and improve working conditions and sustainability
4. **ENHANCE ENVIRONMENTAL SUSTAINABILITY** by strengthening (a) policy and regulatory guidance, and (b) tools and knowledge to support eco-innovation and the Just Transition
5. **IMPROVED PLATFORMS & MECHANISMS FOR REGIONAL INDUSTRY EXCHANGE & KNOWLEDGE SHARING**

- **Outcome 4: ENHANCE ENVIRONMENTAL SUSTAINABILITY** by strengthening (a) policy and regulatory guidance, and (b) tools and knowledge to support eco-innovation and the Just Transition





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▶ Dr. Samantha Sharpe



▶ Outline of webinar

▶ Introduction

- PhD program contributes to **knowledge generation** in outcome 4
- Why **new knowledge is critical** – meeting emission reduction targets and SDGs
- ISF PhD program – **transdisciplinary**
- Industry-facing PhD process – **challenge focus, systems based**



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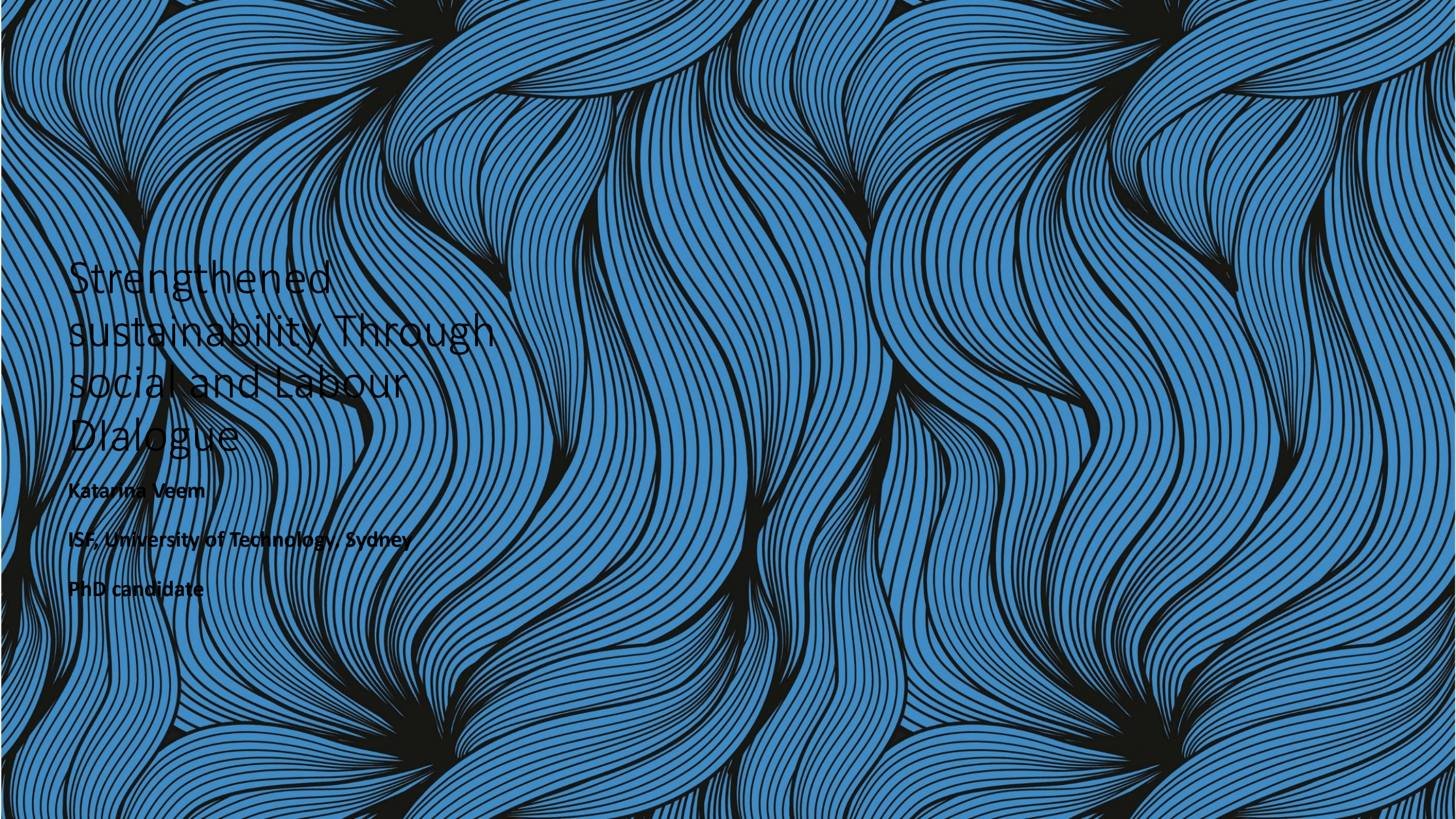


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► Ms. Katarina Veem





Strengthened sustainability Through social and Labour Dialogue

Katarina Veem

ISF, University of Technology, Sydney

PhD candidate

The failure of any nation to adopt humane conditions of labour is an obstacle in the way of other nations which deserve to improve the conditions in their own countries. (ILO, 1919)

High Level Political Forum (July 2020)

“... the absolute need to maintain a proper and respectful relationship between humanity and nature. The crisis has made it evident that a healthy life, a safe work place, productive economies and decent work all depend on a sustainable environment.”

“...we must address now the existential challenges of climate change and environmental sustainability.”

“... (in response to the pandemic) we must build a better world for people and planet”

“ This is the time for bold leadership. Bold commitment. To set a course that will transform our production and consumption systems to green and resilient economies and societies. “

“ The COVID recovery efforts put in place by governments today lay the foundations for a better normal tomorrow”

1919 Sweden

- Agrarian society
- Low level education and skill
- Textile industry at the core of industrialization
- Building wealth and prosperity – decent work

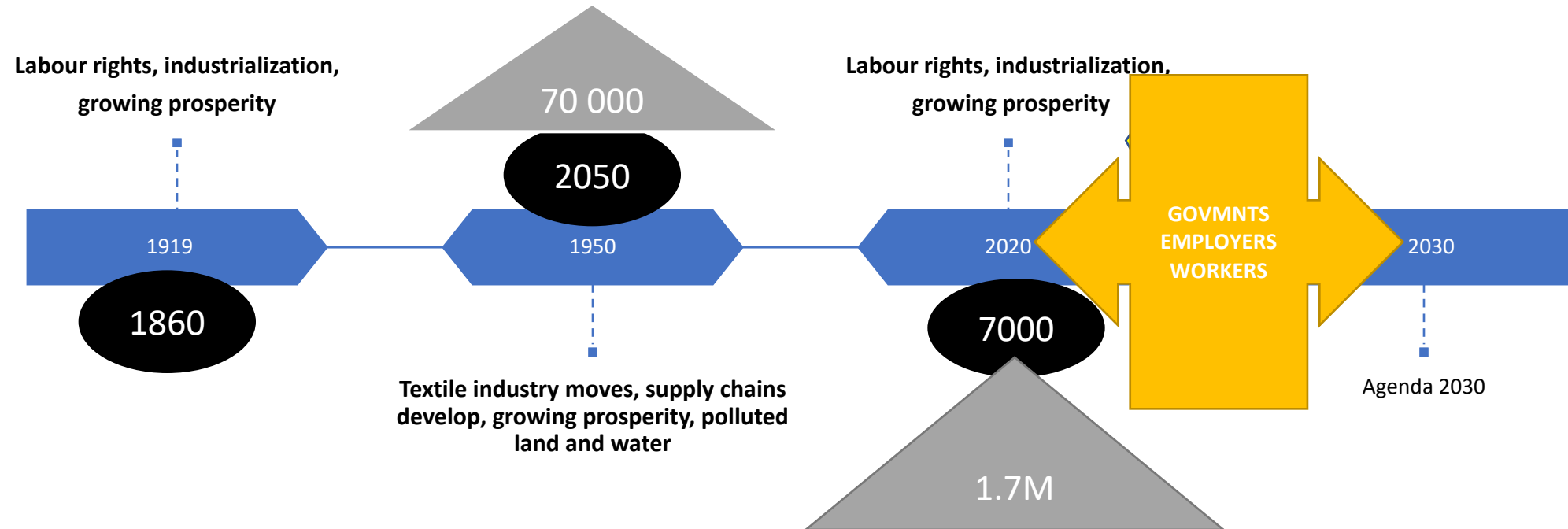
1950 Sweden

- Textile industry moved
- Polluted land and water
- Remediation

2020 Sweden

- Most polluted rivers and lakes in Sweden
- 240 000 m³ polluted sediments (oil, zinc, mercury, lead, dioxins, DDT)
- 2011 17M Euro
- 2013 22M Euro
- 2019 60M Euro
- Pollution “stands still” in sediments
- Climate change – stronger flows, floods, storms.
- Sediments become a threat to humans, animals and agriculture

