

Západočeská univerzita v Plzni

Fakulta filozofická

Bakalářská práce

**CSR IN THE FASHION INDUSTRY IN THE CZECH REPUBLIC
AND ITS INFLUENCE ON THE CUSTOMER**

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Plzeň 2020

Západočeská univerzita v Plzni

Fakulta filozofická

Katedra anglického jazyka a literatury

Studijní program Filologie

Studijní obor Cizí jazyky pro komerční praxi

Kombinace angličtina – němčina

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Plzeň 2020

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Plzeň, 2020

Poděkování

Ráda bych tímto poděkovala Bc. Janě Havlíčkové, M.B.A. za její cenné rady a věcné připomínky při zpracování této bakalářské práce.

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1 INTRODUCTION

The topic of this bachelor thesis is Corporate Social Responsibility (CSR) in the fashion industry in the Czech Republic and its influence on the customer. It deals with the negative impact of fashion on the environment and society.

In the last few years the question of sustainability and ecology is a frequently discussed issue in society both in our daily lives and politics. The fashion industry is currently one of the most polluting industries in the world. However, most consumers still feel that as individuals they cannot change anything. On the other hand, shops and brands are dependent on us - on their customers and our requirements.

There has been a shift in last years. Even big brands promise sustainable materials, fair conditions for their workers, etc. The thesis focuses on some of those fashion producers and on their CSR activities mostly connected with sustainability.

The theoretical part explains the term Corporate Social Responsibility, its history and different CSR types. It also shows how CSR affects consumer behavior. The next part of the theory is focused on the fashion industry. Disadvantages and issues connected with this topic will be stated and eventual solutions suggested. In this part terms connected with fashion are explained - as fast fashion, slow fashion, or greenwashing and it suggests other alternatives for clothes shopping including second hands, online second hands, swaps or trash fashion. There are listed the most commonly used materials and certifications in the clothing industry.

The practical part observes three different brands, appearing on the Czech market, and their specific CSR activities. It includes brands H&M, Patagonia and a Czech brand Odivi. The aim was to choose brands with different business strategies and target groups. These activities are evaluated according to the efficiency and the benefits they bring.

THEORETICAL PART

2 CSR

Today, there is a huge pressure on companies and earning well is not enough anymore. *"Today's global consumers see companies as more than just profit-making entities – they think companies have the responsibility and opportunity to make effective social and environmental change."*¹

They can have an impact on all aspects of society - economic, social or environmental. CSR can occur in many forms, the most common are for example reducing carbon footprint, improving labor policies, participating in fairtrade, charitable giving, volunteering in the community, corporate policies that benefit the environment, socially and environmentally conscious investments.

2.1 HISTORY

The CSR concept dates back to the 20th century when it began to take shape in the early 1950s. However, the history of the CSR idea is up to almost two centuries old.

Between the 19th and 20th centuries, during the Industrial Revolution, the interest in working conditions and well-being of employees increased, especially in the United States.²

"Then, and now, it is sometimes difficult to differentiate what organizations are doing for business reasons, i.e. making the workers more productive, and what the organizations are doing for social reasons, i.e. helping to fulfill their needs and make

¹ CONE COMMUNICATIONS a EBIQUITY. 2015 Cone Communications/Ebiquity Global CSR Study. Cone Communication [online]. Boston: Cone Communications, 2015 [Retrieved 2020-04-06]. Available at: <https://www.conecomm.com/2015-cone-communications-ebiquity-global-csr-study-pdf>

² THOMAS NET. A Brief History of Corporate Social Responsibility (CSR). *ThomasNet® - Product Sourcing and Supplier Discovery Platform - Find North American Manufacturers, Suppliers and Industrial Companies* [online]. Copyright © 2020 Thomas Publishing Company. All Rights Reserved. See [Retrieved 06.01.2020]. Available at: <https://www.thomasnet.com/insights/history-of-corporate-social-responsibility/>

them better and more contributing members of society."³

In 1800 there was also a noticeable increase in philanthropy. One of the first donors was Andrew Carnegie, who gave a large amount of his wealth to education and scientific research. Carnegie was followed by another industrialist, John D. Rockefeller, who donated more than half a billion dollars for religious, educational, and scientific purposes.⁴

The term CSR was firstly officially used by American economist Howard Bowen, who is also known as the "*father of CSR*", in his publication *Social Responsibilities of the Businessman*, where he writes "*CSR refers to the obligations of businessmen to pursue those policies... which are desirable in terms of the objectives and values of our society*".⁵

2.2 TYPES OF CSR

There are four main types of CSR activities which are based on:

1. **Ethical Responsibility** - Companies treat employees fairly and ethically, ensure appropriate conditions and fair wages. There is no discrimination based on gender, race or religion.
2. **Philanthropic Responsibility** - Businesses donate part of their earnings, products or services to social purposes or non-profit and charitable purposes. These donations are mostly provided for reasons such as human rights, disaster relief, clean water and education programs in underdeveloped countries.
3. **Environmental Responsibility** - Businesses realize that they share responsibility for air-polluting and increasing greenhouse gases, which is especially a huge issue today. Companies that strive to reduce their carbon footprint can improve

³ CARROLL, Archie B. *A History of Corporate Social Responsibility: Concepts and Practices*. CRANE, Andrew, Abigail MCWILLIAMS, Dirk MATTEN, Jeremy MOON a Donald S. SIEGEL. *The Oxford Handbook of Corporate Social Responsibility*. Oxford: Oxford University Press, 2008. ISBN 0199211590. p.20

⁴ 2

⁵ BOWEN, Howard Rothmann. *Social responsibilities of the businessman*. [1st ed.]. New York: Harper, [1953]. Ethics and economics of society.

their customer-perceived position and image while benefiting society and the environment.

4. **Economic Responsibility** - It involves long-term business growth and making profits while using sustainable resources and practices. For example, the use of recycled products, which can be beneficial for the company by reducing material cost and also for society by reducing consumption.

2.3 CARROLL'S PYRAMID OF CORPORATE SOCIAL RESPONSIBILITY

Archie B. Carroll defined in 1989 the CSR pyramid. In his work he proposes a model of how companies should divide the main types of social responsibility (economic, legal, ethical, philanthropic).⁶

According to Carroll, "*The first and foremost social responsibility of business is economic in nature*". That is why all the other responsibilities depend on *Economic Responsibilities*. The second level belongs to *Legal Responsibilities* - companies are expected to meet all legal requirements and act according to market rules. *Ethical Responsibilities* are activities, not covered by specific laws, but expected by the society. The last are *Philanthropic Responsibilities*. They are voluntary, each company considers them individually, depending on the desire to engage in other social activities.

⁶ CARROLL, Archie B. "A Three-Dimensional Conceptual Model of Corporate Performance." *The Academy of Management Review* 4, no. 4 (1979): 497-505. Accessed March 31, 2020. [Retrieved 31.03.2020] Available at: www.jstor.org/stable/257850.



Picture 1- The Pyramid of Corporate Social Responsibility (CARROLL, Archie B.)⁷

2.4 HOW CSR AFFECTS THE CUSTOMER

*“Evidence shows that CSR can be more effective than advertising when it comes to attracting interest from consumers. Perhaps of even greater worth is its potential to enhance customer loyalty.”*⁸ Another benefit could be increasing customer’s loyalty, *“whereby customers reward an organization for the indirect benefits provided to them when its CSR activities positively impact on their society”*.⁹ These customers also spend a higher amount of money, purchase regularly or recommend the seller to others.

According to the report by Cone Communications from 2015, *“Nearly all global consumers expect companies to act responsibly, but half need to hear or see proof of a company’s responsibility before they will believe it.”*¹⁰ The same survey indicates that 90% of consumers are more likely to buy a product of comparable price and quality connected with a positive social or environmental impact.

⁷ CARROLL, Archie B. (1991). The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders. *Business Horizons*. 34. 39-48. [cit.07.01.2020]10.1016/0007-6813(91)90005-G.

⁸ GÜRLEK, M., E. DÜZGÜN a S. MEYDAN UYGUR. How does corporate social responsibility create customer loyalty? The role of corporate image. 2017. Vol. 13 No. 3. *Social Responsibility Journal*. pp. 409-427

⁹ COLE, G. Increasing customer loyalty: the impact of corporate social responsibility and corporate image. 2017. *Annals in Social Responsibility*, Vol. 3 No. 1, pp. 59-61. [Retrieved 31.03.2020] Available at: <https://doi.org/10.1108/ASR-09-2017-0007>

¹⁰ 1

CSR activities are usually perceived positively. A research *Doing Poorly by Doing Good: Corporate Social Responsibility¹¹ and Brand Concepts* suggests that it may even have a negative impact on a brand's reputation. This applies to luxury brands (for example Rolex), due to the conflict between *self - enhancement* concept (*i.e., dominance over people and resources*) of these brands and *self - transcendence* concept (*i.e., protecting the welfare of all*) of CSR. In this work, respondents evaluated the brand better if its CSR activities were not mentioned in the advertisement.

IPSOS CSR & REPUTATION RESEARCH¹², a project dealing with CSR in the Czech Republic since 2010, shared a research from 2019 showing that 52% of Czechs consider the social responsibility of the company from which they buy the product when making their purchasing decisions. Most respondents answered that large companies should focus mainly on environmental protection (51%) and fair treatment of employees (48%). Responsible behavior with their employer is considered important by 78% of the population, especially by people with higher education.

