Appendix

Towards a Brighter Blue:

CREATING AN IMPACT INDEX TO INCREASE ADOPTION FOR SUSTAINABLE JEANS

MASTER THESIS | LAUREN EBBERS | AUGUST 2019

APPENDIX

A

DENIM ACADEMY

During a two day denim academy course form Maarten Wentholt in denim city, we learned a lot about the current impact, production processes and methods of cleaner production.

On the second day it was time to put our newly acquired knowledge into practise and develop two pieces of jeans by ourselves in the laundry of denim city.

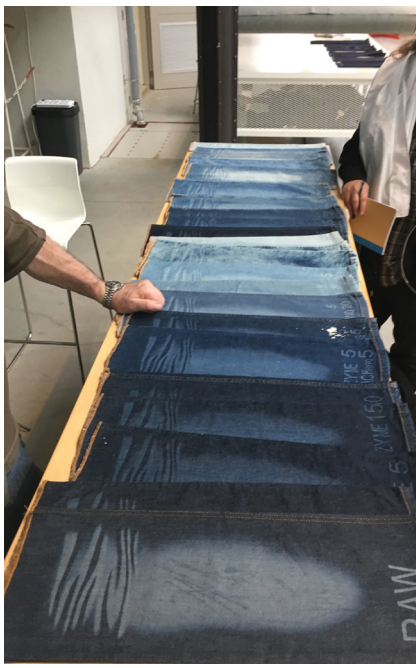
Lieke and myself decided that we would process one of the pieces using unsustainable techniques and one with sustainable techniques to see what the different possibilities and results would be.

The laundry workshop started with a tour and explaination of all the equipment and processes and after 30 min we could start ourselves.

We started with manual techniques to predistressed the denim, followed by a traditional (non bleach) stonewash. Afterwards we lasered our other piece with whiskers and several logos before it went into the ozone machine for some bleaching effect.

At the end of the afternoon we had experienced almost every porcess available and could clearly see the different between the four pieces in the final result. From left to right the following techniques were used: 1) manual distress, stonewash and bleached stonewash, 2) manual distressed and regular stonewash, 3) laser and ozone wash, 4) laser and enzyme wash.

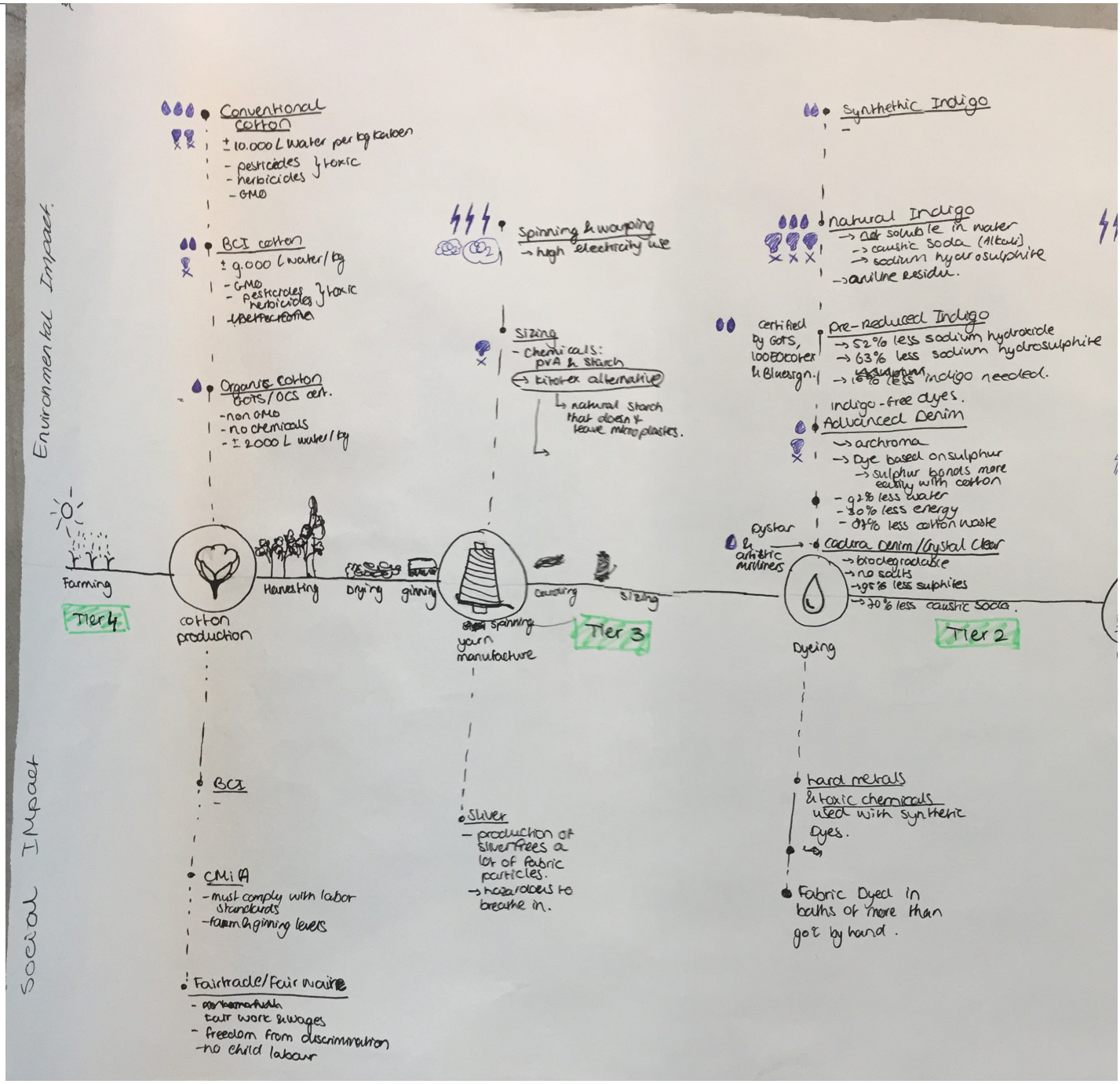
The course learned us that you can read about the process and impact as much as you want, but actually experiencing it makes verything much clearer (and a lot of fun)!



