

Sustainability in Home Textiles

Part One: Animal Welfare



January 24, 2019

On the agenda...

1. What is animal welfare?
 - What does animal welfare look like in practice?
 - Textile Exchange Standards
2. A case study: John Lewis
 - The importance of animal welfare
 - Our process
3. Q&A

Today's Speakers



Karen Perry

Partner & Sustainability Manager – Raw Materials
John Lewis & Partners



Ashley Gill

Senior Manager of Industry Integrity
Textile Exchange

ABOUT TEXTILE EXCHANGE

Founded 15 years ago, Textile Exchange is a global non-profit with more than 260 members that represent leading brands, retailers and suppliers in the textile industry. The organization works to create leaders in the sustainable fiber and materials sector by providing learning opportunities, tools, insight, standards, data, measurement and benchmarking—and by building a community that can collectively accomplish what no individual or company can do alone.



OUR MISSION

Textile Exchange inspires and equips people to accelerate sustainable practices in the textile value chain. We focus on minimizing the harmful impacts of the global textile industry and maximizing its positive effects.

OUR VISION

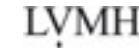
We envision a global textile industry that protects and restores the environment and enhances lives.



INDUSTRY TRANSFORMATION

- Drive an increase in the adoption of preferred fibers.
- Enable collective impact and action across the industry.
- Increase integrity throughout the value chain via the adoption of standards and certifications.
- Raise awareness about the positive, meaningful changes accomplished.
- Use the Sustainable Development Goals as a common vocabulary and reporting framework.

OUR MEMBERS



Shanghai Different Chemical Fiber Co.ltd



WILLIAMS-SONOMA



What is Animal Welfare?



Animal Welfare - Five Freedoms

1. Freedom from Hunger and Thirst
2. Freedom from Discomfort
3. Freedom from Pain, Injury or Disease
4. Freedom to Express Normal Behaviour
5. Freedom from Fear and Distress

Animal Welfare in Practice



Desired Outcomes

- Management
- Nutrition
- Infrastructure
- Health
- Handling and behavior

Farm Scope – Animal welfare requirements



Specific Issues

Live-Plucking – Banned by RDS



Photo courtesy of CBS

Force-feeding – Banned by RDS



Photo courtesy of [AnimalEquality.org](https://www.animalequality.org)

