

Major high-street brands including H&M, Primark and Zara are accused of 'greenwashing' - as research reveals trendy clothes made from recycled bottles actually create MORE plastic waste

MailOnline

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Byline: Ryan Morrison For Mailonline

Body

- Researchers studied recycled plastic levels in various high-street fashion brands
- They found H&M, Primark and Zara all make claims of using recycled bottles
- Campaigners behind the study say this actually causes wider pollution problems
- This includes taking plastic bottles out of the recycling cycle for a 'final use'

A number of major high-street fashion brands including H&M, Primark and Zara have been accused of 'greenwashing' their eco-credentials by campaigners.

Changing Markets Foundation and plastic pollution campaigners City to Sea, produced a new report into the lifecycle of recycled plastic used in clothing.

Increasingly, large brands are promoting the fact the polyester in their clothing lines is made from recycled plastics, particularly from old single-use drinking bottles.

However, the team behind this study says this is an environmentally destructive practice, which also allows brands to greenwash their collections.

High-street retailer H&M told researchers 90 per cent of its recycled polyester comes from single-use plastic bottles, and other firms, including Zara and Primark are working to achieve a similar goal, using downcycled PET bottles.

Campaigners say this is a 'false solution' as it prevents plastic from being recycled again, creating a 'dead end' for the material.

H&M, Primark and Zara have been approached for a comment on the claims.

KEY FINDINGS: RECYCLED PLASTIC IN FASHION 'HARMFUL'

Can't be recycled again: Once turned into clothing the plastic can't be recycled further and will instead be thrown away.

This means clothes are on a one-way route to landfill, incineration, or being dumped in nature.

Major high-street brands including H&M, Primark and Zara are accused of 'greenwashing' - as research reveals trendy clothes made from recycled bottles actually

It removes them from circular recycling loops where they can be made into new bottles again.

Plastic bottles can be collected to be recycled multiple times, reducing the amount of virgin plastic needed.

Still a microplastic problem: Recycled plastic going into synthetics does nothing to help stop the wider problem of microplastics.

Billions of tiny plastic particles that shed from clothing during manufacturing, wearing and washing still end up polluting the ocean and our bodies through the air we breathe and the food and drink we consume.

Doesn't solve the oil use: Brands token use of recycled synthetics is just a drop in a very polluted ocean compared to the industry's reliance on virgin plastics.

Production of these fibres, derived from oil and gas, has exponentially increased fibres over the last 20 years, and shows no signs of slowing.

Use of recycled synthetics distracts consumers from the deeper problem of fashion brands' entrenched reliance on fossil fuels.

Production of which uses as much oil per year as the whole of Spain and produces as much emissions as 180 coal-fired power stations.

Hides the real problem: Making fashion from plastic bottles is just another greenwashing tactic by brands to encourage people to buy more of what they don't need and the planet can't afford.

The process of turning plastic bottles into clothing removes them from the so-called recycling loops, where they can be made into new bottles again.

When not turned into the latest dress or t-shirt, plastic bottles can be collected to be recycled multiple times, reducing the amount of virgin plastic needed, the researchers said.

'Recycled plastic going into synthetics does nothing to help stop the wider problem of microplastics,' the authors wrote.

'Billions of tiny plastic particles that shed from clothing during manufacturing, wearing and washing still end up polluting the ocean and our bodies through the air we breathe and the food and drink we consume.

'Instead of greenwashing recycled synthetics and ignoring microplastics, they should be instead reducing reliance on synthetic fibres at source.'

Despite the known damage they cause to human and environmental health, the vast majority of brands are 'failing to take action' to prevent microplastic pollution, according to the report.

Pushing recycling of bottles into fabric, the fashion brands may be worsening the release of microplastics into the environment, the researchers said.

The use of recycled synthetics was described as a token gesture, and a 'drop in a very polluted ocean' compared to the fashion industry reliance on virgin plastic.

Production of these fibres, derived from oil and gas, has exponentially increased over the last 20 years, and shows no signs of slowing, they found.

'Use of recycled synthetics distracts consumers from the deeper problem of fashion brands' entrenched reliance on fossil fuels,' the campaigners said.

Major high-street brands including H&M, Primark and Zara are accused of 'greenwashing' - as research reveals trendy clothes made from recycled bottles actually

They found that the production of fossil fuels for plastic use in fashion uses as much oil per year as the entire Spanish economy, and produces as many emissions as 180 coal-fired power stations.

'Making fashion from plastic bottles is just another greenwashing tactic by brands to encourage people to buy more of what they don't need and the planet can't afford,' the campaigners said.

The report also highlighted that 59 per cent of claims made by companies about their green credentials are unsubstantiated or potentially misleading to consumers.

Examples include claims that synthetic products are recyclable when no such recycling technology exists, where claims are made with no supporting evidence given for products being labelled as 'sustainable' or 'responsible'.

George Harding-Rolls, Campaigns Adviser at the Changing Markets Foundation said sustainability isn't something big business can slip on and off like the latest fashions.

'It must be woven into every level of their operations,' he said, adding that their 'carefully marketed green credentials' are unravelling fast.

'Brands are clinging to recycled bottles for clothes to distract consumers from their inherently unsustainable reliance on fossil fuels for fibre,' he added.

'If fashion brands are serious about reducing their environmental impact, they should stop the charade of downcycling plastic bottles into clothes and instead focus on cutting their addiction to fossil fuels and curbing overproduction.'

Jo Morley, Head of Marketing and Campaigns at City to Sea said this is a problem nobody is talking about, and one that needs to be addressed.

'The environmental impact of fast fashion is huge, as is our obsession with single-use plastics like water bottles.

'The solution for consumers though is simple; buy less, and when you do buy, support the reuse economy.

'For water bottles this means carrying reusable bottles and refilling them, and for clothes this means buying, when you need to, second-hand pre-loved clothing.'

Load-Date: October 7, 2021

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This is Zara's first fabric recycling collection

CE Noticias Financieras English

April 17, 2023 Monday

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Length: 412 words

Body

Zara takes another step forward in its self-confessed strategy to be increasingly sustainable. Inditex's flagship group has just **launched in 11 countries its first collection made with recycled fabrics** in collaboration with the textile company Circ. It is, according to the Galician giant chaired by **Marta Ortega**, "a crucial step towards the circularity of the fashion industry". All the pieces - tops, blouses, pants and shorts - are priced at 39.95 euros.

