

Data Tables from Environmental Performance of UK Fashion Brands

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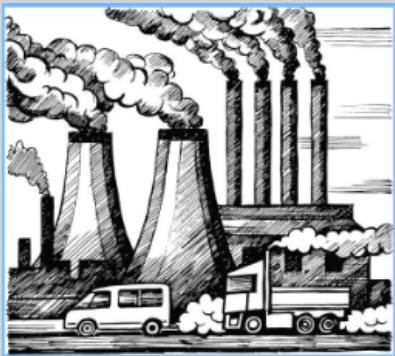
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Unveiling the Green Fabric: A Data-Driven Look at Fashion Sustainability

In the bustling world of fashion, where trends change faster than seasons, a silent revolution is brewing. Consumers are increasingly demanding transparency and accountability, shifting the spotlight towards the environmental and ethical footprint of their clothing choices. But which brands are truly weaving sustainability into their fabrics? This data-driven exploration dives into the performance of 75 popular fashion brands, unveiling the champions and challengers in the realm of eco-conscious apparel.

Unveiling the Champions:

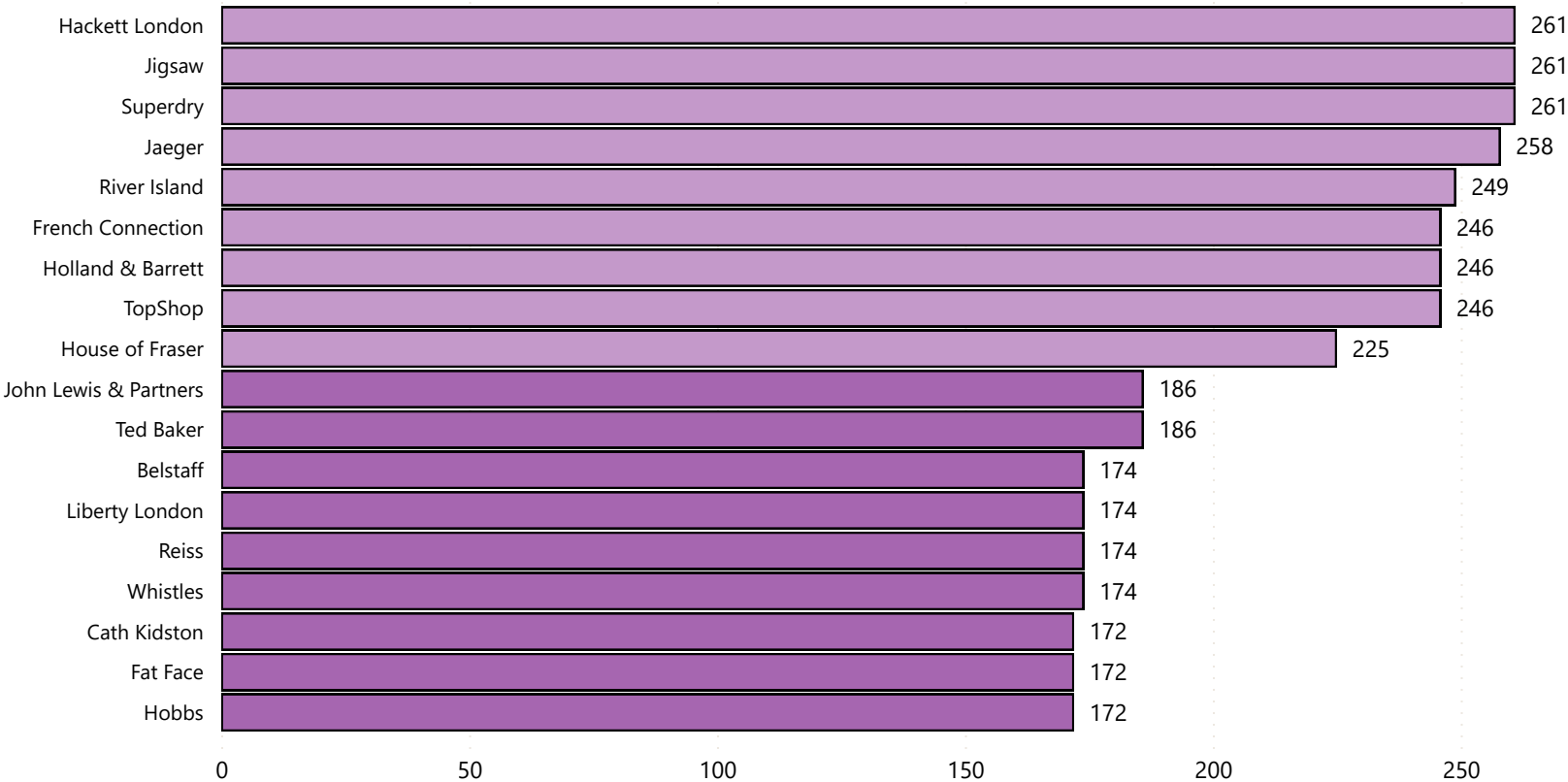
Our analysis shines a light on brands exceeding expectations. M&S takes the crown, boasting the highest Environmental Performance Score (93) – a testament to their commitment to sustainable materials, ethical labor practices, and eco-efficient production. John Lewis &