Historical perspective



Successful transformation requires

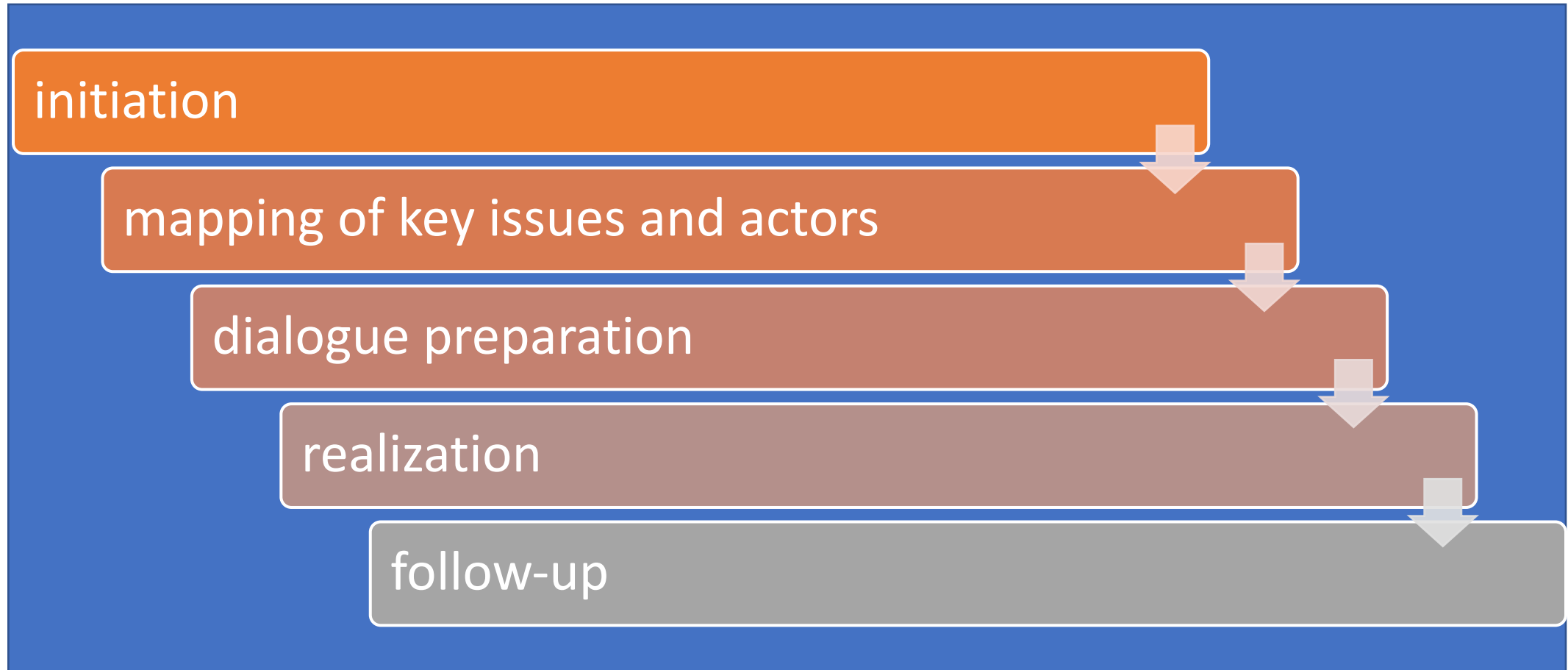
information that strikes a
balance between different
kinds of knowledge
(Pohl et al., 2010)

meet the needs of society
more effectively and to
inform sustainable policy
directions
(Mauer et al., 2013).

multi-stakeholder platforms
incorporate multiple voices,
plural meanings, as well as
elements of dissensus
(Calton and Payne, 2003)

Transformation process

(Biekart and Fowler, 2016)





**SWEDEN
TEXTILE
WATER
INITIATIVE**



Solidaridad



MULTI-STAKEHOLDER PLATFORMS

(BEYERS AND HEINRICHS, 2019)



THANK YOU

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► Ms. Karina Kallio



Weaving Narratives of Transformation
from the Fashion & Textiles Industry
to Sustainably Regenerative Cultures:

Vietnamese and Cambodian Perspectives

Overview

- Research Contexts & Motivation
- Research Questions
- Literature Review
 - Where are we? Current fashion industry and drivers of change
 - Where to? Visions for Sustainably Regenerative cultures
 - How do we get there? Theories of Change -
- Research Design - Methodology and Methods

Background : Concept and Fashion Designer



MARCS



MAMBO



HOLLISTER



**AMERICAN EAGLE
OUTFITTERS**



**Abercrombie
& Fitch**

True Cost of Fashion



Image Source: *“The True Cost”* Documentary (2015)

COVID19 - Breathe



*Biomimicry Designer Jun Kamei
Photography by Mikito Tateisi
Model Jessica Wang*

RESEARCH QUESTIONS

How can fashion and textile enterprises and supply chains cultivate the conditions that allow space for sustainably regenerative cultures, systems and practices to emerge and flourish?

- How are Vietnamese and Cambodian fashion enterprises taking conscious, full spectrum, place-based, relational approaches to designing transitional pathways in order to transform into sustainably regenerative cultures?
- How can these practices be illuminated in a generative way to inspire others within the industry to develop and amplify sustainably regenerative cultures within their own local contexts?

Global Fashion Industry

➤ General Statistics

- 3rd Largest Global Industry
- Employs 75 Million workers globally
- Financial Value USD \$2.5 Trillion
- Creates 114 billion garments per year

➤ Drivers

- Economic Growth
- Economic Globalisation
- Fast Fashion
 - Low price & quality, speed to market