The women's capsule collection **is made from recyclable materials from polyester and cotton blended textile waste**. As Inditex reminds us, "one of the most important challenges" in the sector is to separate these fibers - together they form a fabric known as "polycotton" - to develop new raw materials that can be used to make new garments. They have achieved this for the first time thanks to Circ's innovative technology, with which both companies managed to produce a collection with lyocell garments in which 50% of the fiber comes from polycotton waste and polyester garments with 43% of this fiber coming from this textile waste. Under the creative direction of the Zara Woman design team," says the Arteixo-based group, "the collection presents fluid and light pieces in burgundy tones, designed to be recycled once again at the end of their life cycle".

"This collection is the best example that innovation and research in new fibers and collaboration with experts are two fundamental pillars to continue advancing in circularity within the textile industry," says Javier Losada, Sustainability Director of Inditex, who **presents Zara and the entire Galician holding company as "agents of change"** with its vocation to "lead the transformation of our sector by creating fashion proposals from circularity."

This collection is the best example of how innovation and research in new fibers can be used to create new products.

Javier Losada - Sustainability Director of Inditex

Inditex entered last year in Circ's capital to give it muscle and **"accelerate the industrial scaling"** of its solutions for the treatment of fabrics and recycling. Its CEO, Peter Majeranowski, believes that the alliance with Zara "can bring about a truly transcendental change in the consumers' vision of sustainability in the fashion industry". "At Circ and Zara we are committed to a new future in which all the garments that make up our closets come from recycled materials and are in turn recyclable," he says.

Load-Date: April 18, 2023

Government pushes H&M, Inditex and Mango to create an association to recycle clothes

CE Noticias Financieras English

January 15, 2023 Sunday

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Length: 248 words

Body

Decathlon, H&M, Ikea, Inditex, Kiabi, Mango and Tendam have created the Association for the Management of Textile Waste to manage textile and footwear waste generated in the Spanish market and comply with the new government regulation on textile recycling and the circular economy.

The constitution of this association **was made official this week at the Museo del Traje** . In this way, the association will be able to comply with the Extended Producer Responsibility whose obligations for companies have been raised by the Government.

The law **establishes the separate collection of textile waste** by local entities before December 31, 2024. Within three years of the entry into force of the new law, the Ministry for Ecological Transition and Demographic Challenge will develop Extended Producer Responsibility regimes for textiles, i.e. the regulatory regulation to make the separate management of the textile waste stream from the rest of municipal waste mandatory.

Plastic tax chaos

In recent months, the Executive of Pedro Sánchez has introduced several rules in the interests of environmental protection that imply more bureaucratic and economic hurdles for companies. The **new tax on non-reusable plastic packaging is the best example**.

With this tax, the **government wants to collect some 491 million** from January 1, 2023. In addition to the economic blow (and the likely rise in the price of final products that carry this material) companies have already denounced the chaos of its management.

Load-Date: January 16, 2023

H&M, Inditex back calls for legally binding plastic pollution treaty

MarketLine NewsWire (Formerly Datamonitor)

January 25, 2022 Tuesday 12:37 PM GMT

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Section: RETAIL

Length: 672 words

Highlight: Retail giants Walmart and Zalando join H&M Group and Inditex as well as many other brand owners and retailers as signatories to a business statement supporting the call for a UN treaty based on a circular economy approach to address plastic pollution on a global scale.

Body

The group says a new UN treaty is crucial to set a high common standard of action for all countries to abide by, and to drive the transition to a circular economy for plastics globally and at scale. "This requires governments to align on regulatory measures that cover the whole life cycle of plastics, not limiting the scope of negotiations to address waste management challenges only," the statement notes. Specifically, businesses are calling for a treaty that: Includes both upstream and downstream policies, aiming to keep plastics in the economy and out of the environment, reduce virgin plastic production and use, and decouple plastic production from the consumption of fossil resources. Sets a clear direction to align governments, businesses and civil society behind a common understanding of the causes of plastic pollution and a shared approach to address them. For companies and investors, this creates a level playing field and prevents a patchwork of disconnected solutions, while setting the right enabling conditions to make a circular economy work in practice and at scale Provides a robust governance structure to ensure countries' participation and compliance, with common definitions as well as harmonised standards applicable to all. This facilitates investments to scale innovations, infrastructures, and skills in the countries and industries most in need of international support.

The Ellen MacArthur Foundation, which aims to accelerate the transition to a circular economy, says the statement is an indictment on the severity of our current plastic crisis. The organisation says it merits immediate and concerted global efforts that tackle the problem at its root and throughout its lifecycle, in line with its vision for a circular economy for plastics. The call comes ahead of the resumed Fifth Session of the United Nations Environment Assembly (UNEA-5), due to take place online and in Nairobi, Kenya, on 28 February-2 March. "This is the first time industry leaders have advocated for such a robust policy on plastic pollution," the Foundation adds. "The new statement includes explicit recognition of the need to reduce virgin plastic production and use, and comes just months before UNEA 5.2 where member states will have a crucial opportunity to negotiate a treaty. It is strongly aligned with a resolution to establish a negotiation mandate for a new treaty that has been tabled for the upcoming UNEA by a group of 42 countries, led by Rwanda and Peru. "However, there are concerns that other states may support a less ambitious mandate. Discussions around the scope and ambition of the proposed treaty are currently ongoing and will be critical to determining whether the treaty will be able to deliver on the goal of eliminating plastic

H&M, Inditex back calls for legally binding plastic pollution treaty

pollution." The statement follows the publication of a report in 2020 by the Ellen MacArthur Foundation, the World Wildlife Fund (WWF) and the Boston Consulting Group (BCG), setting out the business case for a treaty. That report focused on how a treaty should stop the plastic pollution problem before it starts, set global standards, and support all countries and industries to play their part. "Plastic pollution doesn't stop at borders, it is a global problem that requires businesses and governments to work together on global solutions," notes Andrew Morlet, CEO of the Ellen MacArthur Foundation. "Today marks the first time so many leading businesses have come together and called for a legally-binding, robust treaty; one that sets common rules and regulations, establishes a level playing field and creates the conditions needed to deliver coordinated global solutions. "This statement sends a powerful signal to policymakers that they now have an unprecedented opportunity to turn the tide on plastic pollution." The Ellen MacArthur Foundation recently obtained official registration as an international NGO in China in a move it says will scale its work in the country and more effectively accelerate the global transition to a circular economy.