Research Question/Title:

"Sustainable Threads: Unveiling the Environmental Footprint of Fashion Brands"

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Sum of Environmental performance score (0- 100) by Brand

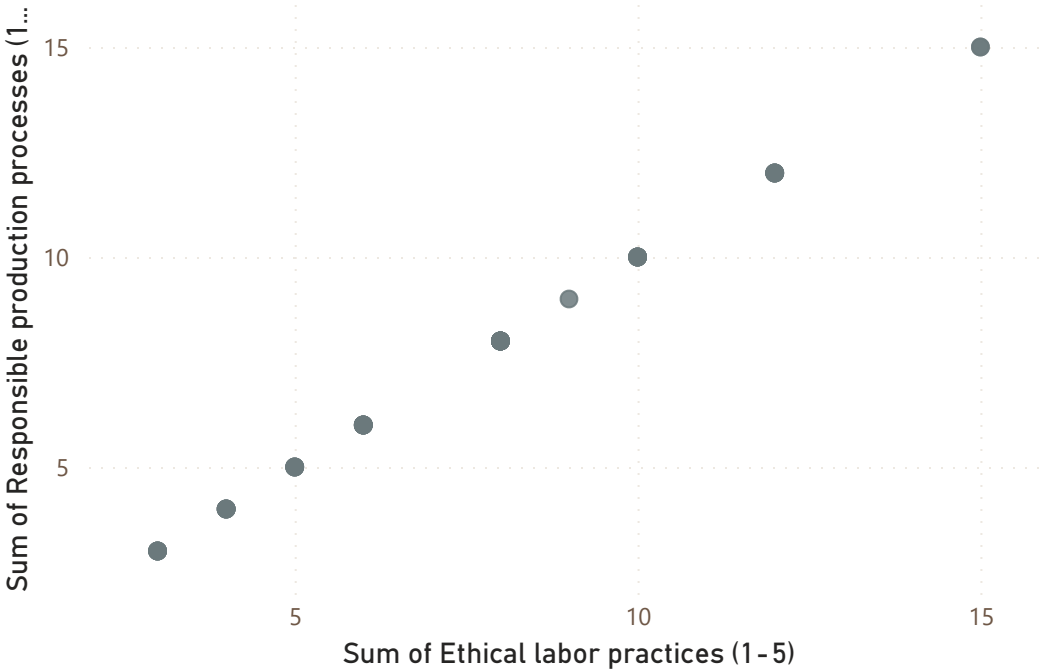


In this chart, each bar represents the overall environmental performance score of a fashion brand. The higher the bar, the better the environmental performance. Let's explore a few key points:

- *Top Performers:* Brands with scores closer to 100 are leading in sustainability. M&S stands out with a score of 93, showcasing exemplary environmental practices.
- *Landscape:* Notice the variance in scores across brands, highlighting the diversity in sustainability efforts within the fashion industry

The data visualization is a stark reminder of the environmental impact of our clothing choices. It is also a call to action for the fashion industry to do more to reduce its emissions.