Negative Environmental and Social Effects of the Apparel Industry



SOURCE: WWW.SUSTAINABLEFASHIONACADEMY.ORG

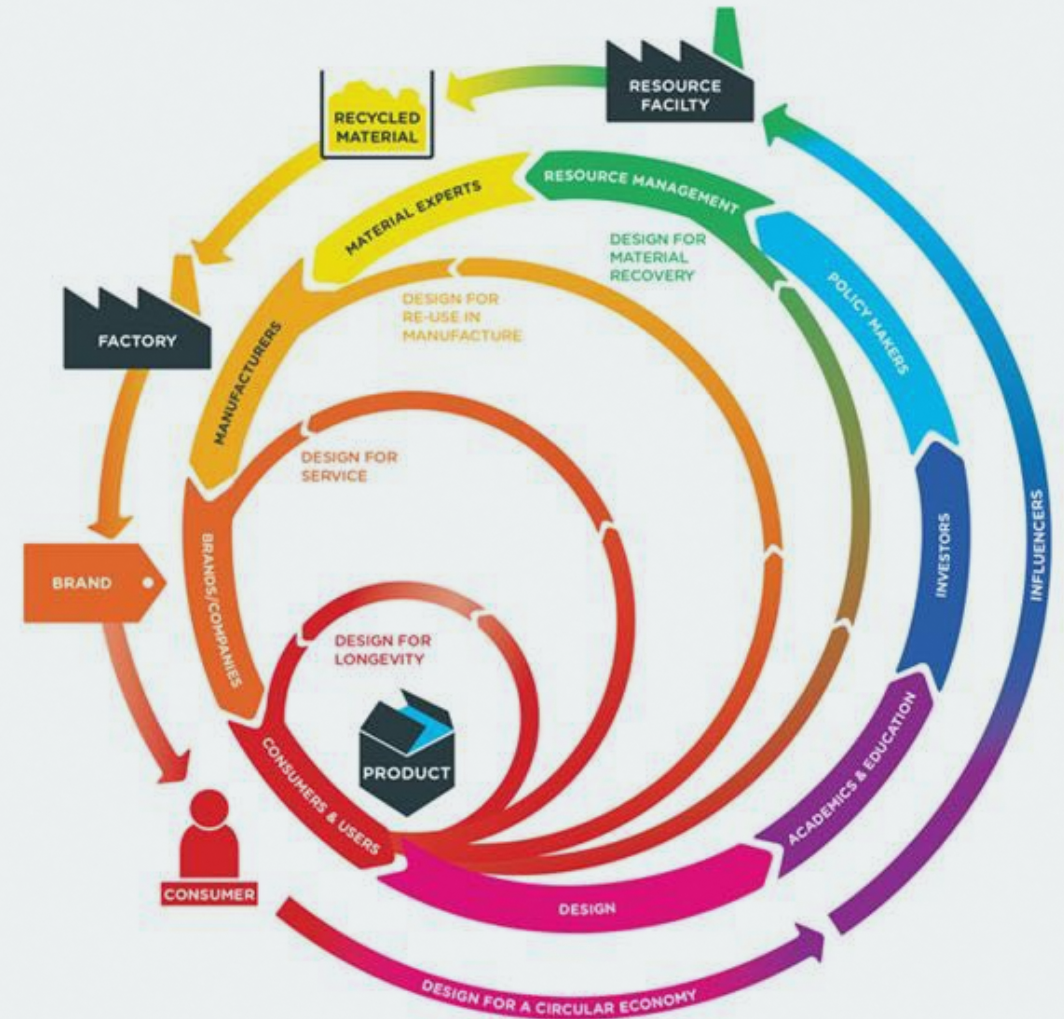
True Cost of Fashion



Image Sources. Top (Left to Right): [CNN.com](https://www.cnn.com), deeply.thenewhumanitarian.org, <https://www.ecotextile.com/>
Bottom Left: [apparelresources.com](https://www.apparelresources.com), www.abc.net.au, www.thenewdaily.com.au

Drivers of Change

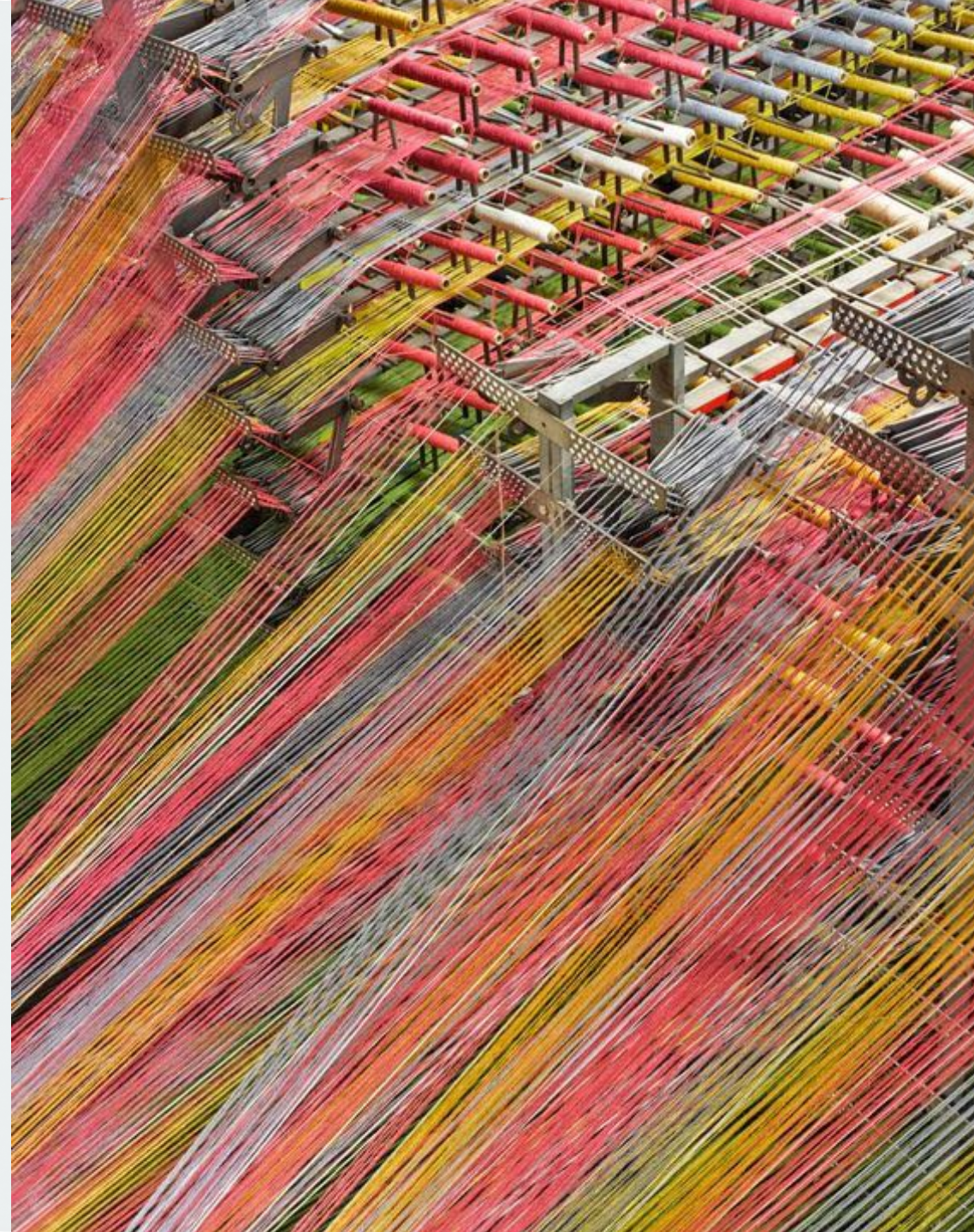
- Corporate Social Responsibility
 - Codes of Conduct and Auditing
- Circular Economy
- Digitisation and Automation
 - Online Retail
 - Digital Sampling
- Near-shoring



