

Cara Smyth

Founder of The GCNYC Fair Fashion Center

FOLLOW

[@gcnyc_news](#)

[@gcnewyorkcollege](#)



CONTACT

cara.smyth@gcu.ac.uk

(646) 768 - 5300

FASHION

has always

INFLUENCED

more than just itself.

– Nobel Laureate, Professor Yunus

It is always

HELPFUL

to start with the

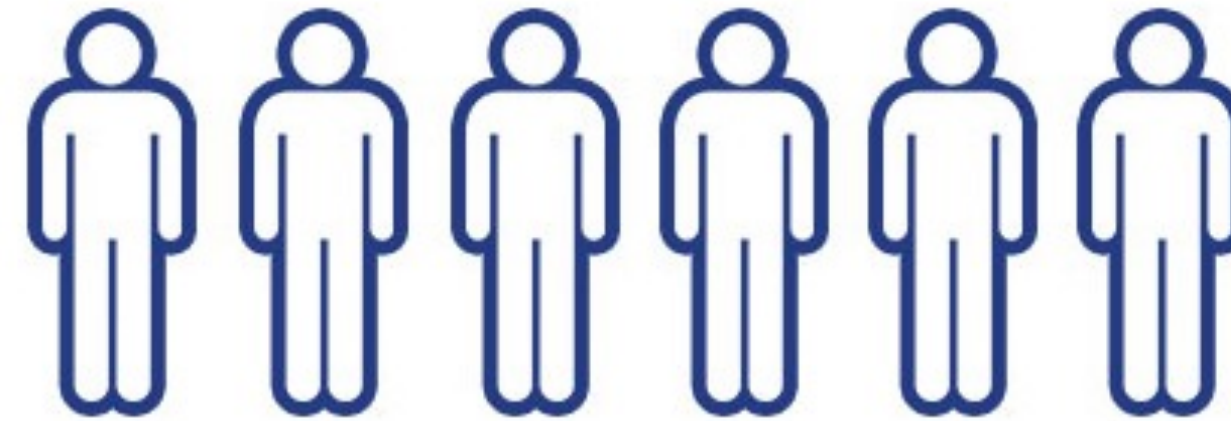
FACTS, DEAR.