¹¹ TORELLI, Carlos J., Alokparna Basu MONGA a Andrew M. KAIKATI. *Doing Poorly by Doing Good: Corporate Social Responsibility and Brand Concepts*. 2012. Oxford University Press. pp. 948-963

¹² IPSOS. *Zájem veřejnosti o CSR aktivity firem je stabilní*. Ipsos [online]. Praha, 2016, 27.05.2019 [Retrieved 2020-04-09]. Available at: <https://www.ipsos.com/cs-cz/zajem-verejnosti-o-csr-aktivity-firem-je-stabilni>

3 THE MAIN ISSUES OF THE FASHION INDUSTRY

*“Fashion is strongly associated with environmental damage and social injustice in the UK and across the global. The complex and opaque fashion supply chains provide a source of GDP growth for many in the global south, but at the same time expose workers and local communities to environmental and social harm”.*¹³

According to Dr. Mark Sumner from the University of Leeds, the textile industry generates an annual CO₂e footprint of 3.3 billion tonnes, which is equivalent to 8% of global greenhouse gas emissions.¹⁴

About 50 years ago, clothing production moved to developing countries, especially in Asia.¹⁵ There were established many small factories, which caused the production process very non-transparent. As there were many different agents, subcontractors and different suppliers, it was not always clear where the clothes come from.¹⁶

3.1 FAST FASHION

*“Clothes that are made and sold cheaply, so that people can buy new clothes often.”*¹⁷

As written in the Cambridge Dictionary, fast fashion makes fashion available to ordinary consumers. The term „fast fashion" was firstly used in New York Times

¹³ PARLIAMENT UK. Written evidence - School of Design, University of Leeds. Document Moved [online]. [Retrieved 2020-04-09]. Available at: <http://data.parliament.uk/writtenevidence/committeeevidence.svc/evidencedocument/environmental-audit-committee/sustainability-of-the-fashion-industry/written/88396.html>

¹⁴ Ibid

¹⁵ ILO. Globalization Changes the Face of Textile, Clothing and Footwear Industries. International Labour Organization [online]. Switzerland, 28.10.1996 [Retrieved 2020-04-05]. Available at: https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_008075/lang--en/index.htm#n1

¹⁶ KOGG, Beatrice. Responsibility in the Supply Chain: Interorganisational management of environmental and social aspects in the supply chain - Case studies from the textile sector. Sweden, 2009. Doctoral thesis. The International Institute for Industrial Environmental Economics. p.9

¹⁷ FAST FASHION | meaning in the Cambridge English Dictionary. Cambridge Dictionary | English Dictionary, Translations & Thesaurus [online]. Copyright © Cambridge University Press [Retrieved 07.01.2020]. Available at: <https://dictionary.cambridge.org/dictionary/english/fast-fashion>

in 1990 to inform about the Zara fashion brand, which had just entered the New York market and tried to explain how the brand works.¹⁸

Before the 18th century it was much more difficult to get a piece of clothing. Everyone had to work with the raw source of material, such as wool or leather and make their own clothes or use the services of a tailor. This process could take weeks or even months. The reversal came with the Industrial Revolution, when the sewing machine was invented, which made production faster and cheaper.¹⁹ At that time, employment in the fashion industry was dominant and closely associated with the slave trade. A huge amount of cotton was produced in South America and imported to the UK due to the growing popularity of the fashion industry. People in colonized countries in Asia and Africa had to supply raw materials to industrial economies.²⁰

As clothes were made in these huge amounts, costs were falling. In the 2000s, prices in Europe dropped by 26.2%, in the US by 17.1%²¹ and shopping became a hobby for many people. These events could be considered as the beginning of fast fashion, as we know it today.

Until the middle of the 20th century, it was common in the fashion industry to launch new collections four times a year - in spring, summer, winter and autumn. They were designed for high society because fashion was not accessible to the masses at that time. According to The True Cost documentary website, fast-fashion brands have created “mini-seasons” every week, some of them release even 50-100

¹⁸ SCHIRO, Anne-Marie. Fashion; Two New Stores That Cruise Fashion's Fast Lane. The New York Times [online]. 1989, 31.12.1989 [Retrieved 2020-03-29]. Available at: <https://www.nytimes.com/1989/12/31/style/fashion-two-new-stores-that-cruise-fashion-s-fast-lane.html>

¹⁹ GODLEY, Andrew. The Development of the Clothing Industry: Technology and Fashion, Textile History. Taylor & Francis Online [online]. 2013, 1997, , 3 [cRetrieved 2020-03-31]. DOI: 10.1179/004049697793711067. ISSN 0040-4969. Available at: <https://doi.org/10.1179/004049697793711067>

²⁰ RADNER LINDEN, Annie. An Analysis of the Fast Fashion Industry [online]. New York, 2016 [Retrieved 2020-01-07]. Available at: https://digitalcommons.bard.edu/senproj_f2016/30

²¹ ANSON, Robin. End of the Line for Cheap Clothing? Textile Outlook International. 2010, 147. p.4

“micro-seasons” annually.²² The goal of fast fashion is to encourage consumers to buy as many garments as possible and as quickly as possible, with new trends coming out every week²³. For example Zara (sometimes called „a pioneer of fast fashion“) offers 24 new clothing collections each year, H&M launches 12 to 16 collections and refreshes them weekly.²⁴

3.1.1 The True Cost

The True Cost²⁵ is a documentary film made in 2015 by Andrew Morgan. It is supposed to show the reality of the fashion industry to the average consumer. It deals with the growth of cotton, production and impact on the environment and society. This film explains, how it is possible to produce clothes so cheaply and reveals the real lives of people who produce it.

This documentary is intended to be an eye-opening experience for many people around the world and to encourage them to avoid shopping and support the industry by buying superfluous clothing.

3.1.2 Slow fashion

The opposite of fast fashion is slow fashion. It is a fashion that encourages people to get back to the roots, to the times before the Industrial Revolution. Kate Fletcher equates slow fashion to a slow food movement - *“a set of nested values based on local, artisan, and traditional production, on material pleasure and convivial experience, on diversity and ecosystem health, and on awareness, responsibility,*

²² SIEGLE, Lucy. Buying Better: 5 Tips for shopping smarter. The True Cost [online]. 2015 [Retrieved 2020-03-31]. Available at: <https://truecostmovie.com/learn-more/buying-better/>

²³ Information Resources Management Association. Fashion and Textiles: Breakthroughs in Research and Practice. 1st edition. IGI Global, 2017. ISBN 1522534326.

²⁴ REMI, Nathalie, Eveline SPEELMAN a Steven SWARTZ. Style that’s sustainable: A new fast-fashion formula. McKinsey & Company [online]. 2016, October 2016 [Retrieved 2020-01-07]. Available at: <https://www.mckinsey.com/business-functions/sustainability/our-insights/style-thats-sustainable-a-new-fast-fashion-formula>

²⁵ MORGAN, A., M. ROSS, L. SIEGLE, S. MCCARTNEY, L. FIRTH, V. SHIVA a D. BLICKENSTAFF. The True Cost. 2015.

and information”.²⁶

The slow fashion is often connected with higher prices. Sunny Williams, a founder of an English label “House of Sunny” explains that *“There are more stages involved and a system that’s a little bit more layered than a fast fashion prototype.”*²⁷ She emphasizes the quality, durability and effort.

3.2 GREENWASHING

The Cambridge Dictionary defines *Greenwashing* as a *„behavior or activities that make people believe that a company is doing more to protect the environment than it is.”*²⁸

Greenwashing is a marketing strategy that aims to look more „green”, but in reality it is just a way how to gain new customers. The history of greenwashing dates back to the 1960s when the nuclear power industry had to remain competitive during the anti-nuclear movement.²⁹

The term was firstly used 40 years ago in the 1980s by an environmentalist Jay Westerveld. He found it hypocritical that in hotels he had visited their guests were encouraged to use towels longer to help the environment, but the hotels had not sorted waste either anyway. His conclusion was that they had not been interested in the environment at all, but the goal was to save money.³⁰

Brands have been aware that people are increasingly interested in what they are buying, choosing more sustainable options and being willing to pay more if the sel-

²⁶ FLETCHER, K. Slow fashion: an invitation for systems change. *Fashion Practice: The Journal of Design, Creative Process & the Fashion Industry*, 2(2), 2010 [Retrieved 2020-03-26], 259-266.

²⁷ DAVIS, Jessica. How you can help make sustainable fashion more affordable: A change in the industry starts at the customer. *Harper's Bazaar* [online]. London, 28.08.2019 [Retrieved 2020-04-05]. Available at: <https://www.harpersbazaar.com/uk/fashion/fashion-news/a28609044/sustainable-fashion-expensive-why/>

²⁸ GREENWASHING. Cambridge Dictionary: English Dictionary, Translations & Thesaurus [online]. [Retrieved 2020-01-08]. Available at: <https://dictionary.cambridge.org/dictionary/english/greenwashing>

²⁹ WATSON, Bruce. The troubling evolution of corporate greenwashing. *The Guardian: Guardian Sustainable Business* [online]. 20.08.2016 [Retrieved 2020-03-29]. Available at: <https://www.theguardian.com/sustainable-business/2016/aug/20/greenwashing-environmentalism-lies-companies>

³⁰ OTTMAN, Jacquelyn. *The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding*. New York: Routledge, 2017. ISBN 9781351278669.

ler offers more than just a product. That is a great opportunity for huge firms, which sometimes misuse consumers by their marketing. *“The amount of money spent on greenwashing campaigns may be more than the amount of money spent on actual green or sustainability initiatives”*³¹ claims Robert Birkmann in his book *Introduction to Sustainability*.

There occur many greenwashing techniques used by sellers not only in global companies, the most common signs of greenwashing are: *“vague words using worlds without strict definition or regulations “eco/ environmentally friendly”, suggestive pictures and communication that are aimed for superficial impressions... A third typical indicator for greenwashing is the absence of proof.”*³²

Greenwashing term	Description
Biodegradable	In reality, it means nothing. Most products will biodegrade, or break down, eventually, but that does not mean they are eco-friendly. In addition, there are no independent agencies that certify this label as accurate.
Cruelty-free	Unless this label is accompanied by a certificate, it does not mean a thing, it is not legally defined and there is no agency that verifies the claim.
Free range	The label brings to mind animals roaming free in an open pasture, grazing in clean fields and drinking from fresh, cool streams. Unfortunately, this is rarely the case. For a start, the U.S. Department of Agriculture has only defined the term for labeling poultry, not beef or eggs. So a “free range” label on eggs is meaningless. The vague wording of the definition makes it meaningless for poultry as well. According to the regulations, in order for poultry to be labeled “free range,” the chickens must “have access to the outdoors for an undetermined period each day”. This means that having the door open for mere five minutes each day is good enough to get a stamp of approval from the USDA (even if the chickens never had never seen it open).
Nontoxic	Another pointless label that is neither legally defined nor certified.
Recyclable	Just because a product is labeled “recyclable,” it does not mean that you will actually find a place to recycle it. Contact your local recycling center to find out what products and materials are accepted in your area.
Recycled	The term “recycled” is legally defined by the U.S. Federal Trade Commission (FTC), however, it is not verified by the FTC or any other agency. So what is the point? Another problem with this label is that the FTC does not distinguish between pre-consumer and post-consumer waste. Post-consumer waste has already been used at least once and returned to the waste stream (i.e., a yesterday’s newspaper). Pre-consumer wastes, such as shavings from a paper mill, have never been used. Your best bet is to look for products with the highest percentage post-consumer waste possible.

