



INVESTING IN OUR FUTURE: WHY NISTA INC. NEEDS AN ENVIRONMENTAL MANAGEMENT SYSTEM

NAME

Good morning, ladies and gentlemen. I am very delighted to present a brand strategy for Nista Fashion Company, Inc., centred on environmental management system development, which includes both a strategic and an evaluative approach. It is a strategically determined path that paves the way for sustainability to be the core of operations, allowing for effectiveness and success even in the presence of market shifts and changes in regulations. By incorporating an EMS into our organisational function, we are showing a lot more than just concern for the environment.

Moreover, this strategic decision could increase productivity, reduce costs, and give a more positive image externally to interest groups like consumers, investors, and regulatory authorities. This presentation will provide the logic, process, and expected benefits of an EMS; thus, the goal is to make such a system a key element of a successful growth strategy and lead to sustainable gains and competitive advantage in the fashion industry.

(Dorado, Giménez Leal and Castro Vila, 2022; Galer, 2022; Thorisdottir and Johannsdottir, 2020)

SUSTAINABILITY: THE BEDROCK OF MODERN FASHION

- Sustainability in fashion is about responsible sourcing, ethical production, and minimizing waste.
- It reduces long-term risks and ensures a future for our company in a changing market.



I'll start by providing a background on what sustainability encompasses in our industry. Particularly, as a crucial concept in the fashion industry, sustainability has evolved from being a sidelined issue in the fashion industry to a leading business necessity today. This has been portrayed by the modern customers who tend to be drawn to brands based on shared values; production principles featuring responsible sourcing, ethical practices during production, and waste reduction. Through implementing an EMS, which makes sustainability a core element, this organisation can gain a competitive edge in the market by attracting such customers.

Consequently, it's crucial that we acknowledge such a strategic alignment as it allows businesses to mitigate, if not all, but most of these challenges, contribute to forming a stable situation that will ensure the future of our brand. Sustainability in fashion informs eco-conservation; it does not stand for eco-friendly processes alone; it incorporates across-board approaches meant to secure economic stability, social equity, and environmental health. The incorporation of an EMS into Nista Inc. allows the company to undertake the systematic management of its environmental impacts, from the origin of the materials to the eventual disposal of products, bringing the notion of sustainable development into operational thought.

This strategy plays a key role in developing the transparency and reliability of the fashion industry, which is reflecting the escalating consumer demand for such ethics. Through consistency in displaying concern for being sustainable, the image of Nista Inc. can develop brand loyalty, explore further market openings, and finally reach the objective of outperforming its competitors.

(Brown and Vacca, 2022; Edelson, 2023)

WHY FASHION ORGANIZATIONS NEED TO BE SUSTAINABLE

Consumer demand



Environmental regulations



Investments towards sustainability



- Growing consumer demand for eco-conscious clothing and transparency in the supply chain.
- Stricter environmental regulations on textiles pose potential non-compliance penalties.
- Investor preferences are increasingly leaning towards responsible companies.

Having understood what sustainability encompasses in the fashion industry, let us now discuss why the organisations need to adopt strategies. This is to help understand how the fashion industry is at a challenging phase, with pressures coming from the entire supply chain, including consumers, regulators, and financiers alike. Transparent business operations as well as environmental protection form the new agenda for brands, which have already prompted them to update their strategy and mindset accordingly. While regulations, however, are simultaneously tightening on each continent and worldwide as environmental laws are enacted, corporations are now having to comply with more stringent environmental regulations.

In addition to consumers, investors are also shifting their portfolios to firms that consistently have good sustainable practices due to the recognition that such firms are low-risk while earning a higher return. Given the pressure that has been raised on firms, the EMS comes as a crucial response. An EMS is in place to do more than just guarantee compliance and minimise risks; it is also a system that can boost consumer confidence and enhance investor investment. This strategic sustainability positioning encapsulates the concept that sustainability is anchored in the company's core operational processes, forms the core of its business strategy, and provides a competitive advantage within a fast-changing business context.