– Mom

THE FASHION INDUSTRY BY THE NUMBERS



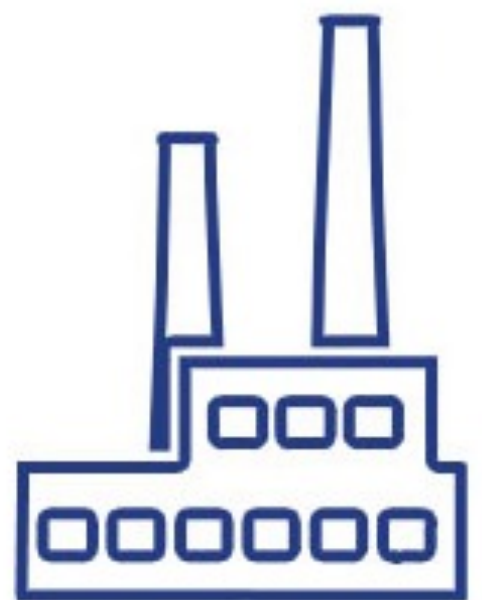
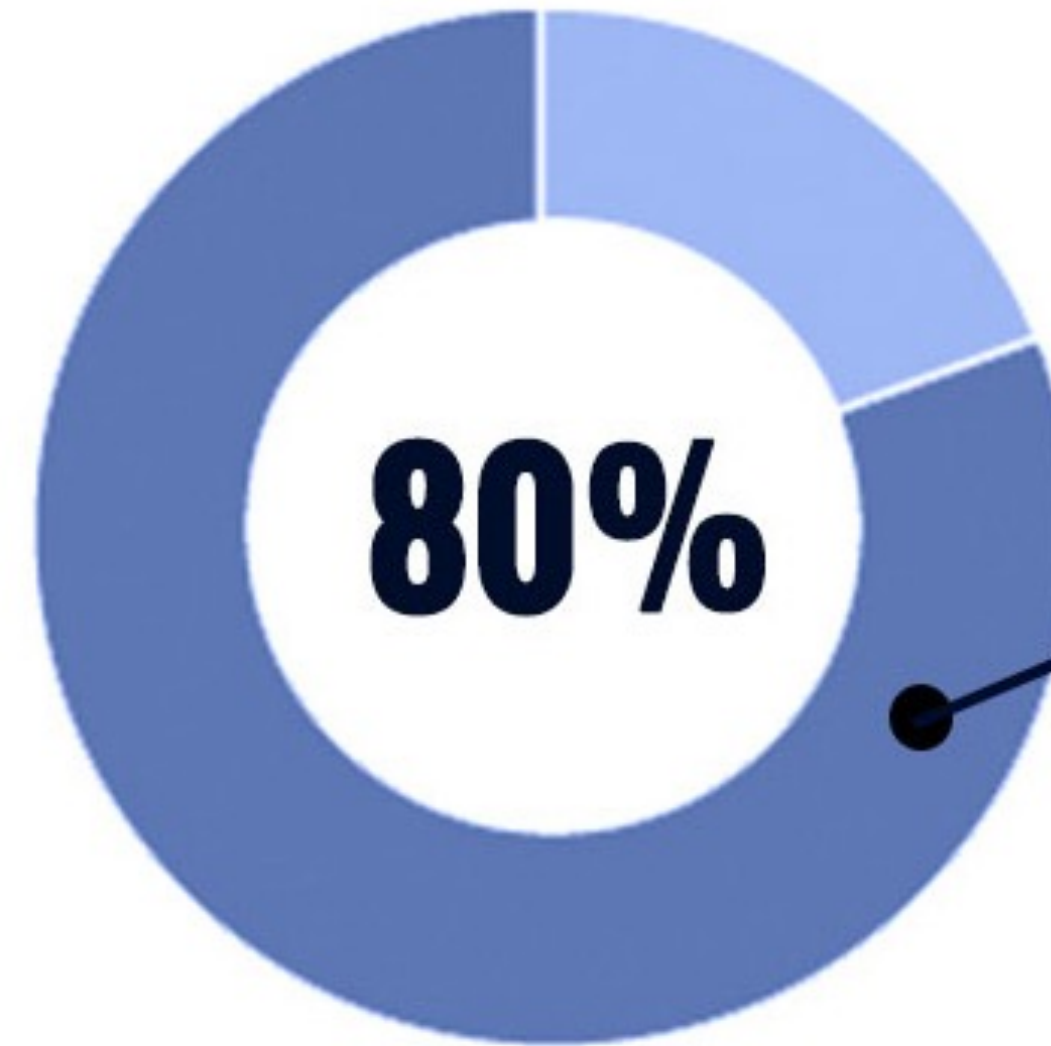
An estimated,
\$2.5
TRILLION INDUSTRY¹



An estimated,
150 MILLION
LIVES ARE TOUCHED BY THE GLOBAL
APPAREL INDUSTRY DAILY⁴



Fashion contributes
20%
OF INDUSTRIAL
WATER WASTE²



Fashion contributes
10%
OF GLOBAL CARBON
EMISSIONS³



85%
OF TEXTILES ARE
SENT TO LANDFILLS



An estimated,
21 BILLION
TONS PER YEAR⁶

PLEASE

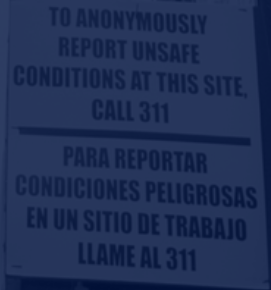
DO NOT

THINK

(only)