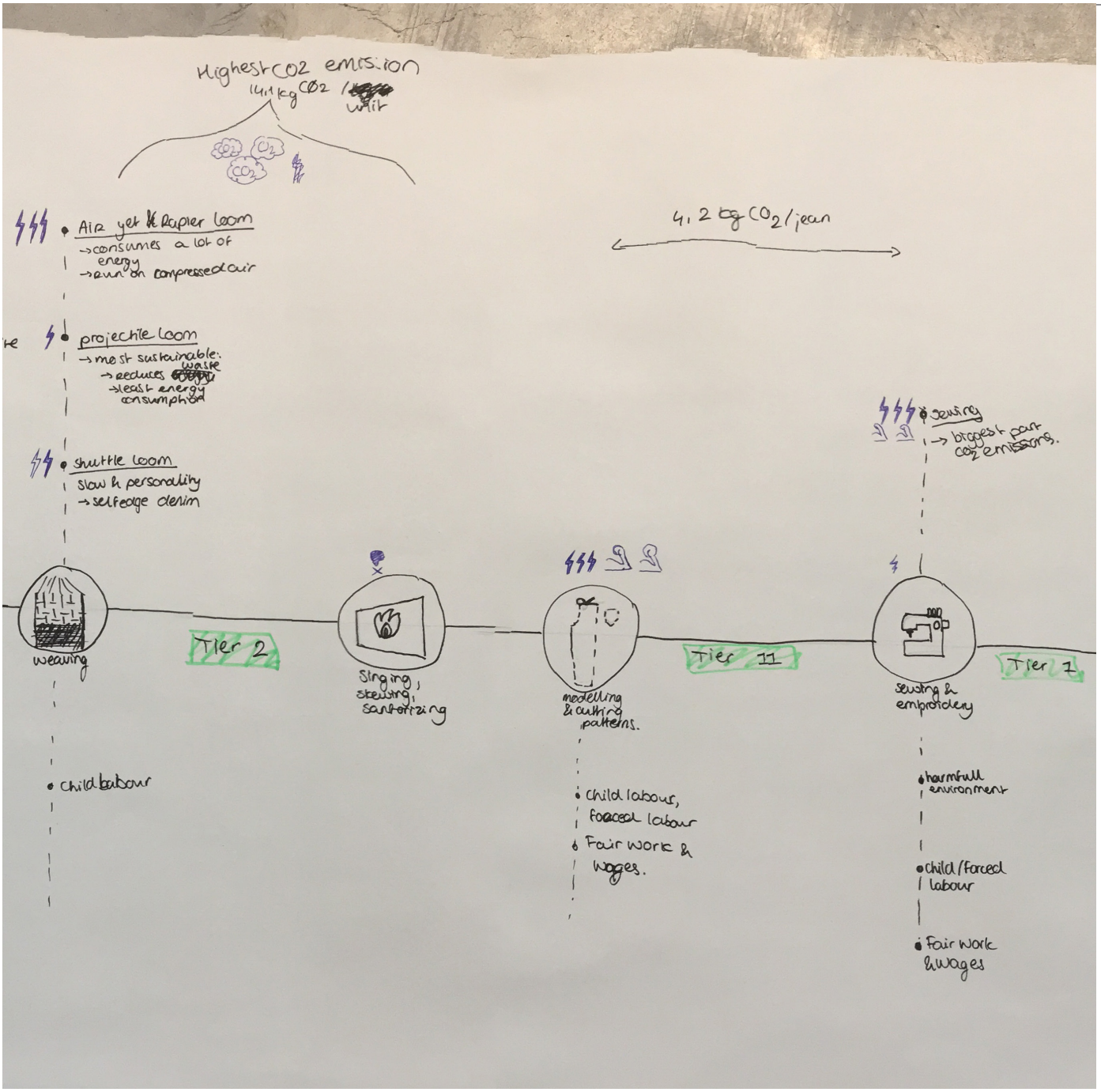

TUDelft
HOUSE OF DENIM
TUDelft
HOUSE OF DENIM

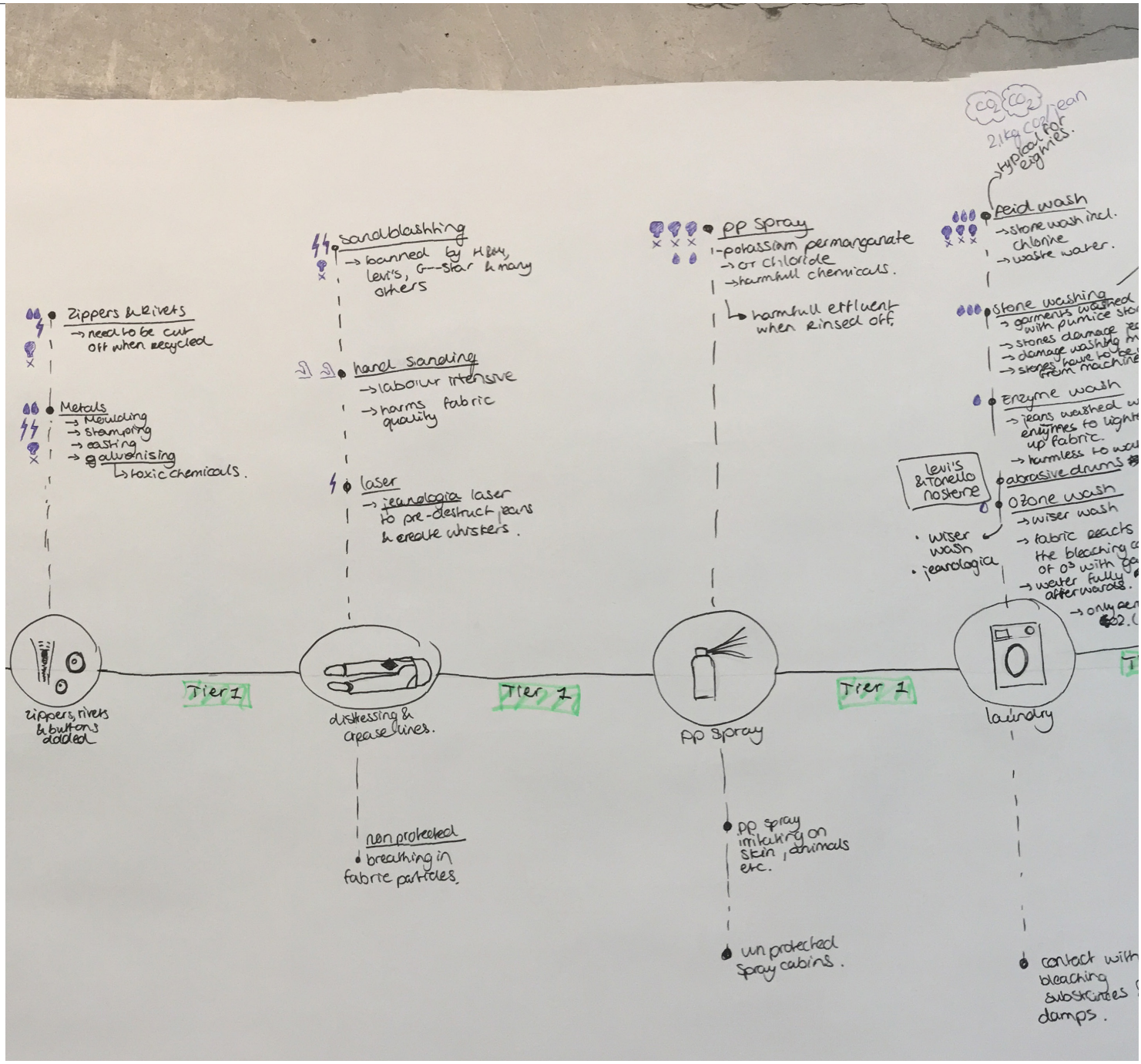
B

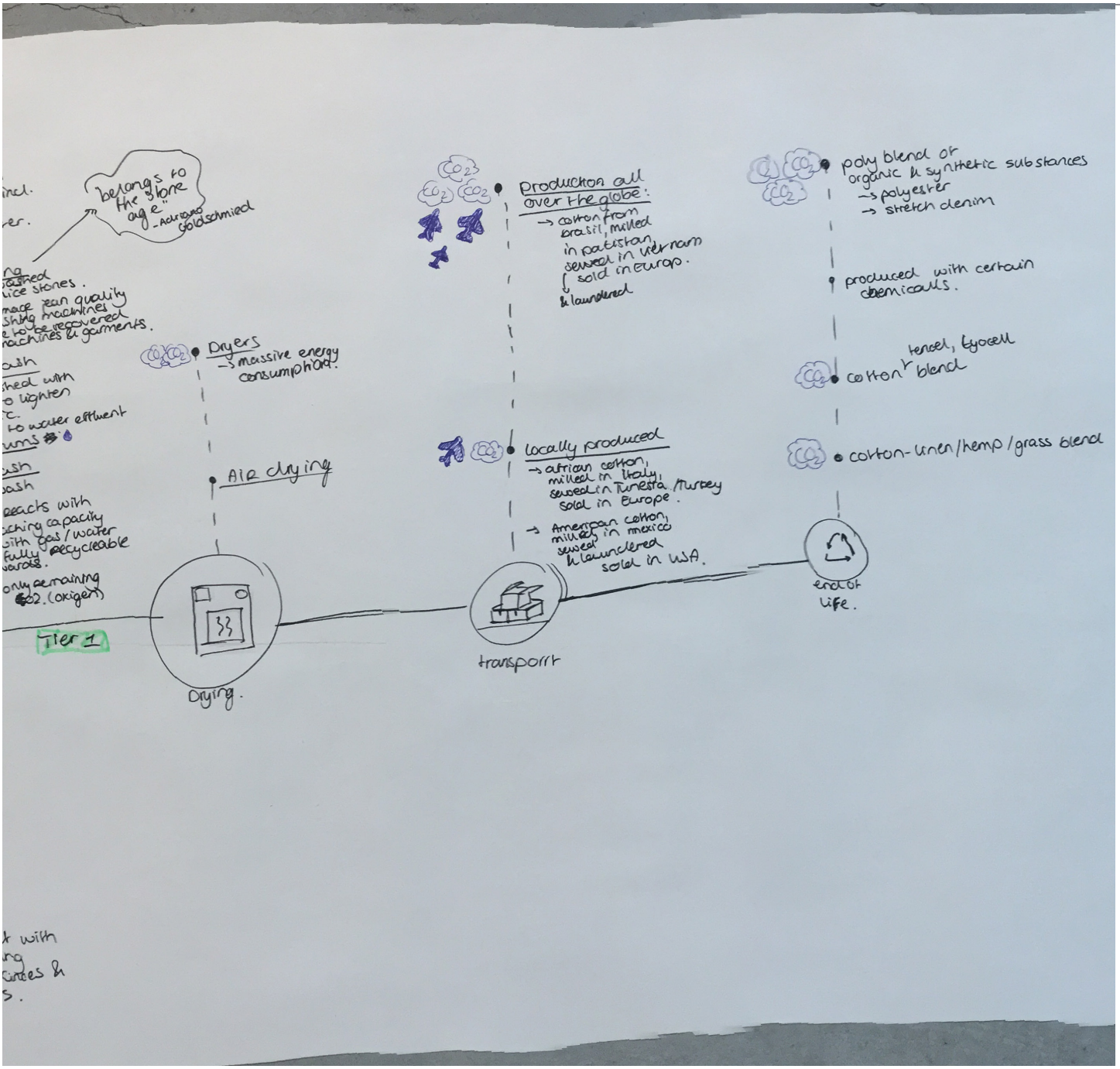
PRODUCTION IMPACT MAP



After researching the impact and production processes of jeans, all processes, techniques and certifications were organized on a production impact map to get some overview. This map formed the base of the bechmarks used for the rating methodology.




Zippers & rivets
→ need to be cut off when recycled
Metals
→ Moulding
→ stamping
→ casting
→ galvanising
↳ toxic chemicals.
sandblasting
→ banned by H&M, Levi's, G-Star & many others
hand sanding
→ labour intensive
→ harms fabric quality
laser
→ jeanologia laser to pre-destruct jeans & create whiskers.
PP Spray
-potassium permanganate
→ or chloride
→ harmfull chemicals.
↳ harmfull effluent when rinsed off.
2,1kg CO2/jean typical for engines.
Acid wash
→ stone wash incl. chlorine
→ waste water.
Stone washing
→ garments washed with pumice sto
→ stones damage je
→ damage washing m
→ stones have to be from machine
Enzyme wash
→ jeans washed w enzymes to light up fabric.
→ harmless to wa
Levi's & Tonello Nosterne
abrasive drums
Ozone wash
→ wiser wash
→ fabric reacts the bleaching of O3 with
→ water fully afterwards.
• wiser wash
• jeanologia
Tier 1
Tier 1
Tier 1
zippers, rivets & buttons added
distressing & crease lines.
PP Spray
laundry
non protected
• breathing in fabric particles.
• PP spray irritating on skin, animals etc.
• un protected spray cabins.
• contact with bleaching substances damps.


belongs to the stone age"
- Adriano Goldschmied
Dryers
-> massive energy consumption.
Air drying
Production all over the globe:
-> cotton from brasil, milled in pakistan, sewed in vietnam sold in europ.
& laundered
poly blend of organic & synthetic substances
-> polyester
-> stretch denim
produced with certain chemicalls.
tencel, lyocell
cotton blend
cotton-linen/hemp/grass blend
locally produced
-> african cotton, milled in Italy, sewed in Tunesia, Turkey sold in Europe.
-> American cotton, milled in mexico sewed & laundered sold in USA.
end of life.
Tier 1
Drying.
transport

C

INDUSTRY DEVELOPMENTS

Next to the new solutions and innovations discussed in the previous chapter, there have been many recent developments in the fashion industry towards cleaner and better production. Amongst these developments are initiatives, coalitions, certifications and rating systems; all invented to get more control on the value chains that are now often very complex and non-transparent. Initiatives, certifications and existing rating systems important for the development of the impact index will be discussed more indepth in the following paragraphs. This chapter will present the most important findings concerning the development of the index: a complete analysis of initiatives and rating systems can be found in appendix

C.1 INDUSTRY INITIATIVES

DETOX DENIM

When Greenpeace published its Dirty Laundry report in 2012, it was directly followed by the launch of their Detox campaign to address the widespread use of hazardous chemicals in the fashion industry. In countries like China, Indonesia and Mexico, nasty chemicals were often released into public waterways and Greenpeace's Detox campaign was the first initiative that challenged big brands to take responsibility for their environmental impact. To improve the water quality in the above mentioned countries, the campaign urged brands to regulate the use of hazardous chemicals in their production facilities and commit to achieve zero discharges of hazardous chemicals by 2020 (Greenpeace, 2018).

Currently a total of 80 brands, from luxury fashion to outdoor brands and suppliers, accepted this challenge; a clear message that the industry understood something needed to change. With the succes of this initiative the detox campaign was an important first step to clean up the industry and many initiatives and innovations followed in its footsteps (Greenpeace, 2018).

ZDHC

One of these initiatives is the Zero Discharge of Hazardous Chemicals (ZDHC) Foundation, set up to help brands that participate in the Zero Discharge of Hazardous Chemicals programme to achieve the goal of zero discharge in 2020. The foundation provides a so-called manufacturers' restricted substance list (MRSL); contrary to a 'normal' restricted substances list (RSL) the MRSL aims to limit chemical substances used in the entire supply chain instead of just the final product. By preventing the use of hazardous chemicals in production processes, chemicals will not have to be filtered from the wastewater - drastically improving the quality of waterways. Besides the manufacturers' restricted substances list, the ZDHC also issues guidelines for wastewater, an audit programme to check the level of compliance with the MRSL and software modules to control substances in product development; all compliant with the Higg Index (Szmydke-Cacciapalle, 2018).

SUSTAINABLE APPAREL COALITION (SAC)

Another initiative, the Sustainable Apparel Coalition (SAC), was founded by Patagonia and Walmart as an industry-wide alliance between apparel, footwear and textile companies. Collaboration is key in this coalition: no company can shift existing industry models by itself. To innovate the way the industry is run, all industry partners have to organize

as a united front. By becoming a member of the SAC, brands, retailers and manufacturers commit to transparency and share their best practices to make meaningful improvements happen. To facilitate this process and create more unity and transparency in the industry, the SAC developed the Higg Index, a standardized value chain measurement suite of tools for all industry participants. This tool will be discussed more indepth in paragraph 5.3, page 50 of this chapter.