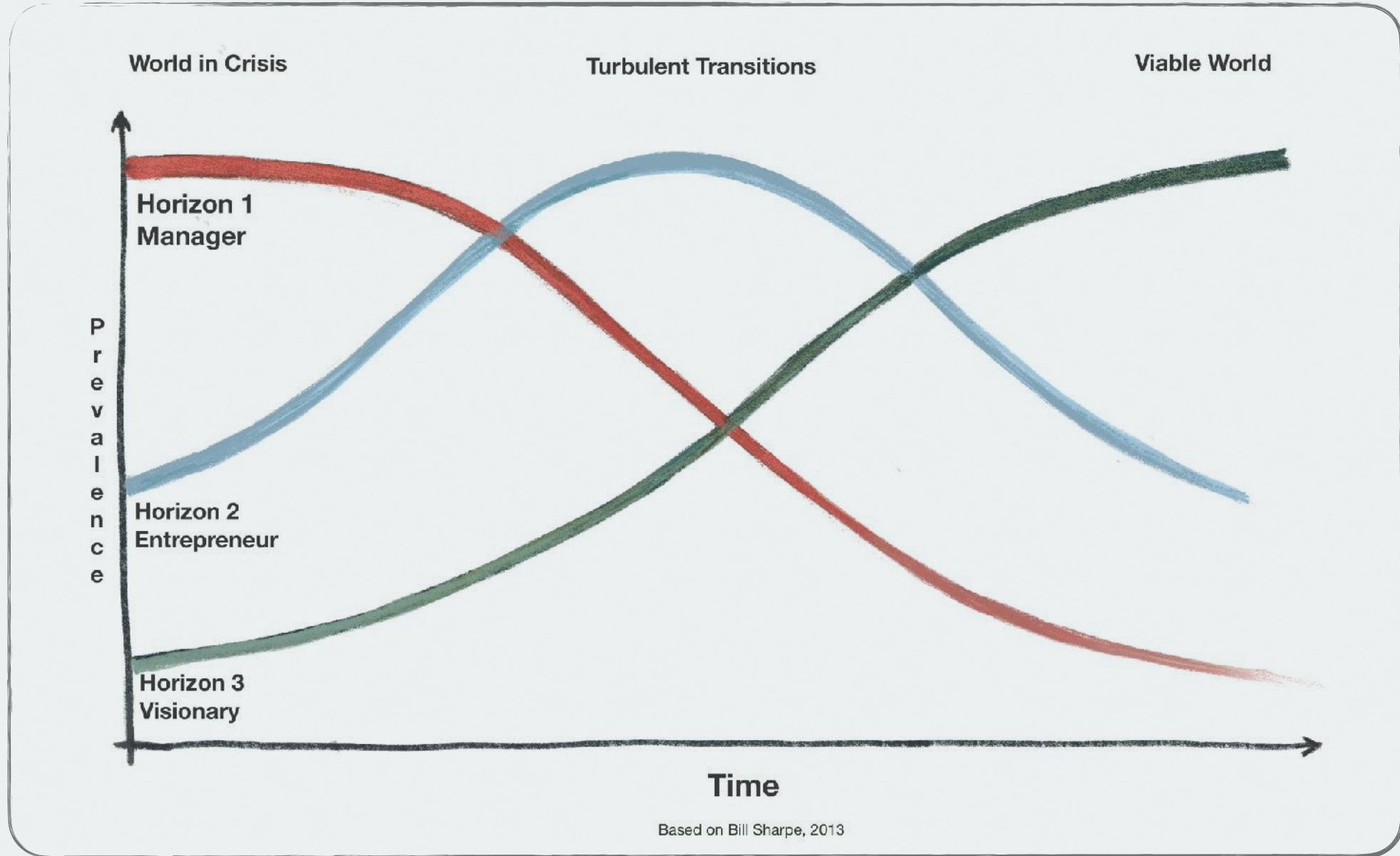
Asian Fashion Industry

- Prominent role in Production
- Diverse strategies of development by country
 - Large professionalised manufacturers
 - Low cost, transactional manufacturers
- Growing middle class - Regionalisation
- Digitisation and Automation

Photo Credit : Chris Payne



Three Horizons Framework



“

The shape of the response needs to meet the
shape of the problem.

- *Nora Bateson*

Living Systems Theory

Works form Principles:

- Autopoietic - Self-organised and making
- Interact & respond in dynamic relationship with their environment
- Health is indicated by a high degree of diversity
- Their structure is networked & fractal
- Full of potential, interdependence and co-operation

Based on Irwin, 2011, Meadows, Thinking in Systems, 2008, Wheatley, Leadership and the New Science, 2006, Capra & Luisi, The Systems View of Life, 2014. Photo from ecoliteracy.org



Living Systems Thinking and Values

Thinking		Values	
Mechanistic Reductionist	Living Systems Holistic	Mechanistic Reductionist	Living Systems Holistic
Linear	& Non-linear Patterns	Self-assertive	Integrative
Objects	& Relationships	Expansion / Growth	Regenerative
Structures	& Processes	Competition	Co-operation
Measuring	& Self-organising	Quantity	Quality
Self-assertive	& Integrative	Domination	Partnership - Network
Rational	& Intuitive	Hierarchy	Empowerment
		Fear	Love

From Capra & Luisi , The Systems View of Life, 2014, p13

Ecological Economics to Doughnut Economics

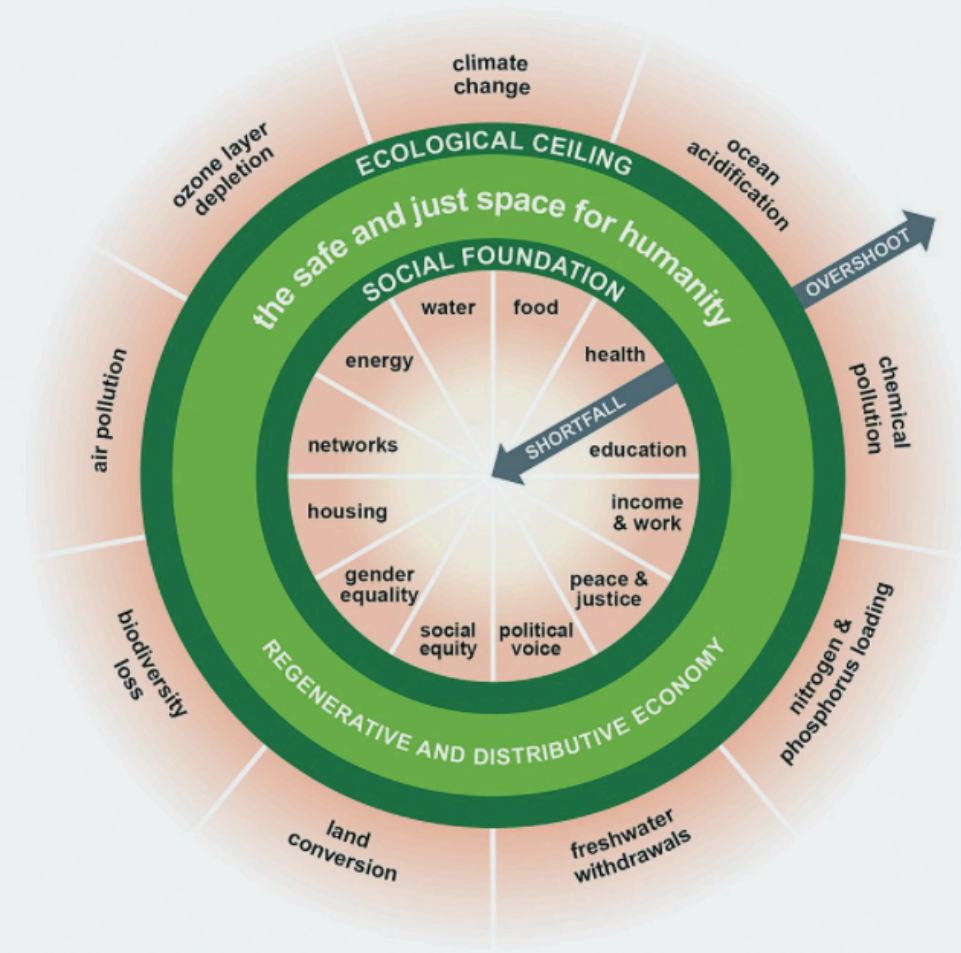
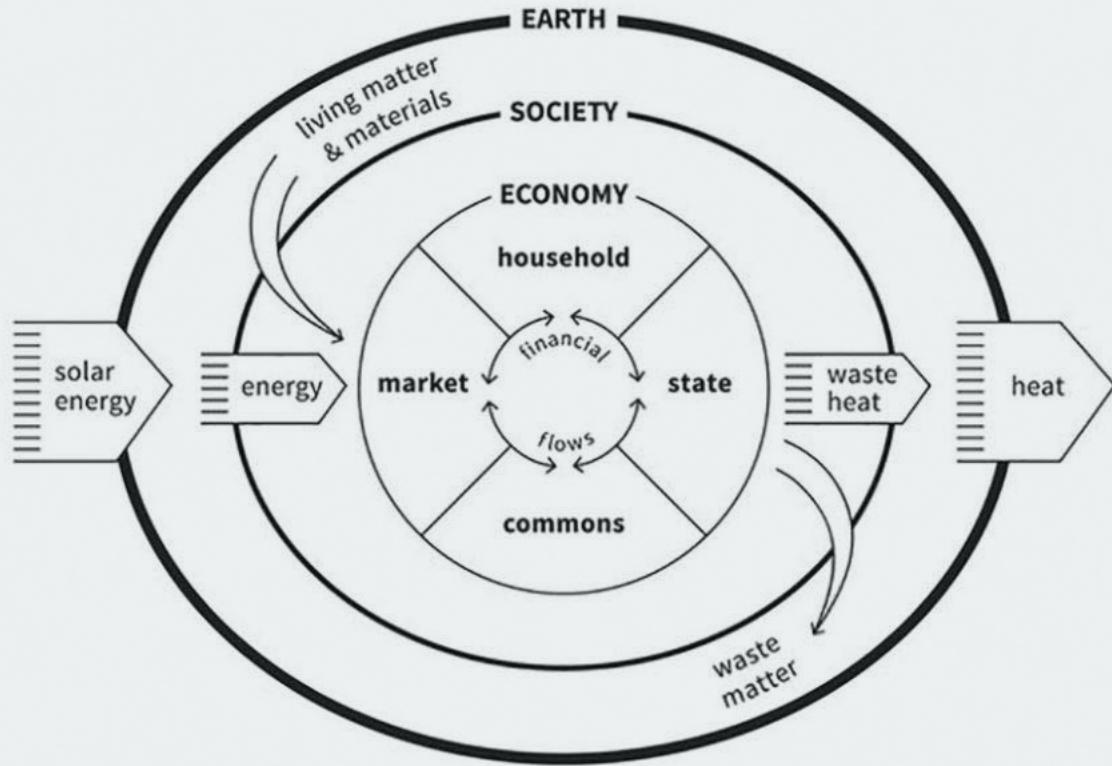
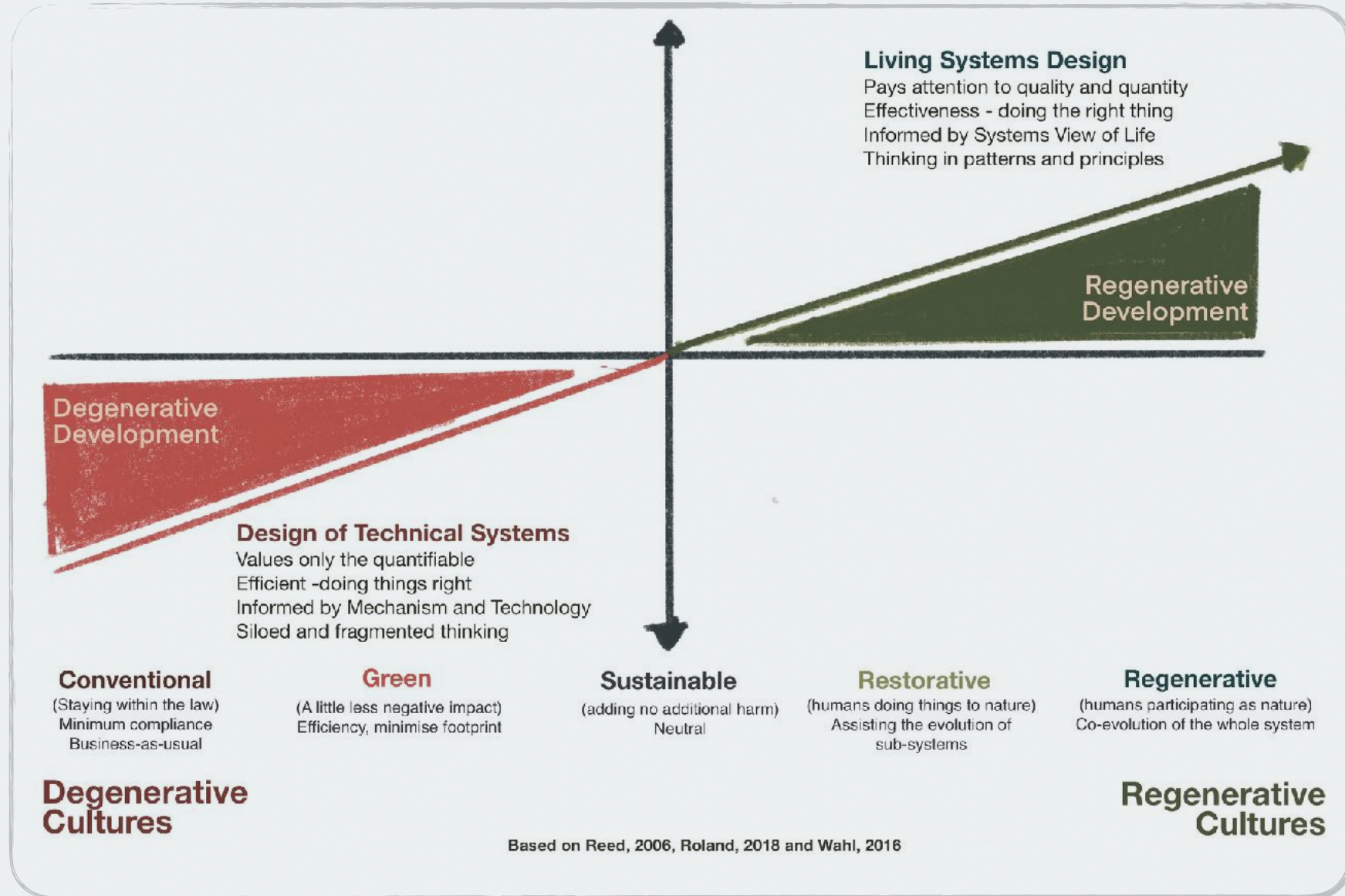