Picture 2- *Greenwashing techniques (ELVING, Wim J. L.)*³³

³¹ BRINKMANN, Robert. *Introduction to Sustainability*. John Wiley, 2016. ISBN 1118487214.

³² ELVING, Wim J. L. *Greenwashing Strategies*. TURKER, Duygu, Huriye TOKER a Ceren ALTUNTAS. *Contemporary Issues in Corporate Social Responsibility*. Lexington Books, 2013, s. 61-62. ISBN 0739183745.

³³ *Ibid.*, 62.

3.3 POOR WAGES

Millions of workers in the garment industry are not paid enough to have a decent life. The world fashion market has doubled in the last 15 years, and there is a significant contrast between the poor workers and their families and the huge profits of global fashion brands.³⁴ The problem is that the worker receives only a small fraction of the price of the goods and most of the amount goes to the seller. *“For example, the official shirt and shorts worn by the England football team at the 2018 World Cup and embellished with a well-known sportswear brand logo were the most expensive England kit ever. They were sold to fans for as much as EUR 180 – while the workers in Bangladesh who made them were earning less than EUR 2 per day.”*³⁵

3.4 GENDER DISCRIMINATION

The majority of the workforce in the clothing industry is made up of women - in Bangladesh, Cambodia and Indonesia, for example, it is as high as 80-90%.³⁶ These women are most often in the lowest positions in production, subordinate to men in higher management positions. This can lead to an increased risk of discrimination, sexual harassment or violence, as written in a report by Global Labour Justice.³⁷

Women are chosen by the industry, because they are considered submissive, without the ability to organize and manage. *“Even though in Bangladesh the minimum wage increased from about 60 euros to 85 euros (per month) in December, it is not*

³⁴ CLEAN CLOTHES CAMPAIGN. Living wages. Clean Clothes: Welcome to Clean Clothes Campaign [online]. [Retrieved 2020-01-13]. Available at: <https://cleanclothes.org/living-wages>

³⁵ Ibid.

³⁶ STAFFORD, Victoria. Factory Exploitation and the Fast Fashion Machine. Green America: Green Business Network [online]. 08.08.2018 [Retrieved 2020-01-20]. Available at: <https://www.greenamerica.org/blog/factory-exploitation-and-fast-fashion-machine>

³⁷ BHATTACHARJEE, Shikha Silliman. Gender Justice on Global Garment Supply Chains: An Agenda to Transform Fast-Fashion. Global Labor Justice [online]. Washington DC: Global Labor Justice and Asia Floor Wage Alliance, 2019 [Retrieved 2020-04-01]. Available at: https://www.globallaborjustice.org/wp-content/uploads/2019/06/End-GBVH_GLJ_AFWA-2019.pdf

*a sufficient living wage and women need to work overtime to survive,”*³⁸ said Dr. Gisela Burckhardt, a director of FEMNET (The African Women’s Development and Communication Network), to Deutsche Welle.

A Global Labour Justice (GLJ) is an organization supporting cooperation among countries and workers, in order to enhance their working conditions and social status. On the GLJ website there is an ongoing campaign The Garment Me Too, where women working in the garment industry share their stories and statements.

3.5 WORKING CONDITIONS

Another issue is the conditions and safety of workplaces. The producers strive to achieve the lowest possible price of goods, which leads them to save money on the workers. Employees are often forced to work at high temperatures or use hazardous chemicals.³⁹ Factory buildings are also often neglected due to security reasons. Interest in the safety of garment factory workers increased on a global scale when Ali Enterprises in 2012 burned down and subsequently in 2013 when Rana Plaza factory building in Bangladesh collapsed.

³⁸ HUCAL, Sarah. The hidden human cost of fast fashion. Deutsche Welle: Culture [online]. 07.12.2018 [Retrieved 2020-01-20]. Available at: <https://www.dw.com/en/the-hidden-human-cost-of-fast-fashion/a-46577624>

³⁹ CLEAN CLOTHES CAMPAIGN. Safe workplaces. Clean Clothes Campaign [online]. Netherland [Retrieved 2020-04-28]. Available at: <https://cleanclothes.org/safe-workplaces>

3.5.1 Ali Enterprises

“A horrific blaze at Ali Enterprises killed more than 250 people on September 12, 2012.”⁴⁰

Even though Ali Enterprises did not confirm the allegation, survivors claimed, that all the doors were locked, windows and fire exits blocked and the firefighting equipment was not available.⁴¹

“The factory produced clothes for German garment company KiK, which paid one million USD in immediate relief shortly after the fire. It however took four more years of campaigning and negotiation before KiK signed an agreement on long-term compensation. In September 2016, on the eve of the fifth anniversary of the fire, KiK agreed to pay 5.15 million USD into a fund that would provide for pensions for the affected families.”⁴²

The factory building was built illegally and without sufficient safety and fire protection measures. Journalists also reported that more than a thousand employees were not registered at the factory and many of them did not even receive the minimum wage.⁴³

⁴⁰ WRC. Ali Enterprises: Case Summary. Worker Rights Consortium [online]. Washington [Retrieved 2020-04-28]. Available at: <https://www.workersrights.org/factory-investigation/ali-enterprises>

⁴¹ CLEAN CLOTHES CAMPAIGN. Ali Enterprises Ali Enterprises Factory Fire in Pakistan Advocacy Briefing [online]. [Retrieved 2020-04-28]. Available at: <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=2ahUKewjNxZjU3KTpAhWH-KQKHRpJCnMQFjAA-egQIARAB&url=https%3A%2F%2Fcleanclothes.org%2Fsafety%2Fali-enterprises%2Fadvocacy%2520brief%2520-%2520Ali%2520Enterprises%2520compensation.pdf&usg=AOvVaw0XB--AvzKL-bAfnapvp-cWA>

⁴² CLEAN CLOTHES CAMPAIGN. Families affected by 2012 Ali Enterprises fire finally receive life-long pensions. Clean Clothes Campaign: Welcome to Clean Clothes Campaign [online]. Netherlands, 02.09.2019 [Retrieved 2020-04-03]. Available at: <https://cleanclothes.org/news/2018/05/20/families-affected-by-2012-ali-enterprises-fire-finally-receive-life-long-pensions>

⁴³ DEUTSCHE WELLE. Ali Enterprises- Worker Rights Consortium. Worker Rights Consortium: Factory Investigations [online]. 2012 [Retrieved 2020-01-20]. Available at: <https://www.dw.com/en/the-hidden-human-cost-of-fast-fashion/a-46577624>

What is striking, that the factory had received an SA 8000 certification - *"the leading-social certification standard for factories and organizations across the globe"*⁴⁴ - just a while before the fire occurred.⁴⁵

Pakistan safety report ⁴⁶ was published in September 2019, 7 years after the Ali Enterprises accident, and points to the current state of Pakistani factories. It ensues from the report that the security situation has hardly improved at all. Although there have been several initiatives striving for a change according to the report, none of them is sufficiently transparent or enforceable. In addition, none of them was set up with the participation of unions or other Pakistani labor rights groups.

Zulfiqar Shah, Joint Director of the Pakistan Institute of Labour Education and Research, says *"The total lack of adequate safety monitoring in the Pakistan garment industry has cost hundreds of lives over recent years. Even measures that could be put into place immediately, such as ensuring workers are never locked inside factories and removing stored products away from emergency exits, could have made a difference, saving hundreds of lives in the Ali Enterprises fire and the many fires since."*⁴⁷

3.5.2 Rana Plaza

Another tragedy was also caused by a lack of interest in working conditions. On 24 April 2013, a garment factory in Bangladesh Rana Plaza collapsed. At least 1,134 people were killed and more than 2,500 injured.⁴⁸

⁴⁴ SA8000® Standard. Social Accountability International [online]. New York [Retrieved 2020-01-20]. Available at: <http://www.sa-intl.org/index.cfm?fuseaction=Page.ViewPage&PageID=1689>

⁴⁵ DUNDON, Tony a Adrion WILKINSON. Case Studies in Work, Employment and Human Resource Management. UK: Edward Elgar Publishing, 2020. ISBN 178897557X.

⁴⁶ Pakistan Safety report: Pakistan's garment workers need a safety accord. Clean Clothes: Welcome to Clean Clothes Campaign [online]. 11.09.2019 [Retrieved 2020-01-20]. Available at: <https://cleanclothes.org/file-repository/pakistan-safety-report.pdf/view>

⁴⁷ 42

⁴⁸ CLEAN CLOTHES CAMPAIGN. Rana Plaza. Clean Clothes [online]. [Retrieved 2020-02-20]. Available at: <https://cleanclothes.org/campaigns/past/rana-plaza>

It had been the biggest disaster caused by the fashion industry so far, which awoke people living in developed countries to take an interest in the poor labor conditions. There had been warnings in the Bangladeshi news media about the bad statics of the building the day before the day of the tragedy. These warnings were ignored and workers were forced to work anyway.⁴⁹ The building had 2 floors originally, but another 4 floors were built illegally. *"Brig. Gen. Ali Ahmed Khan, head of the National Fire Service, said that an initial investigation found that the Rana Plaza building violated codes, with the four upper floors having been constructed illegally without permits."*⁵⁰ Also the Rana Plaza's architect Massood Reza said, that the building was not designed for a factory, but for shops and offices. The construction was not made for such a huge weight and heavy machinery.⁵¹

Factories in this building also produced clothes for brands known in the Czech Republic, such as Benetton, Mango, Kik or Primark.⁵²

3.6 WASTE AND POLLUTION

In addition to human rights violations, the fashion industry has a huge negative impact on the environment. According to an organization striving for a more renewable and circular economy, the Ellen MacArthur Foundation, *"in 2015, greenhouse gas emissions from textiles production totalled 1.2 billion tonnes of CO2 equivalent, 21 more than those of all international flights and maritime shipping combined"*.⁵³

⁴⁹ MANIK, Ali a Jim YARDLEY. Building Collapse in Bangladesh Leaves Scores Dead. The New York Times [online]. New York, 24.04.2013 [Retrieved 2020-01-22]. Available at: <https://www.nytimes.com/2013/04/25/world/asia/bangladesh-building-collapse.html?hp>

⁵⁰ Ibid.