CONVENANT DUURZAME KLEDING EN TEXTIEL

Since many brands and retailers outsource their production to less developed countries (to profit from lower minimum wages), human rights, worker health, safety, environmental protection and animal rights are at risk. To avoid these risks, companies have to oblige to international guidelines and agreements for business and human rights: something called *due diligence*. However, problems in developing countries are often so complex that companies can improve very little by themselves. To join forces, a broad coalition of partners, including industry associations, trade unions, NGOs, and the Dutch National Government, have signed the 'Convenant Duurzame kleding en textiel' (Dutch Agreement on Sustainable Garments and Textile) (SER, 2019).

Parties signing the agreement commit against discrimination, child and forced labour, and support living wages in safe and healthy working environments. Besides the focus on social impact, participants aim to reduce negative impact on the environment, prevent animal abuse, reduce the use of precious resources like water and electricity and to produce less chemical waste and waste water (SER, 2019). To identify risks and collaborate on improvements, transparency is a critical factor. Therefore, one of the first steps of the agreement was to have participating companies share their production sites, a complete overview that is shared each year on the agreements website. Next a supplier list, all participants have to issue a yearly strategy describing their plans to improve their *due diligence* on different themes and reflect on their previous strategy.

C.2 CERTIFICATIONS

A different approach to distinguish better products, is through the use of certifications. Certifications are mostly used as a consumer or marketing tool to communicate compliance of certain standards by using on product logos or certification marks. Certifications are considered a reliable source of information, since most certification standards are checked by independent third party audit agencies. However, certifications are often only focussed on a small part of the production process, resulting in a need for many certifications to cover the whole supply chain. One certification gives thus little insight in the impact of the entire production cycle. Besides this, certifications are often expensive to acquire, making them more easily accessible for bigger companies than smaller ones.

To answer to the growing demand for more transparency and information, a jungle of certifications has developed over the recent years. According to the Dutch Keurmerkenwijzer (certification index) of Milieu Centraal, nowadays 24 different certifications are active in the fashion industry alone. The 17 most important certificates for the denim industry are explained in the certification overview in the main report.

C.3 INDUSTRY RATING SYSTEMS

Apart from the agreements/coalitions and certifications discussed in the previous paragraphs, there is a third way to improve the industry: industry rating systems. These ratings, assess or score products and brands based on a set of criteria depending on the goal of the rating in question. Rating systems can be applied in two ways: the first system is a rating used to decreased the impact of products in development internally, the second system is to have an exteral independent party rating products to communicate the impact towards consumers and other stakeholders.

The first system, the internal use of the product rating, is either driven by the intrinsic motivation of a company that wants to produce more sustainably or by the demanded standards of a coalition, agreement or certification, like mentioned in the previous paragraphs. The second system is driven by the increased demand for transparency; how is a product made and with what materials or processes? Examples of both rating systems will be discussed in the following paragraphs.

HIGG INDEX

The Higg index was developed by the SAC as a tool to measure the ecological footprint of the entire production chain. Aim of the Higg Index is to create more unity and transparency in an industry where many certifications rule the game and transparency is hard to come by. The index consists of a suite of three online tools - a Product tool, Facility tool and Brand & Retail tool - to calculate the ecological footprint of materials, production techniques, waste management, energy use and social impact using a Life Cycle Analysis approach (LCA) to facilitate brands and suppliers to decrease the impact of their production. The philosophy behind the Higg Index is clearly stated in on their website:

"The Higg Index enables and encourages brands, retailers, and manufacturers to become transparent by communicating clear, comparable, and meaningful sustainability scores publicly. Using one common language to share sustainability efforts will allow consumers to make better informed purchasing decisions" (SAC, 2019).

However, the ultimate goal of the Higg index to communicate in one common language can only be achieved if a majority of all brands, suppliers and retailers decide to use the Index. Since some major brands involved in the development of the tool do not fully agree with the way the impact is communicated, this has proven to be rather challenging (Bruinsma, 2019).

Besides the three modules developed for the industry, the Higg Index is working on a consumer facing side of the tool as well. This consumer side is best comparable with the energy lable for appliances and should become a universal label to communicate the impact of fashion items towards consumers. The development of this consumer tool is going on for several years now, indicating that it is a very complex challenge. Jason Kibbey, CEO of the SAC, mentioned that no one has figured out yet how to do sustainability marketing on a product level. It seems to be a double edged sword: on one side consumers are asking for more transparency on impact, but on the other side products labeled to be sustainable are often considered to be less reliable or of less quality (Szmydke-Cacciapalle, 2018).

MADE BY MODETRACKER

Dutch non-profit organisation Made-By, founded by development organisation Solidaridad helps to support fashion brands in the development of cleaner production strategies. One of their instruments is the MODE tracker tool; a rating system that enables and engages fashion brands and retailers to develop a roadmap on a broad

range of sustainability issues. Additional to a roadmap the MODE tracker helps to demonstrate improvements and communicate progress successfully (Made-By, 2014).

The MODE Tracker integrates other tools and reporting frameworks and combines data from these systems into a new environment. The MODE tracker environment consists of eight colored cubes and circles, that communicate progress in three levels; from basic engagement to industry best practice (figure 12). Brands using the tool can choose to report on certain topics (minimum of three and maximum of eight), that vary from products, manufacturing processes, end-of-life, social impact and working conditions. The chosen topics are extensively reviewed and weighted by experts, ensuring that the levels achieved are sincere and take the full range of issues per topic into account. The results of each topic are shown in simple, multi-colored cubes that give an overview of the yearly progress. The tool shows production sites as well as existing social and environmental programmes on a global map, to give more context on impacts. MADE-BY has been communicating the progress of participating brands in a yearly report that brands can feature on their websites (Made-By, 2014).

Unfortunately Made-By recently went bankrupt due to unknown circumstances, causing their tool to be out of order: a huge loss for companies like G-star that heavily rely on industry feedback (Bruinsma, 2019).

JEANOLOGIA'S EIM SCORES

Jeanologia's Environmental Impact Measurement (EIM) software helps denim developers build more sustainable processes by assessing the environmental impact of finishing processes in the laundry on four elements: water, energy, chemicals and impact on workers health. By measuring the current impact, areas of improvement are easily identified and actions to become more sustainable can be defined and monitored (Jeanologia, 2019).

EIM is used internally by laundries and brands, to decrease their impact in garment finishing. EIM is easy to use, enabling clean garment finishing for all industry stakeholders (Jeanologia, 2019).

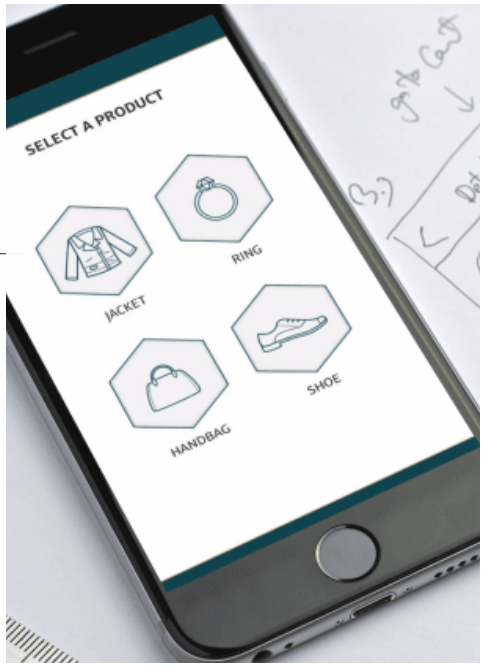
KERING ENVIRONMENTAL P&L

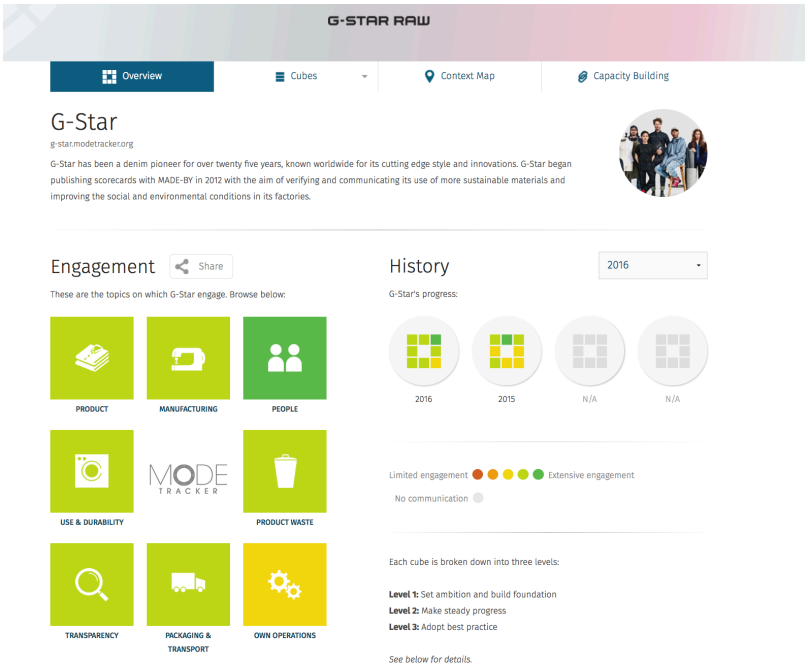
Profit and loss statements are important tools to evaluate investments for new product development and innovations. However, profit and loss statements solely focus on the monetary value and prospects of these new developments. Since investments in sustainable practises create value in other ways than what can be measured in money, profit and loss statements of sustainable investments show less return on investment and are therefore considered 'more risky' business; resulting in less sustainable investments.

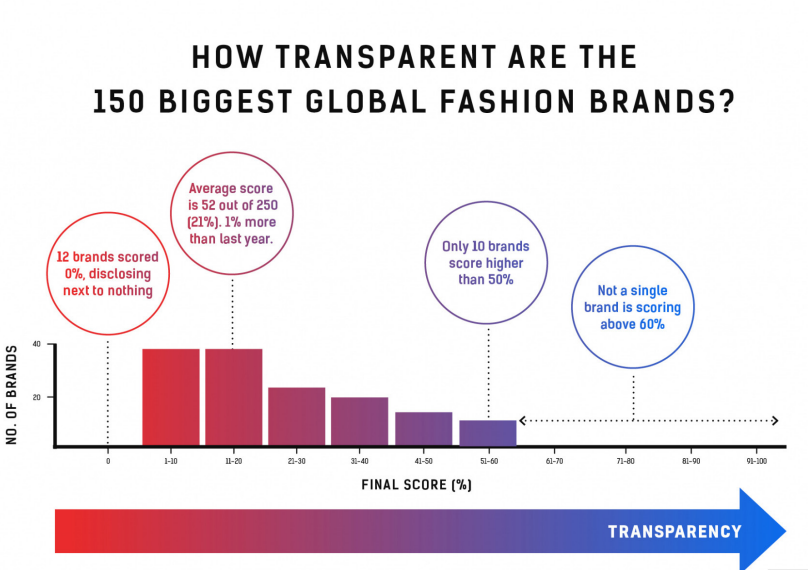
Kering Group, owner of luxurious fashion brands like Gucci, Saint Laurent, Bottega Veneta, Balenciaga and Alexander McQueen, re-thought this evaluation of value and created an Environmental Profit & Loss: an innovative tool to measure and quantify the environmental impact of their activities.