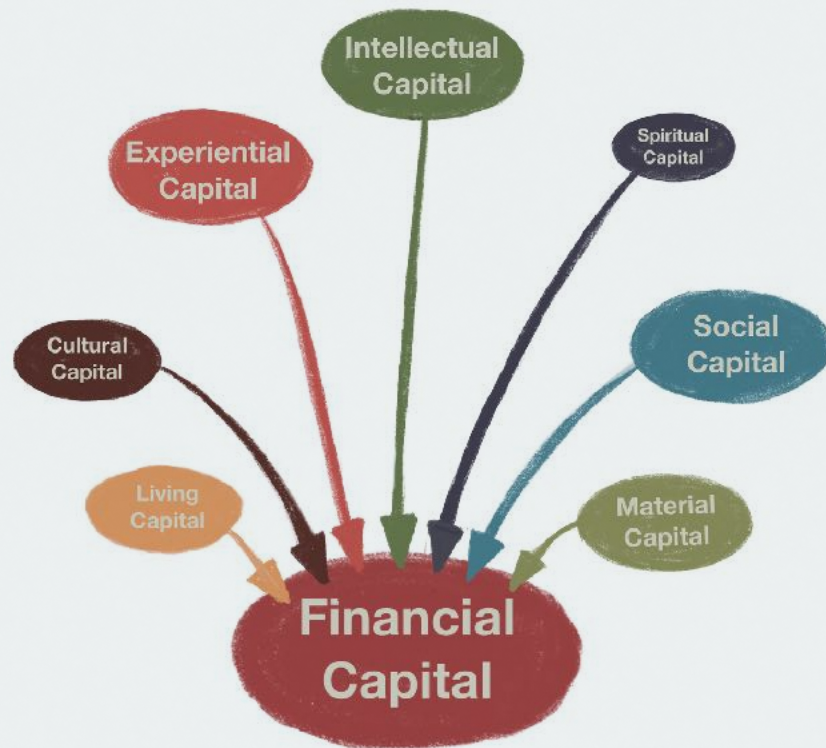
Image Sources: Doughnut Economics Kate Raworth, 2017

Design and Development for Regenerative Cultures



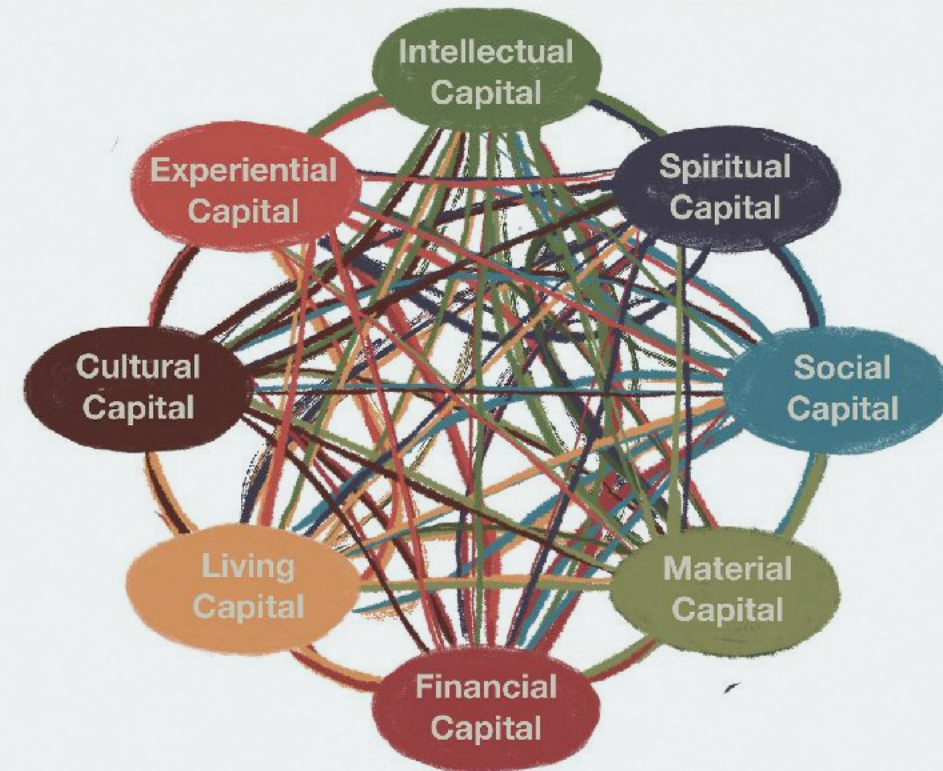
Regenerative Enterprise Ecologies - Multiple Capital