⁵¹ BERGMAN, David a David BLAIR. Bangladesh: Rana Plaza architect says building was never meant for factories. The Daily Telegraph [online]. UK: Telegraph Media Group Limited, 03.05.2013 [Retrieved 2020-01-22]. Available at: <https://www.telegraph.co.uk/news/worldnews/asia/bangladesh/10036546/Bangladesh-Rana-Plaza-architect-says-building-was-never-meant-for-factories.html>

⁵² 48

⁵³ ELLEN MACARTHUR FOUNDATION. A New Textiles Economy: Redesigning Fashion's Future. The Ellen MacArthur Foundation [online]. 2017, 2017 [Retrieved 2020-04-03]. Available at: https://www.ellen-macarthurfoundation.org/assets/downloads/A-New-Textiles-Economy_Summary-of-Findings_Updated_1-12-17.pdf

The textile industry emits about 10% of global carbon emissions overall and it is one of the largest plastic polluters of oceans. UN Alliance aims to put fashion on the path to sustainability.⁵⁴ Textile dyeing and textile treatment also consumes a large number of chemicals that cause water pollution. After agriculture, the textile production is the biggest polluter globally. *"The daily water consumption of an average sized textile mill having a production of about 8000 kg of fabric per day is about 1.6 million liters...Dyeing section contributes to 15% - 20% of the total waste water flow."*⁵⁵

Another problem is the vast amount of waste from the textile industry. Produced clothes are in many cases used just for a short period, or even not at all and end in landfills or are burned. It is estimated that buyers often find cheap clothes as a throwaway, so it ends up in landfills just after seven or eight wears.⁵⁶

⁵⁴ UNEC. UN Alliance aims to put fashion on path to sustainability. United Nations Economic Commission for Europe [online]. Switzerland, 13.07.2018 [Retrieved 2020-04-03]. Available at: <https://www.unece.org/info/media/presscurrent-press-h/forestry-and-timber/2018/un-alliance-aims-to-put-fashion-on-path-to-sustainability/doc.html>

⁵⁵KANT, R. Textile dyeing industry an environmental hazard. *Natural Science*, 4. 2012 [Retrieved 2020-04-03] 22-26. doi: 10.4236/ns.2012.41004, p.23

⁵⁶ 24

4 FASHION REVOLUTION

Fashion Revolution is a global movement funded by private foundations, institutional grants, commercial organizations and donations from individuals.⁵⁷ It is made of people working in different areas of the fashion industry, created as a response to the collapse of Rana Plaza.

“We want to unite people and organizations to work together towards radically changing the way our clothes are sourced, produced and consumed so that our clothing is made in a safe, clean and fair way.

We believe that collaborating across the whole value chain — from farmer to consumer — is the only way to transform the industry.”⁵⁸

They seek to have a positive influence both on fashion and on the consumers. They answer the most urgent questions and encourage people to participate in a more ethical and sustainable aspect of fashion.

4.1 FASHION TRANSPARENCY INDEX

“This year (2020), we reviewed 250 of the world’s largest fashion brands and retailers and ranked them according to how much they disclose about their social and environmental policies, practices and impacts.”⁵⁹

The final score is obtained by adding up points from 5 different areas- Policy and Commitments, Governance, Traceability, Know, show and fix and Spotlight issues (gender equality, decent work, climate action and responsible consumption and production).

In the evaluation it is possible to get 250 points and there has been a positive shift

⁵⁷ FASHION REVOLUTION. Ethical funding policy. Fashion Revolution [online]. United Kingdom, Wales [Retrieved 2020-03-21]. Available at: https://www.fashionrevolution.org/wp-content/uploads/2020/03/Ethical-Funding-Policy-Revised_final_2020.pdf

⁵⁸ FASHION REVOLUTION. ABOUT - Fashion Revolution: Fashion Revolution. Home- Fashion Revolution : Fashion Revolution [online] United Kingdom, Wales [Retrieved 2020-03-21]. Available at: <https://www.fashionrevolution.org/about/>

⁵⁹ FASHION REVOLUTION. Fashion Transparency Index 2020. Fashion Revolution [online]. United Kingdom, Wales [Retrieved 2020-04-28]. Available at: <https://www.fashionrevolution.org/about/transparency/>

in last years. In the first year, in 2017, none of the rated brands scored more than 50% points, while in 2019 Adidas, Reebok and Patagonia reached 64%. The lowest percentage of points (0-10%) got for example Mexx (0%), Max Mara(0%) or New Yorker (1%).⁶⁰

What is important to emphasize that the Fashion Transparency Index does not evaluate the ethical aspect or sustainability of brands, but especially the amount of information shared with customers.

4.2 “WHO MADE MY CLOTHES?”

A movement created as an answer on the Rana Plaza collapse is supposed to put pressure on the clothing brands. It encourages people to ask brands a question, mostly on social networks or via e-mail "Who made my clothes?" and "What is in my clothes?", using a hashtag #whomademyclothes or #whatisinmyclothes with a tag of a specific brand.

There are templates available on the Fashion Revolution website that can be filled in easily and sent to the selected brand or postcards to be sent to local politicians.

The campaign takes place every year as a part of the Fashion Revolution Week the last week of April.

⁶⁰ ISSUU. Fashion Transparency Index 2019. Fashion Revolution [online]. United Kingdom, Wales, 2019 [Retrieved 2020-03-21]. Available at: https://issuu.com/fashionrevolution/docs/fashion_transparency_index_2019?e=25766662/69342298

5 OTHER OPTIONS FOR SUSTAINABLE FASHION

5.1 SECOND-HANDS, THRIFT STORES

For those, who cannot afford to buy sustainably made clothes or do not want to invest money in fashion, there is another option - second-hands.

In the past, people could be ashamed to buy second-hand clothes. It was some kind of humiliation, to buy worn clothes and perceived as a way of shopping for someone, who does not have enough money. In the recent years, the situation has been changing and interest in used clothing has increased. There are many new second-hand shops that offer nice clothes at a good price.

First second-hands in the Czech Republic started to be opened after the Velvet Revolution in 1989. In 2018 there was a Fashion Research done by GLAMI company asking their customers where they buy most of their clothes. Results show that 12% of Czech consumers purchase their clothes in second-hand stores. Local designers would be supported by 5% respondents.⁶¹

5.1.1 Textile house

Probably the most popular second-hand chain store in the Czech Republic. Founded in 1996 as a textile sorting plant, today they gather clothes from all countries from all Western European countries, sort them and select pieces that can be resold. Textile House also donates clothes to the homeless people or supports charities. Selected garments that can no longer be used are recycled.⁶²

Until today, they have expanded to 8 European countries, while 30 stores are located in the Czech Republic.

⁶¹ GLAMI. Udržitelnost 2018. Fashion (Re)Search [online]. 2018 [Retrieved 2020-05-01]. Available at: <https://www.fashion-research.cz/udrzitelnost-2018>

⁶² TEXTILE HOUSE. Příběh třídění. TEXTILE House s.r.o.: We make a difference [online]. Czech Republic [Retrieved 2020-03-27]. Available at: <https://textilehouse.cz/o-nas/pribeh-trideni/>

5.1.2 Moment charity shops

Moment charity shops sell donated clothing, shoes and accessories, but also board games, toys, dishes or furniture, however a part of the sales goes for charitable purposes. In the Czech Republic They have 10 branches in total – located in Prague, Ostrava, Karviná and Frýdek Místek.

According to their websites, in 2018 they sold 300 700 pieces of clothes and donated 1 386 345 CZK. ⁶³

In cooperation with Labor Office, Moment employs people who can hardly find employment in the labor market - the long-term unemployed, over the age of 50 and those who care for young children. This opportunity allows them to improve their communication skills, work habits, to strengthen self-confidence and increase chances for their future employment. ⁶⁴

5.2 VINTED

Start-up founded in Lithuania in 2008, currently operates in 11 markets worldwide. It is also known in the Czech Republic under the former name "*Votoč-Vohoz*".

Vinted is a website working as an online second-hand, including also a discussion forum. Everyone can register for free, then sell, buy or even swap clothes with other registered users. In 2019 Vinted was used by every third woman in the Czech Republic, 75% of them had never been in a real second-hand shop. ⁶⁵ It is beneficial that Vinted brings the opportunity to sell and buy used clothing to those who are afraid or ashamed to visit second-hands.

⁶³MOMENT. Moment charity shops [online]. Czech Republic [Retrieved 2020-03-11]. Available at: <http://www.moment-ops.cz/nase-obchody.html>

⁶⁴ MOMENT. Nejsme jenom obchod. Moment charity shops [online]. Czech Republic [Retrieved 2020-03-11]. Available at: <http://www.moment-ops.cz/o-nas.html#nejsme-jenom-obchod>

⁶⁵ BEDRICH, Vaclav. Z nenápadné burzy oblečení až k prvnímu miliardovému startupu v Litvě. Vinted má silnou stopu i v Česku. CzechCrunch: novinky ze světa byznysu, startupů, technologií a vzdělávání [online]. Czech Republic, 02.12.2019 [Retrieved 2020-03-27]. Available at: <https://www.czechcrunch.cz/2019/12/z-nenapadne-burzy-obleceni-az-k-prvniimu-miliardovemu-startupu-v-litve-vinted-ma-silnou-stopu-i-v-cesku/>

5.3 TRASH FASHION

Even some fashion designers have taken over the idea of unnecessary waste. They use waste or recycled material for their work - mostly plastic bags, cups, construction tarp, cardboard and newspapers.

As an example a Czech manufacturer Trash Made produces jewelery made of old electrical appliances, Respiro company focuses on bags made of car tarps, bicycle inner tubes, seat belts or old billboards.