ABOUT FASHION

GCNYC
THE FAIR FASHION CENTER

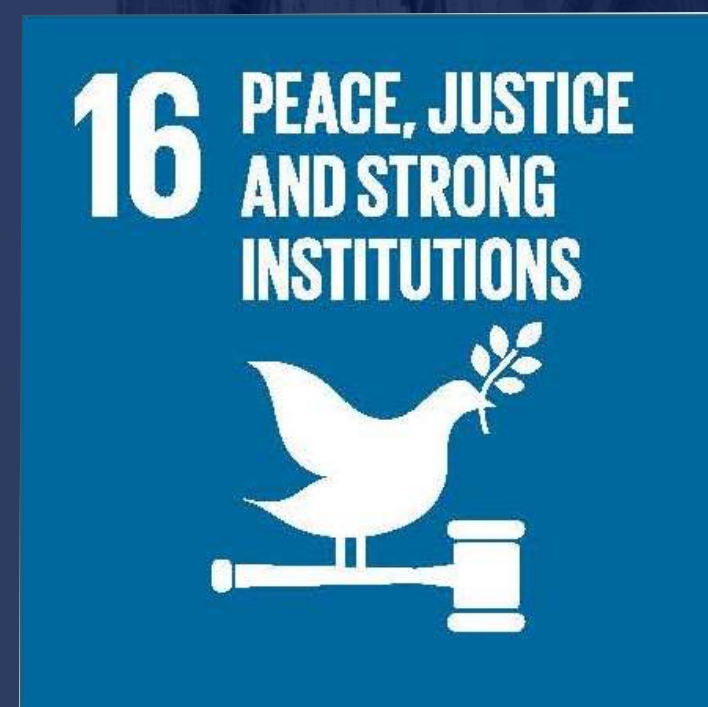
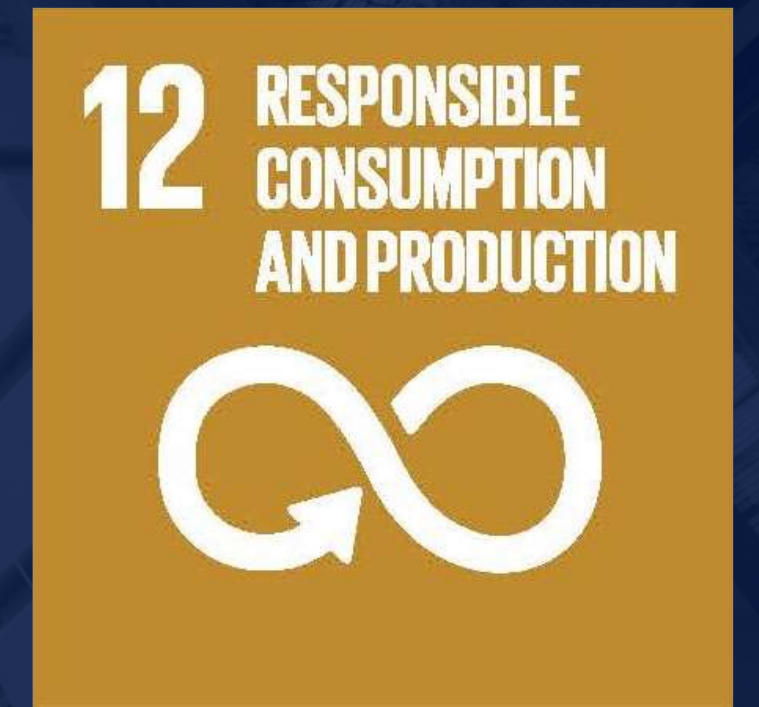
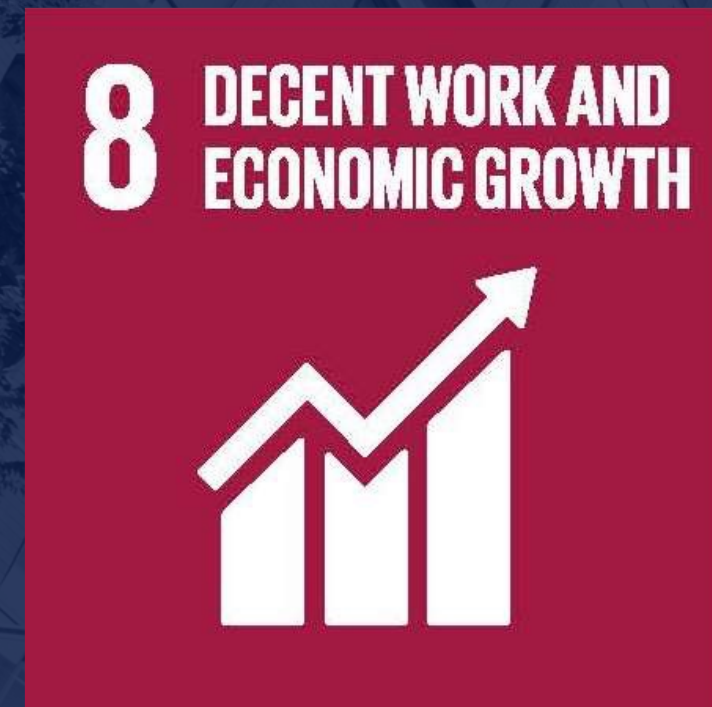