Conventional Capital Flows



Multiple Capital Flows

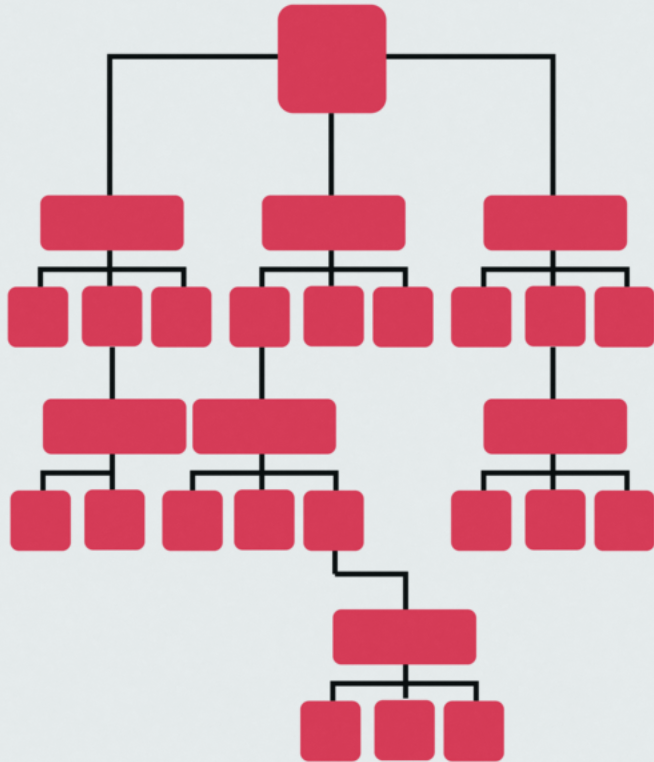
Networked, Distributed, Reciprocal



Based on Landua and Roland, 2013

Regenerative Enterprise Ecologies

Conventional – Reductionist
Organisational Chart

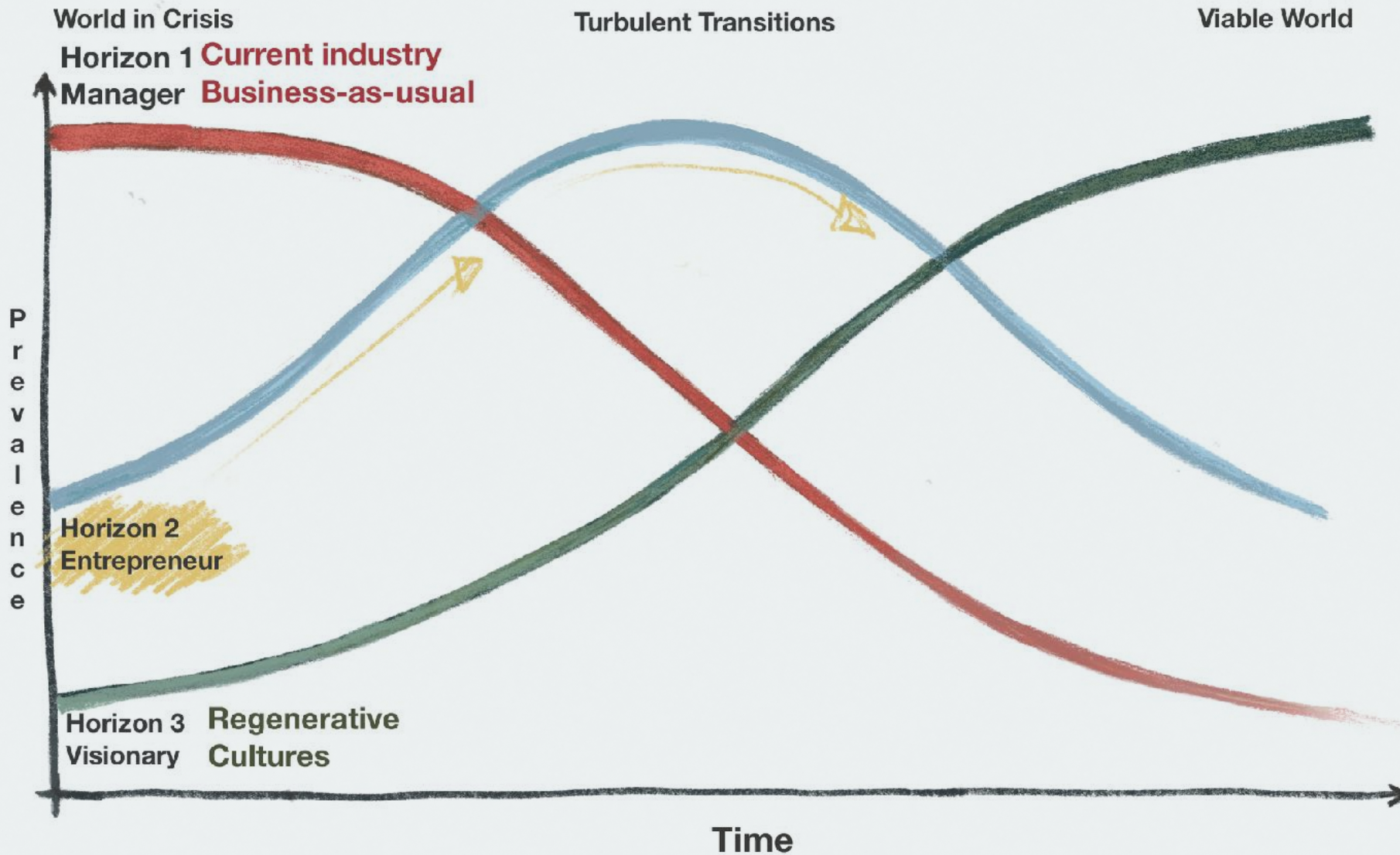


Living Systems
Enterprise Ecology Map

