



Fashion with respect
for people and planet

ECAP: Your last chance to join!

The European Clothing Action Plan (ECAP) is designed for European brands and retailers

MADE-BY is leading on the impact area under ECAP to:

- Engage Brands and Retailers to **measure and reduce the environmental impact of fibre choice**

As you know, fibre choice makes a significant impact on the environmental and social footprint of apparel. As an ECAP partner, MADE-BY is working with a diverse range of European apparel brands and retailers to help them get started or accelerate their journey on this precise topic.

We would love you to join us

The deadline to sign up for this EU subsidised programme is 1st December 2017

What do participating brands and retailers get?

- Professional guidance through a **structured, step by step programme**.
- **Subsidised access to resources**, tools and consultancy support from MADE-BY.
- A credible baseline, a personalised strategy to make improvements and **externally validated** measurement of progress.
- **Communications support** to help promote your involvement.
- Access to **learning and sharing of best practice** with a network of other brands, retailers and industry stakeholders.

How will this help you?

- For those just starting their work on fibre choice it helps you **get started**.
- For those who have started, it helps to **solidify and refine your action on fibres**.
- Offers you a chance to bring different colleagues and departments together to **work collaboratively** on a specific sustainability topic to develop an implementable strategy with a sound baseline.
- Engagement in the programme also enables you to gain **knowledge and insights** to inform decision making and prioritise action on fibres; not only from MADE-BY but also networking and sharing with peers in other brands, working on the same challenge.
- Participation gives you **something else to talk about!** Communicate your involvement and help to engage those stakeholders who want to know more about your sustainability agenda.
- The outcomes will **enhance your overarching sustainability programme**, sourcing strategy and product portfolio, including the provision of externally verified impacts.

ECAP: Your last chance to join! *(Continued)*

What does this impact area entail?

MADE-BY will support you through a bespoke, structured programme encompassing 5 key steps. The programme runs until March 2019.

Programme Steps	Activity	Benefits
Step 1 Baseline	We calculate your baseline fibre footprint utilising an established industry tool	Receive a measurement of your current fibre usage and gain insight into the associated environmental impact in relation to carbon, water and waste
Step 2 Strategy	We carry out a bespoke sustainable fibre strategy workshop at your Head Office, using your fibre baseline as the basis and introducing relevant teams to the topic of fibres	Develop a sustainable fibres strategy with the aim of integrating more sustainable fibres into your product mix, reducing environmental impact of your carbon, water and waste footprints, and strengthening your broader sustainability strategy
Step 3 Implementation	We offer you guidance and support to help you implement your strategy throughout 2018	Receive remote consultancy support directly from MADE-BY as part of the programme
Step 4 Communication	We support you to communicate your involvement in ECAP through communications and network opportunities	You are enabled to share and receive learning from across the ECAP network and beyond, in support of raising your profile and promoting best practices across the sector
Step 5 Endline	An endline fibre footprint is calculated to measure changes as a result of starting to implement your fibre strategy	Achieve another measurement of your fibre usage and associated environmental impact, to assess progress and inform future priorities

What's your commitment to take part?

To take part, you only have to commit to:

1. Providing fibre data to enable the calculation of a (confidential) fibre baseline and endline
2. Engaging relevant staff to attend the workshop
3. Featuring your company logo on the ECAP website
4. Inspiring others by sharing your learning across the ECAP network
5. Paying a one-off, subsidised fee which covers all five steps outlined above

We would love you to join us

To find out more about ECAP please visit <http://www.made-by.org/projects/ecap/>

To sign up, please contact ria.kearney@made-by.org