CÉLIN
CÉLINE

SUB-BUSINESSES THAT DRIVE FASHION

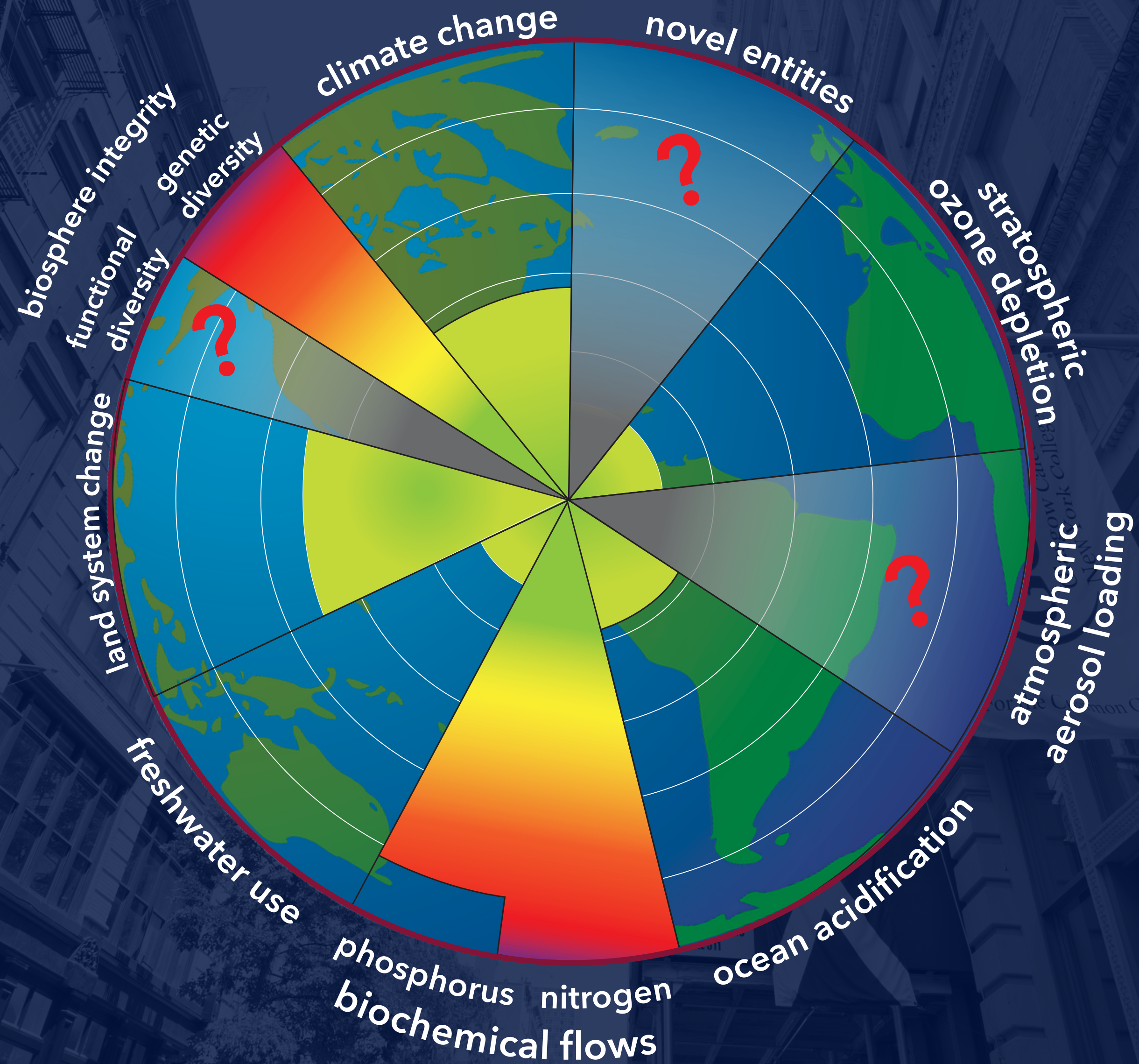
1. Manufacturing
2. Regenerative Agriculture
3. Chemicals and Treatments
4. Energy
5. Transportation and Logistics
6. Circular Economy
7. Packaging
8. ESG, Finance and Innovative Financing
9. Social, Labor, Stakeholder Well-being
10. Consumer Engagement
11. Retail and E-Commerce
12. Technology
13. Design and Innovation
14. Built Environment
15. Marketing and Celebrity
16. Governance and Transparency

