

cottover

All about sustainability!



How can we address the challenges of global textile industry?



- **Chemicals and pesticides?**
- **Quality issues?**
- **Poverty?**
- **Working conditions and wages?**
- **Traceability and transparency?**
- **Wastewater from dyeing process?**

We joined forces with four well-known sustainability certifications



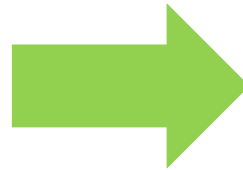
Fairtrade

Nordic Ecolabel

GOTS

Oeko Tex

What's the difference?





1. Raw material
– cotton farm



2. Ginner



3. Spinning Mill



4. Fabric Mill



5. Dyeing House



6. CMT – Cut, Make, Trim



7. Transportation



8. Trade/Distribution



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What's the difference?



Raw material



- Organic Cotton



- Fairtrade Cotton

Fairtrade Cotton



FAIRTRADE

2.5 billion people live on agricultural farming

That's roughly 1/3 of the world's population

50 % of them live below the poverty line

Fairtrade fights poverty by creating better deals for farmers and workers in developing countries, mainly focusing on crops



Why is cotton important for Fairtrade?



100 million households involved in cotton production for daily income

90 % live in developing countries and about 50 million are small-scale family farms.

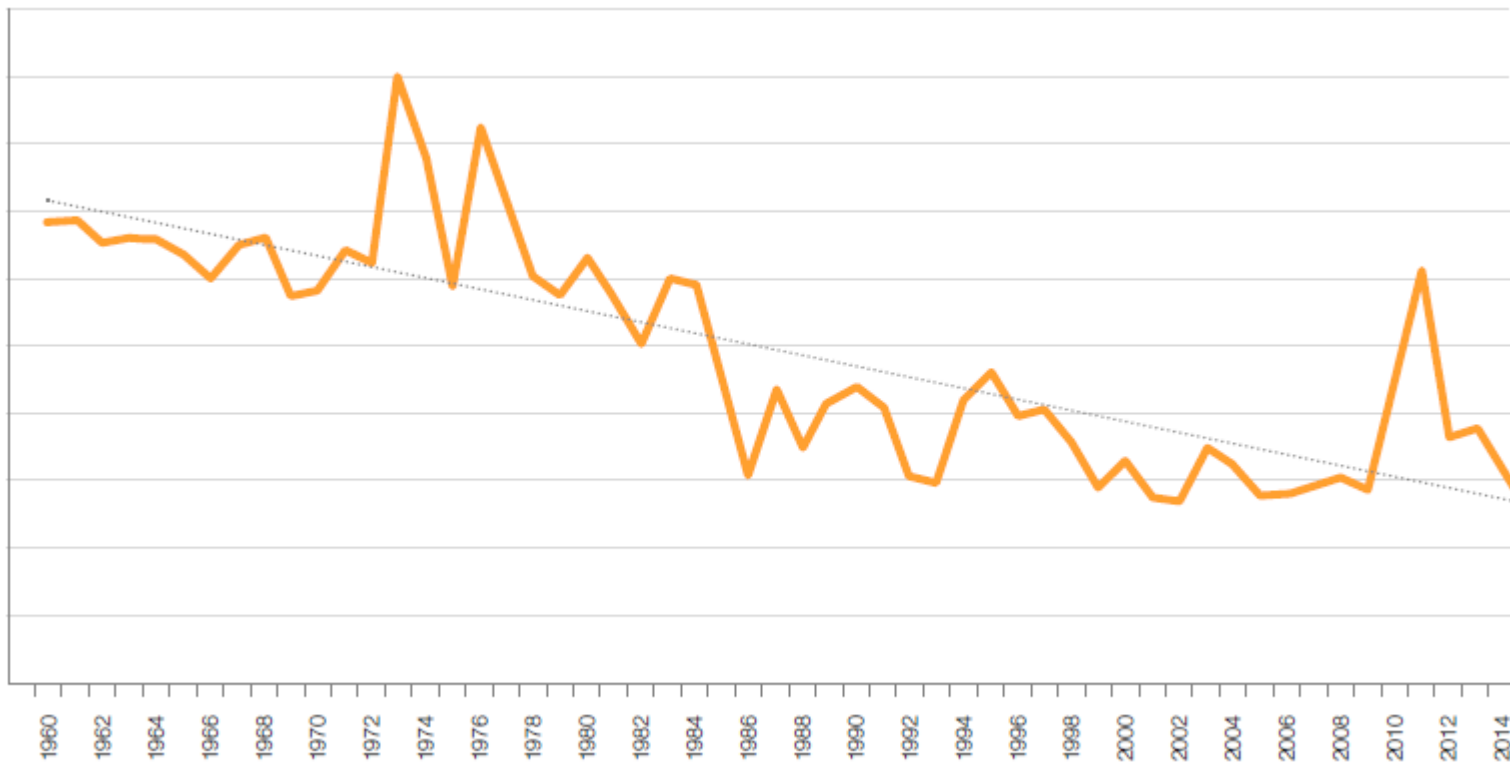
That's more than coffee and cocoa comined.

