



Climate of Business is Changing:

Are You Keeping Abreast?





INTELLIGENT CONSUMERS- LEGAL AND FINANCIAL RISKS

- Climate of ignorance is gone
- Consumers are aware of environmental impacts
- Consumers want max return on their purchases
- Sense of public contribution has taken over the world
- Consumers want to invest in public goods now
- Businesses are changing marketing strategies

BUSINESS CLIMATE IS SHIFTING FROM “YOU” TO “US”



OLD- What's in it for "YOU" and "ME"

- ✓ Cheap for **YOU**
- ✓ Easy to use for **YOU**
- ✓ Gives best results to **YOU**
- ✓ Better than other similar brands **YOU** use
- ✓ Saves **YOUR** time

BIG PROFIT WITH NO QUALITY CONTROL OR MONITORING OF DAMAGE CAUSED TO HUMAN HEALTH AND THE PLANET



NEW- What's in it for "US" Approach

- ✓ Cheap for YOU
- ✓ Easy to use for YOU
- ✓ Gives best results to YOU
- ✓ Better than other similar brands YOU use
- ✓ Saves YOUR time
- ✓ Made from Recycled Materials- For the Planet- US
- ✓ % CO2, Water, and Waste savings- For the Planet-US
- ✓ Reduces Carbon Footprint- For the planet-US
- ✓ Reduced GHG- For the Planet-US
- ✓ 100% Organic- For the planet- US



2017- Add in New York Post, New York Times, and Wall Street Journal

Dear President Trump,

As some of the largest companies based or operating in the US, we strongly urge you to keep the US in the Paris Agreement on CC

- ADOBE
- APPLE
- FACEBOOK
- GAP
- GOOGLE
- UNILEVER
- PG&E
- MICROSOFT
- MORGAN STANLEY
- TIFFANY AND CO-----



2018- C2ES STATEMENT

17 COMPANIES' STATEMENT SUPPORTING PARIS AGREEMENT

- ADOBE
- HP, INC
- IBM
- INTEL
- JOHNSON CONTROLS
- MICROSOFT
- NESTLE
- SHELL
- PG&E
- UNILEVER-----



SCIENCE-BASED TARGETS

- 103 companies span over 23 countries around the world
- 24 companies headquartered in the USA;
- 15 in Japan
- 11 in UK (11).
- 57 European companies

Mahindra Sanyo Special Steel becomes the first Indian as well as the first steel company to have its science-based targets approved.



Fashion and Climate

- Responsible for 10% of all GHG emissions
- Every second, one textile garbage truck is dumped or burned
- Washing 1 synthetic garment releases 2000 plastic microfibers
- 2,700 liters of water to make 1 cotton shirt (1 person drinks that much in 2.5 years)
- Manufacturing 1 pair of jeans emits the same CO₂ as driving 69 miles
- 120 million trees are cut per year to make clothes
- 16% of the world's pesticides are used in cotton farming—polluting water and poisoning cotton pickers



GARMENTS ADVERTISEMENT

NAJA

BRAS

UNDERWEAR

ACTIVE

SALE

SHOP ZERO WASTE

COLI



Introducing our
newest collection

Kazakhstan

Made from recycled PET from plastic bottles, treated to look like "silk", this collection is luxurious and eco-friendly. Digitally printed with delicate flowers, inspired by our travels to Kazakhstan.





GARMENTS ADVERTISEMENT

Reformation



☆ Liza High Straight Jean \$98

It's fall - keep those legs warm. This is a high rise, stretch jean with a straight leg and finished hem. The Liza is fitted throughout the hip and butt with an easy fitting leg.



Select size

Size guide

23

24

25

26


27

28

29


30

31

 Add to bag

 Free US shipping and returns


Measurements


 19.0 lbs.
of carbon dioxide savings.

Details

Fabric & care

RefScale >

 1443.0 gal.
of water savings

 1.8 lbs.
of waste savings



GARMENTS ADVERTISEMENT

10) H&M

Harnessing the power of email marketing

Retail giant H&M is also doing its part to make eco-friendly practices fashionable.

In a recent email marketing campaign, the store invites recipients to "be a fashion recycler" by dropping off unwanted textiles at their local branch.

The copy concludes with a CTA to "read more", which once clicked redirects to a feature on its Garment Collection Program, explaining its goal to "set out for a sustainable fashion future" before delving into how it works.

By incorporating this positive and sustainable message into its regular email marketing, H&M proves being environmentally-friendly and being stylish are one and the same.





Palm Oil and Climate

Biofuels Connection: Biofuels are liquid or gas fuels such as corn, oil palm, sugar cane, soya and wheat. Less emissions.

- Land usurping and displacing people -intimidation and violence to grab land from poor and IPs
- Massive deforestation





Thank you.
Salamat