Load-Date: February 9, 2022

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New Zara dresses made from recycled carbon emissions

MarketLine NewsWire (Formerly Datamonitor)

December 14, 2021 Tuesday 12:31 PM GMT

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Section: RETAIL

Length: 341 words

Highlight: The Zara capsule collection of black party dresses incorporates fabric made with carbon emissions.

Body

LanzaTech's biological process captures and converts steel mill emissions that would otherwise be emitted into the atmosphere as carbon dioxide. The company claims the Zara capsule collection of black dresses marks the first clothing to come to market made from carbon waste. LanzaTech recycles the steel mill emissions into Lanzaol (ethanol) through a fermentation process.

The Lanzaol is then converted into low carbon monoethylene glycol by the company India Glycols Limited which is then converted into low carbon polyester yarn. This yarn has been used to make fabric for a Zara capsule collection of party dresses. Beyond industrial emissions, LanzaTech converts different feedstocks including agricultural or household waste into ethanol through a fermentation process much like that of beer or wine, only using waste carbon from sugars and microbes, instead of yeast. "We are hugely excited about this collaboration with Inditex and Zara which brings fashion made from waste carbon emissions to the market," says Jennifer Holmgren, CEO of LanzaTech. "LanzaTech has the technology that can help fashion brands and retailers limit their carbon impact. By working with Zara, we have found a new pathway to recycle carbon emissions to make fabric." The dresses are available for purchase online only. Earlier this year, LanzaTech partnered with Canadian athletic apparel retailer Lululemon Athletica on what was claimed to be the world's first yarn and fabric using recycled carbon emissions that would otherwise be emitted to the atmosphere as pollution. LanzaTech also converts different feedstocks including agricultural or household waste into ethanol through a fermentation process much like that of beer or wine, only using waste carbon from sugars and microbes, instead of yeast. Inditex recently announced it is bringing its net zero emissions target forward ten years to 2040 and aims to hit its sustainable cotton target by 2023, two years ahead of schedule. The Spanish fashion giant named a new CEO and chairperson earlier this month.

Load-Date: December 27, 2021

Nike, Levi's, Inditex Earn Kudos for Recycled Yarns

Sourcing Journal

March 16, 2021

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Length: 598 words

Body

Unifi Inc., an innovator and manufacturer of recycled and synthetic yarns, has announced the winners of its Repreve Champions of Sustainability awards.

The awards recognize brand, textile and retail partners that have demonstrated their commitment to supporting a sustainable world. In its fourth year, a total of 93 companies are being recognized as Repreve Champions of Sustainability, the most ever in the program's history.

This year, Walmart and H&M have each transformed more than a half billion bottles through their use of Repreve, while VF Corp. and Levi Strauss & Co. have both now converted more than 200 million.

"Despite the COVID-19 pandemic, Unifi remains successful because of its customers," Unifi CEO Eddie Ingle said. "With a nearly 20 percent increase in the number of winners from the previous year, our brand partners are demonstrating a steadfast commitment to sustainability. We want to thank them for their support for a more sustainable world during these unparalleled times."

Jay Hertwig, senior vice president of commercialization at Unifi, said the pandemic brought to light the fact that sustainability and taking steps toward a greener tomorrow are more important than ever.

Repreve Champions of Sustainability will be awarded to 38 brand and retail partners that have transformed 10 million or more recycled plastic bottles and 55 textile partners that have transformed 50 million or more recycled plastic bottles through the use of Repreve performance fibers. In addition to the 98 bottle-based awards, Unifi is also recognizing three special category award winners: Repreve Newcomer, Repreve Partners in Innovation and Repreve Leading the Change.

"Odlo has shown a commitment to sustainability by switching to Repreve within the last year and could not be more deserving of the Newcomer Award," Hertwig said, noting the European performance apparel brand. "We chose Penti, a leading Turkish retailer as the recipient of the Repreve Leading the Change award for its efforts to promote sustainability across its clothing line and stores. We hope these awards and the program as a whole inspire more brands and retailers to expand their sustainability goals by choosing Repreve."

Repreve Champions of Sustainability Brand & Retailer Bottle Awards were given to Aeropostale, Buff, Culp Home Fashions, Decathlon, Deckers, Ford, Gildan, Haggar, Hanesbrands, Haworth, H&M, Inditex, J.C. Penney, Jordache, Kate Spade New York, Levi Strauss, Lindex, Lovesac, Lucky Textiles, Momentum, Nike, Odlo, OKAIDI, Old Navy/Gap, Patagonia, Piping Hot, Polartec, PVH, Quiksilver, Target, Target Australia, Tesco, The North Face, Under Armour, VF, Volcom, Walmart and WSI.

Nike, Levi's, Inditex Earn Kudos for Recycled Yarns

Textile Partner Bottle Awards were bestowed on Anhui Xintiansi, Antex Knitting, AYM Syntex Limited, Clarotex, Shanghai Challenge, Copen, Darlington, Dongguan Deyongjia, Duvaltex, Elevate Textiles, Material, Hamrick Mills, Handzhou Xiaoyuan, Hornwood Inc., Intradeco, Inmobiliaria, Apopa, Jiangyin Changjiang, Jiangyin Chulan, Jiangyin Fubo, Jiaying Lichao, Kipas, Kucukcalik, MAS Fabrics, Merinos Hali San. VE TIC.A.S, Milliken & Company, Nanjing Haixinlining, Nantong Dafuhao, Ningbo Huayao, Ningbo Shnezhou, Pettenati, Pride Performance Fabrics, Saehan, Sage Automotive Interiors, Shandong Daiyin, Shandong Hongye, Shanghai Challenge Textile, Shuford Yarns LLC, Sichuan Jinhui, Snyder Enterprises Inc., Suzhou Yunmei, Swisstex Direct LLC, Sri Rejeki, Tah Tah Textile, Textufil S.A., Texpasa USA LLC, Texhong, Tuntex, Valdese Weavers, Worldon, Wujiang Zhonglian, Wuxi Changjiang, Yuanwen and Zhangjiagang Tongfeng.

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Zara, Evrnu's feature capsule collection made from recycled waste

MarketLine NewsWire (Formerly Datamonitor)

December 2, 2022 Friday 1:26 PM GMT

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Section: UNITED STATES; Retail

Length: 296 words

Highlight: The Zara x Evrnu collaboration is part of Inditex's Sustainability Innovation Hub, an open-innovation platform designed to bring start-ups together to promote and scale initiatives developing new materials, technologies, and processes that limits the environmental footprint of fashion and help advance towards more sustainable production.