Cotton is a great opportunity to fight extreme poverty



FAIRTRADE

**The world price of cotton has been in steady decline for several decades.
Today, it is about 1/3 compared to the 1980'.**



A close-up portrait of a middle-aged man with short, graying hair, smiling warmly. He is wearing a light blue button-down shirt. The background is a soft-focus field of cotton plants with green leaves and white flowers.

BETTER ECONOMICAL TERMS!

- 1. Farmers are guaranteed a Fairtrade Minimum Price for cotton which cover the cost of sustainable production**
- 2. Farmers receive a Fairtrade Premium - an extra payment to be invested in social and economic development in the area**



FIGHT CHILD LABOUR!

- No employees below 15 years old.
Especially important on family farms
- Higher income for farmers to get the financial possibility to send their kids to school



DEMOCRACY

- Freedom of association
- Democracy-based decisions on how to use the Fairtrade premium

In 2015, Swedish consumption of Fairtrade-goods resultated in 65 million SEK in local development project thanks to the Fairtrade Premium



What has the Fairtrade premium resulted in? Examples from the Cottover-cotton farm in India!

- Drip irrigation (saving 70 % water)
- School supplies
- Water containers for animals
- Protection against Genmodified seeds (GMO)
- Doctors appointment, eye exam and glasses for those in need



**All because we bought bananas, coffee
and clothes – and chose Fairtrade**



A close-up photograph of a person's hands carefully plucking tea leaves from a bush. The person is wearing a grey long-sleeved shirt. The background shows a vast tea plantation on a hillside under a clear sky. The text "Organic cotton!" is overlaid in the center in a white, serif font.

**Organic
cotton!**

What is organic?

Organic farming = in balance with nature

1. No chemicals!
2. No fertilizers!
3. No GMO!

Cotton is considered the world's dirtiest crop due to its heavy use of pesticides...



Workers are highly exposed to hazardous pesticides. In combination with lack of access to protective apparatus, it is even more important to combine Fairtrade with Organic!

Social and Environmental responsibility are often linked!

We have only discussed the first step of the supply chain.
Still - organic and Fairtrade will result in several important improvements.