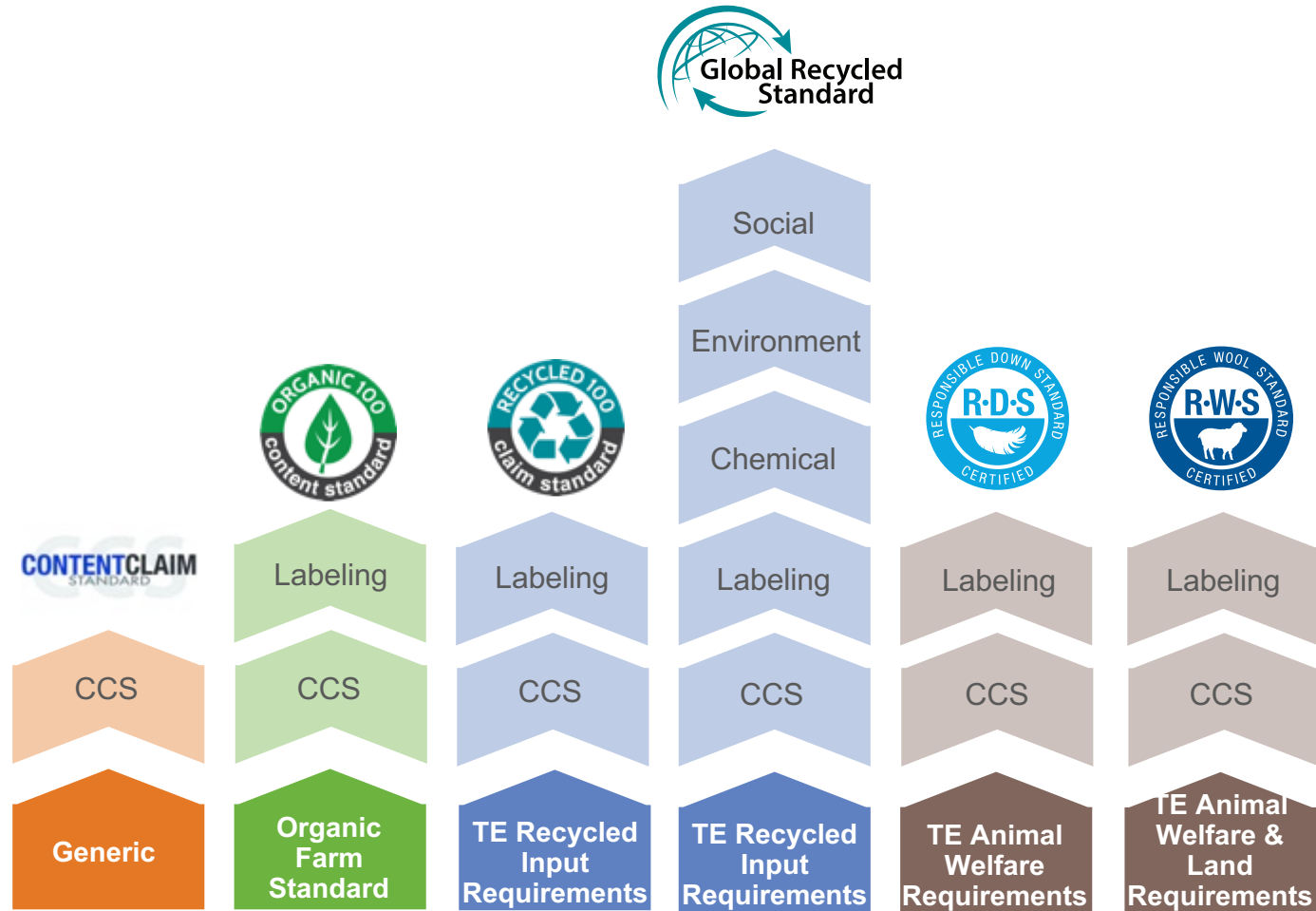
Mulesing – Banned by RWS



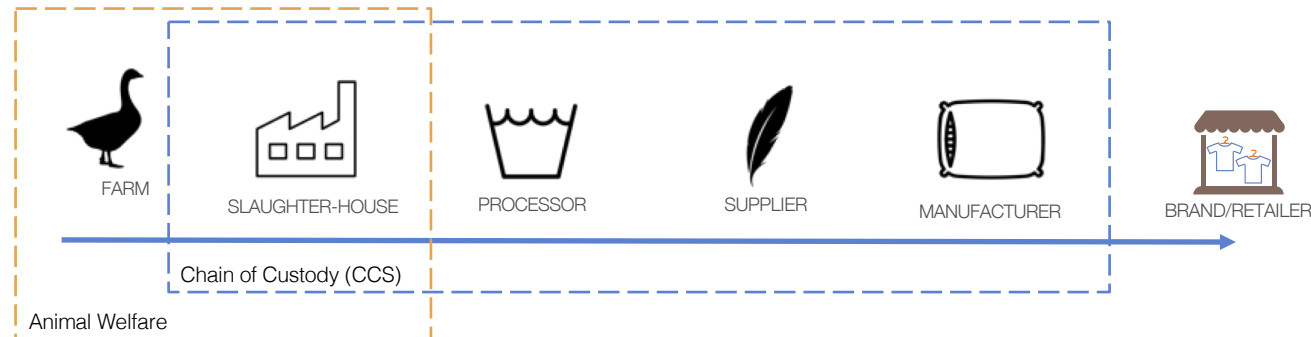
Photo courtesy of ABC

Textile Exchange Standards

Textile Exchange Standards

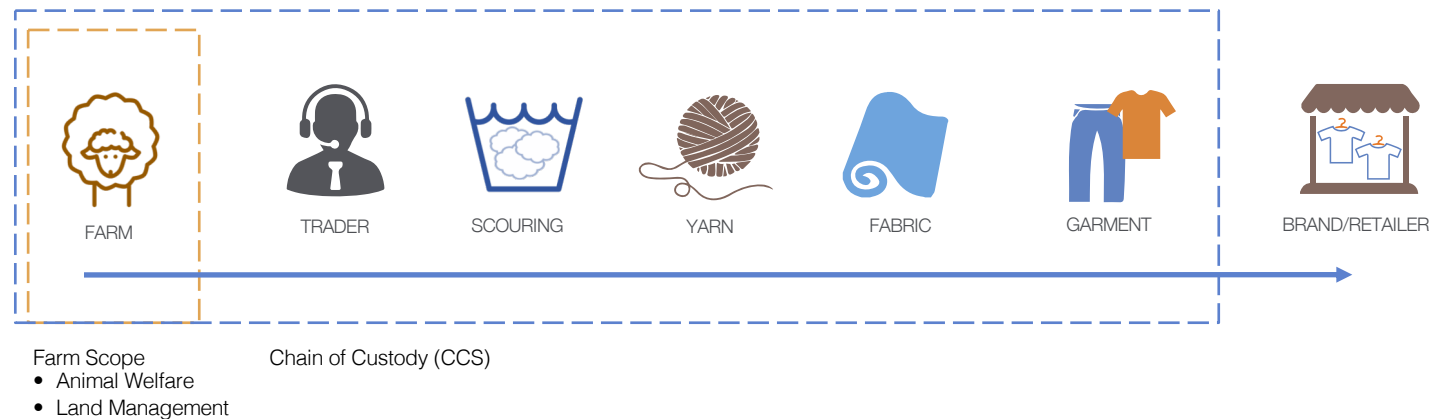


Responsible Down Standard



- Ensure no unnecessary harm.
- Reward and influence the down industry for strong animal welfare.
- Provide robust chain of custody from farm to final product.
- Create an industry benchmark to drive improvements in animal welfare where needed.

Responsible Wool Standard



- Ensure no unnecessary harm.
- Reward and influence the wool industry for strong animal welfare and land management practices.
- Provide robust chain of custody from farm to final product.
- Create an industry benchmark to drive improvements in animal care and land management where needed.

John Lewis Case Study

Presentation by:

KAREN PERRY

Partner & Sustainability Manager - Raw Materials
John Lewis & Partners



Why is this important to John Lewis.....

- It's the right thing to do!
 - Our customers care
 - Our customers are aware and are asking questions
 - Our Partners care
 - Campaigns: PETA / Four Paws
 - Reputational risk
 - To protect the sustainability of our supply chains
-
- Where possible we want to work with the industry
 - Walk away? Consequences and no change



In Another Success For PETA, Global Brands Group Swears Off Angora Fur



Rachelle Bergstein Contributor

Retail

I write about shoes, diamonds and other objects of obsession.



Activists from the animal rights organisation People for the Ethical Treatment of Animals (PETA) display a banner which translates as 'Angora: Torture for rabbits' as they stage a protest in the form of a street performance depicting the skinning of a rabbit for Angora wool in Paris on February 9, 2017. (ZAKARIA ABDELKAFI/AFP/Getty Images)