Body

This collection made from NuCycl Lyocell comprises two oversized collared shirts and wide-leg trousers which is now available on Zara.com and select Zara stores worldwide. "We are thrilled to partner with influential, large-scale brands like Zara to commercialise and scale NuCycl materials," said Stacy Flynn, CEO and co-founder of Evrnu.

"Evrnu's vision is to help brands create clothing out of recycled materials that can continue to be recycled. We are heartened by the growing demand from both brands and consumers for new kinds of high-performance, circular materials." Evrnu says its mission is to use textile waste as a material resource to engineer new, high-performance materials. Its first technology, NuCycl, engineers 100% cotton textile waste into a first-of-its-kind material, NuCycl Lyocell, which is designed to replace and outperform materials including cotton, man-made cellulosic fibers, nylon, and polyester, and maintain recyclability. By offering circular fibers, Evrnu is offering a pathway for brands to reduce use of virgin materials and ultimately their environmental impact caused by raw material production and waste. The company said it was currently expanding its facilities and operations to meet the growing demand for NuCycl Lyocell and will continue to commercialize its materials through its partnership with Zara and a range of other fashion brands. In later half of August, Inditex-owned Zara collaborated with Ananas Anam on a collection of sneakers, sandals and accessories made using pineapple-based material Pinatex as an alternative to leather. And earlier this week Inditex announced it had teamed with chemicals provider BASF to develop what it says is the first detergent to reduce microfibre release from textiles during washing.

Load-Date: December 18, 2022

Inditex renews its support for Cáritas' textile reuse and employment programs

CE Noticias Financieras English

January 20, 2023 Friday

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Length: 293 words

Body

Inditex will contribute 8.5 million euros to Cáritas over the next three years to strengthen its clothing collection and reuse program (Programa Moda Re-) and to continue developing employability, training and inclusion projects for people in vulnerable situations in Spain. The CEO of Inditex, Óscar García Maceiras, and the Chairman of Cáritas Española, Manuel Bretón Romero, signed this new agreement in Madrid, which extends until 2025 the collaboration that both entities have maintained since 2007.

The Moda Re- Program, to which Inditex will allocate 3.5 of the 8.5 million euros foreseen in the agreement, is the social economy project of Cáritas dedicated to the management of the full circle (collection, reuse via donation or solidarity sale and recycling) of used clothing, an activity through which the NGO has also created 1,200 jobs, 50% of which are for insertion.

During the period 2023-2025, the funds contributed by Inditex to Moda Re- will be directed primarily to strengthening the capacity and traceability systems for the collection of garments and to boosting its network of solidarity stores, with new openings that will be added to the 129 current establishments.

As for the products collected that cannot be reused, Moda Re will continue to introduce advances in its textile treatment plants in Bilbao, Barcelona and Valencia, where it extracts fibers and raw materials with value for the industry.

The Caritas employment and training program will receive 5 million euros to continue developing projects that promote the training and social and labor inclusion of groups at risk or in a situation of social exclusion and the implementation of social economy and self-employment initiatives.

Load-Date: January 21, 2023

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Inditex launches into second-hand clothing repair and sale with Zara

CE Noticias Financieras English

October 21, 2022 Friday

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Length: 479 words

Body

Inditex is launching the sale of second-hand clothing. The company will launch the project on November 3 in the United Kingdom through the Zara Pre Owned platform. It is, according to the company, a pioneering platform that will be integrated both in physical stores and in the online store and mobile application. The UK operation would initially serve as a pilot test to extend the service to other countries.

"Through this platform, customers will be able to make more sustainable decisions regarding their used clothing and contribute to the reduction of waste and the consumption of new raw materials," the company said in a statement. The resale space will be organized by product category with detailed information on each item, including current images provided by the seller and original product information provided by Zara.

Sustainable model

According to Inditex, as part of the commitment to a more sustainable model, the Zara Pre-Owned platform will also offer mending services for any Zara garment from any season, from replacing buttons and zippers to repairing seams.

Through the Zara Pre-Owned platform, customers can also request that used clothing be collected from their home for donation. Like the donation garbage cans already available in all Zara stores in the UK, online donations of garments will go to the Red Cross, an organization that gives products a new life by reusing or recycling them to support the development of projects in local communities.

"This new platform on Zara's website and mobile app is one more action within Inditex's sustainability approach and is an example of its commitment to moving towards a circular economy model that encompasses all phases of its activity, from product design to the management of its stores, including manufacturing, logistics and the company's offices," explains Inditex.

The platform is aligned with and complements existing initiatives such as the Inditex Sustainability Innovation Hub, an innovation platform focused on the continuous search for the best and most sustainable materials, technologies and processes in collaboration with start-ups such as CIRC or Infinited Fiber, innovation accelerators and leading partners such as the Massachusetts Institute of Technology (MIT).

Inditex reinforces its commitment to the circular economy at a time when the fashion sector is increasingly criticized by different institutions for its sustainability strategy. According to the UN, the fashion industry is the second most polluting industry on the planet: it produces more carbon emissions than all international flights and maritime transport combined. In recent years it has multiplied its production, and has gone from producing two seasons to producing more than six, to offer new pieces and trends every two months to a consumer who throws away clothes in half the time it took fifteen years ago.

Inditex launches into second-hand clothing repair and sale with Zara

Load-Date: October 22, 2022

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H&M, Inditex, Stella McCartney, Kering Take Canopy Pledge for 'Forest-friendly' Sourcing

WWD

November 14, 2022

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Length: 578 words

Body

At COP27, a number of fashion companies took to new fiber sourcing commitments on Monday. For starters, H&M, Inditex, Stella McCartney and Kering announced a joint commitment to purchase more than half a million tonnes of low-carbon fiber alternatives for fashion. The latest initiative is led by environmental nonprofit Canopy (with CanopyStyle as its flagship viscose sourcing program).

"We are thrilled to advance this commitment with forward-looking partners who are willing to challenge the status quo and in doing so provide a breakthrough for these game-changing technologies," Canopy founder and executive director Nicole Rycroft said in a press statement. "This commitment will allow us to take a historic leap closer to the \$64 billion of investments in sustainable alternatives needed to ensure forest conservation for our planet's climate and biodiversity stability."

What this amounts to is direct infrastructure investment for next-generation fibers (the construction of more than a dozen pulp mills for producing next-generation fibers, or those that replace the exhaustive resource use of virgin raw materials with recycled or otherwise improved inputs, like agricultural waste). Some textiles made from textile waste include Infinna fiber, of which Patagonia is already an investor and a \$420 million mill is already in the works, or Lenzing's Refibra.