6 MATERIALS

6.1 COTTON AND ITS DISADVANTAGES

Cotton fiber has been grown for 7 000 years. It is gathered from the seedpod of the cotton plant and after manufacturing it can be used to produce a lot of various fabric products. Cotton is popular for many reasons - it is easy to care, launder and all year-round wearable. In summer cotton "breathes", in winter it can keep body heat. It is soft and comfortable, but also durable and strong. These are the main reasons why most clothes are made of cotton. The disadvantage of this fabric is that the cotton plant needs specific conditions. It can easily succumb to pests and requires a large amount of water to grow. According to WWF, the production of one cotton T-shirt consumes 2 700 liters of water, a pair of jeans even 4 500 liters.⁶⁶

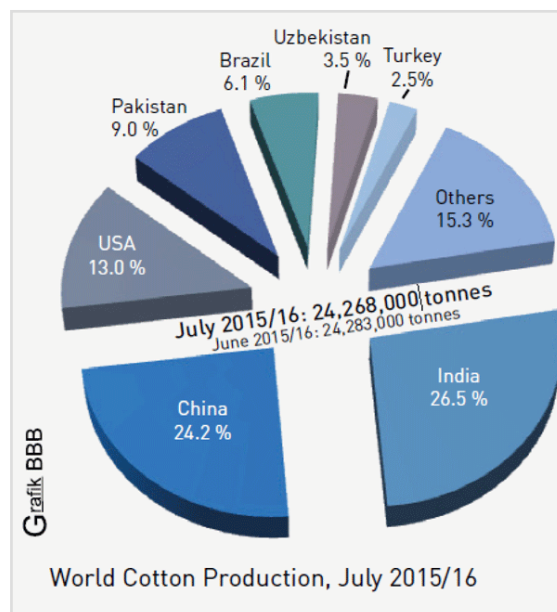
Other substances are currently used to improve its function and comfort and grow from genetically modified seeds (GMOs). This cotton is called conventional cotton.

It is grown in warm rainy areas all around the world, mostly in India, China, the USA, Pakistan, Uzbekistan, West Africa and Brazil. It is usually grown, processed and gathered by hand, most often in direct sunlight.⁶⁷ This is quite difficult, but local farmers are dependent on this material and must accept these conditions, even if the purchase price is really low. The exception is the USA, where they use machinery and artificial irrigation in large areas. In addition, they receive subventions from the government, so farmers can afford to reduce the price.⁶⁸

⁶⁶ JIN, Justin. Turning dirty dyes green. WWF: Endangered Species Conservation [online]. Washington, 2020, 01.08.2017 [Retrieved 2020-04-03]. Available at: <https://www.worldwildlife.org/stories/turning-dirty-dyes-green>

⁶⁷ KOMÍNEK, Stanislav. Malé nahlédnutí do podmínek pěstování bavlny. NaZemi [online]. Brno, 10.01.2016 [Retrieved 2020-04-03]. Available at: <https://www.nazemi.cz/cs/male-nahlednuti-do-podminek-pestovani-bavlny>

⁶⁸ EWG. Farm Subsidy Primer. Environmental Working Group [online]. Washington, 2016 [Retrieved 2020-04-03]. Available at: <https://farm.ewg.org/subsidyprimer.php>



Picture 3- World Cotton Production (Agrivi)⁶⁹

6.1.1 Organic cotton

“Organic cotton is cotton that is produced and certified to organic agricultural standards. Its production sustains the health of soils, ecosystems, and people by using natural processes rather than artificial inputs.”⁷⁰

Organic cotton can be a solution to reduce the amount of conventional cotton grown. It is not synthetic fertilizers used to grow organic cotton, but manure. Due to the prohibition of some tools and substances, growing organic cotton requires more work. *“One hectare of organic cotton in India requires around 170 days of labor per year, compared with 90 days per year for conventional cotton.”⁷¹*

If cotton is grown for 3 years without pesticides and herbicides, it is considered to be organic.⁷²

⁶⁹ AGRIVI. World Cotton Production. In: Agrivi [online]. UK [Retrieved 2020-04-29]. Available at: <https://blog.agrivi.com/Media/archive/2016/07/imgfile2941.gif>

⁷⁰ BCI. Find out all you need to know about organic cotton. Aboutorganiccotton.org [online]. Textile Exchange [Retrieved 2020-03-20]. Available at: <http://aboutorganiccotton.org>

⁷¹ TOWNSEND, Terry. Organic Cotton: Hard to Grow. Cotton Analytics [online]. 05.06.2018 [Retrieved 2020-04-30]. Available at: <http://cottonanalytics.com/organic-cotton-hard-to-grow/>

⁷² FLER. Z darů přírody (3.): biobavlna. Fler MAG [online]. 07.10.2013 [Retrieved 2020-04-30]. Available at: <https://www.fler.cz/magazin/z-daru-prirody-3-biobavlna-1172>

6.2 LYOCELL

Another way to minimize cotton consumption is lyocell, which is currently considered the most sustainable material.⁷³ The world's largest manufacturer is the Tencel brand. Lyocell is made from “*sustainably sourced natural raw material wood*”⁷⁴ and certified as fully compostable and biodegradable.⁷⁵ Another advantage is, that per 1m² it is possible to grow ten times larger volume than cotton. No toxic substances or chlorine are used in the production, 99% of the chemicals used are recycled and emit a minimum amount of harmful emissions.⁷⁶

Lyocell is popular for the comfort it brings; it is breathable and has a dual thermoregulatory effect - it cools in summer, warms in winter. It absorbs moisture better than cotton and prevents the formation of bacteria.

The disadvantage could be a higher price.

6.3 LEATHER

Leather is one of the oldest materials used by humans for clothing, shoes and other accessories. According to the European Commission's website, in the EU leather industry 41% of leather is used for footwear, 8% for clothing.⁷⁷

⁷³ MUTHU, Subramanian Senthilkannan. Sustainable Innovations in Textile Fibres. Springer, 2018. ISBN 9811085781. p. 41-42

⁷⁴ TENCEL. What is TENCEL™ fibers fabric made of? About TENCEL™ Lyocell & Modal fiber fabric. Tencel: Feels so right [online]. Austria, 2020 [Retrieved 2020-03-20]. Available at: <http://https://www.tencel.com/about>

⁷⁵ TENCEL. Sustainability in textile, environmentally-friendly fabric - TENCEL™ fibers. Tencel: Feels so right [online]. Austria, 2020 [Retrieved 2020-03-20]. Available at: <https://www.tencel.com/sustainability>

⁷⁶ INDITEX. Inditex Annual Report 2016. Inditex [online]. Spain, 2017 [Retrieved 2020-02-20]. Available at: <https://www.inditex.com/documents/10279/319575/Inditex+Annual+Report+2016/6f8a6f55-ed5b-41f4-b043-6c104a305035>

⁷⁷ EUROPEAN COMMISSION. The leather industry in the EU. European Commission: official website [online]. [Retrieved 2020-02-28]. Available at: https://ec.europa.eu/growth/sectors/fashion/leather/eu-industry_en

Leather is mostly gained from bovine animals - cows, sheep and goats. According to The Food and Agriculture Organization, about 3.8 billion cattle are killed in leather production each year.⁷⁸

As stated in a report⁷⁹ of Eco India by Deutsche Welle, the leather industry also has a huge impact on the environment, especially because of the chemicals used in tanning, chromium is the most common. *“Some of the substances can cause blindness, if they come into contact with the eyes. Others can cause rashes, asthma, even cancer...to process a thousand kilograms of raw hides, five hundred kilograms chemicals are needed.”* Not unimportant is also a risk that chemicals get into drinking water or agricultural areas.

One of the largest leather worlds' producers is India with approximately 2,000 tanneries and 2.5 million workers.

6.4 CERTIFICATIONS

There are many certificates that provide information about the origin of the material and verify its credibility for the customer.

The industry is relatively young, so there are no specific international standards and laws. So that a fabric can be labeled as organic, it must contain 5% to 95% organic material. Due to these conditions, there are cases where a T-shirt labeled as an organic product contains only 5% organic cotton, which is very advantageous for the seller, because the customer is willing to pay more for organic products.⁸⁰

⁷⁸ FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. World statistical compendium for raw hides and skins, leather and leather footwear 1999-2015. Food and Agriculture Organization of the United Nations [online]. Rome, 2016 [Retrieved 2020-03-13]. Available at: <http://www.fao.org/3/a-i5599e.pdf>

⁷⁹ ECO INDIA. Tanning process in leather industry. In: Deutsche Welle [online]. ECO INDIA, 14.11.2019 [Retrieved 2020-04-10]. Available at: <https://www.dw.com/en/tanning-process-in-leather-industry/av-51230399>

⁸⁰ AMWA. Průvodce biotextilními certifikáty. AMWA Organic: 1. český výrobce biotextilu [online]. 2016 [Retrieved 2020-03-13]. Available at: <http://www.amwa.cz/clanky/biotextil/pruvodce-biotextilnimi-certifikaty>

6.4.1 Oeko-tex standard 100



Picture 4- Oeko-Tex Standard 100 (Eco future)⁸¹

Oeko-Tex Standard 100 Certification was created in 1992 and labels only non-toxic materials. The material labeled with this logo does not contain any pesticides, preservatives or other chemicals. It does not take into account the ethical aspect of production, but guarantees a high standard in terms of health.⁸² The certificate is valid for one year, then the testing must be repeated.

6.4.2 Organic Content Standard (OCS)



Picture 5- OCS 100 (Amwa)⁸³



Picture 6- OCS blended (Amwa)⁸⁴

⁸¹ ECOFUTURE. Magazín | ecoFuture [online]. Copyright © [Retrieved 13.01.2020]. Available at z: https://www.ecofuture.cz/clanky/-a126495---apwjc_HA/oeko-tex.jpg

⁸² 80

⁸³ AMWA. OCS 100. In: AMWA Organic: 1. český výrobce biotextil [online]. [Retrieved 2020-04-30]. Available at: <http://www.amwa.cz/deploy/img/fck/Image/clanky/cert%20img/organic%20content%20standard%20100.jpg>

⁸⁴ AMWA. OCS blended. In: AMWA Organic: 1. český výrobce biotextil [online]. [Retrieved 2020-04-30]. Available at: <http://www.amwa.cz/deploy/img/fck/Image/clanky/cert%20img/organic%20blended%20standard.jpg>

OCS label verifies the use of organically grown material, but not the use of chemicals and processes in further processing.⁸⁵ It is neither a guarantee of safe and ethical conditions for workers nor their fair wages.