A foul truth behind the down in pillows and comforters

BY KATE GIBSON

UPDATED ON: JULY 27, 2016 / 2:38 PM / MONEYWATCH



ANIMALS ARE **NOT** OURS
to experiment on, eat, wear, use for
entertainment or abuse in any other way.

10 Reasons Not to Wear Wool



Posted by [Priya](#) on October 11, 2018 | [Permalink](#)

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Lacoste Joins Over 330 Brands in Banning Mohair Following PETA Exposé



Posted by [Margarita S](#) on December 5, 2018 | [Permalink](#)

After [PETA Asia's recent eyewitness investigation of the mohair industry](#) revealed the abuse and exploitation of angora goats, Lacoste has made the commendable decision to implement a total ban on the material.



Feather & Down

Our journey so far

John Lewis: Feather & Down



- Feather & down is one of our key raw materials
- In 2015 we set a target “100% traceability of feather & down sourcing by 2018”
- Each of our suppliers as a minimum to meet EDFA standard “European Down & Feather Association Traceability Standard.
- Ensured our suppliers have the ability to trace the feather & down in their supply chain
- October 2016, this target was met.
- What next? We wanted to go beyond this & set a more setting target
- Investigate available standards

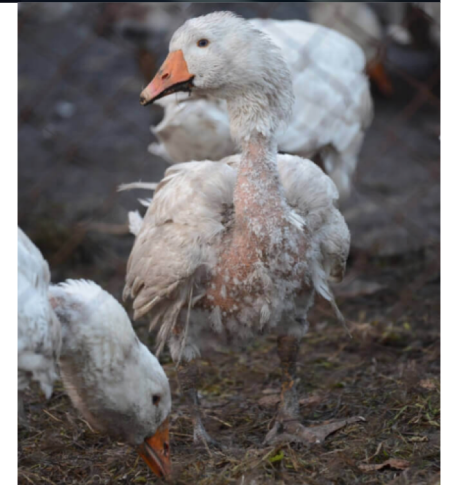


Four Paws Campaign



40Lives stands for the 40 ducks and geese that are tortured, plucked or force-fed to make just one down-filled duvet for a bed. In order to bring this cruelty to light, you voted for the worst retailer, and by doing so got almost all retailers to rethink their ways. But that's still not enough; we will carry on the fight – support us by signing this pledge.