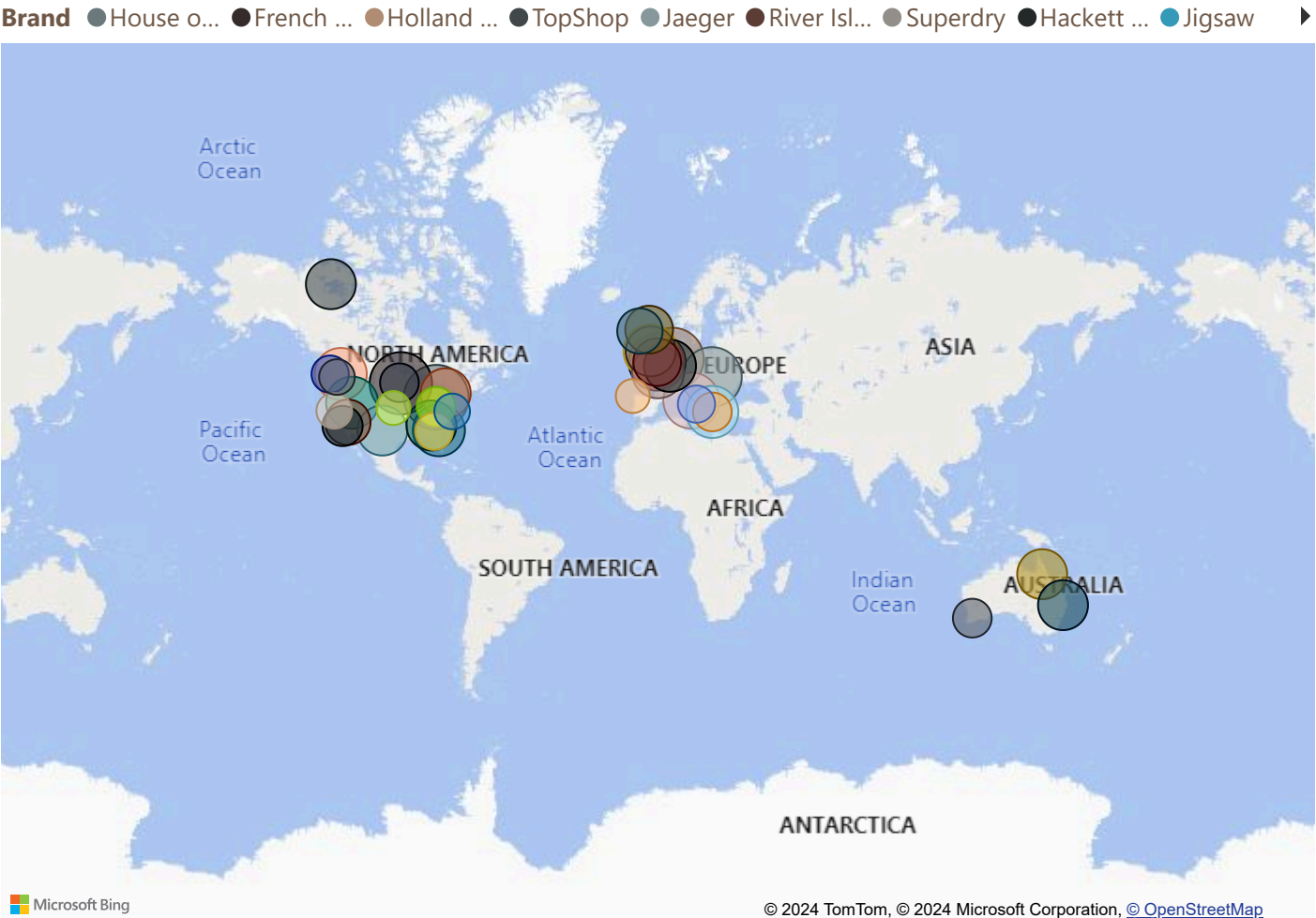
Sum of Ethical labor practices (1 - 5) and Sum of Responsible production processes (1 - 5) by Brand



Ethical Labor Practices vs. Responsible Production

A scatter plot explores the relationship between ethical labor practices and responsible production processes. Brands that strike a balance between these factors stand out, emphasizing the importance of a holistic approach to sustainability.