There are two types of OCS certification:

- **OCS 100**- products made of 95% or more organic material
- **OCS blended**- products made of at least 5% organic material mixed with another conventional or synthetic material

6.4.3 Global Organic Textile Standard (GOTS)



Picture 7- GOTS (Soil Association)⁸⁶

The first and the strictest international certification. It guarantees the fulfillment of the highest ethical and ecological requirements, from harvest to distribution of the final product.⁸⁷

There are again two qualities of GOTS products:

- **Organic** - made of at least 95% organic material, it is forbidden to use GMO substances, or to mix two materials of the same type (cotton x organic cotton)
- **Made with x % organic materials** -made of at least 70% organic material, the rest must fulfill the same strict regulations

⁸⁵ 80

⁸⁶ SOIL ASSOCIATION. GOTS logo. In: Soil Association [online]. [Retrieved 2020-04-30]. Available at: https://www.soilassociation.org/media/18398/gots-logo_web_2018.jpg?anchor=center&mode=crop&width=207&height=207&rnd=13197985098000000

⁸⁷ GOTS. General Description. GLOBAL ORGANIC TEXTILE STANDARD [online]. Germany, 2016, 19.03.2020 [Retrieved 2020-04-30]. Available at: <https://www.global-standard.org/the-standard/general-description.html>

6.4.4 Better Cotton Initiative (BCI)

The BCI is the global non-profit organization, supposed to be "*the largest cotton sustainability program in the world*"⁸⁸. They want to ensure better conditions for workers and also to improve the environmental impact and increase the sustainability of the whole industry.

The BCI provides training to farmers, advise them how to use water efficiently, how to care for soil and natural habitats, or how to reduce the amount of toxic chemicals used, etc.

BCI's specific aims are: ⁸⁹

- *Reduce the environmental impact of cotton production*
- *Improve livelihoods and economic development in cotton-producing areas*
- *Improve commitment to and flow of Better Cotton throughout the supply chain*
- *Ensure the credibility and sustainability of the Better Cotton Initiative*

In 2017–2018, 2 million farmers from 21 countries participated in the BCI program, producing 19% of the world's cotton. In its latest annual report from 2018, the BCI sets out its

new goals- to cover 30% of global cotton production by 2020 and reach 5 million farmers.⁹⁰

⁸⁸ BCI. About BCI. Better Cotton Initiative [online]. [Retrieved 2020-03-13]. Available at: <https://bettercotton.org/about-bci/>

⁸⁹ Ibid.

⁹⁰ BCI. Better Cotton Initiative 2018 Annual Report. Better Cotton Initiative [online]. 2018 [Retrieved 2020-05-01]. Available at: <http://stories.bettercotton.com/2018-AnnualReport/index.html>

The main principles and criteria of BCI are: ⁹¹

1. *BCI Farmers minimise the harmful impact of crop protection practices*
2. *BCI Farmers promote water stewardship*
3. *BCI Farmers care for the health of the soil*
4. *BCI Farmers enhance biodiversity and use land responsibly*
5. *BCI Farmers care for and preserve fiber quality*
6. *BCI Farmers promote decent work*
7. *BCI Farmers operate an effective management system*

The BCI is being criticized for not setting precise rules, but only recommendations. BCI does not forbid the use of pesticides, artificial fertilizers or GM cotton and according to Changing Markets Foundation, it usually does not require “*anything more than complying with national laws*” and these criteria are “*weak and imprecise requirements that are easy to circumvent*”.⁹²

Better Cotton farmers do not have to receive a higher salary, so the material is cheaper than, for example, organic cotton with a GOTS certificate. “*There is no formal product labelling system for consumers and no premium paid to the farmers. This may lead to accusations that the apparel companies are trying to have their cake and eat it, by proving their sustainability credentials while keeping farmers in poverty,*” writes Guardian.⁹³

⁹¹ BCI. Better Cotton Principles and Criteria: Version 2.0. Better Cotton Initiative [online]. 01.03.2018 [Retrieved 2020-03-13]. Available at: https://bettercotton.org/wp-content/uploads/2014/01/Better-Cotton-Principles-and-Criteria_V-2.0_2018.pdf

⁹² CHANGING MARKETS FOUNDATION. The False Promise of Certification. Changing Markets [online]. Netherlands, May 2018 [Retrieved 2020-03-19]. Available at: https://changingmarkets.org/wp-content/uploads/2018/05/False-promise_full-report-ENG.pdf

⁹³ THE GUARDIAN. Can the Better Cotton Initiative transform the global textile industry? The Guardian [online]. 09.12.2011 [Retrieved 2020-04-07]. Available at: <https://www.google.com/url?client=internal-element-cse&cx=007466294097402385199:m2ealvuxh1i&q=https://www.theguardian.com/sustainable-business/blog/cotton-sustainable-textile&sa=U&ved=2ahUKEwj0o4iGhNboAhWQ16QKHXYX8DfQQFjAAeg-QIAhAC&usg=AOvVaw3oSTPBkRJU8d4jzVezyu82>

PRACTICAL PART

7 SPECIFIC BRANDS AND THEIR CSR ACTIVITIES

In the practical part, three brands appearing on the market in the Czech Republic were chosen. The aim was to choose brands with different attitudes toward their business and present the most interesting ideas. It compares the Corporate Social Responsibility activities they offer and focuses on its real utility to the environment and people.

7.1 H&M

H&M is *"the second-largest garment company in the world, producing approximately three billion items per year to sell across its 4,800 stores."*⁹⁴

The brand was founded in 1947 in Sweden by Erling Persson. He originally named it "Hennes", which in Swedish means "hers".

H&M is aware of its size and endeavors to lead by example to other fashion brands. They share a lot of information about their campaigns, programs or goals, but they also report about how the company was performed or whether it met its goals in the previous year.

According to an article on the H&M website called "Vision and Strategy" their vision is *"to lead the change towards a circular and renewable fashion industry while being a fair and equal company"*⁹⁵.

Their Sustainability program is relatively wide- a few years ago they launched the Conscious Collection, set up a Garment collecting programme and Take Care stores.

⁹⁴ BIONDI, Annachiara. How H&M is trying to make fast fashion green. Vogue: Fashion's Global Perspective [online]. London, 06.12.2018 [Retrieved 2020-03-23]. Available at: <https://www.voguebusiness.com/technology/hm-fast-fashion-sustainability-recycling-hong-kong>

⁹⁵ H&M GROUP. Vision & Strategy. H&M Group [online]. Sweden [Retrieved 2020-03-03]. Available at: <https://hmgroup.com/sustainability/vision-and-strategy/vision-and-strategy.html>

7.1.2 Conscious Collection

The first Conscious Collection of H&M Group was launched in 2011 and it included materials such as organic cotton or recycled polyester. The goal was to create *“a great fashion at the best prices in a sustainable way”*.⁹⁶ As stated on their website, *“all products are made with care and consideration for the people who produce them and for the environment.”* These products are supposed to be made of more sustainable materials and labeled with a green tag. A product that is at least half made of sustainable materials (organic cotton, recycled polyester) can be labeled as *“conscious”*. *“An exception is recycled cotton, which can make up only 20% of a product.”*

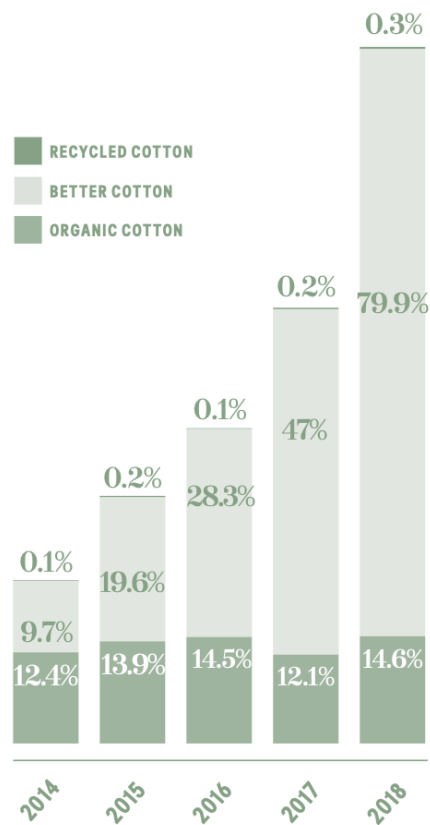
In the 2018 Sustainability Report, H&M reported that 57% of materials they use come from recycled or other sustainable sources. In one year, this number increased from 35%, while their goal is to reach 100% by 2030 at the latest.⁹⁷

Cotton is the most used fiber in the H&M collections. Even H&M admits, that cotton is challenging to grow and needs a lot of water - that is why it is their goal to use only sustainably grown cotton by 2020.⁹⁸ That means recycled cotton, organic cotton, but mostly Better Cotton sourced through BCI.

⁹⁶ H&M GROUP. Conscious Products Explained. H&M: Fashion and quality at the best price [online]. United Kingdom [Retrieved 2020-03-03]. Available at: https://www2.hm.com/en_gb/ladies/shop-by-feature/conscious-products-explained.html

⁹⁷ H&M GROUP. H&M Group Sustainability Report 2018: 100% Circular & Renewable. H&M Group [online]. Sweden [Retrieved 2020-03-13]. Available at: https://hmgroupp.com/content/dam/hmgroupp/groupsite/documents/masterlanguage/CSR/reports/2018_Sustainability_report/HM_Group_SustainabilityReport_2018_Chapter4_100%25Circular%26Renewable.pdf

⁹⁸ Ibid.



