

Textiles minister launches project SURE



Union textiles minister Smriti Irani launched project SU.RE, Indian apparel industry's largest commitment to move towards sustainable fashion, on Sustainable Fashion Day at the ongoing Lakmé Fashion Week in Mumbai. SU.RE stands for 'Sustainable Resolution'—a firm commitment from industry to move towards fashion that contributes to a clean environment.

The project has been launched by the minister, along with Clothing Manufacturers Association of India (CMAI); United Nations in India; and IMG Reliance, the organisers of Lakmé Fashion Week.

The five-point sustainable resolution under project SU.RE is: develop a complete understanding of the environmental impact of the garments being currently produced by our brand; develop a sustainable sourcing policy for consistently prioritising and utilising certified raw materials that have a positive impact on the environment; make the right decisions about how, where, and what we source across the value chain

by selecting sustainable and renewable materials and processes and ensuring their traceability; communicate our sustainability initiatives effectively to consumers and media through our online and physical stores, product tags/labeling, social media, advertising campaigns and events; and through these actions, shift a significant percentage of our supply chain to a sustainable chain by the year 2025, addressing critical global issues such as climate change, contributing to the UN Sustainable Development Goals, and building a world that is safe for the future generations, as an acceptance of a responsibility we all share.

"This pledge will send a strong message to various stakeholders and producers in the apparel supply chain and encourage a wider sustainable approach to production that reduces the impact across environmental and social dimensions. It will address the needs of an increasingly conscious consumer who would prefer to buy from a brand that is environmentally conscious and engages in environmental protection. It will also underline the need for collaboration across the sector in order to bring about innovation and transformative change. Project SU.RE aims to contribute to the UN Sustainable Development Goals 2030, especially SDG-12 for responsible consumption and production.

No.276 Aug, 2019

"Project SU.RE, driven by the leading industry association CMAI, along with a leader in sustainable fashion IMG Reliance, will be the first holistic effort by the apparel industry towards gradually introducing a broader framework for establishing critical sustainability goals for the industry. This framework would help the industry reduce its carbon emissions, increase resource efficiency, tackle waste and water management, and create positive social impact to achieve long-term sustainability targets," an official statement said.

"Never before have 16 of the biggest brands of India come together to save the earth. The combined industry value of the 16 signatories to the resolution is around 30,000 crore. Everything we consume, we have to consume responsibly. The step taken today makes for not only responsible business but also smart business. The Sustainability Report 2018 states that sustainability is the 4th criterion considered by consumers while choosing products. I am grateful that UN in India is also here to support this endeavour. Best wishes for this amalgamation and confluence of what is purely Indian thought," said Irani while launching the project.

"In the past, several products and processes of our industry were not environment-friendly. It is a tremendously responsible and timely step taken by the apparel industry of India, especially the signatories, to commit to move towards sustainable fashion," said CMAI president..

"The future of design is foremost about design with a future. Without sustainable supply chains, the fashion industry will become less and less viable. Project SU.RE opens a new dialogue to accelerate concrete actions for sustainability and climate action, and reduce environmental costs, through the entire value chain of clothes manufacturing. I congratulate the 30 brands and companies that have signed on to Project SU.RE," said Renata Lok-Dessallien, resident coordinator, UN in India.

"This is a culmination of our stated goal towards making sustainability a mainstream conversation. This initiative will be the start of a movement that can have massive impact and we hope to see significant change to come through over the next five years as major retailers move towards embracing sustainability at their core," said IMG Reliance vice president and head of fashion Jaspreet Chandok.

Future Group, Shoppers Stop, Aditya Birla Retail, Arvind Brands, Lifestyle, Max, Raymond, House of Anita Dongre, W, Biba, Westside, 109F, Spykar, Levi's, Bestsellers, and Trends have pledged for project SU.RE. These brands have pledged to source/utilise a substantial portion of their total consumption using sustainable raw materials and processes, by the year 2025. (RKS)
Fibre2Fashion News Desk – India

Link

<https://www.fibre2fashion.com/news/apparel-sustainability-news/textiles-minister-launches-project-sure-251475-newsdetails.htm>

Provided by fibre2fashion.com

No.276 Aug, 2019