Raw Material

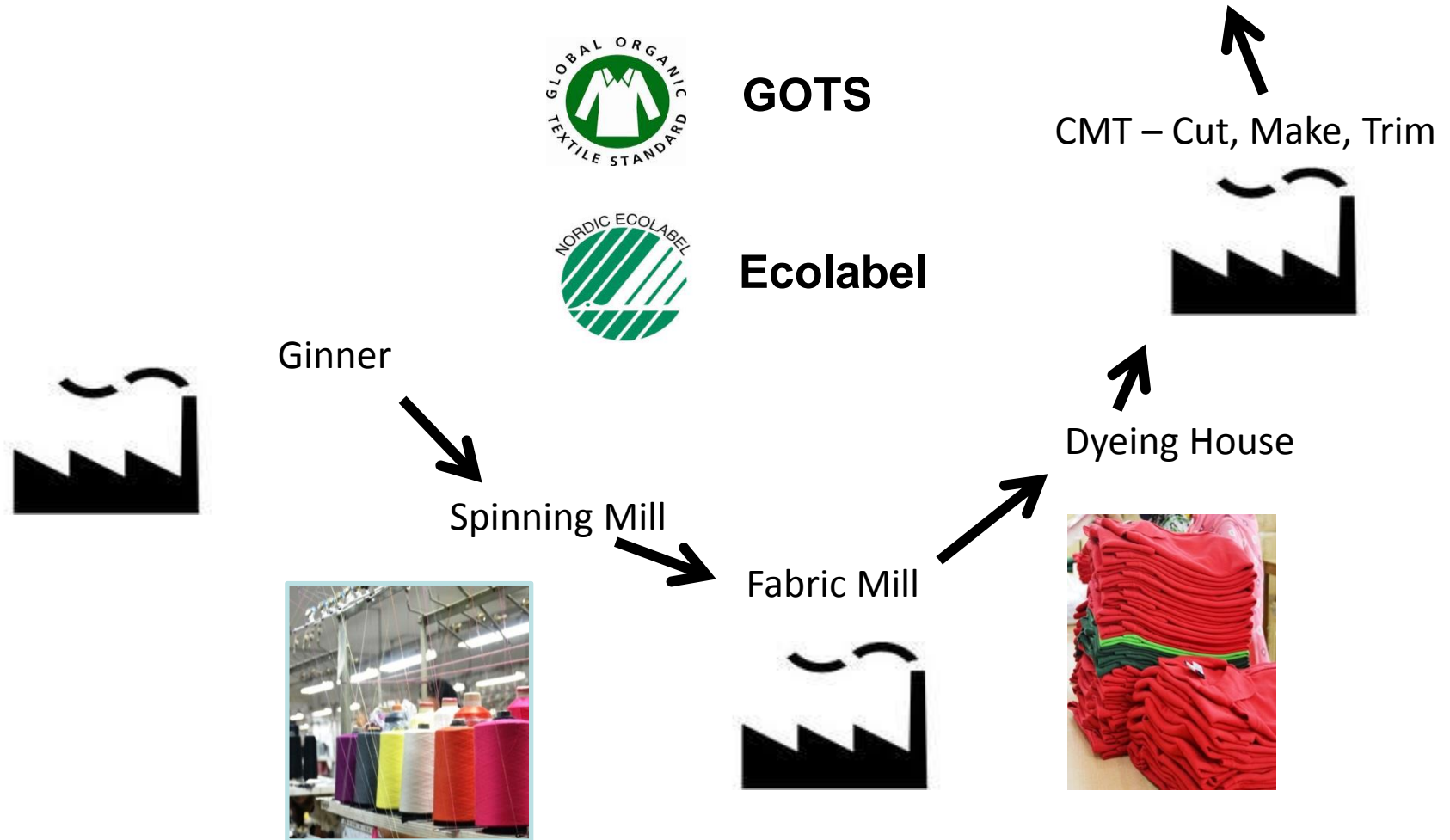


• Organic Cotton



• Fairtrade Cotton

What about the rest?



**ORGANIC IS GOOD –
BUT A HOLISTIC ECOLABEL IS GREAT!**

Lifecycle and
holistic
perspective

- from raw material to end product



GOTS - Global Organic Textile Standard

1. Minimum **70 %** of the material composition must be organic natural fibre



2. All steps of the supply chain must fulfill GOTS environmental criteria



Working conditions according to the ILO Conventions (in all steps of the supply chain!)



Quality requirement on the end-product!

= One label which covers all aspects!