Picture 8- H&M Sustainable cotton sources 2014-2018 (H&M)⁹⁹

7.1.3 Garment Collecting Program

H&M has been offering a clothing recycling service in all stores since 2013. It was created to prevent customers from unwanted clothing and textiles from going to landfill. The customer can just hand in a bag of old clothes at the cash desk and receives a EUR 5 voucher to use for the next purchase. Collected clothes are either reused, re-worn or recycled. For each kilogram collected, the H&M group donates 0,02 Euro to a local charity organization. On November 2, 2019, the total amount of the donation was EUR 2,184,433.72.¹⁰⁰

H&M cooperates with the global recycling company I:CO, a Swiss reuse and recycling company that picks up donated clothes from H&M stores and takes them to sorting factories around the world. *“I: CO organizes the transport, sorting, and*

⁹⁹ H&M GROUP. Sustainable Cotton Sources. In: H&M Group [online]. Sweden [Retrieved 2020-01-29]. Available at: https://hmgroup.com/content/dam/hmgroup/groupsite/images/article/Sustainability/Sustainable_cotton_sources.png/_jcr_content/renditions/cq5dam.web.430.430.png

¹⁰⁰ I: CO. H&M Group Garment Collecting Charity Program. In: Charity Star - I:CO [online]. Germany [Retrieved 2020-02-11]. Available at: <https://www.ico-spirit.com/en/charity-star/>

recycling of donated textiles for a number of retailers such as Levi's Intimissimi, Reno, and Adler. I: CO provides the infrastructure to guarantee that the important raw materials from discarded textiles go into a closed-loop manufacturing cycle.”¹⁰¹

Catarina Midby, sustainability manager at H&M UK and Ireland, stated that approximately 55-60% of the clothes go in second- hands, the rest is recycled or downcycled. Only 5- 10% of collected clothes are recycled into fibers, from which new clothes can be made.¹⁰²

To recycle clothes is much more complicated than, for example, glass, which only needs to be melted down. Clothing consists of many different fibers that are almost impossible to separate. In addition, they contain other prints, buttons, zippers, etc., which complicate the whole process. That is also the reason why a large number of these clothes are downcycled.

Downcycling is a process that produces lower quality products which are no longer commonly used in the clothing industry- e.g. cleaning cloths or insulating materials.

7.1.4 Take Care

This program was launched in the H&M Sustainability Report 2017. It aims to guide and inspire customers to prolong the lifespan of their garments.¹⁰³ They educate how to take care of clothes and how to fix them before buying a new one. The Take Care pilot store was opened in Hamburg on April 12, 2018, the next one in Paris on June 20, 2018. They also share tips online on how to repair damaged clothing,

¹⁰¹ I: CO Provides Fashion Recycling Options: Creative service providers can help boost recycling programs. The Balance Small Business [online]. New York, 08.12.2019 [Retrieved 2020-05-01]. Available at: <https://www.thebalancesmb.com/i-co-provides-fashion-recycling-options-2877813>

¹⁰² BEELER, Carolyn. How good is H&M's clothing recycling program? In: WGBH [online]. 2017, 11.12.2017 [Retrieved 2020-02-11]. Available at: <https://www.wgbh.org/news/2017/12/11/how-good-hms-clothing-recycling-program>

¹⁰³ H&M GROUP. H&M Group Sustainability Report 2017. In: H&M Group: Sustainability Reporting [online]. Stockholm, 10.04.2018 [Retrieved 2020-02-11]. Available at: https://about.hm.com/content/dam/hm-group/groupsite/documents/masterlanguage/CSR/reports/HM_group_SustainabilityReport_2017.pdf

such as how to repair jeans, how to keep clothes snow white, how to sew a button and much more.¹⁰⁴

H&M chose Germany for this project, because *“it is the group's largest market. Also, because German consumers have a high degree of sustainable development awareness,”* said Yola Kiwoka from H&M Germany.¹⁰⁵

7.1.5 Clothing Rentals

“We have looked at clothing rental for quite some time and are so happy to for the first time soon offer fashion fans the possibility to rent some stunning pieces from our Conscious Exclusive collections. We look forward to evaluating this as we are dedicated to change the way fashion is made and consumed today,” Pascal Brun, Head of Sustainability at H&M.¹⁰⁶

The latest project of H&M is renting clothes. So far, it is possible to rent a piece of their clothes in the flagship store in Stockholm, but only for members of their customer loyalty program - entry to the program is free, the rental price is 29.36 GBP per week.¹⁰⁷

The offer mainly includes dresses and skirts from the special exclusive Conscious collection from the previous season.

¹⁰⁴ H&M Take Care: Tips and hacks on how to repair, remake and refresh your clothes to make them last longer. [online]. Stockholm [Retrieved 2020-03-29]. Available at: https://www2.hm.com/en_gb/free-form-campaigns/takecare.html

¹⁰⁵ 103

¹⁰⁶ H&M GROUP. H&M to Trial Clothing Rentals for the First Time. H&M Press site [online]. Stockholm, 28.10.2019 [Retrieved 2020-03-06]. Available at: <https://about.hm.com/news/general-news-2019/h-m-to-trial-clothing-rentals-for-the-first-time.html>

¹⁰⁷ Ibid.

7.1.6 Is H&M burning its unsold clothes?

*“On June 15, 2017, H&M sent a truck with 1580 kilo cartons filled with garments for incineration”.*¹⁰⁸

According to a Danish TV investigation program Operation X from TV2, H&M burnt roughly 12 tons of garments every year until 2017. A Swedish power plant in Vasteras aimed to become a fossil fuel-free facility by 2020. Instead of coal, they burnt recycled wood and waste, including unsold clothing from H&M.¹⁰⁹

According to Greenpeace, this was not the only case of incineration of their clothes. *“At our request, H&M has now finally admitted that this is not an isolated case, but the incineration of reject clothes is a common practice worldwide. They say that they only burn clothes that can't be sold, gifted, or recycled - clothes that are unusable scrap due to production errors. They emphasise that it's only a last resort: when the labels on jeans are contaminated with lead or when t-shirts are mouldy.”*¹¹⁰

This became a discussed topic in 2017, while H&M was already a major protagonist of sustainability and promoted a broad recycling program.

7.2 PATAGONIA

Patagonia is an American brand founded by Yvon Chouinard in 1973. The company is based in California and focuses mainly on the sale of outdoor clothing and equipment.

¹⁰⁸ FREDERIKSEN, Lea Carina Uhd a Christian ENGELL. H&M to Trial Clothing Rentals for the First Time. TV 2 NYHEDER: Få overblikket over de seneste nyheder [online]. Denmark, 16.10.2017 [Retrieved 2020-03-06]. Available at: <https://about.hm.com/news/general-news-2019/h-m-to-trial-clothing-rentals-for-the-first-time.html>

¹⁰⁹ STARN, Jesper. Swedish power plant ditches coal to burn H&M clothes instead. The Independent [online]. London, 24.11.2017 [Retrieved 2020-03-10]. Available at: <https://www.independent.co.uk/news/business/news/sweden-power-plant-h-m-coal-burn-vasteras-stockholm-oil-discarded-products-a8073346.html>

¹¹⁰ BRODDE, Kirsten. Why is H&M burning new clothes? Greenpeace International [online]. Amsterdam, 2015, 07.11.2017 [Retrieved 2020-03-10]. Available at: <https://www.greenpeace.org/archive-international/en/news/Blogs/makingwaves/hm-burning-new-clothes-fast-fashion-incineration/blog/60640/>

Yvon Chouinard was a passionate climber since he was 14. It was 1953 and climbing was just in its beginning, so not many special equipment was available. Already at that time, Yvon was aware of the consequences of his hobby and how it affects the surrounding nature by rock climbing. When he was 19, he founded his first company to offer climbing equipment - Chouinard Equipment. In 1970, it was the largest supplier of climbing equipment in the United States. After his success he started thinking more about clothing. At that time, he imported very popular rugby shirts and breathable materials, which he sold to his friends first. Subsequently, when the demand was higher, he began to produce it himself.¹¹¹

Patagonia was a breakthrough thanks to innovative materials and original colors, but it also disseminated the concept of layering among the masses.

7.2.1 Factories

“We hold our suppliers (and ourselves) to the highest environmental and social standards in the industry. We lean on industry tools and standards to manage this process, and when rigorous enough standards don’t exist, we create them.”¹¹²

Patagonia is very careful about the choice of factories where their products are made. They strictly refuse sweatshops on their website- *“the term sweatshop was first used in the nineteenth century to describe sewing factories where the conditions were hot, crowded and airless—and the workers paid a pittance for 16-hour days.”¹¹³* When the company is looking for a new factory or evaluates an existing factory, it always decides according to social and environmental procedures, but also according to quality standards and business requirements. Another part of the process is a special team for social and environmental responsibility (SER) which can veto a proposal for cooperation with a new factory.

¹¹¹ PATAGONIA. Company History. Patagonia Outdoor Clothing & Gear [online]. California [Retrieved 2020-05-01]. Available at: <https://www.patagonia.com/company-history/>

¹¹² PATAGONIA. SER Why. Patagonia Outdoor Clothing & Gear [online]. California [Retrieved 2020-05-01]. Available at: <https://www.patagonia.com/ser-why.html>

¹¹³ PATAGONIA. Corporate & Social Responsibility History. Patagonia Outdoor Clothing & Gear [online]. California, 2020 [Retrieved 2020-02-20]. Available at: <https://www.patagonia.com/our-footprint/corporate-responsibility-history.html>

7.2.2 Cotton and other fabrics

Yvon Chouinard has long criticized the BCI for greenwashing. In 2017, he told so to Spiegel.¹¹⁴

On its website Patagonia provides information on the materials and technologies used. Patagonia has been using 100% organic cotton since 1996. Some time later, they added recycled cotton, cotton in conversion and Regenerative Organic Certification Pilot Cotton.

Cotton in conversion- *“This program provides a market for farms growing cotton organically to sell their crop while they are in the process of getting certified.”¹¹⁵*

This cotton will be used for the first time in the Spring 2020 collection.

Regenerative Organic Certification Pilot Cotton- *“This farming method aims to rehabilitate soil, respect animal welfare and improve the lives of farmers,”¹¹⁶, while “the pilot participants must comply with the three pillars of Regenerative Organic Certification: Soil Health and Land Management, Animal Welfare and Farmer and Worker Fairness to achieve ROC certification.”¹¹⁷*

Other materials used in Patagonia production are hemp, recycled nylon, recycled polyester, recycled wool, Tencel etc.

