



*MY FASHION
Campaign*

GREENPEACE

<https://www.greenpeace.org/international/act/detox/>
www.greenpeace.org

Decades of campaigns on chemicals - from discharges, to products (P-RSLs), to a combined approach on supply chains (MRSLs)

1980s

Disposal of industrial waste at sea -

Ocean incineration & dumping

Regional & global conventions (OSPAR, LDC etc.)

1990s

Industrial discharges into rivers and seas

Incineration on land

Chemicals in products - PVC

Phthalates in toys

EU regulation

Global - Stockholm POPs

2000s

Chemicals in consumer goods - downstream users (retailers) & **RSLs**

EU REACH

Electronics - PVC, BFRs + in products

2010s + 2020s

Detox My Fashion - global south textiles supply chain - **MRSLs**

→ **Global Chemicals Convention 2023**

→ **Chemical intensive industry & pollution - shifted from North to South**

WHY FASHION? The textile sector shifted from North to South. It is one of the **TOP polluters of surface water** and **TOP users of hazardous chemicals**

Accelerating EU REACH implementation globally

Up to **3.500 chemicals** – many potentially hazardous

Compliance with law does not prevent pollution

FACTORY LEVEL EMISSIONS in the supply chain (Asia, SE Asia, Mexico)

Large polluter of freshwater worldwide



2011 - Demand -

achieve **ZERO DISCHARGES** of
hazardous chemicals in wastewater

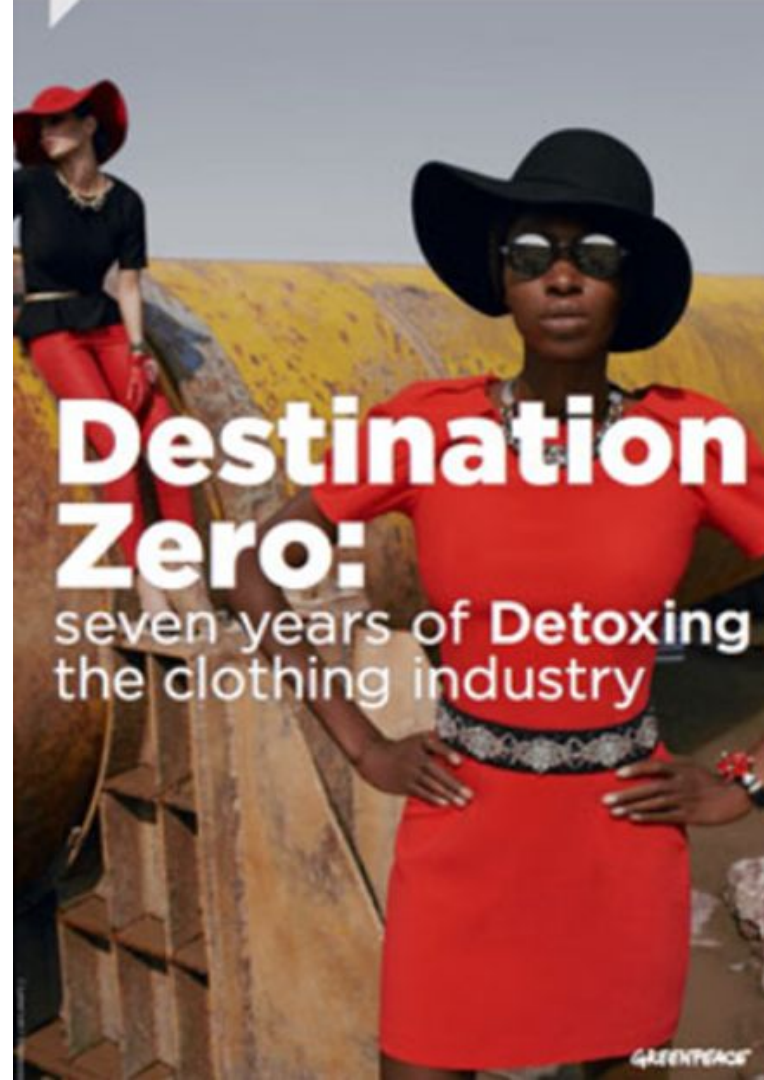
BY 2020

80+ companies committed to


































Fashion - Sportswear - Luxury -
Multiple Retailers - Outdoor -
& **Suppliers**

= @15% of global market



- ... created a critical mass for change at a high level of ambition, confirmed in **Fashion Fairytale**, Nov 2021, where Greenpeace did an “unannounced check” on brands.
- called on regulators to build on the model of corporate supply chain responsibility and apply it to the entire fashion sector

| Fashion, sportswear and luxury brands | Fashion, sportswear and luxury brands (continued) | Retailers | Outdoor brands |
|--|---|---|---|
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|  |  |  |  |
|  |  |  |  |
|  |  |  | Supplies |
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KEY FACTORS for SUCCESS

1. PRESSURE

Pressure on brands through investigation, documentation, visualizing the problem, dialogue and ...