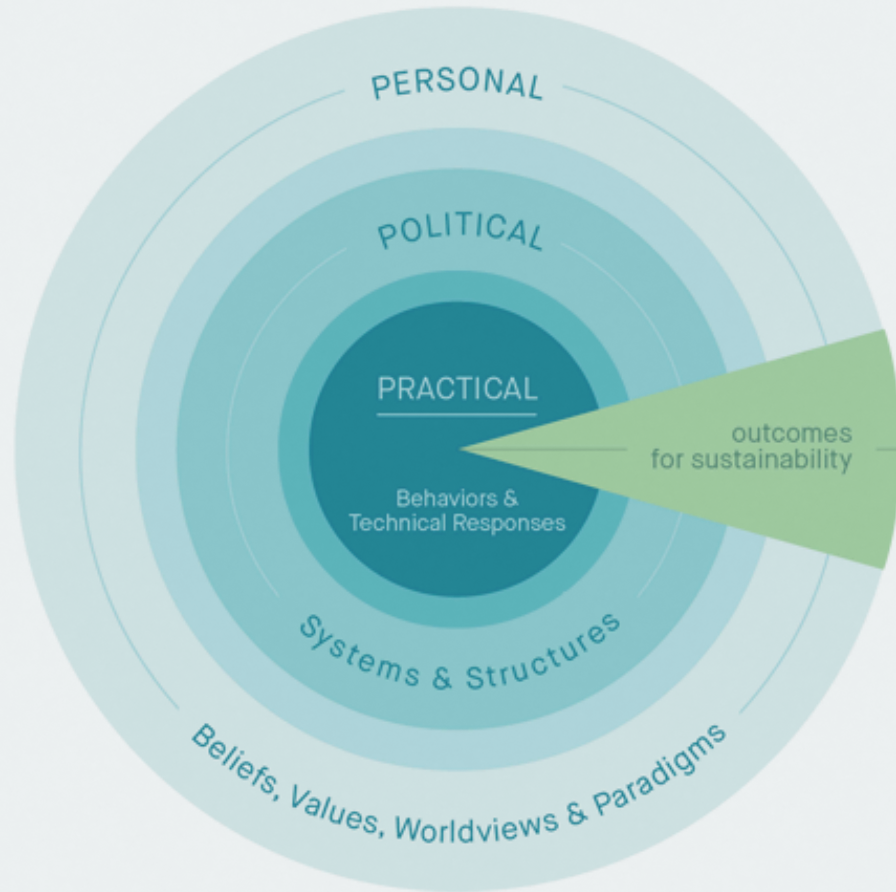


Based on Hutchins and Storm, 2019

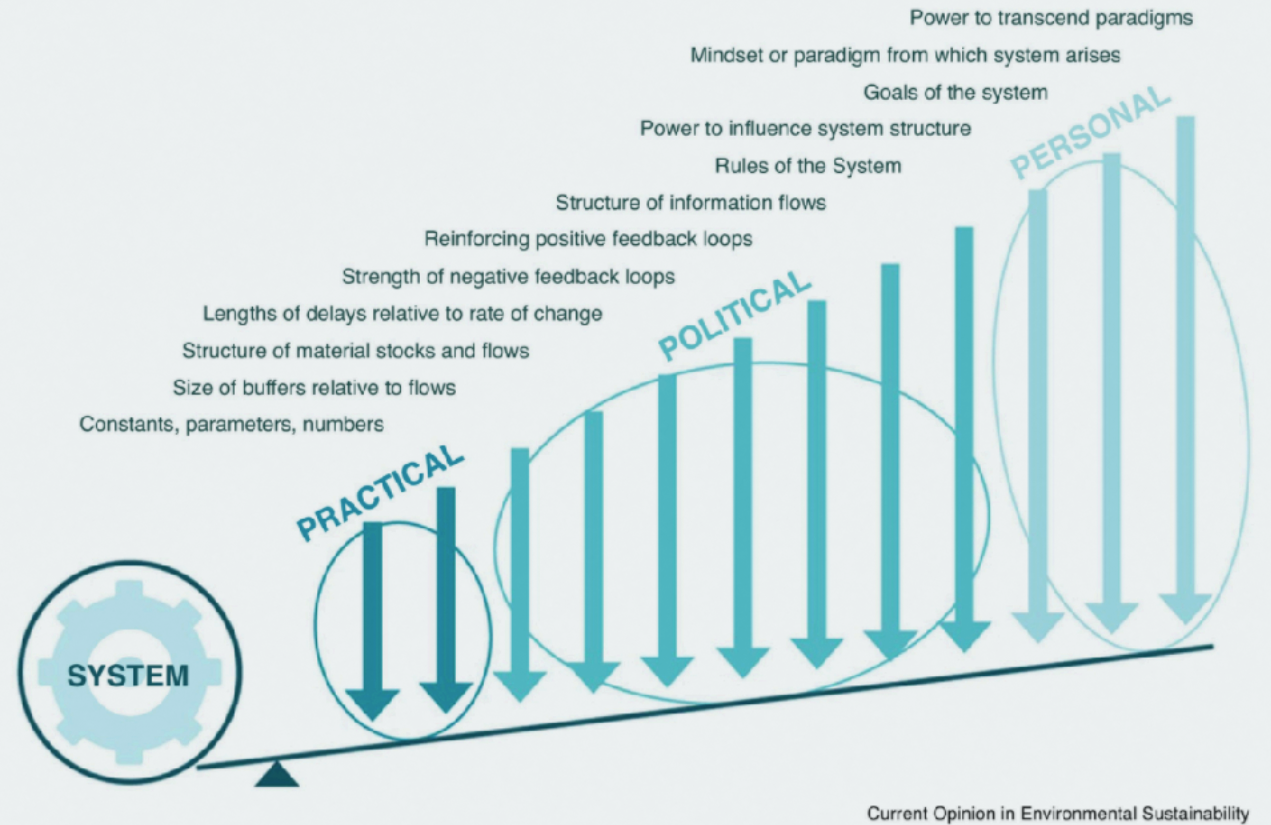
Systems Transformations



The Three Spheres of Transformation & Meadow's Leverage Points

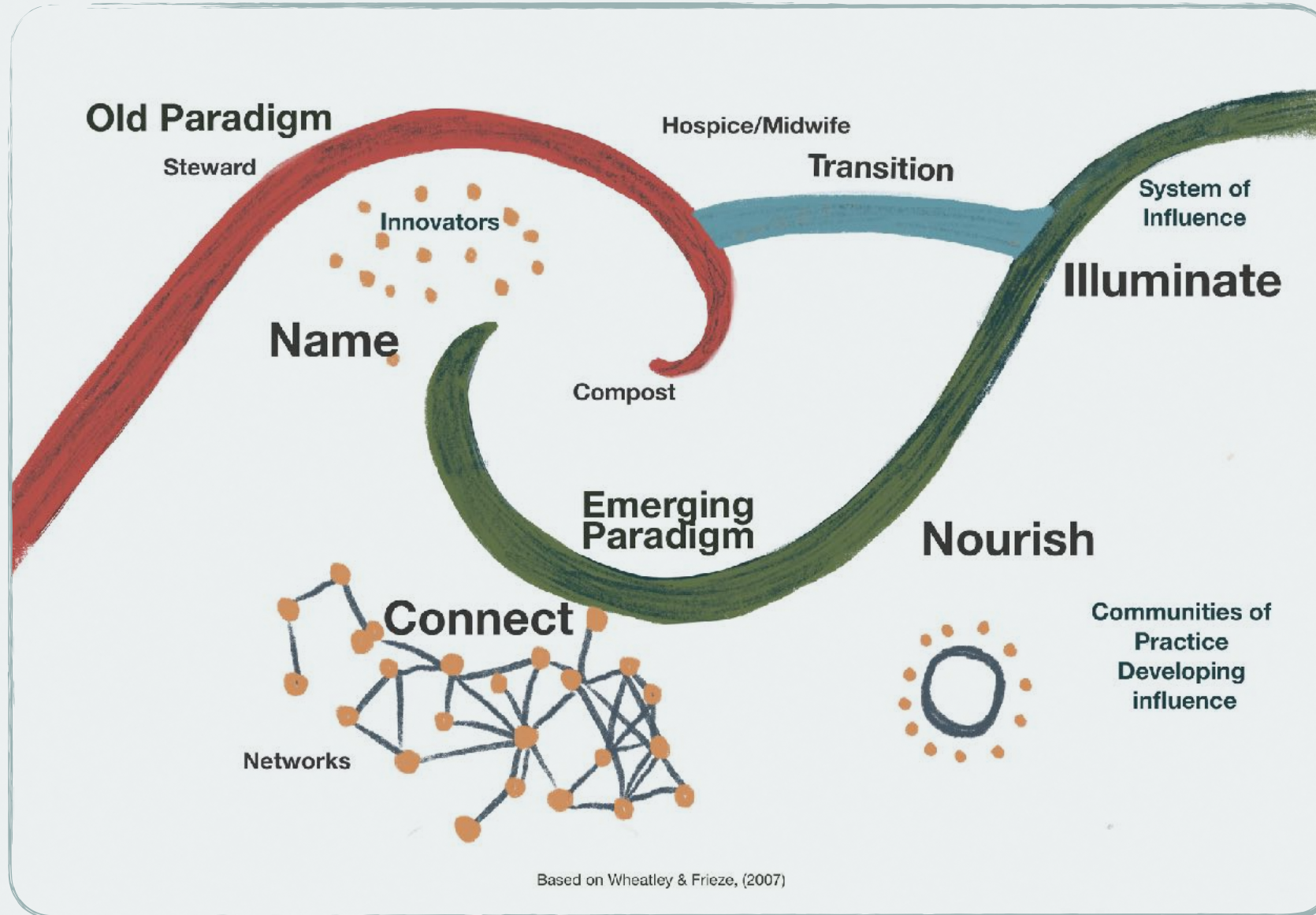


Based on O'Brien & Sygna, 2013; Monica Sharma, 2009
'Conscious Full Spectrum Transformation' model