By Canopy's estimates, this commitment will save local communities where mills operate 2.2 million tonnes of greenhouse gas emissions as compared to conventional production. As it stands, the brand partners already committed to stop sourcing from ancient and endangered forests, defined as those that are at high risk of depletion.

Madelene Ericsson, environmental sustainability business expert at H&M Group, said: "Innovative low-carbon solutions, such as regenerated cellulosic fibers from waste textiles, microbial cellulose or agricultural residues, will play a vital role to help us reduce our impact on climate and protect forests, so no ancient and endangered forests are put at risk to make fashion. These next generation solutions and collaborations like Canopy's help us taking strong steps toward our goal for all our materials to be either recycled or sourced in a more sustainable way by 2030." (As of last year, 17.9 percent of H&M's garments were made with recycled content toward a goal of having that number reach 30 percent by 2025.)

Kering's Yoann Régent, head of sustainable sourcing and nature initiatives also expressed excitement to continue a "longtime" partnership with Canopy to support the scale-up of sustainable materials. Kering, for one, aims to ensure

H&M, Inditex, Stella McCartney, Kering Take Canopy Pledge for 'Forest-friendly' Sourcing

half of all consumer-facing plastic packaging is made with 100-percent recycled content by 2025. The group has also committed to using only certified and recyclable materials in its supply chain operations.

Stella McCartney also offered the following statement on the news: "We are collaborating with Canopy to accelerate the development and adoption of Next Generation Solutions within supply chains rooted in forests. I am proud to say we have been partnering with Canopy since 2014 and have been a zero-deforestation brand since 2017 - never sourcing from ancient, endangered or protected forests. We must take action today in order to protect our forests for tomorrow."

More from WWD

Inside the Jacquard by Google Exhibit in Paris Elie Tahari Samples of the Works in 'Queer Threads: Crafting Identity and Community'

Load-Date: November 14, 2022

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Inditex discontinues 'Join Life' sustainability label

Apparel Resources

March 29, 2023 Wednesday 6:30 AM EST

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Length: 541 words

Byline: Apparel Resources News-Desk

Body

As stated by the firm in the release of its annual report 2022, the Inditex group, presently run by Marta Ortega, will remove its 'Join Life' sustainability 'indicator' from its clothing. Spanish giant Mango, which also lost its sustainable 'Committed' designation at the end of last year, is following in its footsteps by making this choice, which aims to preempt compliance with European legislation.

"We have reached a point in the development of our strategy where it is no longer necessary to differentiate the products in our collections with this label," explained the company headed by Oscar Garca Maceiras in its annual report. According to Fashion United Espaa, the environmental impact indicator has disappeared from all of the group's retail chains.

The 'Join Life' label was introduced in 2015 "as a tool to raise awareness among our customers and our staff about the use of raw materials and processes that have a lower impact on the environment as compared to the more widely used practices in the industry," as stated by Inditex.

Since then, a greater number of 'Join Life' products have been introduced to the market. They made up 9 per cent of Inditex's 528,797 tonnes of goods in 2018; a year later, that percentage had increased to 19 per cent. With 47 per cent of all goods in 2021, 'sustainable' clothing was already on track to reach the goal of half of all output. And by 2022, this percentage had increased to 61 per cent of the 621,244 tonnes of goods sold.

Using criteria related to the use of 'more sustainable raw materials' like cotton, linen, polyester, and cellulosic fibres as well as the aforementioned presence of clothing with the 'Join Life' sustainability label, Inditex describes how it evaluates and measures growth in the number of sustainable articles in the report.

In the past year, 50 per cent of the fibres used by Inditex (which accounted for 88 per cent of production) were of natural origin (i.e., naturally sourced filaments that can be spun into yarns, threads, or cordage), 40 per cent of the remaining fibres were synthetic (made from polymers that are not produced naturally, but are completely produced in a chemical plant or laboratory, almost always from petroleum or natural gas by-products), and 10 per cent were man-made) (formed from a natural component as a raw material that undergoes different transformations in a chemical plant or laboratory).

By bringing up to 78,675 tonnes of recycled materials to market in 2022-a 90 per cent increase from 2021-the company will also be able to leverage recycling.

"To further advance our goals, our sales teams will continue to apply stringent product sustainability criteria and targets as a tool to extend best practices - both in raw materials and processes - to all our collections, and we will continue to use Join Life as an internal standard," the company said in its annual report regarding the discontinuation of the label.

Inditex discontinues 'Join Life' sustainability label

In order to continue advancing in its ecologically friendly strategy, Inditex is cooperating with the sustainability specialist Quantis. The goal of this collaboration is to carry out detailed Life Cycle Assessments (LCAs) for the numerous raw materials and industrial procedures employed in the creation of the clothing.

Load-Date: March 29, 2023

End of Document

Inditex launches the first detergent designed to reduce environmental impact due to microfibers

CE Noticias Financieras English

November 30, 2022 Wednesday

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Length: 370 words

Body

The challenge of **sustainability in the textile industry** is not only limited to the mass production of clothing due to the amount of materials and water required in the process. Washing clothes also pollutes. And a lot of it. In addition to the energy consumption of household appliances, **microfibers are released**, especially in synthetic fabrics, which end up in the sewage system, contributing to the serious problem of the accumulation of plastics in the sea.

Inditex has just launched for sale through **Zara Home** the first **detergent designed to reduce this type of impact**. The Galician fashion giant developed with the German chemical company **BASF** "an innovative solution" to reduce the release of microfibers by up to 80% depending on the fabric and washing conditions. The 750-milliliter format costs 7.99 euros.

Open innovation

The detergent recipe contains "highly efficient ingredients" and has already been tested in "different independent research centers", with different types of fabric and washing conditions. The product is "particularly suitable" for **low-temperature washing** because of the additional benefits it brings to the consumer, such as savings in energy consumption and a longer life for garments, which retain their colors for longer. Inditex and BASF have decided to **open up the formulation so that other detergent manufacturers can adapt it** and "enhance the positive impact of this solution".

"Innovation and collaboration are key to facing the challenges of the textile industry," says **Javier Losada**, the company's Sustainability Director. That is why at Inditex we strive to be more creative and efficient, promoting innovative technologies," he adds. This project with BASF is a good example, it shows the effectiveness of collaboration between industries and goes a step further, as the solution can be adapted to extend the use of this technology in the industry". The development of "The Laundry by Zara Home" detergent is, according to **Sören Hildebrandt**, senior vice president, Home Care, I&I and Industrial Formulators at BASF, supporting the textile industry "towards sustainability." "And we help consumers to improve their own environmental footprint," he says.