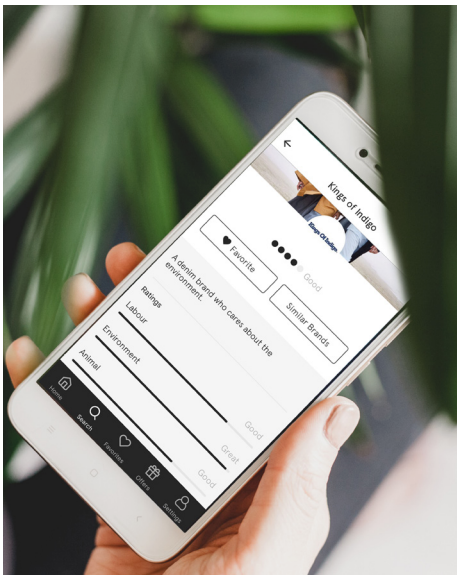
"The EP&L measures carbon emissions, water consumption, air and water pollution, land use, and waste production along the entire supply chain, thereby making the various environmental impacts of the Group's activities visible, quantifiable, and comparable" (Kering, 2019).

The EP&L converts impact into monetary values to quantify the use of natural resources. This way, Kering uses the EP&L to guide their sustainability strategy, improve their production processes and supply chain, and adopt better suited technologies.









From left to right; Kering's EP&L, Made-By MODE tracker report of G-star, Fashion transparency index, Good on you app. (photos from Kering Group, G-star, Fashion Revolution & Good on you)

To inspire other brands to follow their lead and encourage sustainable practises, Kering shares their methodology with other companies in the industry and they are continually evolving the methodology based on new learnings and innovations. To create awareness on the impact of designs during earlier stages of development, Kering developed the EP&L into an app for fashion developers: My EP&L (Figure 12). This app features a modeling tool that shows immediate results of the impact of a design or potential decision on the EP&L footprint so the impact can be taken into account and designs adjusted accordingly (Kering, 2019).

FASHION TRANSPARENCY INDEX

The fashion transparency index is an initiative brought to life by the Fashion Revolution movement. The index is based on their believe that transparency is the first step to transform the industry, starting with one simple question: Who made my clothes? The aim of this simple question is to get people thinking about what they wear. Consumers need to realise that their questions, voices, and shopping habits have the power to help change things for the better. Fashion Revolution believes that the whole fashion industry needs to radically shift its way of thinking, producing, selling, consuming and disposing of clothes towards a more holistic approach. Transparency helps this transformation by providing insights in the system (Fashion Revolution, 2019).

To help spread their believe to the masses, once a year Fashion Revolution publishes the transparency index. The index serves as a ranking of the 150 biggest global fashion companies (that are selected based on annual turnover and representation in various market segments), and aimes to compare what brands and retailers are disclosing, to stimulate brands and retailers to disclose credible and comparable information, and as an ongoing exercise to help the industry develop an understanding of what to share, what transparency calls for and what consumers may ask brands and retailers in the future (Fashion transparency index, 2018).

The fashion transparency index uses a rating to benchmark brands' public disclosure across five key areas: policy and commitments, governance, supply chain traceability, supplier assessment and remediation, and new 'spotlight issues' like gender equality, decent work, climate action and responsible consumption and production. The rating system consists of 202 indicators that have a combined total of 250 points. The weight of a key area on the total score is dependent on the amount of indicators and possible points of the area in question. Information used as input for the rating consists exclusively on publicly disclosed supply chain information, to keep the assessment transparent in itself (Fashion transparency index, 2018).

Final scores of the transparency index communicate the level of transparency incorporated in the rated company, therefore brands that score highest on transparency do not necessarily have to be more sustainable than brands with lower transparency scores; something that can be quite confusing for consumers.

RANK A BRAND

Rank a Brand is an independent brand-comparison website that reviews and ranks consumer brands based on climate impact, environmental impact, labour conditions and transparency. Brands are given a label varying from A (best) to E (worst), based on an assessment of several criteria. Rank a brand's labels aim to provide consumers with a clear purchase advice, figure 13.

Score	% correct	Advice
A	75-100	Shop away!
B	55-75	On track towards sustainabiliy
C	35-55	On its way, but can do better
D	15-35	Should do better
E	0-15	Better put your wallet away

Figure 13: Rank a Brand labels and advice (from Rank a Brand, 2019)

Rank a brand publishes the scores for each brand on their website, alongside with the list of criteria, an overview of a brands performance per criteria and where the rating was based upon. If possible,Rank a brand tries to update their rankings every year, or every two years at least (Rank a Brand, 2019).

Since brands are highly dependent on their reputation and are often more recognizable to consumers, Rank a brand decided to focus on brands instead of products or companies. Rank a brand believes that brands should have sustainable and socially responsible policies in place for the full scope of their operations, not just for a few sustainable and fair product lines (Rank a Brand, 2019).

GOOD ON YOU

Good On You is an ethical brand rating system that started out in Australia and is available in Europe since 2018. The ratings on the Good on you website and app inform shoppers and provide them with power to make better choices. Choices that reflect consumers own commitment of doing better for the planet, people and animals. Good on you believes that fashion brands have a responsibility and should be transparent about their impact and the production processes (Good on You, 2019). In an interview to Dazed & confused, founder Sandra Copponi explained her incentive to start Good on You:

"We realised more and more people want to make more ethical choices when they shop but it is hard to cut through greenwashing and to know what to look for. Fashion is not like food, where all the ingredients are on the label – it is a massive, complex industry with opaque supply chains and it is hard for people to unpick that" (Allwood, 2018).

Therefore, Good on you uses information from other certification schemes, like Fair Trade, OEKO-TEX and the Global Organic Textile Standard (GOTS), as well as other independent rating projects to put together their ratings. Since not all brands can afford certification fees, only a small minority offers certified products: so besides certfications other standard systems are taken into account too. Good on you uses information from more than 50 certification schemes, standard systems and independent ratings or assessment methods that are available for brands (Good on You, 2019).

The good on you rating system is based on three topics: People, planet and animals, where brands can score a maximum of 5 points per topic, see figure 12. The weighted average score of the three topics forms the total score, which is accompanied by a purchase advice: 1 point tells consumers ***we avoid***, 2 points ***not good enough***, 3 points ***it is a start***, 4 points ***good***, and at last 5 points tells consumers it is a ***great*** brand. The overal rating is accompanied by a series of smilies ranging from sad to happy (Good on You, 2019).

To advertise their ratings, Good on you offers brands that score either a 'good' or 'great' to publish a 'good on you rated' stamp on their websites. The stamp will indicate to consumers that the brand is making better choices, which could work as positive marketing.

D

EXTENDED CASE STUDY

In the discover phase of my research, I looked into what is feasible in terms of the design of an index and its ability to change behaviour. To research the feasibility I executed a case study research to review indices used in four other industries. Indices are useful tools to create clarity in complex markets or to compare products on a set of criteria more easily, by simplifying complex information into product scores or ratings. Besides the fashion industry, many other industries are using some kind of index or rating system to communicate value or impact to consumers.

The most well known rating systems today, are peer to peer reviews of products or services used on online platforms like booking, amazon or airbnb. However, peer to peer ratings are often superficial and lack proper judgement. Also, its hard to evaluate if someone else's 4 star rating is comparable to your own standards. Therefore, my case study is focussed on rating systems that are still well known and succesful, but a bit more controlled.

D.1 SET UP & APPROACH

The selection of indices for the case study is based on rating systems or indices that are well known to consumers and are often referred to - *Oh, so it is like the beterleven stars?* Reason for this is that if an index is often referred to, it is probably doing something right and interesting to learn from. The following indices were selected because of their wide spread success and awareness amongst consumers:

- European Energylabel (electric appliances, cars & houses)
- Internet Movie Database (IMDb) (movies)
- Beterleven (animal welfare)
- De grote Hamersma (wines)

All of the above presented cases offer clarity in industries that are considered complex or non transparent to consumers.

To retrieve insights in both the setup (why & how), design (what & how) and ability to change behaviour, I reviewed all four cases on various levels by means of desk research:

- Why was this index initiated?
- What does the index measure?
- How does the index work?
- Who is the authority behind the index?
- Is there evidence that the index helped change behaviour?

Since there are not many indices that are especially focussed on changing behaviour (mostly on providing clarity), it will not be possible for all four cases to answer the last question. However, since the Energielabel operates in multiple industries, this case study still evaluates multiple perspectives on the ability of product ratings to change behaviour. The most important insights from this case study are translated into design directions for the impact index.

D.2 CASE STUDY

EUROPEAN ENERGYLABEL FOR APPLIANCES

The European energylabel for appliances was first introduced in 1995 based on a European decision to simplify purchase decisions of

household appliances by providing consumers with recognizable, accurate and comparable information on the use of electric appliances (APPLiA, 2019).

The European energylabel measures the energy impact of household appliances - ranging from smaller appliances like lightbulbs and vacuumcleaners to bigger appliances like heaters and solarpanels - using a scale from A - F (or sometimes A+++ - D). Fading from green (A or A+++ -60%) to red (F or D) the label communicates how much energy an appliance consumes, offering transparency in energy consumption to consumers, see figure 14 p. 60 (Milieu Centraal, 2019). Since the initial release of the energylabel, other variables besides energy are added to the label like water and sound. But the label design itself also changed in terms of categories and colors; for many appliances up to triple A (A+++) ratings where added in 2011 while keeping a green color for its regular A ratings. This development has caused confusion amongst consumers that often still believe washing machines labeled with A are energy efficient while they are actually performing like a previous C label (Voogd, 2016). Besides this shift within categories, not all categories went through the same development; the maximum score for lightbulbs for example is A++, for washing machines A+++-60% and for extractor hoods the maximum score is A, adding up to the already existing confusion.

To tackle this problem, the European Union decided on a new classification system (ranging from A to G) that will develop along side industry developments: classification requirements will be scaled upwards once 30% of all appliances within a certain category will reach an A rating or once 50% of all appliances reaches an A or B rating. This way appliances will never outgrow or outperform the existing scale. Productratings following this new format are expected to enter the market by 2020 (Home appliances world, 2017).

To allocate ratings for the energylabel, appliances are tested (often on the eco program setting) by their manufacturers on the use of energy and water or noise after production. Per type of appliance there is a different scoring mechanism in place. Based on its test results, the appliance will receive a rating (for example A+) and retailers will attach a sticker featuring the label on the appliance to communicate the rating to consumers (Milieu Centraal, 2019).

The EU energylabel is officially issued by the European Union and therefore their logo is featured on the on-product communication. However, the EU is not the testing authority allocating the rating. Ratings are issued based on test scores generated by product manufacturers and the NVWA is responsible for executing random sample checks to prevent scores of being fraud (Milieu Centraal, 2019).