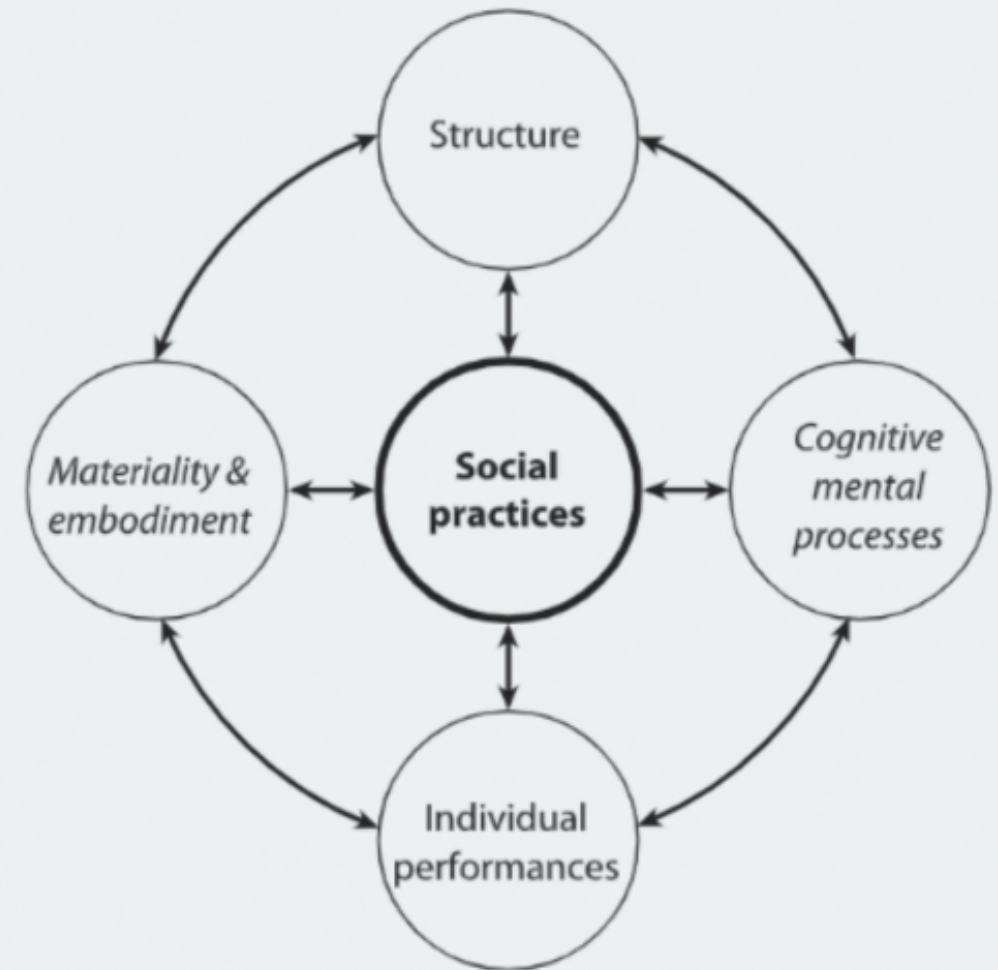
Based on O'Brien 2018

Berkana Two-Loops Model



PHILOSOPHY AND THEORETICAL FRAMEWORK

- Transdisciplinary
 - Holistic / Integral / Pluralistic
 - Social Constructivist
- Theoretical Lens :
 - Living Systems Theory
 - Appreciative Inquiry
 - Social Practice Theory



Sourced from: Freyer & Bingen, 2012

METHODOLOGY & METHODS

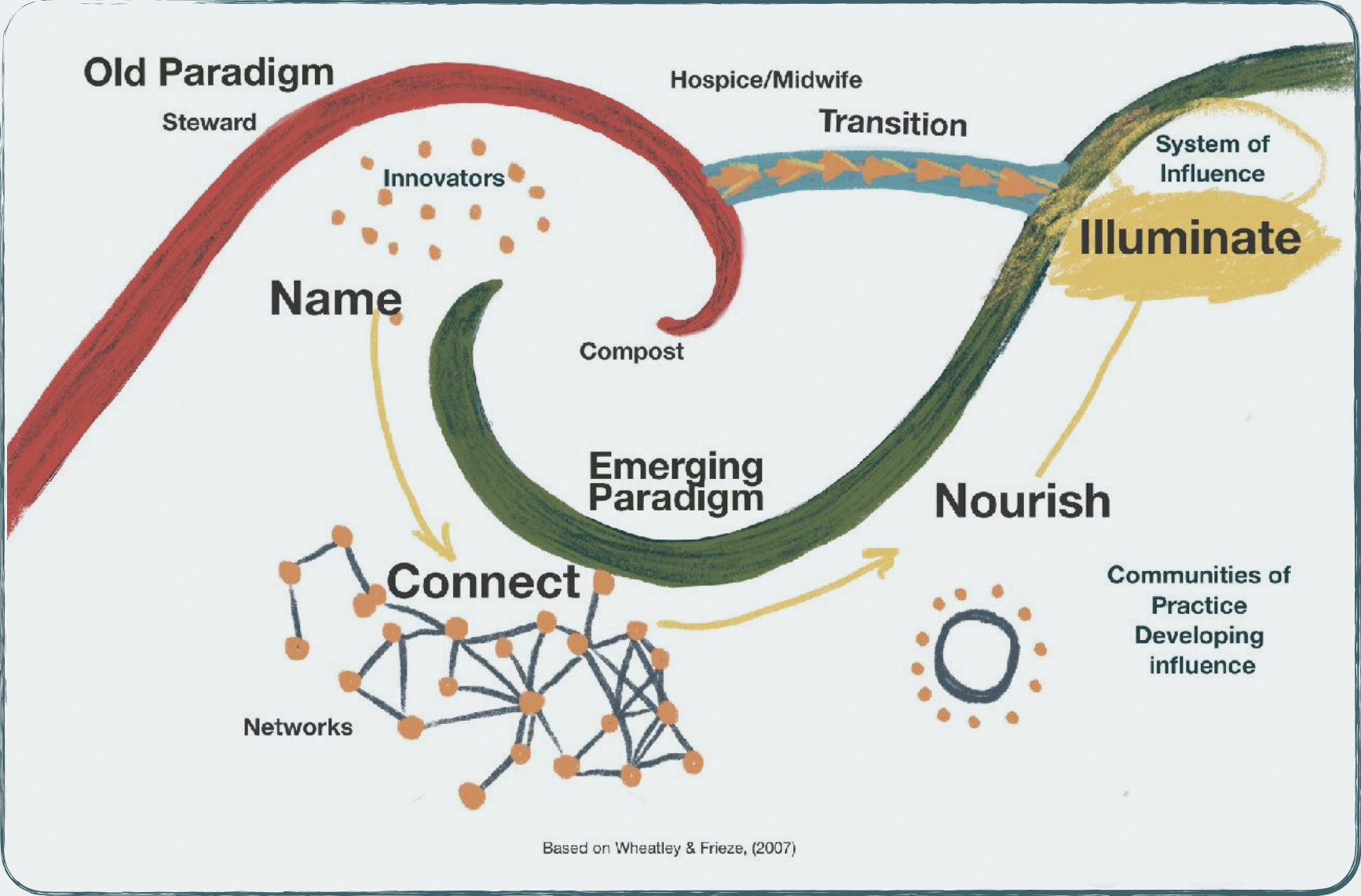
➤ Multiple Narrative Case Study

- **Place:** Viet Nam and Cambodia
- **Site:** Regenerative Enterprise Ecologies - included actors: MSMEs brands, manufacturers, customers, competitors, NGOs, Government, civil society.
- **Unit of analysis:** Social Practices, the interconnected and interdependent behaviours, structures and beliefs.

➤ Qualitative Methods

- **Semi-structured interviews, observation, field notes, document analysis, on-line research** - Via video conference - exploration into the evolutionary journeys and transformations of social practices towards sustainably regenerative cultures.
- **Workshops** - to deepen understand of how enterprise ecologies work together and create dialogic spaces to reveal collectively what are their visions, values, commonalities and differences, strengths and challenges.

RESEARCH POSITION & CONTRIBUTION





THANK YOU

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► Discussion





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► Thank you

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