- 2017 Four Paws launched a campaign
- 40 Lives Campaign
- This helped to refocus our attention: -
 - What did we know already?
 - What should our new target be?
 - How would we achieve this?



Feather & Down: What Next



- Engaged with Four Paws
- Engaged with our suppliers
- Invited our suppliers and Four Paws to a workshop at our office: -
 - Consult everyone
 - Supplier engagement
 - Supplier commitment
 - Discussions around issues
 - 1st time our suppliers had met Four Paws
 - Discuss standards



Feather & Down: Our journey....



- Continued building our knowledge
- Continued discussions with our suppliers
- Reviewed available standards with input from Four Paws
- Kept our buying teams informed and engaged
- Agreed a 2020 target
- Communicated the target to our suppliers
- Communicated the target in our annual report
- Keep up-to-date on the progress suppliers are making



Feather & Down Target:

“100% of our feather and down from certified-responsible* sources by 2020”



***RDS (Responsible Down Standard) or Downpass 2017**

CSR Report



What's Next?

Materials Matter.....



Intro

User Guide

Bamboo

Cotton

Elastane

Leather

Linen

Lyocell

Modal

Nylon

Polyester

PVC

Silk

Timber

Viscose

Wool


Innovations

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Wool

Wool is an animal-based natural fibre that is available in a number of different types and varieties. These include fine wools such as cashmere and merino, to coarser wools like karakul. The finer the wool, the softer it is. Finer wools are therefore used predominantly in garments, while coarser grades which are more durable, and less prone to pilling are used mostly in outerwear or home textiles.


Wool is a more sustainable material because it is a natural, renewable resource, that is durable, recyclable and biodegradable. The below types are potential options for John Lewis product.




Organic Wool




Responsible Wool Standard



Recycled Wool



Cashmere



Wools of New Zealand

Intro

User Guide

Bamboo

Cotton

Elastane

Leather

Linen

Lyocell

Modal

Nylon

Polyester

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Responsible Wool Standard


 Purpose


 Supply Chain

 More Sustainable Sourcing

 Product Claim

 Wool

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 Purpose


Why this is a more sustainable material option for your product

Merino and Lambs Wool are two of the most commonly known types of sheep's wool and widely used by John Lewis.

Merino wool (from the Merino sheep breed) is sourced mainly from Australia and New Zealand. It is considered to be a high quality wool because it is very soft and breathable, suitable for products where touch is important. Merino's fibres are extremely fine, allowing high elasticity in knits and the ability to produce very light fabric. This also makes Merino wool a very versatile material which in particular can be used for garments where temperature regulation between cool and heat is important. There are however some animal welfare concerns around the rearing of Merino sheep (mainly in Australia), due to traditional farming techniques which use cruel practices such as mulesing. It is illegal to practice mulesing on sheep in the UK and John Lewis has a strict animal welfare policy which stipulates that only merino wool that is sourced from non-mulesed sheep can be used in John Lewis own brand products.

Lambs wool is one of the softest wool types and is sourced from lambs (around 6-7 months old). Lambs wool is also lightweight, insulating and elastic.

However the wool industry is concerned that wool is not recognised as more sustainable material option and that the demand for wool is decreasing due to the alternative fibre options available. Therefore the Responsible Wool Standard (RWS) was developed to promote the sustainability of this natural fibre.



The RWS is itself still a very new concept, John Lewis therefore does not make it a requirement that wool supply chains become certified to RWS, but is interested in establishing if suppliers can meet requirements or can demonstrate other sustainability credentials. Please also see Wools of New Zealand as it may be a suitable option for your product

“ RWS was developed to promote the sustainability of this natural fibre. ”

What should you do?

Essential Steps

1. Develop a policy
2. Address all animal-derived materials
3. Verify the raw material
4. Verify the supply chain
5. Tell your story



Thank you!