EUROPEAN ENERGYLABEL FOR BUILDINGS

Next to the energylabel for appliances, the European energylabel for buildings was initiated by the European energy performance of building directive by the European parliament in 2002. Since 2008 the directive is officially mandatory for all countries within the EU, but as the system was considered too complicated it was only installed by the Dutch national government after it was simplified in 2015 (Energiedeskundig, 2017). The

purpose of adding a European energylabel for buildings was both to reduce CO2 emissions and dependence on fossil fuels, as well as to stimulate property owners to invest in methods to make their homes or property more energy efficient; like better isolation or the installation of solarpanels (Milieu Centraal, 2019).

The European energylabel for buildings is designed similar to the energylabel of appliances: it uses a scale from A - G that is changing from green to red.
However, property owners can be divided into two categories: property owners and housing cooperatives. Since they operate in different markets (buying and renting), two methods were developed to allocate the ratings for the energylabel: the simplified energylabel residence (Vereenvoudigd energielabel woning (VELW)) and the Energy Index (EI) (RVO, 2019).

The first method VELW, is an easy to access website for home owners or real estate agents. Through the website, that is accessed by entering your Digid, ten questions (on housing details, isolation and energy use) need to be anwered by submitting evidence like situational photos or invoices of investments. Based on the supplied information, a recognized expert selected by the home owner or real estate agent will review the file and submit a rating that is communicated back to the home owner and saved in a database (Rijksoverheid, 2019). However, in practise, situational photos can be taken at neighbouring houses and the expert reviewing the case will only review the online file; a system that is not entirely waterproof (Trouw, 2018). Home owners or real estate agents are obliged to apply for the label by law and costs are only a couple of euros, as opposed to the fine of 405 euros if the energylabel appears to be lacking (Milieu Centraal, 2019).

The second method, the Energy Index, is meant for property rented by housing cooperatives in the social sector. The Energy Index is part of the points system for rented apartments and will therefore influence the rental price. The Energy Index consists of around 150 questions and is executed by special experts, certified by Cito Netherlands. Since this method is way more profound and experts actually visit the apartments, costs are higher and may vary between 180 and 400 euros per apartment (RVO, 2019).

Equal to the energylabel of appliances, the European union is the issuing authority of the energylabel but not the testing authority. The rating authority of houses is based on expert ratings that execute the reviews. As opposed to the ratings of electric appliances, ratings featured on the energylabel of buildings are not randomly checked by the NVWA.

EUROPEAN ENERGYLABEL FOR VEHICLES

Similar to the EU Energylabel for appliances and buildings, an Energylabel for vehicles was introduced in 2001 by the EU with the purpose of decreasing CO2 emissions by stimulating the purchase of less polluting cars: with the energylabel, consumers can see directly how economical a car is compared to other cars of similar sizes (CLO, 2016).
The EU energylabel for vehicles measures the use of fuel (liters of fuel per 100 kilometers and amount of kilometers per liter of fuel) as well as the emission of CO2 in grams per kilometer. The results of these measurements are shown in labels similar to the energylabel

for appliances and buildings: using a scale from A-G, that is changing from green to red. However, in cars this scale is a relative scale within a certain size classification. The average use and emission within a category is allocated with a C/D label; every step up means the vehicle is 10% more economical, every step down means 10% less economical. In practise this means that cars featuring an A label are at least 20% more efficient than the average car in the same category. Since the scale is a relative scale, cars featuring a A label can drop to a B or C label the year after if many new efficient cars are released within the category (Milieu Centraal, 2019).

Like the EU energylabel for appliances, car manufacturers are responsible for testing the data used to allocate a label once a car is manufactured. Tests used by manufacturers are standradized procedures, but often these testings happen in lab settings that are rarely feasible on the road (Milieu Centraal, 2019). Some car manufacturers, like Volkswagen, even got caught using 'sjoemelsoftware' which is a dutch saying for software used to cheat test results so it would seem like the car was more efficient (BBC, 2015). EU energylabels fo vehicles are therefore more of an approximation, since driving style and area (city or countryside) are also very important in the actual use of fuel and CO2 emissions (Milieu Centraal, 2019).
The EU energylabel for vehicles is issued by the European Union. However, like explained the EU is not the testing authority allocating the rating. There was not any information available on procedural random checks by other instances but the Volkswagen scandal has come to light by checks executed by the US Environmental Protection Agency (BBC, 2015). So, in some level ratings are checked by independent instances.

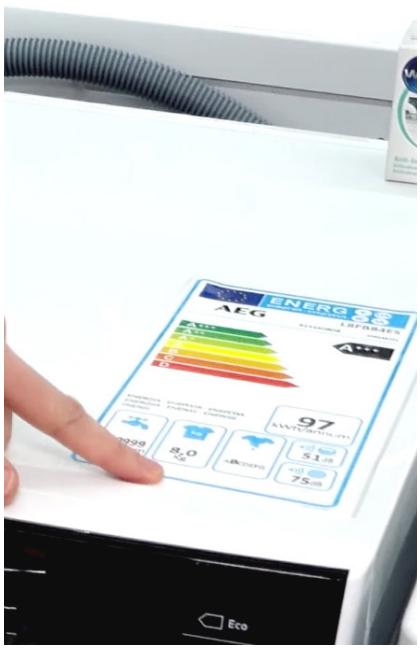
BETERLEVEN

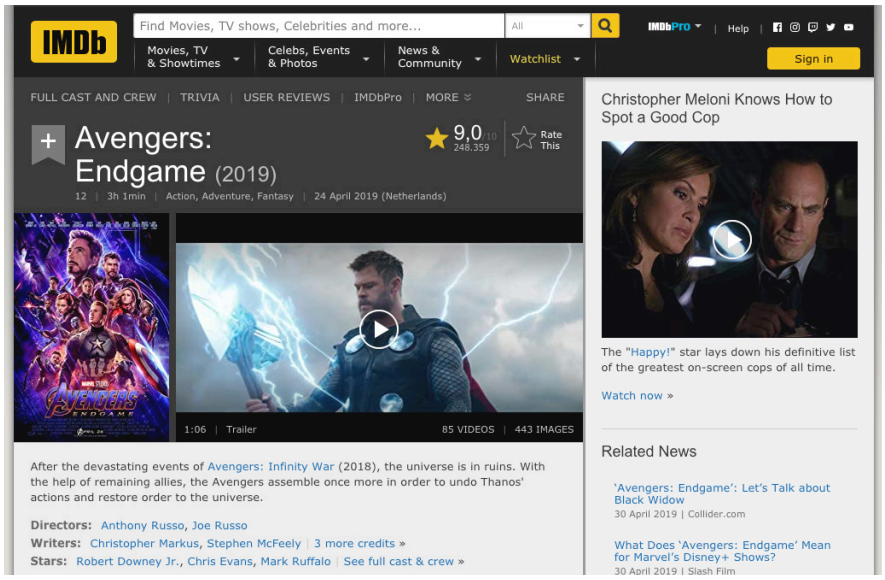
In 2007 the beterleven certification mark was introduced in the Dutch market by the Animal welfare protection to offer consumers a better alternatives to the 'plofkip' that was then mostly sold by supermarkets. In those days, meat would either be 'regular' or 'organic' with a very high price difference between the two categories. Because of the mark consumers could now see the difference between 'plofkip' (a Dutch term for chickens that are injected with water to increase their weight) and meat that was not organic but did have a better life (Beterleven, 2019).

The beterleven certification mark indicates the quality of the living conditions of the animals before they are turned into meat or eggs. By using a three star rating, the mark indicates for example how long the animal lived, how much it weighed, how much space it had and in what conditions (inside or outside) it lived. By adding two categories between 'plofkip' and 'organic' consumers have a better choice of what fits their values and budget: with each added star the animals have a slightly better live but also a slightly higher price, up to three stars corresponding with organic farming (Beterleven, 2019).

To participate in the certification mark, farmers and manufacturers apply for certification at the Beterleven foundation. All famers, manufacturers and stores, are initially inspected by the Animal welfare protection on the living conditions of the animals. Based on these conditions either 1, 2 or 3 stars are granted and communicated on products (Beterleven, 2019).

The Dutch Dierenbescherming (animal welfare protection) is the issuing authority behind the beterleven mark. Companies that apply for the





Photos showing how product ratings of the various indices are communicated.

mark are audited every year by an independent testing facility to see if they comply with all criteria; if not, their certification right is recalled immediately (Beterleven, 2019).

INTERNATIONAL MOVIE DATABASE

In October 1990, The Internet Movie Database (IMDb) was published in a usenet group out of a hobby of Col Needham, the founder. Needham kept score of all movies he had ever seen and what he thought of them. Even before the web was available, his database of movie scores was used by many, since they offered a very easy overview of what movies where worth seeing. The first few years IMDb was hosted on university networks around the globe, later on the database moved to the web where it would attract even more users. Since 1998 IMDb is owned by Amazon in a co-existance agreement: both platforms refer to eachother but are independent. Since then IMDb only grew bigger and bigger: into one of the best known movie ratings it is today (Financial Times, 2014).

The Internet Movie Database is a movie scoring tool for and by consumers. IMDb scores are used to indicate what 'normal' consumers think of a newly released movie. Before the existance of IMDb, movies would only be reviewed by experts that often appreciated more cinegraphic details than 'normal' people would. IMDb therefore offered a fresh perspective that was appreciated by many visitors. IMDb scores are now featured on numerous websites and used in movie recommendations next to more professional opinions of cinegraphic quality.

An IMDb score is composed of one single variable: on a scale of 1 to 10 how would you rate this movie? By signing up on the platform everyone can rate a movie based on their own opinion. But not every vote is weighted equally; the more ratings you give, the more they weight in the total score. This is done to avoid rating 'tankers' that just hand out bad ratings for fun. By rating many movies, visitors become a sort of 'expert' in the field and their opinion therefore matters more. Movie ratings are shown in a total score from 1 to 10 stars, but once you click on the score, ratings are subdivided into graphs showing the rating division and rating per demographic age or gender (IMDb, 2019).

Peer movie watchers are thus the authority behind the published scores. To make sure ratings are not manipulated by single consumers, the rating methodology is based on a difficult weighted average and the platform displays other rating scores next to its own.

HAMERSMA GIDS

Twenty years ago Harold Hamersma (a journalist in wines) wrote his first book about wines to inform 'normal' people how to pick a nice wine and to talk about wine in 'normal people language'. Because of his succes, he was asked to take over the Wine almanac from Hubrecht Duijker and a little later the first guide for best supermarket wines was a fact (Wies, 2017).

The grote Hamersma is a rating system for supermarket wines rated by Harold Hamersma. The Hamersma rating (a gold sticker showing

grades above a 7) and description (featured in his books) offer a fresh perspective to most consumers, that do not understand a single word used in regular wine descriptions like: ‘

An elegant nose of musk, flowers, lemon, peach and ripe apple with a greasy aftertaste’

Since his ratings are present on the wines itself they are easy to recognize on supermarket shelves. The index is based on a book published every year: the best supermarket wines. His guide helps regular consumers that do not have any knowledge on wines to pick a nice wine to impress friends during a dinner party (Wies, 2017).

Every year Hamersma tastes more than 4000 wines and only the 150 best are selected for the guide and used as supermarket recommendations (VPRO, 2017). Supermarkets use the issued ratings in promotions on their products, in special shelving or in their online shops.