Nordic Ecolabel

- The official eco-label of Sweden, Norway, Denmark, Finland and Iceland.
- Established by the Nordic Council of Ministers with the purpose of providing a reliable and independent labelling scheme for consumers.
- The Nordic Swan Ecolabel is an ISO 14024 type 1 Ecolabelling system and is a third-party control organ. It is the most well-known ecolabel among the Nordic countries.
- World-leading companies have Nordic Ecolabelled products, for example Procter & Gamble, Samsung, Sharp, Fujitsu, Scandic Hotels, and SCA.
- It guarantees that the product has fulfilled the stringent environmental and climate criteria available on the market

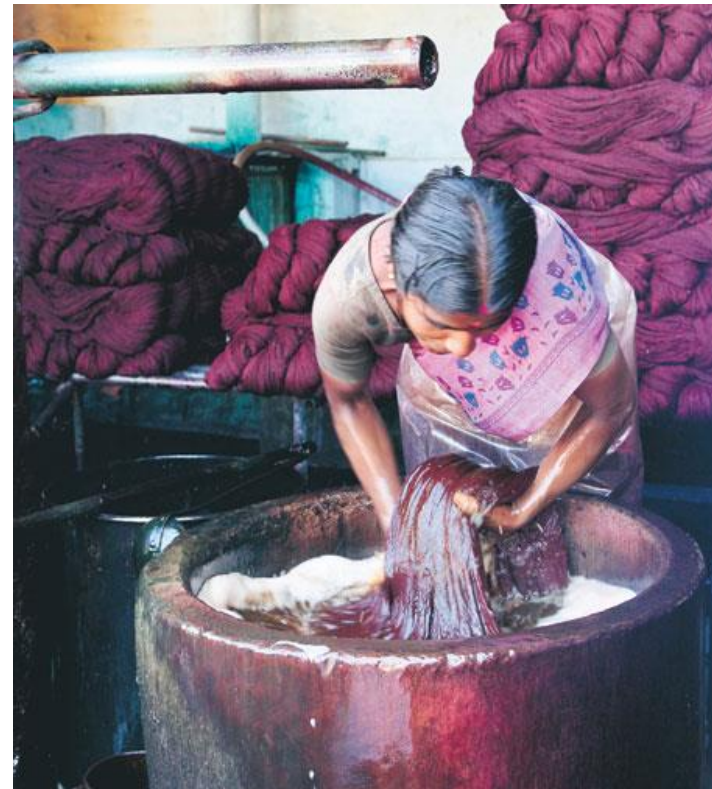
For example: minimized and very restricted use of chemicals in the total supply chain



**1 KG
TYG**



**4 KG
KEMIKALIER**



Made in Bangladesh – with pride!

ACCORD
on Fire and Building Safety in Bangladesh



- ✓ Sustainable development where needed the most
- ✓ Bangladesh is the second largest producer of garments! We strongly oppose to the trend of placing eco-friendly production only in Europe, when most garments are actually produced in developing countries
- ✓ 80 % of the export income in Bangladesh can be related to the textile industry

ACCORD

on Fire and Building Safety in Bangladesh



24 April 2013 – The collapse of Rana Plaza



OEKO TEX



CMT – Cut, Make, Trim





Oeko Tex 100

- OEKO-TEX® is an international label for textile and garments which have been tested for harmful substances, offering **consumers effective protection against undesirable harmful substances.**
- "Confidence in Textiles" – the well-being of the consumer
- Tested only by independent and professional testing institutes
- About 65 000 issued certificates makes it the world's most spread label for textiles which have been tested for harmful chemicals.

DO YOU KNOW THE LABEL? LETS MAKE A TEST!

This label...				
The raw material is organic?				
All steps of the supply chain are covered?				
Can be found on a 100 % polyester shirt?				
Limits presence of harmful chemicals?				
Guarantees good working conditions				

LET'S LOOK AT THE ANSWERS!

This label...				
The raw material is organic?	YES	NO	YES	NO
All steps of the supply chain are covered?	YES	NO	YES	NO
Can be found on a 100 % polyester shirt?	NO	NO	Maybe?	YES
Limits presence of harmful chemicals?	YES	NO	YES	YES
Guarantees good working conditions	YES	YES	YES	NO

Comments:

- ❖ Fairtrade is a social standard. It does not mean the product is organic. However, in Cottover we have both Fairtrade and Organic. But you need to look for a different label (GOTS or Ecolabel) to get organic products.
- ❖ Fairtrade focus on cotton – which is indicated on the label. Hence, it can never be found on a polyester garment and it does not cover the full supply chain or what chemicals are used in the dyeing process.
- ❖ GOTS and Ecolabel are both lifecycle-standards. They are quite similar – with two main differences: 1. GOTS requires a minimum use of 70 % natural organic fibers (hence can never be used for 100 % polyester), while Ecolabel can be used on several different product groups. Nordic Ecolabel has even more stringent chemical requirements, which makes some colours (turquoise) hard to make.