UNITED NATIONS SDGs



For the Common Good

SCIENCE - 9 PLANETARY BOUNDARIES



NGOs (Non Governmental Agencies and Not for Profits)



GOVERNMENT



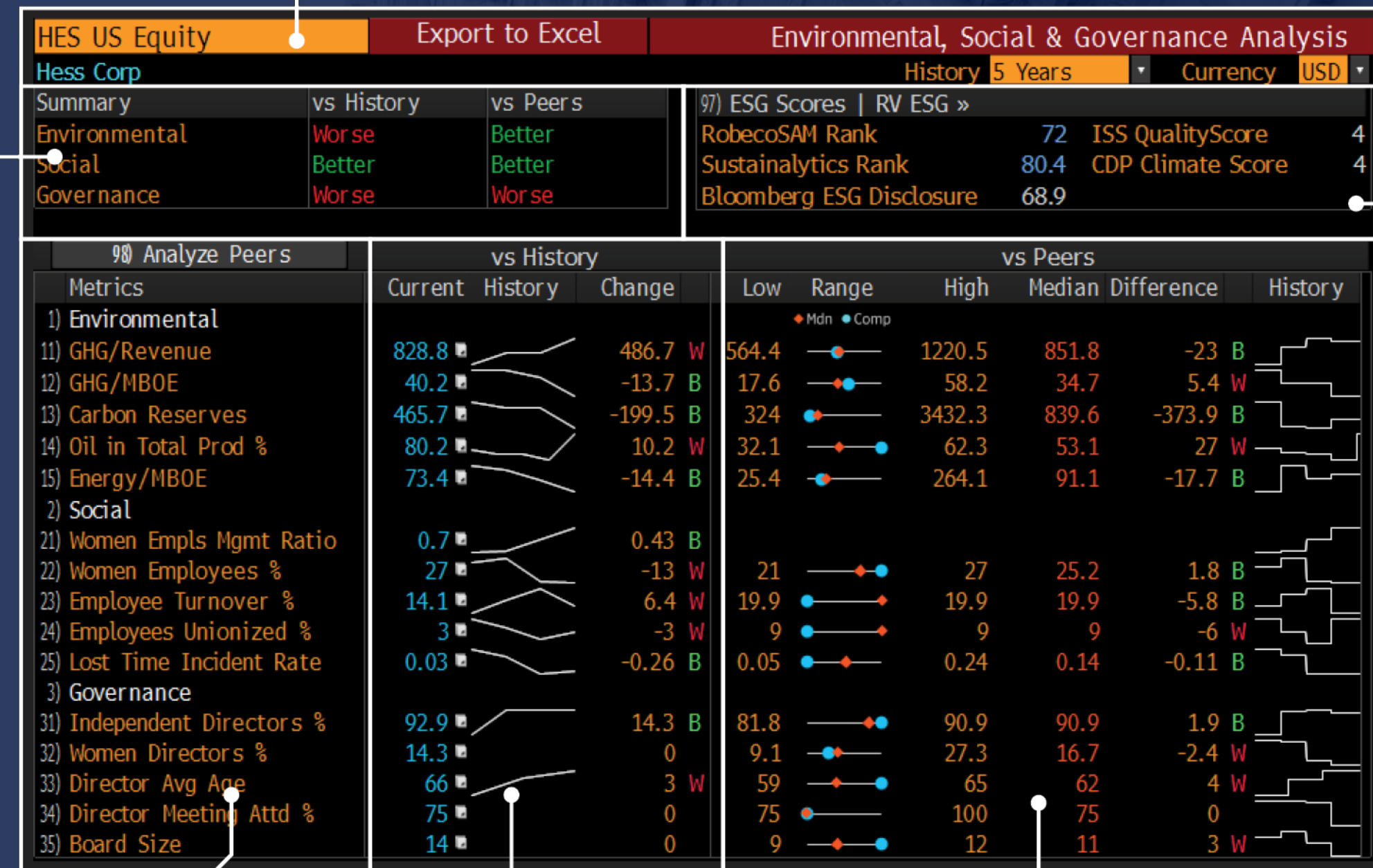
Bloomberg

More than 12,000 users are making more informed decisions based on ESG data available in the new ESG dashboard referencing **Better, Worse, Non-Disclosed** fields

INVESTORS & ESG DASHBOARD

Control Area

The control area allows you to select the company you want to analyze, and select the timeframe and currency, so you can customize the ESG data that appears. You can also export the ESG data to Microsoft® Excel for further analysis.