Harold Hamersma’s expert opinion is the authority behind the index. With his many years of experience in tasting and writing about wines, he has become a respected wine critic for the normal people. Since he tastes more than 4000 wines for his guide every year, his opinion and descriptions are considered very valuable and many copies of his books are sold.

The findings, conclusion and limitation of the study are discussed in the main report.

E

EXPERT INTERVIEWS

Expert interviews were used to generate insights in stakeholder challenges and industry developments. In this appendix the setup & approach, general interview guides as well as some cocreation exercises can be found. The co-creation exercises were only used during the first interview, since they did not really contribute to the insights and took too much time.

E.1 SETUP & APPROACH

The interviews were conducted together with Lieke van Raan, a fellow student from the TU Delft, currently graduating on another research project for House of Denim. Since both our research comes from industry challenges and the interviewed experts were short on time, we decided to join forces. To make sure both our questions were answered sufficiently, the interviews took around 60 minutes and were structured as follows: first some general questions were asked about the experts experience and challenges in the industry (approximately 30 minutes), afterwards I asked more detailed questions regarding my project (approximately 15 minutes), followed by more detailed questions from Lieke (approximately 15 minutes). The general interview guide can be found in Appendix C. To fully optimise the interviews, the interview guide was slightly adapted per expert based on their experience and expertise. The interviews were recorded and transcribed seperately, so we could both execute our own analysis.

Interview Frouke Bruinsma

Frouke Bruinsma is corporate responsibility & communications director voor G-star Raw. Als CSR director is ze verantwoordelijk voor alle CSR documentatie, communicatie, certificaties en sustainability strategy.

Interview guide

Algemeen

1. Kun je wat vertellen over jezelf en waar je je precies mee bezighoudt als CSR director bij G-star?

2. Wat zijn op dit moment jullie grootste pains / uitdagingen op gebied van sustainability?

3. Een onderdeel van jullie duurzaamheids beleid is dat jullie volledig transparant zijn over door welke supplier een broek is gemaakt:
    a. Hoe zorg je dat dit soort informatie te begrijpen is voor consumenten?
    b. Wat doen consumenten met deze informatie? Ik vind het zelf vrij moeilijk in te schatten wat dit precies voor het product betekent.

4. Wat doen jullie op dit moment nog meer om consumenten te leren over sustainability en jullie beleid?

5. Met welke standaarden/ certificeringen zijn jullie op dit moment compatible?

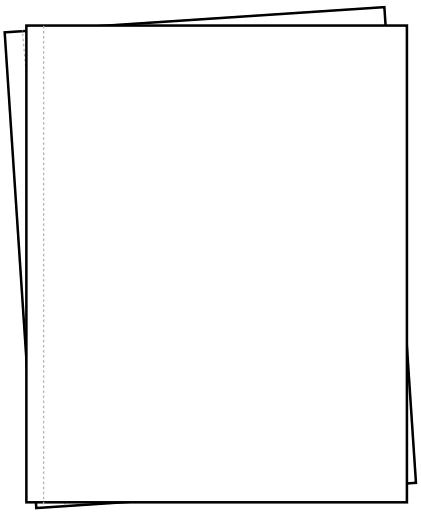
6. Wat is het grootste verschil in uitdagingen op sustainability gebied als je G-star vergelijkt met kleinere merken zoals bijv KOI of Kuyichi?
    a. Is het denk je makkelijker om een nieuw volledig sustainable brand op te zetten of om een bestaand merk helemaal sustainable te maken?

7. Jullie most sustainable jeans is gemaakt door Saitex in vietnam; Saitex was voor deze jeans al een supplier van jullie, hoeveel procent van jullie collectie komt er op dit moment ongeveer bij Saitex vandaan?
    a. Produceren jullie ook bij andere supplier die vergelijkbaar zijn met Saitex?
    b. Wat is voor jullie de grootste uitdaging als je kijkt naar productie op het zelfde niveau als Saitex?

Voor mijn afstudeerproject ben ik onderzoek aan het doen naar hoe we consumenten kunnen stimuleren een beter product te kopen. Het idee dat we hiervoor hebben is een impact index die aan de hand van een paar vragen over impact variabelen een spijkerbroek van een rating voorziet. Dit zou het aanbod van broeken en hun impact transparanter en overzichtelijker maken voor consumenten.

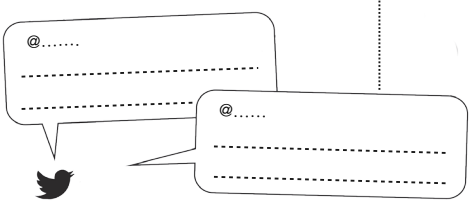
Magazine Cover - *Wat is de ideale toekomst voor PCR katoen in denim?*

Wat staat er op de cover?
-Tekenen wordt beloond-



Big Headlines
Waarmee heeft PCR katoen de cover gehaald?

Bottom line
Waarom is deze nieuwe stimulans zo succesvol?



Social Media
Wat wordt er over gepost?

Impact variabelen - *Hoeveel zou elke variabele moeten wegen?*

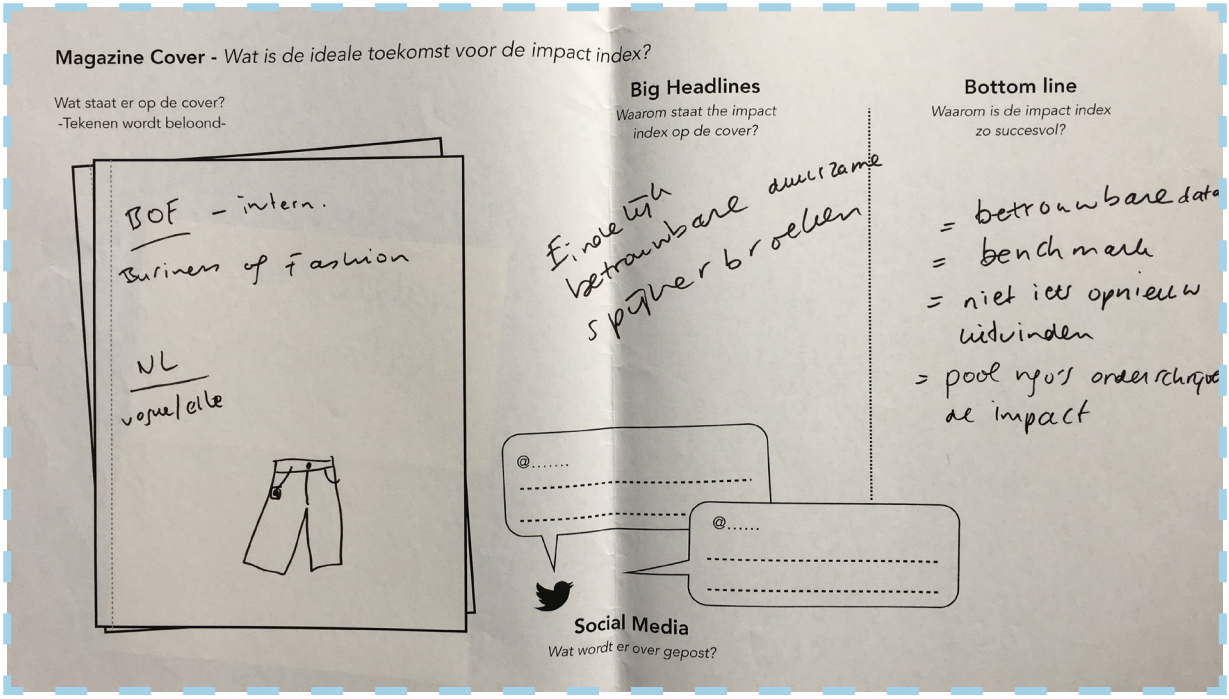
Water	**....%**
Chemicals	**....%**
Materials	**....%**
Waste	**....%**
Energy	**....%**
Fair work	**....%**
Transport	**....%**
Transparency	**....%**

Part of total rating

Drie interactie niveaus

Rating Jeans

Proof	**Foundation**	**Claim**
Technical	*Simplified*	*Easy*
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-



interview Alberto de Conti

biochemist that moved from genes to jeans.

levi's
→ product management
→ Global director of Business development & Innovation
→ Lead development of Global breakthrough product & innovation strategies.
↳ enzymatic applications of textiles in biotech labs.

Vragen :
→ vertel iets over jezelf & wat je voor levi's hebt gedaan.
→ wat zijn nu de grootste pains (struggles) in de denim industry of gebied van sustainability.
→ what do you see as a solution to get consumers more engaged with sustainable products.
→ what is needed for the index to be succesfull?
→ what do you need from such a system?
→ what do you wish would be solved?

→ can you tell something about yourself, what you are working on at the moment & what you did for levi's?

→ What do you think are the ~~biggest~~ biggest pains/ struggles for the denim industry regarding sustainability?

→ What should we be learning consumers to make them buy a better product?
→ what do you see as a solution to get people more engaged?
→ which impact parameters should be really communicated towards consumer
→ what do you think of the Higg Index?
→ Do you think a consumer facing tool would work?

→ what is needed from an 'impact Index' to be succesfull?
→ what in needed from such an ~~system~~ system
→ what do you whish to be solved by this project?

Interview Tony - KOI

Algemeen

1. Kun je iets vertellen over jezelf en wat je op dit Moment voor KOI doet? / Mee bezig houdt?
2. Wat was je reden om KOI op te zetten?
3. Je hebt hiervoor zowel bij Pepejeans als Kuyichi gewerkt: wat ~~heb~~ hield dit precies in?
4. KOI heeft sustainability hoog in het vaandel staan; wat zijn volgens jou op dit moment de grootste ~~strik~~ pains / challenges in de Industrie?
5. Jullie zijn heel transparant over waar en hoe (wasrecepten) jullie broeken gemaakt zijn:
   - Hoe ~~kan~~ zorg je dat deze informatie te begrijpen is voor consumenten?
     → welke info is echt nodig?
   - Zijn jullie niet bang ~~voor~~ een competitive advantage te verliezen door deze radical transparency?
6. Worden nog steeds wel 'non-sustainable' washes gebruikt; hoe zit dit?

- Verkoopkanalen → duurzame?

project

7. Impact Index: Higg index, wat vind je daarvan?
8. Waaraan zou een impact index aan moeten voldoen voor succes?
9. Denk je dat dit zou werken?
10. Wat doen jullie om consumenten beter te informeren?

Interview Eva Engelen MUD Jeans

Algemeen

1. Kun je wat vertellen over jezelf en wat je precies doet voor MUD Jeans?
2. MUD Jeans is volledig gefocust op duurzaamheid: Wat zijn volgens jou op dit moment de grootste pains/ challenges in de jeans industry?
3. Nog niet zo lang geleden publiceerden jullie pas jullie eerst Sustainability Report; waarom nu pas?
   → Is het verplicht zo'n Raport te publiceren?
   → Wat doen jullie verder aan communicatie/ educatie richting consumenten?
4. Jullie zijn verder heel transparant over hoe & waar jullie produceren, hebben jullie inzicht in welke informatie consumenten echt nodig hebben om een betere keus te maken?
5. Welke verkoopkanalen gebruiken jullie naast de eigen webshop?
   → Hoe werkt dat dan met leasen?

project

7. Impact Index: Higg index, wat vind je daarvan?
8. Waaraan zou een impact index aan moeten voldoen voor succes?
9. Denk je dat dit zou werken?
10. Wat doen jullie om consumenten beter te informeren?