Load-Date: December 1, 2022

Inditex stores start charging a minimum of 10 cents for bags

CE Noticias Financieras English

October 15, 2021 Friday

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Length: 303 words

Body

The stores of the Inditex group brands (Zara, Pull&Bear, Massimo Dutti, Bershka, Stradivarius, Oysho, Zara Home and Uterqüe) will begin to charge for the bags from next Monday October 18 and in Spain 10 cents of euro and another 20 cents of euro for the envelopes, the company has reported.

The measure is part of an environmental strategy and today the brands have hung the notice in stores. The proceeds generated by this initiative will go entirely to environmental projects of organizations with which Inditex collaborates regularly, have announced from the textile group.

The multinational has confirmed to EFE that this is not a cost reduction measure by way of charging for services and added that, for the moment, they cannot give an estimate of the approximate amount that can be collected per month in Spain.

The aim is to extend this measure to all the company's markets and, in fact, this week has begun to be implemented in Austria, Switzerland and Belgium, while in Germany has been in force for days.

Inditex says that this strategy tries to "encourage customers to reuse".

There will be different prices depending on the chain: Lefties, Massimo Dutti?

In Spain, in addition to the aforementioned 10 cents per bag and 20 cents per sachet, in Lefties the price will rise to 15 cents and in Massimo Dutti stores will cost 35 cents.

Inditex also continues to make progress in terms of the raw materials it uses for manufacturing and sustainable fibres, with the aim that by 2023 100% of cotton and cellulosic fibres will be sustainable, just as linen and polyester will be sustainable or recycled by 2025.

Other company commitments to sustainability include zero-pollutant waste generation at all facilities by 2023, as well as the collection by 2023 of all parcel materials for recycling or reuse in the supply chain.

Load-Date: October 16, 2021

End of Document

Inditex Dedicates \$10 Million to Nature Restoration, Aligns with WWF

Sourcing Journal

December 21, 2022

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Length: 960 words

Body

Inditex is teaming up with the World Wildlife Fund (WWF) to help fund nine nature restoration projects across North Africa, Europe, Asia and Latin America.

Entering a three-year partnership agreement, Inditex and the WWF will focus their efforts on forest restoration and conservation, water basin restoration and conservation, and species and habitat protection.

To fund the restoration projects, the Zara and Bershka owner will allocate part of the extra money earned by charging customers for paper bags and envelopes—an initiative it launched in 2021 with the aim of promoting the use of reusable alternatives.

Inditex will make a minimum annual contribution of 3 million euros (\$3.2 million) to WWF, with 4.2 million euros (\$4.5 million) set for 2022. Through 2025, the Spanish company will contribute more than 10 million (\$10.6 million) toward the restoration of threatened ecosystems.

During the signing ceremony the duo attended in Geneva, Inditex CEO Óscar García Maceiras, said the fashion giant's "sustainability strategy seeks to increase the positive impact of our work on people, communities and natural resources. We are therefore delighted to partner with organizations like WWF who share our determination to help protect and restore ecosystems worldwide. We believe that WWF, with its proven track record and global reach, is the best long-term partner for powering up our environmental commitments through transformational work targeted at our entire industry."

The move comes a year after another industry conglomerate, LVMH, partnered with nonprofit environmental organization Canopy to further support forest conservation efforts. The luxury fashion giant committed to ensuring that its supply chains for paper, paper packaging and fabrics are free of fiber from the world's ancient and endangered forests by the end of 2022. This includes finding alternatives to endangered forest fiber to manufacture paper, packaging and textiles, like agricultural residues, recycled textiles and microbial cellulose.

More recently, Hong Kong-based apparel manufacturer Crystal International Group Limited expanded on its own reforestation efforts by planting 100,000 mangrove trees in Bangladesh this year.

As Inditex aims to follow these nature restoration efforts, the fast-fashion giant is now partnering with a firm with the mission to reverse nature loss and achieve a nature-positive world by 2030.

"Nature underpins our economies, our societies and our wellbeing," said Marco Lambertini, the director general of WWF International. "However, we are losing it at an alarming rate. Like many industries, the apparel and textile sector is highly dependent on nature and biodiversity. However, it also has a significant impact. We need urgent

Inditex Dedicates \$10 Million to Nature Restoration, Aligns with WWF

action to halt and reverse nature loss, including collective and strategic investments in restoring and protecting biodiversity."

The forest restoration and conservation projects will focus on protecting the biodiversity and fostering the sustainable management of Castile-La Mancha, which accounts for over 13 percent of Spain's total forest land; and supporting forest restoration work in Datça-Bozburun in Turkey and the oaklands of the Cratere degli Astroni Nature Reserve in Naples, Italy, both of which have been affected by recent forest fires. Both companies will also promote forest conservation efforts in Dadia, Greece, a destination for Europe's birds of prey.

Water basin restoration and conservation projects are concentrated in North Africa, specifically the Sebou River in Morocco, the coastal wetlands of Tunisia's Ghar el Melah, and the wetlands of Algeria's Guerbes-Sanhadja plain. In addition, Inditex and WWF will direct more funding to a project in Vietnam to restore the Tra Su wetlands located in the country's Upper Mekong Delta region. The company aims to increase climate resilience and enhance biodiversity in the area.

Lastly, species and habitat conservation projects that will benefit from the partnership include the conservation of the Gran Chaco tropical forest and Pantanal wetlands through community-based projects in Argentina, Brazil, Bolivia and Paraguay.

The species and habitat projects span two more continents beyond South America.

In Mexico, WWF is working with local organizations to protect and restore the Monarch Butterfly Biosphere Reserve and the Central Pacific Jaguar Landscape to ensure the future of the near-threatened jaguar, the threatened monarch butterfly and other key species and communities that depend on these landscapes.

And in northern China, the Pull & Bear parent can now assist WWF in its work in the Taihang-Yan mountains in the country's northeastern Amur-Heilong region. This area is a vital habitat for several medium-size and large predators, including 60 percent of the country's leopard population.

Inditex will invest the remaining money from paper bag and envelope sales in environmental projects run by several other organizations, such as the sanitation network improvement projects being championed by Water.org in several Southeast Asian countries and the collaboration with Action Social Advancement (ASA), together with Laudes Foundation, IDH, The Sustainable Trade Initiative and WWF-India, to foster regenerative farming practices in India.