3. IMPLEMENTATION

Regular Progress Reports
Interim targets (APEOs, PFCs, transparency)
Updating commitments and increasing ambition

2. AMBITION - PRECAUTIONARY PRINCIPLE

ZERO discharges to wastewater
ELIMINATION of the use of haz chems (MRSL)

TRANSPARENCY
– **visible and verifiable point of release “safety net”** (wastewater)
– **publication of data**

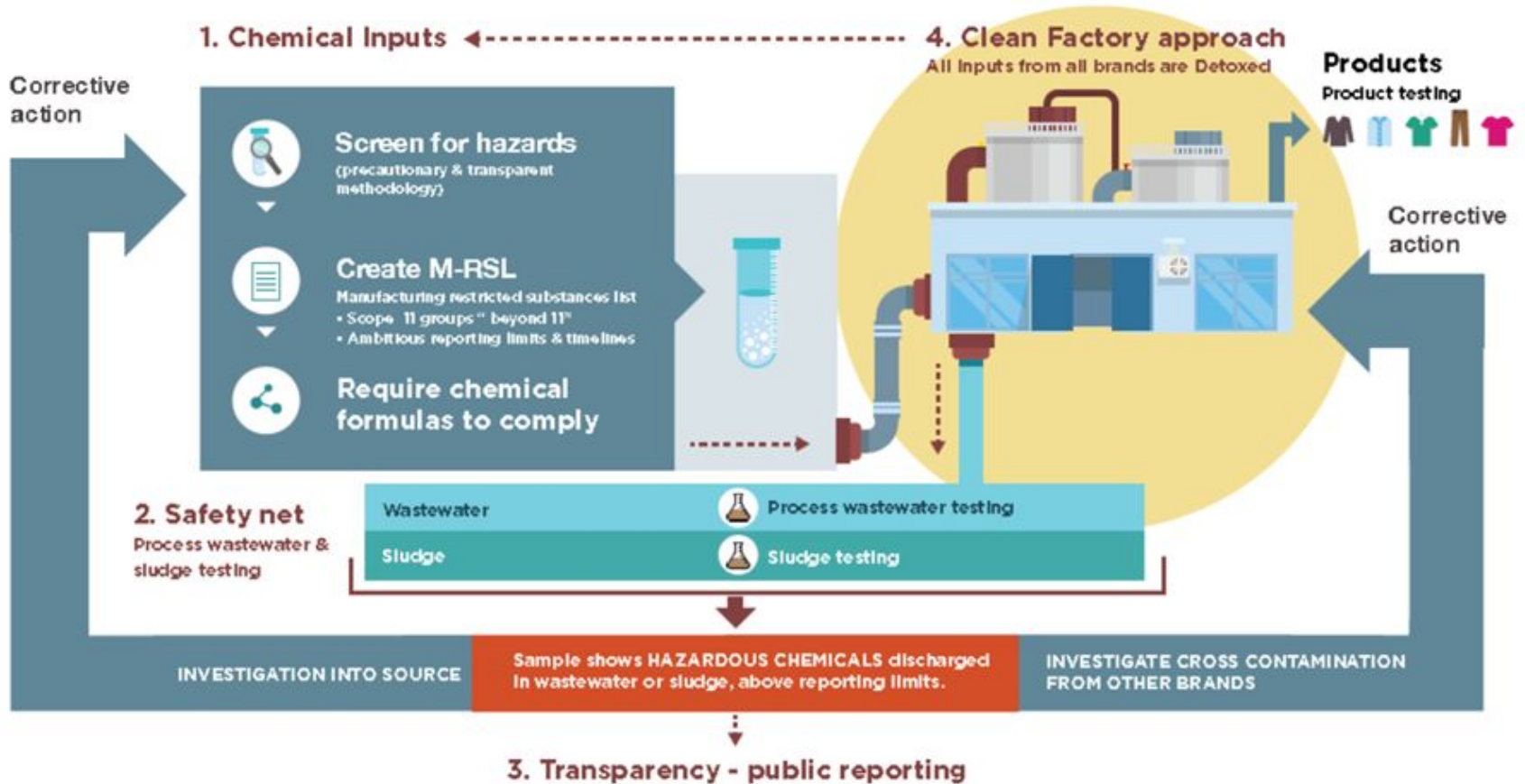
& DETAIL

Company commitments included **timelines** &

- lowest technically possible reporting limits (wastewater)
- list of priority chemicals (MRSL) – wide scope of chemical groups
- HAZARD screening

Wider landscape

- creation and development of ZDHC, Italian Detox Consortium, OEKO-TEX
- other NGOs, ChemSec, Clean Production Action +++



OVERCONSUMPTION IS A DELIBERATE BUSINESS MODEL

Nov 2022: Hazardous chemicals
in SHEIN products break EU
regulations

Taking the Shine off SHEIN:
A business model based on hazardous chemicals and environmental destruction

SHOP NOW

BLACK FRIDAY SALE

SUPER SALE 30% EXTRA HAZ CHEMS

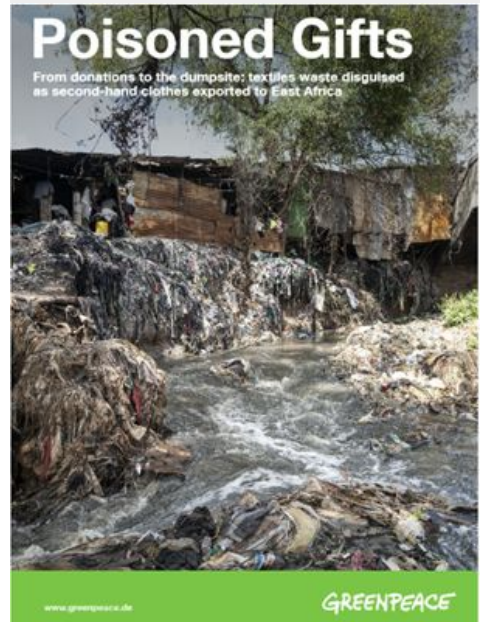
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The rise of
fast - &
ULTRA fast
fashion

Efforts to clean
up haz chems
undermined by
the huge
volumes of
clothes now
being produced



Other consequences:
donated second hand
clothes and even brand
new clothes are
exported, eg. to East
Africa, 40% are
unusable (April 2022)





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