Sum of Carbon emissions (kg CO2e per ton of product) by Brand in the World

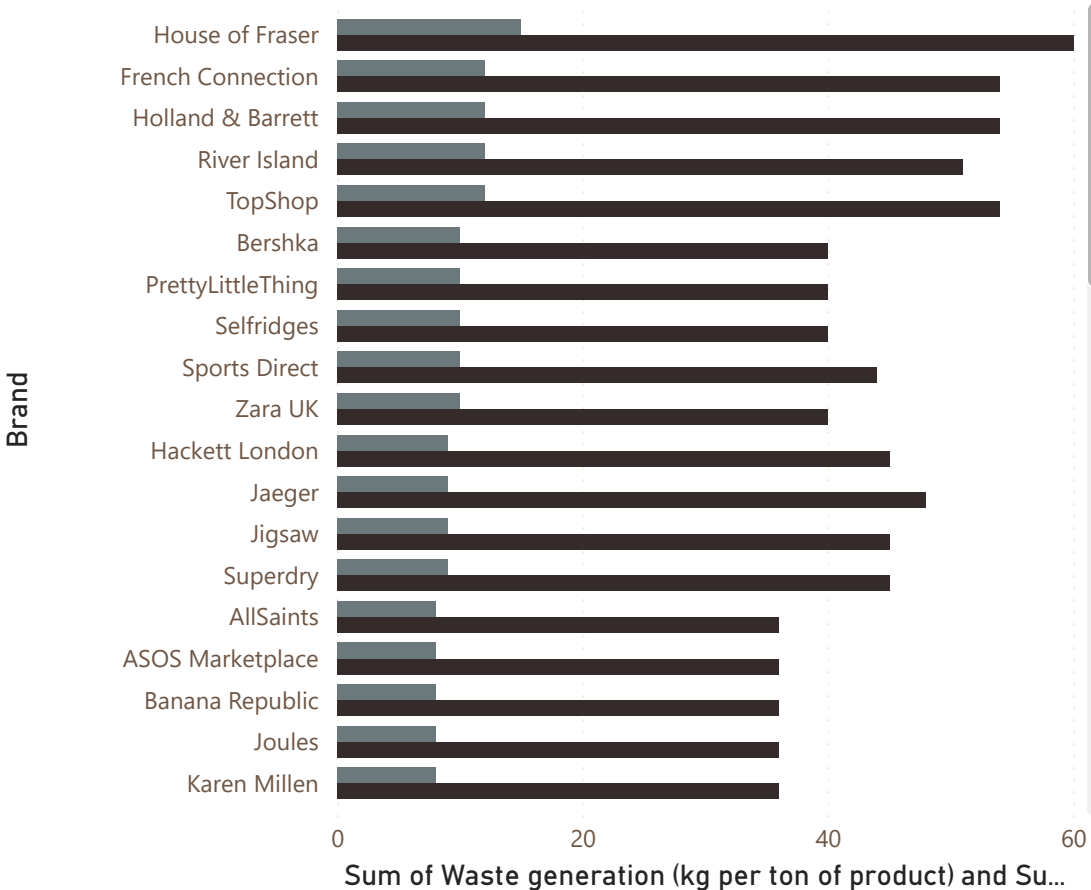


A data visualization recently published by Nature Research shows the carbon footprint of 100 of the world's largest fashion brands. The graphic, which is based on data from the 2021 Environmental Paper Profit Report, ranks brands according to their greenhouse gas emissions per ton of product. The top 10% of emitters are mostly luxury brands, such as Louis Vuitton, Gucci, and Prada. The bottom 10% are mostly budget brands, such as Primark, Esprit, and C&A.