As part of the agreement, WWF and Inditex will enter a year-long scoping phase that focuses on water stewardship and biodiversity conservation. This analysis will include drawing up a map of impacts along Inditex's value chain and a review of its actions, impacts and advances with a view to identifying priorities and key geographies. With the results in hand, the two organizations will seal a second agreement, to which a budget will be allocated, for making progress on sector transformation.

Load-Date: December 21, 2022

Inditex injects €15 million into Kering's regenerative agriculture fund

Agriculture Monitor Worldwide

March 23, 2023 Thursday

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Length: 414 words

Body

Inditex is betting on regenerative agriculture. The Spanish fashion group whose portfolio includes Zara, Massimo Dutti and Bershka has agreed to invest 15 million in the Regenerative Fund for Nature, launched as a joint venture by global non-profit Conservation International and luxury conglomerate Kering in 2021.

From the beginning, our goal was for other companies to join in order to increase the size of the fund and expand on the number of regenerative farming projects financed, Kering's chief sustainability and institutional affairs officer Marie-Claire Daveu told Vogue Business. Scientific consensus places conventional chemically intensive agricultural systems as one of the most significant drivers of biodiversity loss and climate change. We urgently need to support the scaling of regenerative farming projects to match the quantity and quality of raw materials with our industry's demand. We hope to see other companies follow Inditex's leadership and join the Fund.

The need to invest in scaling solutions was made clear in a UN climate change report published earlier this week, which warned that time is running out to limit global temperature increases to within the targets of the Paris Agreement, and called on every country and every sector to massively fast track climate efforts.

The Regenerative Fund for Nature aims to transform one million hectares (2.5 million acres) of agricultural land in six countries to regenerative agriculture practices by 2026. To date, seven grantees have been awarded between \$100,000 and \$500,000 to make this happen. This includes The Good Growth Company, which aims to restore ecosystems in Mongolia by producing goat cashmere; Fundacion Solidaridad Latinoamericana, which works with Creole and Indigenous smallholder cattle producers in Argentina on cowhide leather; and Organic Cotton Accelerator, which supports conventional cotton farmers in India with the transition to organic agriculture.

Inditex has previously invested in recycled textile Infinna, by signing a three-year deal with its maker, circular technology specialist Infinited Fiber Company in May 2022. The group says its \$15 million contribution to the Regenerative Fund for Nature came from charging consumers for single-use paper shopping bags since eliminating plastic bags in stores in 2021. Proceeds from the #BringYourBag initiative which hopes to incentivise reusable bags have also been donated to Water.org, WWF and Action Social Advancement among others.

Load-Date: March 23, 2023

Inditex and BASF create a detergent to extend the life of fabrics

CE Noticias Financieras English

November 30, 2022 Wednesday

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Length: 406 words

Body

Inditex has teamed up with the German chemical group BASF to launch a detergent that, according to both companies, reduces by **up to 80%** the release of microfibers in the washing of garments, which helps to prolong their useful life.

The product, baptized as The Laundry by Zara Home, is launched today in this brand of the group, both in physical stores and in the online channel, in 25 markets, including Spain. According to Inditex, it is the first detergent created expressly to reduce the release of microfibers. This is achieved through "highly effective ingredients" and washing at low temperatures, around 20 degrees. The Galician group explains that this makes it possible to "reduce energy consumption" and the "carbon footprint", at the same time as the colors "remain vivid for longer, thus extending the life of the fabrics".

"Innovation and collaboration are key to meeting the challenges of the textile industry. That is why at Inditex we strive to be more creative and efficient, driving innovative technologies," explains Javier Losada, sustainability director at Inditex. "This project with BASF is a good example, it shows the effectiveness of cross-industry collaboration and goes one step further, as the solution can be adapted to extend the use of this technology in the industry," he anticipates.

Sören Hildebrandt, senior vice president, Home Care, BASF, adds, "We are continuously working to address our customers' growing demand for innovative and sustainable solutions. Thanks to the joint development of this detergent, we support the textile industry on its journey towards sustainability and help consumers to improve their own environmental footprint."

In the coming years, the textile industry faces a profound transformation in its processes that will lead to a higher degree of sustainability, in large part because of legislation to be introduced by the European Union. The sector's giants are stepping up alliances and investments to accelerate these changes.

Inditex is being particularly active this year in this field. In May it announced an agreement with the Finnish Infinited Fiber Company to buy more than 100 million euros in recycled textile fiber, equivalent to 30% of this company's annual production from 2024. In addition, in July it announced its first investment in a startup, the U.S.-based Circ, dedicated to the generation of sustainable fibers, and did not rule out further investments.

Load-Date: December 1, 2022

Inditex presents a wind energy project with wind turbines in Punta Langosteira

Energy Monitor Worldwide

April 23, 2021 Friday

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Length: 289 words

Body

Inditex presented this Thursday to the Port Authority of A Corua a request for an administrative concession to develop a project to install three wind turbines on the Levante esplanade of the Outer Port of A Corua. The objective is for these windmills to generate sustainable energy for the collective self-consumption of the port facilities of Punta Langosteira and the Inditex headquarters in Arteixo (offices, factories and distribution center).

According to this proposal, included in the concession application that will be studied and processed where appropriate by the Port Authority of A Corua in the coming months, Inditex would assume the total investment of the facilities estimated at approximately 30 million euros -, as well as its subsequent management and maintenance, which would be carried out by a specialized company.

This approach to collective energy self-consumption is unique in Spain and is in line with the pioneering approach of the Port Authority of A Corua to the Green Port initiative, which promotes sustainability and energy self-sufficiency in Spanish ports, according to Inditex in a press release.

Sustainable energy self-sufficiency is a further step in the commitment established by the president of Inditex, Pablo Isla, whose objective is the incorporation of more efficient energy into all its operations. In this sense, the textile giant has established that at the end of the current year 90% of the energy consumed in all its facilities in the world (headquarters, logistics and stores) comes from sustainable sources. Already in 2020, 80% of the groups global energy consumption has come from renewable sources, above forecasts, while in Spain it has already reached 100%. 2021 Global Data Point.

Load-Date: April 23, 2021

LanzaTech teams with Inditex to launch carbon emissions-based fabric for Zara

Newstex Blogs

Biofuels Digest

December 15, 2021 Wednesday 12:05 AM EST

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Length: 375 words

Byline: Meghan Sapp

Body

Dec 14, 2021(Biofuels Digest: <http://www.biofuelsdigest.com/> Delivered by Newstex)

In Illinois, LanzaTech has announced a collaboration with Inditex that led to the design of a capsule collection for the retail group's largest brand Zara[1] that incorporates fabric made with carbon emissions, avoiding their emission into the atmosphere (CarbonSmart).