Interview Menno - Tenue de Nimes.

Algemeen:

1. Kun je iets vertellen over jezelf & waarom je Tenue de Nimes hebt opgezet?

2. In tenue de Nimes verkopen jullie verschillende jeans merken: welke gedachte zit er achter jullie inkoop; waarom precies deze merken?

3. Sinds een paar jaar produceren jullie ook je eigen jeans, wat was hier precies de reden voor?

4. Merken jullie in de winkels een verschil naar vraag voor meer sustainable producten?

5. Wat zijn op dit moment volgens jou de grootste pains/challenges op gebied van sustainability in jeans?

6. Waar houden jullie rekening mee in het inkoopprocess?

Project

→denk je dat dit zou werken?

7. Waar zou een impact index volgens jou aan moeten voldoen? (om transparantie te bijgen)

8. Wat is nodig om dit tot een succes te brengen?

9. Hoe ziet het gemiddelde aankoop process er bij jullie uit?

Menno

project vragen:

1. It las in een ander interview dat we consumenten meer tools moeten bieden om een juiste keuze te maken:

   - Wat vind je van de huidige ontwikkeling van de Higg Index?

2. It las ook dat jullie bezig zijn met het opzetten van een 'How to buy good jeans guide'.

   → Wat willen jullie consumenten hiermee meegeven?

   → Welke elementen ga je hier in verwerken?

   → Welke informatie hebben consumenten echt nodig om een goed geïnformeerde keus te maken?

3. Mijn project houdt zich bezig met een zelfde soort gids, maar dan getoespitst aan een richting: een soort Hamersma voor jeans.

   → Denk je dat dit zou werken?

   → Waar zou mijn 'impact Index' volgens jou aan moeten voldoen?

   → Wat is er nodig om het echt succesvol te maken?

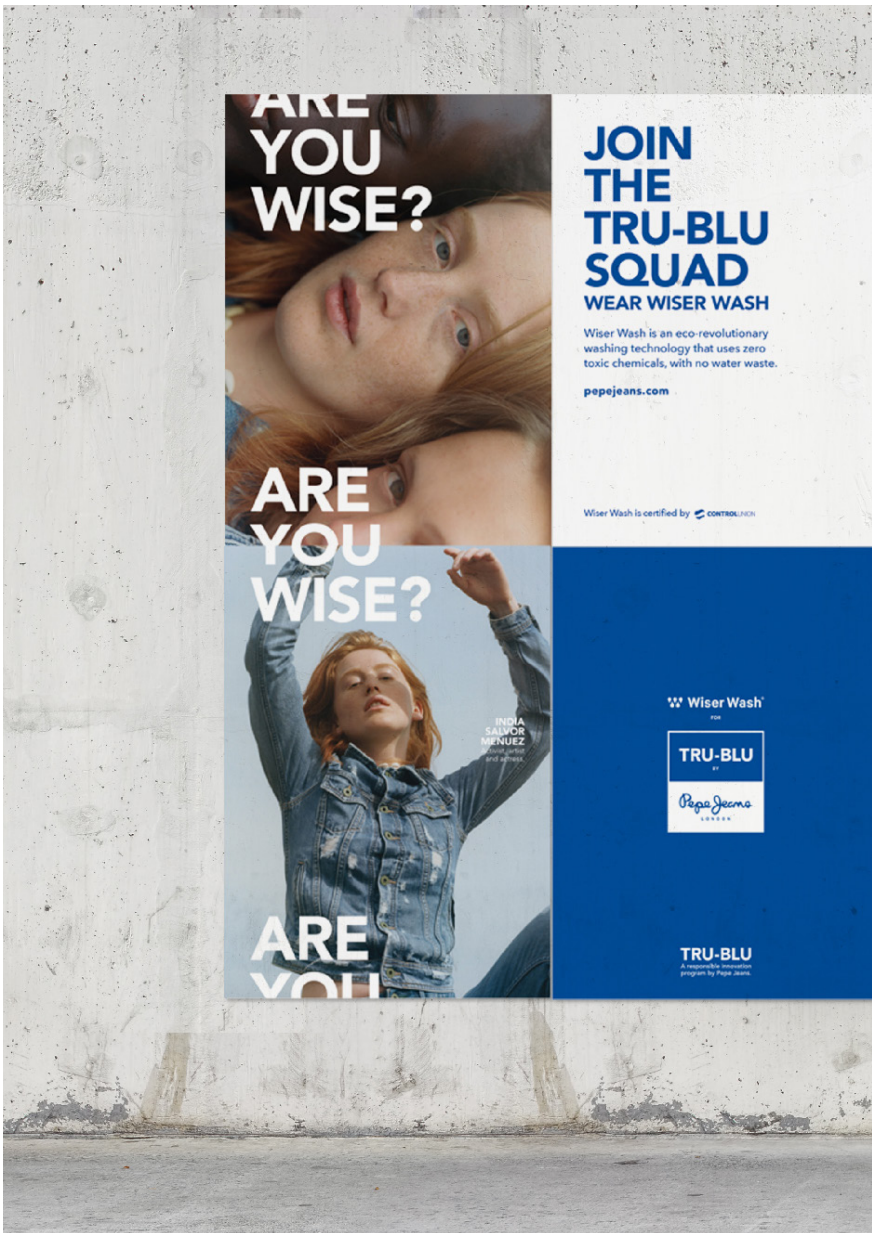
How to buy good jeans guide.

→ Start Small:

F

IMPACT COMMUNICATION

The following pages show an overview of messages and methods used in the communication of sustainable innovations or certificates. Most of these messages are communicated on hantags or other on prouct labels and convey very simple messages of their purpose.



CHANGZHOU ABILITY GARMENTS CO. LTD

ABILITY FASHION GARMENTS CO. LTD
号
NO.111 HUAYANG NORTH ROAD
213200
CHANGZHOU
CHINA

680 WORKERS **74%** FEMALE **26%** MALE

PRODUCTS MADE HERE:

FACTORY INFORMATION:

Since well over 10 years, G-Star works together with Changzhou Ability Garments Co. Ltd and its facility Jiangsu Ability Fashion Garments Co. Ltd. The supplier is a Bluesign system partner and their water discharge data of the facility can be found

CHANGZHOU ABILITY GARMENTS CO. LTD

Co. Ltd and its facility Jiangsu Ability Fashion Garments Co. Ltd. The supplier is a Bluesign system partner and their water discharge data of the facility can be found on IPE.

PROJECTS:

Projects supported by the GSRD Foundation in China

- IPE Water Discharge Platform

G

DESIGN INTERVENTION 1

This appendix includes an overview of the slides used during the first design intervention and is followed by a more extended feedback of this first validation.

G.1 SLIDES

Towards
A Brighter Blue

CREATING AN IMPACT INDEX TO INCREASE ADOPTION FOR SUSTAINABLE JEANS

VISIONS OF
Change

"There have been huge, huge technical improvements. Huge, huge progress. But I don't think the public knows about it."

David Shah

VISIONS OF
Change

"When I ask how sustainable is a product: do you have a number for me from 1 -10?

It has to be like trip advisor: I want to see an online filter, so below a 4.5 I don't even consider the product."

Adriano Goldschmied

Challenge

Towards a brighter blue

Every year **1.5 billion pairs of jeans** are sold worldwide. For the production of a single pair many chemicals and 8000 litres of water are used.
To clean up the denim industry, **brands and manufacturers will have to innovate** and produce cleaner, but they are not the only ones: **consumers will have to buy more consciously too.** How do we get through to consumers?

"How might we help consumers buying better jeans?"

Research

Clarity for consumers

A first step towards a higher demand for sustainable jeans, is to **make the impact of jeans more transparent and understandable** for consumers. In a **jungle of certifications** it is sometimes hard to assess if a product is truly green or if it's just pretending to be. **An 'impact index' that translates the impact of a product could make it easier to choose more positively.**

"How do we create an impact index that contributes to the choice for more sustainable jeans?"

Research

Research questions

"How do we create an impact index that contributes to the choice for more sustainable jeans?"

- How do we create an index that sincerely represents the impact of jeans?
- How could an impact index influence the purchase of jeans?
- How do we brand the impact index to get consumers actively involved?

INSIGHTS IN IMPACT

Goal

Impact Index

The impact index will be an initiative to **transform the purchase behaviour** of sustainable jeans **from reactive** (waiting for all jeans to become sustainable) **to proactive** (choosing sustainable products) in a **transparent, easy and positive** way.

Research findings

Cultural Heritage

Jeans are for everyone: from the homeless on the street to Barack Obama, almost everyone on earth owns a pair. Since the invention of the jean, **denim has had many identities.** From the first women wearing jeans, to a little rebellion in Hollywood glam and freedom at Woodstock: **the jeans was part of major cultural and economic changes**.

Changing its image for the better will be the next challenge. Let's use its heritage to do so: with a little bit of rebellion and it's ability to unite we will make it accessible for everyone.

Research findings

Producing a pair of jeans

Producing a pair of jeans is an **art just as much as a science.** Many stakeholders contribute to its final look and complexity. The more suppliers involved, the harder it is to stay in full control and manage production. Unfortunately, this is how **'mistakes' in sustainability are easily made**. Luckily, many clean technologies are gaining ground - and **poor excuses are no longer acceptable.**

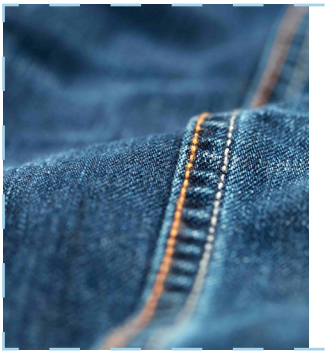
Choices made in design and production influence the total impact. At every 'stage' we should ask ourselves: What is the most clean & fair option?

Research findings

Current Impact

The biggest and best known impact of jeans are the **use and pollution of water.** Planet and people are suffering from the **chemicals used in dyes and washes**. But not only water and chemicals make up its impact: the use of **energy, waste production, transport and working conditions** are starting to get attention as well.

These metrics used to communicate about impact are very abstract: consumers have a hard time evaluating how much 8000L water is.



Interview findings

Radical transparency

Radical transparency is the **strongest tool we have to communicate our purpose, show we have nothing to hide and to motivate for the better.** However, deciding how to communicate and what message should be used isn't easy.

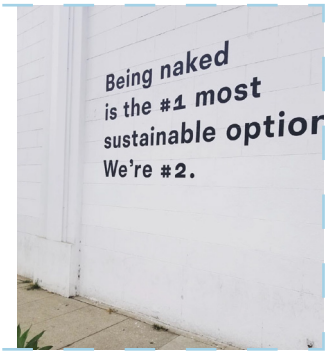
In the short time available in our busy lives we need to inspire instead of confuse. By showing consumers and the industry that sustainability can be cool, fun, qualitative and affordable.

Interview findings

New industry benchmark

Since Made-by went bankrupt **the industry is missing its benchmark.** Their authenticity made it easier to **explain what was right and wrong:** now that it's missing it's getting harder to separate the wheat from the chaff.