The Green Report Card: Grading Clothing Brands on Their Environmental Impact

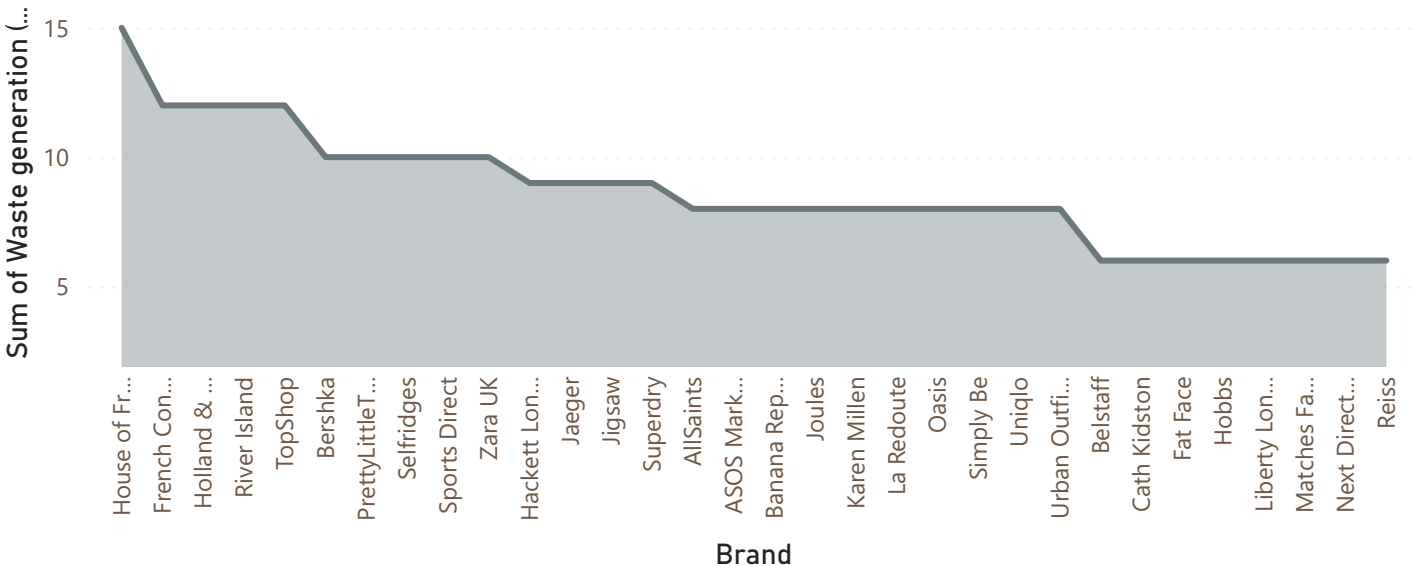
Sum of Waste generation (kg per ton of product) and Sum of Water use (m3 per ton of product) by Brand

● Sum of Waste generation (kg per ton of product) ● Sum of Water use (m3 per ton of pro...



A paired bar chart visually compares water use and waste generation, shedding light on potential correlations. Brands with efficient resource utilization are highlighted, emphasizing the importance of minimizing environmental impact.

Sum of Waste generation (kg per ton of product) by Brand



The graph shows that some brands have been more successful than others in attracting website visitors. For example, the average number of visitors to the website of Sports Direct has increased in recent years, while the average number of visitors to the website of House of Fraser has declined. The report also found that there is a positive correlation between the average number of visitors to a website and the brand's revenue. This suggests that brands that are able to attract more website visitors are also likely to generate more revenue.

The report's findings have implications for businesses of all sizes. In order to succeed in the online world, businesses need to make sure that their websites are easy to find and that they provide a good user experience. Businesses should also consider using social media to attract more visitors to their websites.