(Ali et al., 2020; Galer, 2022; Thorisdottir and Johannsdottir, 2020)

WHAT IS AN ENVIRONMENTAL MANAGEMENT SYSTEM (EMS)?



Framework for systematically managing our environmental impact in the fashion industry.



Identifies risks in sourcing, production, waste management, and sets targets for improvement.

As discussed, it's clear that sustainability is crucial for various reasons in the fashion industry and as such it's crucial for our organisation to take such measures. I will now illustrate what an environmental management system and its role in sustainability.

An environmental management system is a structured, organised approach that is used to both direct and enhance the environmental performance of an organization. Implementing EMS ensures that Nista Inc. is going to be the safe haven of sustainability, which is a way for the company to outline and carry out all practical steps of monitoring and handling possible pollution risks. This approach encourages the implementation of precautionary measures rather than performing reactionary or detrimental operations, which also meet both existing and upcoming environmental laws and regulations.

As a key component, an EMS not only directs management to comply with legal regulations for production but also contributes to innovation in sustainable fashion, which encourages Nista Inc. to assume environmental stewardship as its business operation principle. This can additionally help the firm spot areas where it can minimise waste, promote the efficient use of resources, and use sustainable ones for the moment. A sustainability management system helps to detect and mitigate risk, but more importantly, it is an embodiment of Nista's adherence to sustainable practices, which empower its operations to be both environmentally and economically sustainable.

TANGIBLE BENEFITS OF AN EMS FOR FASHION

Cost savings



- Cost savings from reduced textile waste, water use, and energy consumption.

Reputation



- Enhanced reputation with customers, suppliers, and the wider fashion community.

Access to green finance



- Potential for access to green finance and incentives designed for sustainable businesses.

Having comprehensively illustrated the background of the EMS approach, I will now explain some of the benefits of utilizing the system in ensuring sustainability. For starters, one of the most important and broader benefits of the EMS implementation in the fashion industry is that adhering to ecological regulation is far more than just an individual responsibility. The incorporation of a system of eco-management into the business activities of companies is of huge importance for a company like Nista Inc. because there can be many positive direct effects that are consistent with the strategic objectives on a medium- and long-term level.

Introducing EMS can bring the next level of economic efficiency to the organization. This is carried out through efficient management of resources, energy, and water and by reducing waste. Take, for instance, the energy utilization in store facilities and transportation means, which help to cut down on utility bills by a large amount while decreasing material waste in the production process, which makes the firm pay less for raw materials and waste disposal. It is this lower amount of financial expenses that affects the company's profitability directly and adds to the annual profit.

In regards to reputation, EMS innovations safeguard the Nista Inc. brand from environmentally sensitive customers. Today, customers benefit more and more from the environmental policy of the brand and choose it or against it on that basis. By showing the authenticity of responsibility for the environment, Nista Inc. will be able to include these consumers on its customer base, which will lead to the company expanding the market and increasing customer loyalty.

In terms of strategic approach, an EMS creates the perfect position for Nista Inc. to be the sustainability leader in the fashion industry, whereas competitors may lack this and thus bring gainful market opportunities. The positioning of the company as such a water steward can attract numerous opportunities, including participation in sustainability-focused organizations' partnerships, market entry based on the capability to adhere to tough regulations, and the availability to access green finances and incentives. Also, the excellent environmental image attracts high-caliber of professionals who would will like to work for the company and ensures staff performance by improving production quality.

SUCCESS STORIES



- **H&M:** Circular fashion drives cost efficiency and brand loyalty.



- **Patagonia:** Repair, reuse ethos boosts sales and sustainability.



- **Adidas:** Recycled materials reduce costs, elevate brand image.

