The Truth About Textiles

December 3, 2019

- ECO CULTURE MANUFACTURING
- ECOSUSTINERI-TECH
- TEXTILE RECAPTURE PROGRAM
Efforts
Challenges
Successes
PURPOSE

TO COMBINE FASHION, SUSTAINABILITY AND TECHNOLOGY
1) Carbon Footprint: Quantified for each garment/accessory
   - Factory Emissions (Cut & Sew)
   - Logistics (Fleet)
   - Air Travel
   - Employee Commute(s)
   - Textiles

2) Carbon Offsets
   - Renewable Energy Certificates (RECs) - U.S.

3) Customer/Brand Profiles
   - Account Number
   - Brands Purchased / Promotions
   - Carbon Footprint / Carbon Offsets

4) Retailer Analytics
   - Carbon Footprint of each brand
   - Styles
   - Seasons
   - Promotions – Offered by each brand
**Inputs**: sourcing, materials, labor, carbon-imprint, carbon offsets, who made the product

**Carbon / Tax Credits**

**Regulatory Compliance**

**Landfill Diversion**: In coordination with State and local government agencies products will utilize RFID technology to more effectively divert from landfill to recycle or upcycle at end of life.

**Warranty**

**Lifecycle Management**

**“Digital Birth Certificate”**

**Authentication**: Establish a unique identity or digital birth certificate for each individual product to guarantee authenticity from manufacture through distribution to the end consumer. (IDoT):

**Risk Management**

**Fast Pass Transportation**

**Digital Tracking**: RFID technology allows for efficient tracking of each individual product from source to retailer. Rapid RFID scanning available to reduce “touching” of individual products. Block Chain based fulfillment/payment.

**Inventory Management**

**Loss Prevention**

**Retail**: Extends existing in-store technologies for inventory management, anti-theft and enhanced customer interaction.
EcoSustineri Technologies
LIFECYCLE OF ECM FASHION – 1st GENERATION

**Sourcing**
Garment Factory
SmarThread is born

**Verification**
Customer Purchases
New Garment

**Landfill Diversion:**
Customer Returns
Used Garment

**Recycled, Upcycled:**
Brand Recycles, Upcycles
Used Garments: Textile
Recapture Program

**Inputs At Factory:**
Carbon Footprint
Carbon Offsets
Who made garment
Textiles

**Customer Registers:**
By email through an app, website, retailer.
Customer can authenticate.
View carbon footprint & carbon offsets.

**Customer Returns:**
Access account via app, website.
Choose shipping method.
Return to brand triggers a coupon, loyalty credit for their next purchase.

**Inputs From The Brand:**
Returned Garment Info
Recycled – S.M.A.R.T.
Upcycled – Resold, Donated.
Carbon Footprint
LIFECYCLE OF ECM FASHION – 2\textsuperscript{nd} GENERATION

Brand Resells - Creating a Secondary Market

Brand Donates – Charities, Developing Countries Organizations

Brand Creates Foundation (Tax Benefit), Environmental Profit and Loss Reporting

All Inputs From 1\textsuperscript{st} Generation
Carbon Footprint and Life Cycle Information.
Customers:
1) Register through email, app, website
2) Access is granted through fashion brand phone/tablet app, or fashion brand website.
3) Customers access their portals to send back their used garments/accessories to fashion brand that are then donated upcycled or recycled into money, green insulation, industrial cloth.
4) Customers are then given a discount, or pre-offerings on their next purchase. Loyalty Programs.
5) Customers can verify that their garments are sustainably made, authenticated as well as diverted from landfill.
Challenges
WHY IS IT RELEVANT TO PLACE A MONETARY VALUE ON ENVIRONMENTAL FOOTPRINT?

It allows a company to compare their environmental performance.

It allows a company to internalize the negative externalities of the second most toxic process in the world... Garment manufacturing.

It’s a sign of transparency and innovation.
Successes
Awards

California State Assembly – Coachella Valley Women Owned Small Business Award.

County of Riverside Coachella Valley Small Business Award.

Finalist – Global Climate Summit 2019

Congressional Recognition for a Woman Owned Business 20

Coachella Valley Small Business Award
REFERENCES