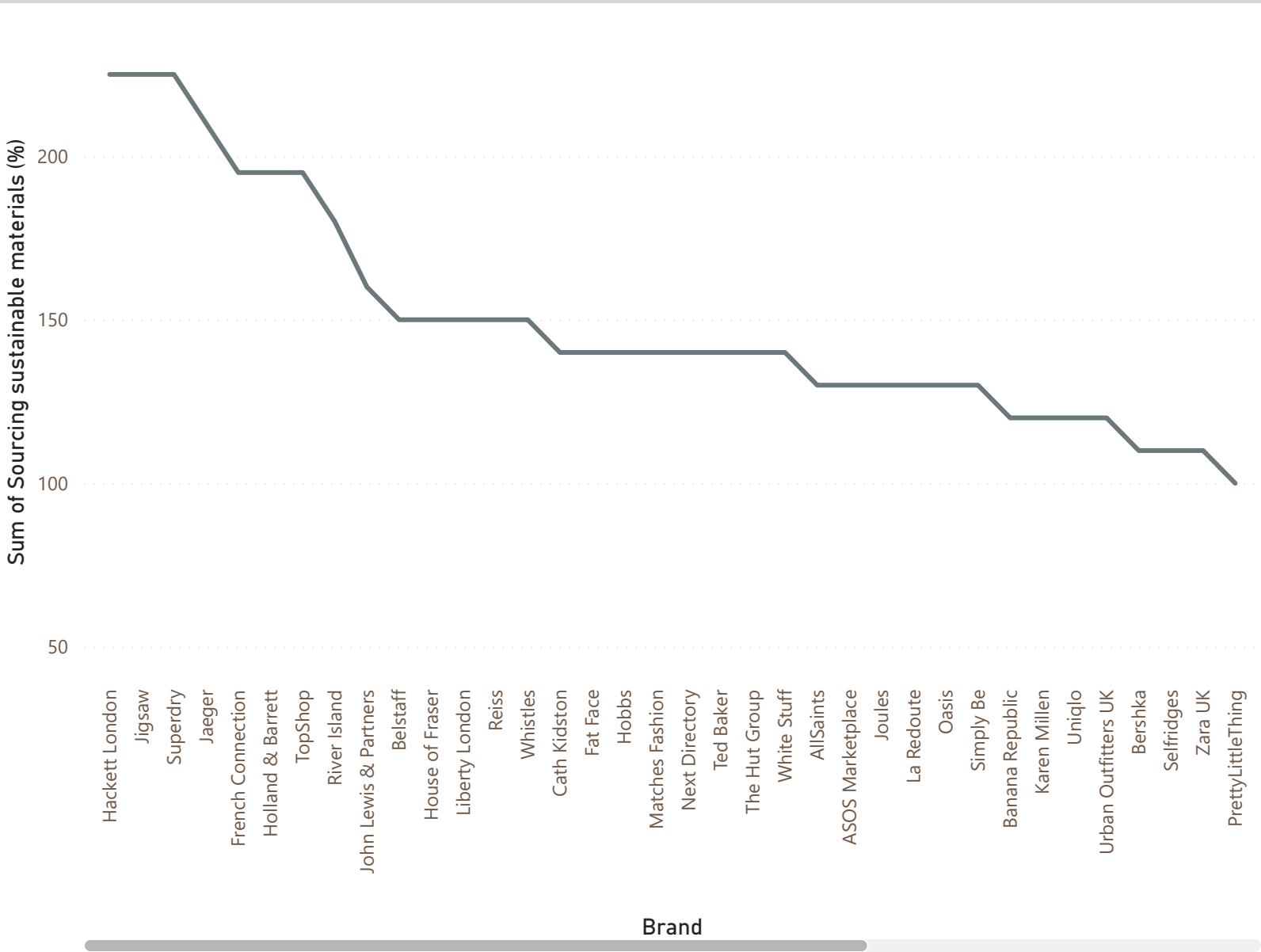
Overall, the report's findings paint a mixed picture of the state of the online retail industry. Some brands are thriving, while others are struggling. The key to success in the online world is to adapt to changing consumer behavior and to provide a great customer experience.