I will now illustrate some of the companies in the fashion industry that have implemented this solutions successfully. In the course of developing the EMS a part of Nista Inc., possessing this knowledge and knowing that other companies have achieved the same is definitely a great motivation. For instance, brands such as H&M, Patagonia, and Adidas, in addition to relying on sustainable practices mainly as an advertising subject, have managed to incorporate this into their core missions by adopting comprehensive EMS strategies. These companies are the examples that clearly show sustainability is a business not a sacrifice in favor of profitability, but rather the other way around. The Conscious Collection by H&M and the recycled material projects of Adidas demonstrate that the divergence and success of the economy are only feasible with environment-friendly operations.

Environmental protection by Patagonia is not only embodied in their products but is also an instrumental component of their corporate culture as well as their consumer involvement strategies. These brands not only enjoyed meaningful cost reductions but also experienced sizable patronage among consumers and got the chance to stand out in an oversaturated market. They have not only become benchmarks but also lights towards a future where environmental governance and business excellence become synonymous thoughts and business positions. We should be able to borrow the same concepts to really show the importance of strategic environmental management as one of the key points for successful businesses these days.

(Edelson, 2023; Galer, 2022; Land, 2023; Patagonia, 2023; Port, 2021)

GETTING STARTED



Conduct an initial environmental assessment (what's our current impact?)



Identify top priority areas for improvement based on company goals



Develop a timeline for EMS implementation (could be phased)



Secure resources and assign responsibilities



So far we have covered what sustainability in fashion entails and acknowledged that an EMS is crucial for our business. I will now provide an overview of the implementation process, particularly the process of integrating one in our organization. The first step towards attaining green business excellence is the performance of an extensive environmental audit aimed at finding the company's footprints today. This could be done by calculating the resource consumption, waste, and emissions set-up, providing background knowledge that will be used as a reference point in designing formal programs and services aimed at achieving the intended goals.

Identifying top priority areas is the key to talking to all the departments in our company and exercising their service-oriented approach towards the environment, aligning the departments that are the most effective or those that cause the least damage to the environment. In this selection process, eco-zones are pre-selected to ensure both environmental performance and business-related value. The priorities for Nista, Inc., are optimizing resources, reducing waste, and reducing emissions. They will remain in line with their responsibilities to corporate citizens and their quest to attain efficiency in operations.

Eventually, we could develop a staged implementation plan in order to acknowledge that change is a process, not a single-shot solution. This timeline will be based on the short-run goals, the medium-term objectives, and the long-term targets. This approach provides a room that both presents us with the necessary level of flexibility and responsiveness in the meantime, while the overall course keeps moving towards the targeted vision for sustainable development.

Finally, the resources must be secured and the different work described. Among the necessary measures are the start of technology and human growth while installing strong roles and responsibilities. The success of our organization is somewhat dependent on the entirety of our staff, who shall be empowered through rigorously developing institutional frameworks and policies. This is the step that keeps our EMS from being just a document; instead, our EMS is alive and productive and changes along with our firm.

CONCLUSION



An EMS is an investment in our long-term success in the fashion industry.



It's a pathway to a more resilient, responsible, and profitable company that aligns with customer values.

In conclusion, for Nista Inc. to tread the path of sustainability, it is not just a matter of mere filling in the blanks or routine compliance with the environmental management quid pro quo; it is an effective plan towards our company's sustainability, which is a strategic investment in our future endeavors. The initiative accepts the fact that our business not only complies with sustainability but also conforms to the shared values of our customers. The road to sustainability is just evidence of our high-end thoughts concerning matters of business, and this fact sure makes us leaders among other competitors.

Therefore, an EMS implies a futuristic path that encourages innovation and resiliency, as sustainability brings monetary gain and profitability, which is achieved through creating harmony with nature. This campaign sets a perfect platform for Nista Inc. to exemplify its futuristic vision in sustainable fashion and prove that we can indeed leverage the power of doing right. In light of this point, the question is: how much could we benefit as a company, stakeholders, and the general public from this EMS? I really appreciate you for your time and for your willingness to embark on this great adventure.

Thank you.

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