



RASHI & LINH

JUNE, 2023

•SUSTAINABILITY• & BUSINESSES

YOUTHEXCHANGE

TABLE OF CONTENTS

- PROBLEM
- BACKGROUND
- RELEVANCE
- SOLUTION
- OBJECTIVES



ABOUT THE PROBLEM

FAST FASHION

Fast fashion refers to the production of inexpensive, trendy clothing that is quickly manufactured and often ends up in landfills after a short period of use.

THE PROBLEM

The fast fashion industry has been criticized for its negative environmental and social impacts, including excessive resource consumption, pollution, and poor working conditions in factories. It is a significant contributor to waste and greenhouse gas emissions. Long-term consequences: global warming, climate change.



BACKGROUND INFORMATION



ABOUT SHEIN

Shein has faced scrutiny for its unsustainable business practices, including the use of low-quality materials, excessive packaging, and unethical labor practices in its supply chain. Shein does not have a clear sustainability policy or report and does not provide any information on their supply chain or manufacturing processes which indicates their lack of transparency. These results in severe environmental effects which directly contribute to global warming..

PATAGONIA

The company focuses on producing high-quality, durable products and promoting environmentally friendly practices. Patagonia is widely recognized for its transparency, fair trade policies, and efforts to reduce its carbon footprint.

RELEVANCE

Consumers concerned about sustainability: Individuals who prioritize sustainable consumption may react positively to Patagonia's commitment to environmental stewardship and ethical business practices. They may choose to support Patagonia by purchasing their products and spreading positive word-of-mouth.

Employees and workers in the fashion industry: Employees working for Shein and Patagonia may have different reactions based on their working conditions and company values. Patagonia's emphasis on fair labor practices and social responsibility may lead to higher job satisfaction and employee loyalty. In contrast, Shein employees may express concerns about working conditions and demand improved sustainability practices from the company.

Environmental and social advocacy groups: Environmental and social advocacy groups may respond differently to Shein and Patagonia. Patagonia's sustainable practices and initiatives align closely with their goals, leading to support, collaboration, and praise from these groups. On the other hand, Shein's practices may draw criticism and calls for improvement, as they may be perceived as contributing to environmental degradation and poor labor standards.



OUR OBJECTIVES

The primary objective of this project is to utilize Patagonia as a model company to assess and improve Shein's sustainability practice.

OBJECTIVE 1

ASSESSING THE ENVIRONMENTAL IMPACT

Analyse the carbon footprint, waste management practices, resource consumption of both companies to evaluate their ecological consequences

OBJECTIVE 2

EVALUATING SOCIAL RESPONSIBILITY

Investigate labor practices, supply chain transparency, community engagement efforts to understand the social impact of Shein and Patagonia's business models