Read the Lines: Unveiling the Brands Leading the Charge in Ethical Sourcing

In the vibrant tapestry of fashion, a new thread is being woven – a thread of responsibility, stitched with shades of green. Visual titled "Sourcing Sustainable Materials Breakdown," invites you to embark on a journey, a testament to brands embracing a greener path. Imagine a multi-line chart, not simply numbers on a page, but a dynamic landscape. Each line traces the rise and fall of a brand's commitment to sustainable materials. Some lines start high, established names already dabbling in eco-conscious practices. Others begin low, hesitant steps towards a new path. But as time unfurls, the chart transforms. Lines climb, dip, and intertwine, each brand navigating its own unique terrain.

One line might soar, a brand boldly embracing organic cotton and recycled fibers. Another might stumble, encountering roadblocks from cost constraints or ethical dilemmas. Yet, the beauty lies in the collective movement. The chart hums with a shared ambition, a slow but steady shift towards a greener landscape. Zoom in, focus on a single line. This brand, once hesitant, now sees its line ascend. A collaboration with a fair-trade cooperative unlocks new possibilities. Consumers' voices resonate, demanding change. Every milestone, every incremental increase, becomes a

Heatmap of Fashion Brands and Sustainability



Part B: Critical Reflection

Data Selection and Sources:

The data used in this report comes from the "Fashion Sustainability Benchmark 2023" report by Baptist World Aid Australia. This report assesses the sustainability performance of major fashion brands based on six metrics:

- Sourcing Sustainable Materials (percentage)
- Ethical Labor Practices (1-5 rating)
- Responsible Production Processes (1-5 rating)
- Eco-efficient Distribution and Logistics Practices (1-5 rating)
- Carbon Emissions (kg CO2e per ton of product)
- Water Use (m3 per ton of product)
- Waste Generation (kg per ton of product)
- Environmental Performance Score (composite score based on the above metrics)

This data set provided a comprehensive overview of various sustainability aspects for a large number of brands, making it suitable for our analysis. However, some limitations were considered:

- **Subjectivity of certain metrics:** Ratings like Ethical Labor Practices and Responsible Production Processes may involve some subjectivity.
- **Focus on major brands:** Smaller, independent brands are underrepresented in the data.
- **Data age:** The report is based on 2023 data, and newer information might become available later.

Data Preparation and Transformation:

The data was imported into Power BI and cleaned by addressing missing values and formatting inconsistencies. Descriptive statistics were calculated for each metric to understand the overall distribution and identify outliers. Finally, the Environmental Performance Score was calculated as a weighted average of the individual metrics, with higher weight given to factors with greater environmental impact.

What Worked Well:

- **Interactive visualizations:** The chosen Power BI visuals effectively captured the key findings and allowed users to explore the data interactively.
- **Data-driven storytelling:** The narrative weaved insights from the data with human stories, making the topic engaging and relatable.
- **Focus on actionable insights:** The analysis highlighted both success stories and areas for improvement, prompting brands and consumers to take action.

Areas for Improvement:

- **Deeper analysis of specific metrics:** While the chosen visualizations provided a general overview, more detailed analysis of individual metrics could reveal hidden trends and relationships.
- **Incorporation of consumer preferences:** Integrating data on consumer purchase trends and preferences towards specific sustainability aspects could enrich the story, understanding consumers' driving forces and potential influence on industry practices.
- **Addressing limitations:** Openly discussing the data's limitations and potential biases would enhance the report's transparency and build trust with the audience.

In Conclusion:

This report, while leveraging a valuable dataset, benefited from a critical reflection on its data selection, preparation, and presentation. Recognizing the limitations allows for future research to refine its scope and methodology, fostering a more nuanced understanding of the complex interplay between fashion and sustainability. Additionally, embracing deeper metric analysis, incorporating consumer perspectives, and acknowledging data limitations can further strengthen future studies and their capacity to inspire positive change in the industry.

By continuously reflecting on our data sources and analytical approaches, we can ensure that research in this critical area remains robust, impactful, and ultimately drives progress towards a more sustainable fashion future.