For products containing feather they apply special “recycled down” program, which means goose and duck feather obtained from unsold and unused cushions or bed-

¹¹⁴ HECKING. "Wir reparieren gratis, egal welche Marke." Der Spiegel [online]. Germany, 16.07.2017 [Retrieved 2020-02-23]. Available at: <https://www.spiegel.de/wirtschaft/patagonia-gruender-yvon-chouinard-predigt-konsumverzicht-a-2b7af99c-1a1b-42bb-aeb9-9f1b2d675e77>

¹¹⁵ PATAGONIA. Cotton in Conversion. Patagonia Outdoor Clothing & Gear [online]. California, 2020 [Retrieved 2020-03-23]. Available at: <https://www.patagonia.com/our-footprint/cotton-conversion.html>

¹¹⁶ PATAGONIA. Regenerative Organic Certification Pilot Cotton. Patagonia Outdoor Clothing & Gear [online]. California, 2020 [Retrieved 2020-03-23]. Available at: <https://www.patagonia.com/our-footprint/regenerative-organic-certification-pilot-cotton.html>

¹¹⁷ ROC Pilot Program & Participants. Regenerative Organic Certified: Farm like the World Depends on it [online]. 2018 [Retrieved 2020-03-23]. Available at: <https://regenorganic.org/pilot/>

ding is utilized.¹¹⁸ Currently the recycled collection has been applied for winter feather jackets production.

7.2.3 Worn Wear - better than new

A program similar to H&M Take Care was at Patagonia launched in 2017. Like H&M, Patagonia advises online on how to repair clothing we already own so that we can avoid buying a new one. Although this is not possible in a Patagonia store, there is another choice - to use the opportunity and buy worn clothes on Patagonia website. Also if someone has a piece of Patagonian clothing that is no longer in use, it can be brought to a Patagonia store. They wash it and make it available to someone who will use it.¹¹⁹

7.2.4 Environmental grants and support

“As a company that uses resources and produces waste, we recognize our impact on the environment and feel a responsibility to give back. For us, it’s not charity or traditional philanthropy. It’s part of the cost of doing business. We call it our Earth Tax.”¹²⁰

Patagonia donates 1% of its profits to community- based groups that they believe could make a positive change for the planet.

These local groups usually take part in project such as:¹²¹

- *Taking down dams*
- *Restoring forests and rivers*
- *Finding solutions to and mitigate climate change*

¹¹⁸ PATAGONIA. 100% Recycled Down. Patagonia Outdoor Clothing & Gear [online]. California, 2020 [Retrieved 2020-03-23]. Available at: <https://eu.patagonia.com/cz/en/recycled-down.html>

¹¹⁹ PATAGONIA. Worn Wear - Used Patagonia Outdoor Clothing & Gear [online]. California [Retrieved 2020-03-25]. Available at: <https://wornwear.patagonia.com/faq#contact-us>

¹²⁰ PATAGONIA. Environmental Grants & Funding [online]. California, 2020 [Retrieved 2020-03-25]. Available at: <https://eu.patagonia.com/gb/en/environmental-grants.html>

¹²¹ Ibid.

- *Protecting critical land and marine habitat*
- *Protecting threatened and endangered plants and animals*
- *Supporting local, organic and sustainable agriculture*

These small organizations usually consist of less than 5 paid members, most of them are volunteers. According to their philosophy, it is more efficient to donate \$ 2,500 - \$ 15,000 a year to hundreds of these groups.¹²²

In 2017, US President Donald Trump signed into law the Tax Cuts, which included reducing tax rates for businesses and individuals. The tax dropped from 35% to 21%. Patagonia considered this act as irresponsible and decided to donate this saved tax amount of \$10 million back to the planet.

“Taxes protect the most vulnerable in our society, our public lands and other life-giving resources. Despite this, the Trump administration initiated a corporate tax cut, threatening these services at the expense of our planet.”¹²³

7.2.5 Don’t buy this jacket

The famous advertising campaign was released during Thanksgiving in 2011 in The New York Times.¹²⁴ It was on “Black Friday” when most brands offer huge sales and encourage consumers to spend as much as possible. On the contrary, Patagonia convinced to “think twice before you buy anything”, or “don’t buy what you don’t need”.¹²⁵

¹²² Ibid.

¹²³ MARCARIO, Rose. Our Urgent Gift to the Planet. LinkedIn [online]. 2020, 28.11.2018 [Retrieved 2020-03-26]. Available at: <https://www.linkedin.com/pulse/our-urgent-gift-planet-rose-marcario/?sf203156452=1>

¹²⁴ PATAGONIA. Don’t Buy This Jacket, Black Friday and the New York Times. Patagonia Outdoor Clothing & Gear [online]. California, 2020 [Retrieved 2020-03-16]. Available at: <https://www.patagonia.com/stories/dont-buy-this-jacket-black-friday-and-the-new-york-times/story-18615.html>

¹²⁵ DESJARDINS, Joseph R. a John MCCALL. Contemporary Issues in Business Ethics. 6th ed. Cengage Learning, 2014. ISBN 1285197402.



Picture 9- Don't buy this jacket advertisement¹²⁶

A part of the campaign was an e-mail to customers to rethink what they buy. Part of this letter says:

“Because Patagonia wants to be in business for a good long time - and leave a world inhabitable for our kids - we want to do the opposite of every other business today. We ask you to buy less and to reflect before you spend a dime on this jacket or anything else.”¹²⁷

7.3 ODIVI

ODIVI is a Czech brand from Prague, founded by Iva Burketová, who graduated from Tomas Bata University in Zlín. Her brand produces basic minimalistic clothing intended for every day wearing, while it is to be worn for more than one season.

¹²⁶ SOULE, Catherine & REICH, Brandon. (2015). Less is more: Is a green demarketing strategy sustainable?. *Journal of Marketing Management*. 31. 1403-1427. 10.1080/0267257X.2015.1059874. [Retrieved 2020-03-27] Available at: https://www.researchgate.net/publication/281150826_Less_is_more_Is_a_green_demarketing_strategy_sustainable

¹²⁷ WEINMANN, Karlee. Why Patagonia Is Telling Customers Not To Buy Its Products On Cyber Monday. *Business Insider* [online]. 28.11.2011 [Retrieved 2020-05-01]. Available at: <https://www.businessinsider.com/patagonia-cyber-monday-2011-11>

ODIVI attracted the most attention at Prague Fashion Week in 2019, where they launched the collection 0+, called *"100% Sustainable Collection"*. The basic idea of the fashion show of this collection was that all models were naked and wore only distinctive makeup. This was supposed to emphasize that sustainable fashion does not exist.

*"We will not label our collections because of a particular season. We think that seasonality and trends are not sustainable in our world anymore and shouldn't be the reason for buying clothes."*¹²⁸

If possible, ODIVI produces all clothing locally in the Czech Republic and from local materials.¹²⁹

¹²⁸ 0+. ODIVI [online]. Prague [Retrieved 2020-03-27]. Available at: <https://www.odivi.cz/collection/0-plus/>

¹²⁹ SLOW FEMME. Iva Odivi Burkertová: Chceme naučit lidi znát příběh věcí, které konzumují. Slow Femme: Magazín o pomalé módě a udržitelnosti [online]. 2019, 03.11.2019 [Retrieved 2020-05-01]. Available at: <https://www.slowfemme.com/magazine/iva-odivi-burkertova-chceme-naucit-lidi-znat-pribeh-vecim>

8 CONCLUSION

The purpose of the theoretical part of this thesis was to explain the concept of CSR, focus on its influence on the customer and point out the specific problems of today's fashion industry. These problems are especially poor wages, gender discrimination against women, insufficient safety in the workplace and environmental issues. The thesis shows that consumers consider the CSR activities while purchasing a product. Most of them also think that companies should focus on the environmental protection.

The second, practical part, describes and compares various CSR activities of three fashion brands. Mentioned brands were chosen for their diversity and different attitudes to business. The results show that even large global brands are involved in the trend of improving working conditions and the environment through their business.

The H&M's Conscious Collection promises products made from organic cotton, which in fact means "*containing at least 50% sustainable materials*", where organic cotton means Better Cotton. The issue associated with Better Cotton is explained in more details in the theoretical part showing the rules in production and subsequent processing are not precisely defined. The Garment Recycling Programme is also not as effective due to the low number of garments that can be fully recycled. What might be unexpected from such a large retailer as H&M, are the Take Care and Clothing Rentals programs. The main drawback of these services is the unavailability for customers not living in Stockholm, but also the condition of being a member of their customer loyalty program.

Patagonia is a proof that it is possible to run a successful fashion company sustainably. People in Patagonia feel responsible for their business and try to do things right. Compared to H&M, Patagonia chooses materials more responsibly and conscientiously. Due to the higher efficiency, Patagonia supports small local projects rather than donating one huge amount of money for one purpose. For both sides - for

the company and for the customer - the project Worn Wear can be beneficial. Customers can buy cheaper used Patagonia products, while the brand gets more money for one piece. Simultaneously it prevents the customer from throwing away clothes that could be worn longer.

The last brand ODIVI emphasizes the real price of clothing. Their philosophies differ in lower quantity, encouraging people to buy less with higher quality and durability. The brand is aware of the problem of fashion and its main goal is not to sell and make a profit, but to educate society.

Although even large global brands are engaging in sustainability activities, there are still differences between sellers. If the customer wants to recognize a real sustainable product from a product based on marketing, it is necessary to focus on the philosophy of a specific brand in more detail. Textile certificates could be also helpful indicators, but there are many of them and it is necessary for customers to have an overview over them. A guarantee of the ethical and ecological aspect is the GOTS certificate, usually associated with higher price.

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10 ABSTRACT

The topic of this bachelor thesis is Corporate Social Responsibility (CSR) in the fashion industry in the Czech Republic and its influence on the customer. Its purpose is to explain the concept of CSR and to look more in detail how it affects the customer. It points out the main problems connected with the fashion industry, its negative impact on the environment and the society.

The thesis is divided in theoretical and practical part. The theoretical part provides information about the CSR, fashion industry and explains terms such as *greenwashing* or *fast fashion*. The practical part focuses on three specific brands and examines their marketing strategies in terms of CSR.

11 RESUMÉ

Téma této bakalářské práce je Společenská odpovědnost firem v módním průmyslu v České republice a vliv na zákazníka. Cílem této práce je vysvětlit pojem *společenská odpovědnost firem (CSR)* a zaměřit se na to, jak ovlivňuje zákazníka. Práce také poukazuje na problémy spojené s módním průmyslem, na jeho negativní vliv na životní prostředí a společnost.

Práce je rozdělena na teoretickou a praktickou část. Teoretická část poskytuje informace o CSR, o módním průmyslu a vysvětluje pojmy jako *greenwashing* nebo *fast fashion*. Praktická část se zaměřuje na tři konkrétní značky a zkoumá jejich obchodní strategie týkající se CSR.