OBJECTIVE 3

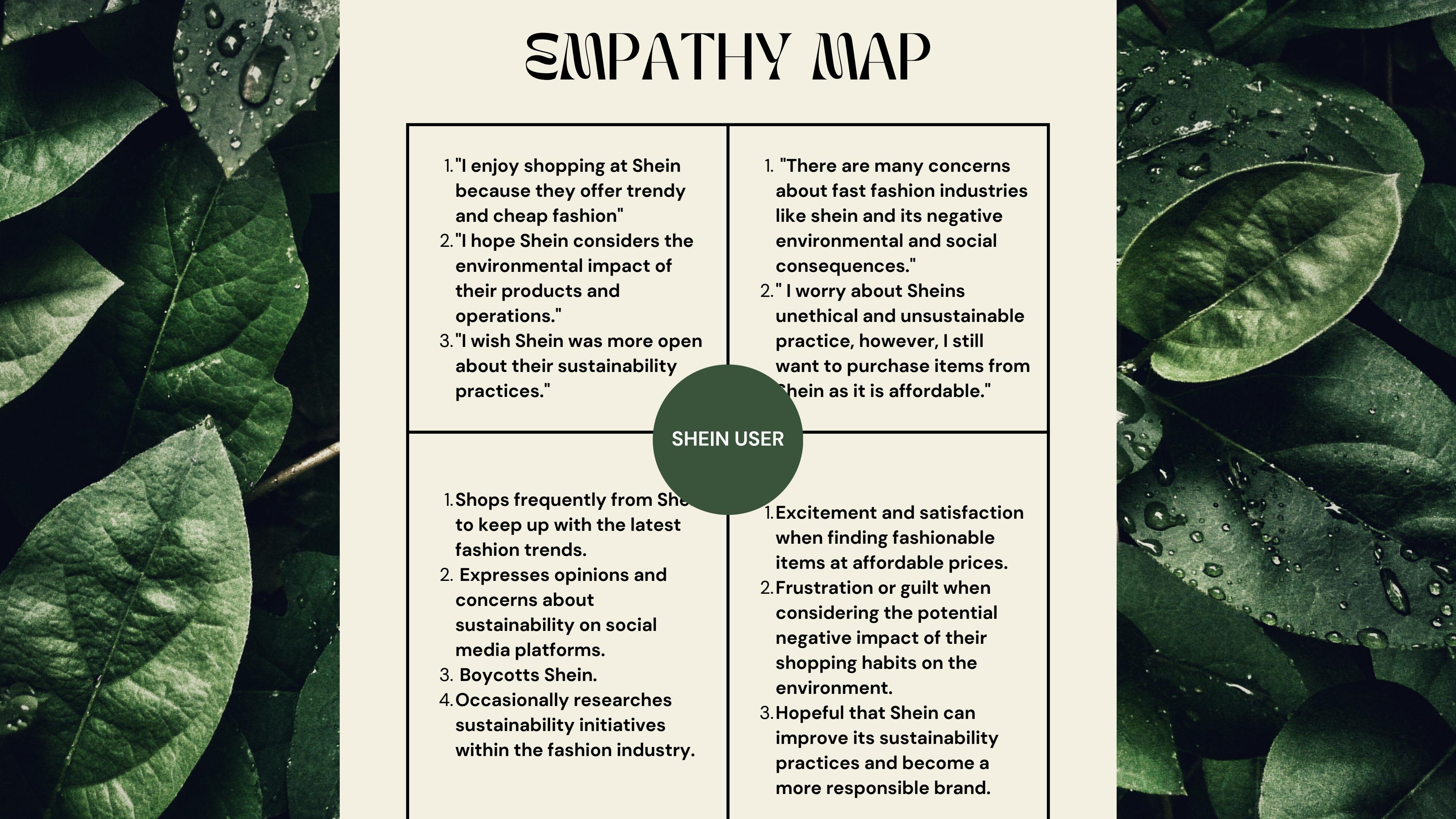
ANALYSING BRAND REPUTATION AND CONSUMER PERCEPTION

Examine the public perception, brand reputation, and customer loyalty towards Shein and Patagonia based on their sustainable practices.

OBJECTIVE 4

RECOMMENDING SUSTAINABLE

Develop actionable recommendations for companies aiming to improve their sustainability performance based on the successes and failures observed in Shein and Patagonia's practices.



EMPATHY MAP



EMPATHY MAP





CRISIS ORIENTATION

Solution:

Shein could transition to more sustainable materials by applying the concept 'circular economy' and by implementing textile recycling and upcycling programs.

Crisis Oriented Solution:

Implementing a circular economy and textile recycling program at Shein would involve taking immediate action to collect and recycle used clothing items to significantly reduce the amount of textiles ending up in landfills.

Customers:

Customers would readily accept this solution as they are increasing aware of the environmental impacts of the fashion industry and the textile waste it creates.

Textile crisis has become more prominent due to awareness, hence by participating in shein's circular economy and textile recycling program, customers will feel a sense of responsibility to contribute to a positive change.

Extent of Effectiveness

- 1. Cost implication:** maintaining a recycling infrastructure for shein can be costly such as investing in cloth collecting points, establishing recycling facilities and transportation can strain the company's budget.
- 2. Time and Resources:** Setting up an effective textile recycling system can take time. Shein may need to allocate resources to develop and manage their program which may divert their attention from their business mission.
- 3. Consumer Participation:** Not all consumers may actively participate in the recycling program due to low marketing efforts or consumers not prioritizing sustainable programs.
- 4. Competitive advantage:** implementing sustainable practices can give shein a competitive advantage over other fast fashion brands.
- 5. Long term cost saving:** adopting such sustainable practices can lead to waste reduction, and cost saving on resources which leads to long term benefits.
- 6. Brand Reputation:** Improvement of brand reputation.



VISION ORIENTATION

Vision-orientated solution: making/selling clothes that are trendy/meet consumer's preferences (according to surveys/questionnaires/market research results).

Potential skepticism: clothes that are made from eco-friendly material or recycled materials may not be as aesthetically pleasing as clothes that use new materials.

Information collected: the number of clothing brands that used recycled materials and their sales statistics/target customers, the variety of clothing style that these brands sell, conduct surveys on consumer's preferences.

How to tackle this skepticism

Utilise the benefit of economy of scale from Shein to produce a range of different styles of clothes using sustainable materials while maintaining a decent to low cost.

Transparency and Certification: Shein must provide clear and transparent information about their sustainability practices. Obtaining certification for sustainability organizations will help to verify the company's commitment.

Education

Educate people on the benefits of choosing eco-friendly clothing beyond aesthetics, such as reducing the impact on environment and supporting ethical and fair trade practices (advertising campaign,etc)

Consumer preferences

Some people may prefer the look of unique textures and patterns that recycled materials offer.

STAKEHOLDER ANALYSIS

List 1-3 of the most important segments of recipients in each category.

How do they benefit from our product?
(General)

What aspect(s) of our solution directly impacts them? (Specific)

What may be some skepticisms?

Consumer

Benefit: Consumers have access to a wide range of ethically produced and recycled clothing items that align with their values. This allows them to make fashion-forward choices without compromising on sustainability.

Direct Impact: Customers can find stylish garments from recycled materials, encouraging them to make smart and responsible fashion choices.

Skepticism: Customers may be skeptical about the extent of Shein's sustainable practices and the authenticity of recycled materials as they may take it as greenwashing.

Producer

Benefit: improving brand image/reputation, promoting their brand as "eco-friendly"

Aspect of solution directly impacts
Shein: Shein would be the one carry out this recycling program. By recycling materials, Shein could reduce the amount of wastages they release to the environment while possibly reducing the cost of buying materials in the long-term.

Skepticisms: Shein would be afraid of increasing their costs as additional equipments/factories/transportation cost result from the program.

Community?

Benefit: less trash/textiles would be released to the landfill which means increasing the space available for the government/surrounding community to use for something else.

Direct impact: water/land would be less polluted. Cleaner and safer water for surrounding community (that live near Shein factories) => improving living standard/health

Skepticism: Community members may remain skeptical regarding Shein's sustainability efforts and might question whether Shein is doing enough to address the environmental and social concerns.

CONNECT WITH US



Linh: trinhbakhanhlinh@gmail.com

Rashi: rashimukherjee2005@gmail.com

or strashi.mu@kis.ac.th