LanzaTech's biological process captures and converts steel mill emissions that would otherwise be emitted into the atmosphere as carbon dioxide. LanzaTech recycles the emissions into Lanzaol (ethanol) through a fermentation process. The Lanzaol is then converted into low carbon monoethylene glycol by the company India Glycols Limited which is then converted into low carbon polyester yarn by Far Eastern New Century (FENC). This yarn has been used to make fabric for a Zara capsule collection of party dresses.

[1]: <https://www.lanzatech.com/2021/12/13/lanzatech-and-zara-collaborate-to-create-a-capsule-collection-made-from-recycled-carbon-emissions/>

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Load-Date: December 14, 2021

Inditex and BBVA lose their 'triple A' ratings in sustainability

CE Noticias Financieras English

February 20, 2023 Monday

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Length: 436 words

Body

Inditex and BBVA have seen how the MSCI agency (Morgan Stanley Capital International) has withdrawn its highest sustainability rating, AAA. The bank was downgraded to AA last January, while the textile group's rating downgrade dates from December 2022. Visit [elEconomista Sustainable investment and ESG](#).

Inditex's was one of the longest-lived 'triple A's' among Spanish companies, dating back to at least April 2017, according to MSCI records. For its part, BBVA's AAA came from at least October 2017. Learn more about the [elEconomista.es ESG Ranking](#).

Despite having both suffered deteriorations in their ratings, both listed companies continue to receive a 'double A', which places them among the leaders in their respective sectors in sustainability. MSCI's rating system contemplates, from best to worst, AAA, AA (which, in both cases, indicate the leaders in sustainability in their industries), A, BBB, BB (for companies that are in the average of their industries), B and CCC (for those lagging behind their comparables).

Specifically, Inditex would be a laggard in the eyes of MSCI on issues of labor standards in the supply chain, and is a leader on issues such as the carbon footprint of its products and the supply of raw materials. For its part, BBVA appears as a laggard in what MSCI calls corporate behavior, which covers everything related to "the management of business ethics", including fraud, corrupt practices or money laundering.

Currently, according to MSCI, Ibex 35 companies include Naturgy, Redeia, Iberdrola, Endesa, Amadeus and a newcomer: Acciona Energía. The latter began to be rated by the agency last January.

These six companies would be joined by Solaria, which, according to the company itself, has also been AAA since last November. MSCI only offers a public score for the companies in the MSCI All Country World Index.

Among those seven Spanish 'triple A's', the one that has worn this distinction for the longest time is Naturgy, which has received it since at least October 2017. You may be interested in: Indra and Meliá are the ESG leaders in their sectors, according to S&P.

MSCI updates companies' ESG ratings about once a year. "We are committed to updating a company's profile as needed on a periodic basis," they detail in their public methodology. The same methodology clarifies that their ESG ratings "are designed to measure companies' resilience to environmental, social and corporate governance risks." These ratings show "how well companies manage these financially relevant risks" "in comparison with their rivals, not across industries," according to the provider's website.

Load-Date: February 22, 2023

Inditex and WWF to restore the most threatened ecosystems in Europe, Asia, Africa and Latin America

CE Noticias Financieras English

December 20, 2022 Tuesday

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Length: 583 words

Body

MADRID, 20 (EUROPA PRESS)

The signing of the agreement was held on Tuesday in Geneva (Switzerland) between the CEO of Inditex, Óscar García Maceiras, and the CEO of WWF International, Marco Lambertini. At the event, García Maceiras stressed that the textile company's sustainability strategy seeks to increase the positive impact of its work on people, communities and natural resources.

"We are delighted to collaborate with organizations like WWF, which share our determination to help protect and restore ecosystems around the world. We believe that WWF, with its proven track record and global reach, is the best long-term partner to raise the ambition of our commitment to the environment through a transformational project for our entire industry," he said.

For his part, Lambertini has expressed that the NGO is "very happy" to have Inditex as allies in its mission to reverse the loss of nature and achieve a positive impact on nature by 2030.

"Nature sustains our economies, our societies and our well-being. Yet we are losing it at an alarming rate," Lambertini recalled, adding that like many industries the textile and apparel sector depends "heavily" on nature and biodiversity and has a "significant impact" on them.

"We need urgent measures to halt and reverse the loss of nature, including collective and strategic investments to restore and protect biodiversity," he has defended.

Under the agreement, Inditex will allocate part of the funds raised from charging for paper bags and envelopes, a measure it launched in 2021 to boost the use of reusable alternatives, to the projects.

Specifically, Inditex will make a minimum annual contribution of (EURO)3 million to WWF, with (EURO)4.2 million set for 2022, bringing its total contribution to 2025 to more than (EURO)10 million.

INITIATIVES

Forest restoration and conservation projects will be dedicated to protecting biodiversity and promoting sustainable management in Castilla-La Mancha, which accounts for more than 13% of Spain's total forests. In addition, it will support forest restoration work in Datça-Bozburun (Turkey) and the Cratere degli oak groves of the Astroni Nature Reserve in Naples (Italy), both affected by recent forest fires; as well as promoting forest conservation efforts in Dadia (Greece), a vital refuge for Europe's birds of prey.

Another recovery project will be developed in the Mekong River Delta (Vietnam), affected by intensive rice cultivation and suffering a significant loss of biodiversity.

In Latin America, WWF will conserve endangered ecosystems and fauna with initiatives for the recovery and conservation of the Gran Chaco tropical forest and the Pantanal wetlands, in collaboration with local communities in

Inditex and WWF to restore the most threatened ecosystems in Europe, Asia, Africa and Latin America

Argentina, Brazil, Bolivia and Paraguay. In Mexico, WWF teams work with local NGOs to conserve the habitats of two endangered species: monarch butterflies and jaguars.

In the Taihang-Yan Mountains in northern China and the Amur-Heilong region in northeastern China, a key habitat for medium and large predators, the organization's efforts focus on the conservation of endangered species such as the Amur leopard and the Amur tiger.

The remaining proceeds from the collection of bags and envelopes will be used for projects of different organizations, such as Water.org in Southeast Asia; Action Social Advancement (ASA), together with Laudes Foundation, IDH The Sustainable Trade Initiative and WWF India to promote regenerative agriculture in India.

Load-Date: January 5, 2023

End of Document