But sustainability will never be the main reason to buy a sweater....



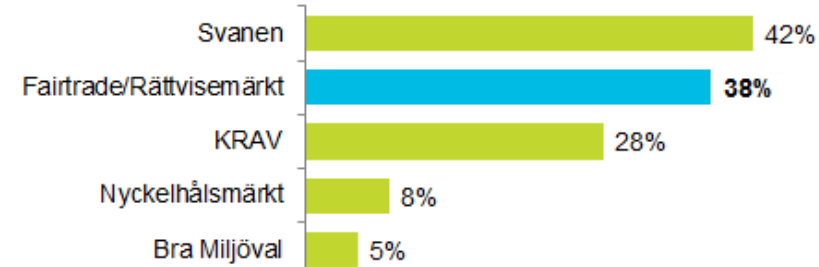
Don't forget to focus on colours, quality and appearance. You must have a really good product to start with!

What Cottover offers?



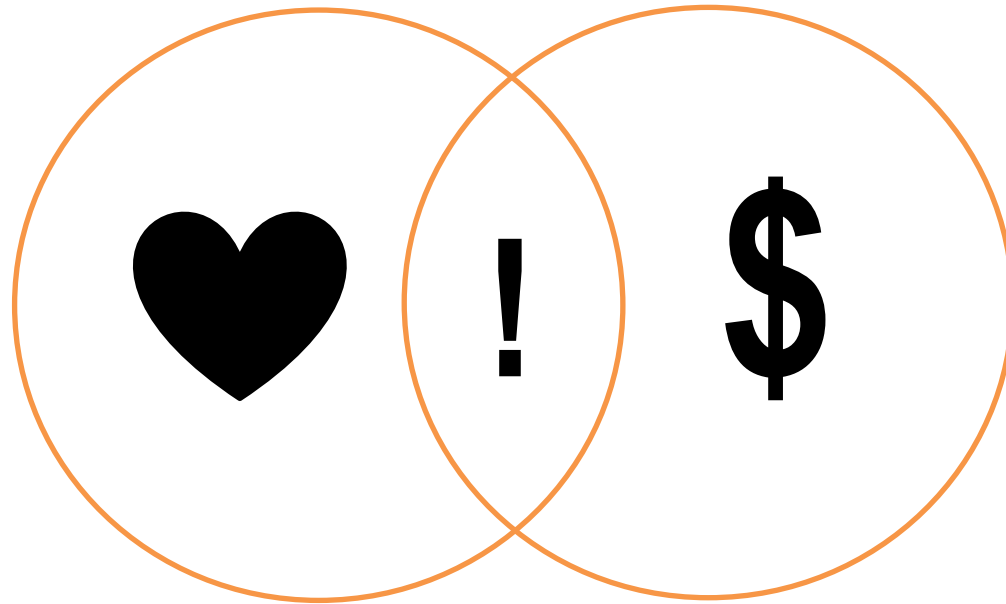
- ✓ A complete basic collection with something for everyone – **10 styles** for men, ladies and children
- ✓ **12 fantastic colours!** And we already know that our customers love colours
- ✓ The garments have been **quality tested** to be a sustainable choice
- ✓ **Four of the most well-known brands for sustainability** – in addition to your own brand

Strong market value!



- ✓ Inside the garment, we have displayed the two strongest labels which are **top of mind** when nordic consumers are asked to pick a sustainability standard
- ✓ Make your brand shine with your values!

Voting with your wallet –
How should textile production look like
according to you?



If the world had 4 costumers...

Don't miss 75 % of the market! Let the customer know about Cottover!

Seeking

Happy if

Happy if

Sustainability?



cottoVer



cottoVer