Summary

The summary section provides an overview of a company from an ESG perspective, both historically and relative to peers.

Scores

The scores section provides a snapshot of ESG scores, rankings and ratings from Bloomberg and third-party ratings agencies, so you can gain proprietary and outside perspectives on a company's ESG risks.

Metrics List

The metrics list is focused on industry-specific, investor-relevant ESG key performance indicators. The data for each metric is as reported by the company and its peers. Data is sourced from public company filings, including annual reports, corporate governance reports, CSR or Sustainability reports, and from company websites.

Historical Comparison

The historical comparison section allows you to gauge whether a company's ESG metrics have improved or declined over the selected timeframe. One-click access to the Graph Fundamentals (GF) function displays trends over time in a detailed chart.

Peer Comparison

The peer comparison section allows you to analyze the ESG performance of a company compared with a group of its peers. The list of peers is entirely customizable by the user.

DIVIDED SECTORS - with Different Priorities and Languages

Industry

Finance

Non-Profits

THE "IN BETWEEN" SPACE

Science

Philanthropy

Academia

Government

GCNYC FAIR FASHION CENTER

40 CEOs

242 BRANDS

102 COUNTRIES

41,600 FACILITIES

1,037,300 EMPLOYEES

\$260 BILLION IN TURNOVER

3 KEY AREAS

1. Raw Materials

AGRICULTURE

Row Crops - Cotton ...using water, chemicals, and fertilizer

Animals & Grazing - Leather, Wool... chemicals, animal rights, biodiversity, GhGs

2. Manufacturing

ENVIRONMENT

Energy - Diesel and Coal create Green House Gasses (GhGs)

Chemicals - Inputs and Zero Discharge of Hazardous Chemicals

Water - Clean Water Use and Industrial Water Water

UPLIFTING LIVELIHOODS

75% women in the workforce

Avoiding slave/child labor issues

How do we uplift livelihoods, when we don't want a higher cost of goods?

3. Trash

WASTED RESOURCES

Packaging

Textiles

End of Season and End of Use by Consumer

OUR OBJECTIVE

Recognizing that

PROFIT MAKING ACTIVITIES

drive scale and systems change, we incubate

ACTIONABLE BUSINESS SOLUTIONS

that turn global issues into industry opportunities that

- *increase operating efficiencies*
- *reduce impacts*
- *avoid material risks*
- *rebalance equity and support livelihoods*

We call our methodology **THE QUANTUM RE-DESIGN OF FASHION**

NOCO2



A double impact initiative that addresses the fashion industry's *environmental* + *social* challenges


NOCO2 - INDUSTRIAL

FEASIBILITY STUDY OF 100+ FACILITIES



NOCO2 - MARKETING WITH AKQA


ONE
STEP
CLOSER
TO



NO
CO₂

NO
CARBON

ONE
STEP
CLOSER
TO



NO
CO₂

NO
WASTE

ONE
STEP
CLOSER
TO



NO
CO₂

NO
INEQUALITY

AKQA

CONDITIONS AT THIS SITE
CALL 311
PARA REPORTAR
CONDICIONES PELIGROSAS
EN UN SITIO DE TRABAJO
LLAME AL 311

NOCO2 - WHY BRANDS ARE PARTICIPATING



COLLECTIVE LEADERSHIP
+ INDUSTRY ACTION



TURN-KEY OPPORTUNITY
TO ENGAGE CONSUMERS



PARTNER WITH
SUPPLIERS



DEMONSTRATE PROGRESS
WITH **INVESTORS**



COLLECT CONSUMER
INSIGHTS + BIG DATA



ACHIEVE SUSTAINABILITY
TARGETS

Cara Smyth

Founder of The GCNYC Fair Fashion Center

FOLLOW

[@gcnyc_news](#)

[@gcnewyorkcollege](#)



CONTACT

cara.smyth@gcu.ac.uk

T: (646) 768 - 5300