"To regain some overview it would be nice to have a system where raw materials, make and washes would be rated in a way that its globally applicable" - *Tony Tonnaer*, Kings of Indigo

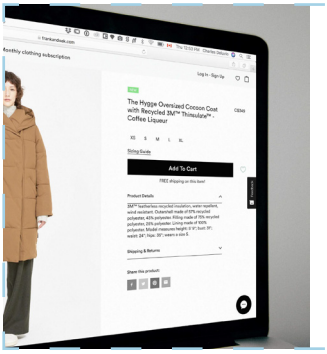


Interview findings

Independent entity

Independence from brands and retailers will be vital to achieve a trustworthy rating image. The index should talk directly to consumers and its rating should be **backed by a critical assessment of the covenant, NGO's or the EU.** Although it should be independent, brands shouldn't be totally excluded from the platform.

There should be a possibility for brand to react on their assessment and improve their communication.



Interview findings

Focus on consumer need

Consumers are asking for more transparency and understanding of how products are made. However, **sustainability in denim requires a pretty high level of technical knowledge** in order to understand what makes one product better than another. **Brands and retailers use many terms and information to get the attention**, but do we actually know what a consumer needs to choose better?

Communication to consumers should be easy to understand and only provide more depth and details when they really ask for it.

Literature findings

The green gap

Although awareness on the impact of fashion has probably never been higher, **actual green purchase behaviour leaves much to be desired**. **One in three** consumers concerned about environmental issues **reports to be struggling to translate their intent into actual purchases.** To overcome this 'attitude-behaviour gap' several barriers need to be considered.

Addressing what causes this green attitude behaviour gap will be key to solving the problem.

Literature findings

Barriers for purchasing greener products

Barriers for greener purchasing are mostly based on customer perceptions. **Green consumption seems to be hard work:** research, decision making and purchasing takes time. Because of a lack of information online and in store, consumers **don't see a significant difference between green and non green products.**

The most important barriers to tackle are perceived higher product prices and importance of other non green criteria - like convenience and style.

Literature findings

Key factors to influence

- Play into emotions like **concern and responsibility**
- Interrupt **mindless consuming habits**
- Show consumers the **direct effect of their purchase**
- **Divert cynicism** by offering a trustworthy source of information
- Use store related attributes to **increase mental availability**
- **Highlight other product attributes** like the higher quality and that it's better for health.
- Use eco labels to **foster positive attitudes.**

HOW TO OVERCOME THE GAP?

Strategic direction

Awake & Inspire.

Make the unconscious consumer unconsciously conscious, by interrupting mindless consumer behaviour and inspiring them with best practise examples. Through advertisement campaigns on different sorts of media, offline, online and in stores we will advocate the good.

Educate.

Not one of the rating platforms is focussed on educating or engaging consumers about the impact of fashion. If we want to change behaviour, consumers first need to know what needs to change. A platform connected to the rating hangtags will explain the process more in-depth.

Facilitate.

To initiate internal action, tools should be available to help consumers choose better. The impact index will provide a product rating present on hangtags and a google extension. In store displays will highlight sustainable season favourites and different flavours of better denim.

Design

Awake.

Inspire

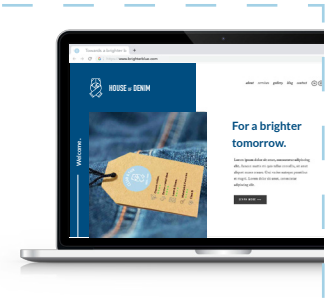
Did you know Ozone gas could be used to bleach your jeans?

#chooseposITive
#useyourpower
#wearthechange

Design

Educate.

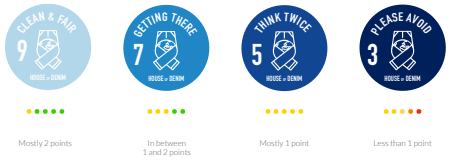
A platform will offer more in-depth information on the benchmark, production and certifications.
To prove that claims made are valid, **Jeans school students will educate and explain practises to consumers.**



How to translate these elements in a rating?

Advice.

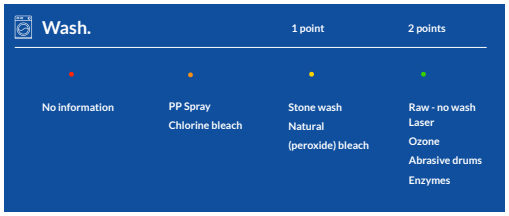
Benchmark rating



Benchmark.

Benchmark.

Benchmark.



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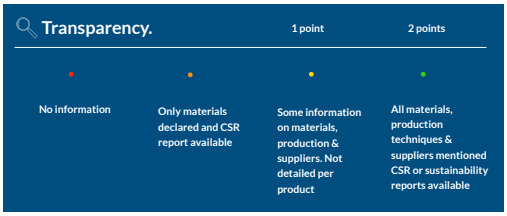

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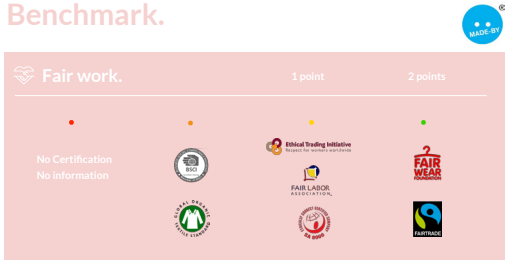


VALIDATION

First reactions & Discussion

NEXT STEPS

Validation & development with consumers

Researching the influence of the rating on consumer behaviour

Strategy for implementation & market launch

thanks

G.2 EXTENDED FEEDBACK

Menno: The problem with these things is, you know, you play a card for the guys who have the company to collect labels. It immediately is a benefit to the bigger companies I think. Whereas I don't see how it pays off to work in a small artisan factory who has no interest at all, or not the capacity to require such a thing.

Alberto: Are Fair Wear and Fairtrade the only 2 pointers? I am asking you this because I found myself stuck with the Higg Index for instance. Because I get discriminated because I produce in Italy, where those things (certifications) don't make sense, because within the EU fairwear or fairtrade is not required. Even if you don't have it.

Adriana: What about the cradle 2 cradle certification? It's not in the benchmark yet. And at what level do they comply: basis, bronze, silver, gold or platinum level?

Adriano: Who is making the rating?

James: students of the jean school do the research and give the rating

Lauren: afterwards their ratings will be validated by an NGO or another trustworthy party.
Adriana: But who is the Authority then?

Menno: But why aren't we only asking and get people to rethink their decisions, because now we are going to be the school teacher and I thought we wanted to avoid that. Because this is probably going to kill your relationships with the brands for starters - Because I don't know about you but I'm not going to put a 3 on my garments.
Alberto: he has a point

Menno: I'm just trying to, let's be careful not to kill all your networking that you have done so carefully over the years. Because if you're going to point fingers - and I thought in the last session we said to each other that we should just make consumers or people involved, ask themselves really simple questions and draw the conclusion themselves rather that doing it for them.

Lauren: But most consumers only buy jeans once or twice a year, so it will be very hard to have them remind themselves to ask the questions that one time they are buying their jeans. As with a tag consumers get reminded of this choice that they have to make.

Menno: But who is going to put the ratings on the jeans?
Lauren: the retailers should.
All: they are not going to do it.

Menno: I think you are killing intentions. I think small steps make big changes, but we should be careful judging too much and putting certain brands in the corner you know.

James: So the intention of the system is to favour products from brands that make an extra effort. It's intended to be positive

Menno: and I'm with you on that. I am talking as a retailer right now: i'm just worried that you guys are pointing fingers at one point you know. You take away the enthusiasm of brand to collaborate with you and you need those brands - otherwise you can't make a change. We have theses very silly tv commercials funded by the government against cursing, rude behaviour in traffic. It's so stupid, but everyone understands it and thinks back to their horning and aggressive behaviour and I think it actually works. But it is so stupid even kids completely understand it.

James: so what's your point?

Menno: My point is, that if we take the example of a washed and a non-washed denim and we make people aware of these very simple choices. Because they also don't know how many liters of water are used to to create 1 kg of meat. The point is that we need to give them simple tools to make big changes and I think by asking them the right questions is enough for them to understand without ruining your relationship with the brands, mills, with everybody. Because they don't like to be told what they already know damn right.
Ludo: Are you saying its too complicated or too negative?

Menno: it's super negative for something that should be positive. All these benchmarks are super valuable, I don't think we should tag the products. I think we should get to the point where consumers feel comfortable to ask him/herself those questions without making it too complicated or hard to buy.
For example: do you like pesticides on you avocado? then probably you shouldn't buy this avocado.

Sedef (to menno): you don't want to give the points, just ask the question?

Alberto: it's pretty much don't generate the label. Everything else is not bad. Those five questions are quite good.

Lucel: brands are only going to put the 9's and the 7's on and nothing else.
Alberto: exactly, don't generate the numbers on the label.

Adriano initiates tripadvisor argument

Albertdeconti: this is a little bit more complex than tripadvisor.

Here it is like multiple dimensions and by the way the dye dimension is scientifically very arguable, but I wouldn't be able to do anything what you have done. So i don't want to attack you because it's really great work. But if you start getting in the details of this then you start to get into trouble.
So if you ask me 'are you okay with the overall idea?': yes! but the problem that I see is actually in the details. So if you get the details right it can work.

mariette: but what does a consumer have to know about the details?

Adriano: idea to scan the product and have a complete history of all detailed information on your phone.

Alberto: that's blockchain in a way

adriano tripadvisor argument

Alberto: If i look at the simplicity it's a good effort. But I think it is more towards the retailers than the consumer. A retailer should be able to answer those questions and then the retailer can use this information to tell the consumer.
Menno: But you can create a tripadvisor without pointing fingers. Because at the end of the day the question was are we going to label those jeans? Fuck no. But tripadvisor everyone can go to and decide whatever they want.

Adriana: you said how can consumers buy a better product, that is your mission. But i think your mission should be how can consumers make a more conscious decision. Because you don't know what a better product is. In that way you are eliminating that authority of I am claiming this product.

H

DESIGN INTERVENTION 2

This appendix contains an overview of the slides used during the presentation, the booklets used during the elevator and more extended analysis of the booklet results.

H.1 SLIDES

Towards
A Brighter Blue

CREATING AN IMPACT INDEX TO INCREASE ADOPTION FOR SUSTAINABLE JEANS

Challenge

Towards a brighter blue

Every year **1.5 billion pairs of jeans** are sold worldwide. For the production of a single pair many chemicals and 8000 litres of water are used. To clean up the denim industry, **brands and manufacturers will have to innovate** and produce cleaner, but they are not the only ones: **consumers will have to buy more consciously too.** How do we get through to consumers?

"How might we help consumers buying better jeans?"

Research

Clarity for consumers

A first step towards a higher demand for sustainable jeans, is to **make the impact of jeans more transparent and understandable** for consumers. In a **jungle of certifications** it is sometimes hard to assess if a product is truly green or if it's just pretending to be. **An 'impact index' that translates the impact of a product could make it easier to choose more positively.**

"How do we create an impact index that contributes to the choice for more sustainable jeans?"

Research

Research questions

"How do we create an impact index that contributes to the choice for more sustainable jeans?"

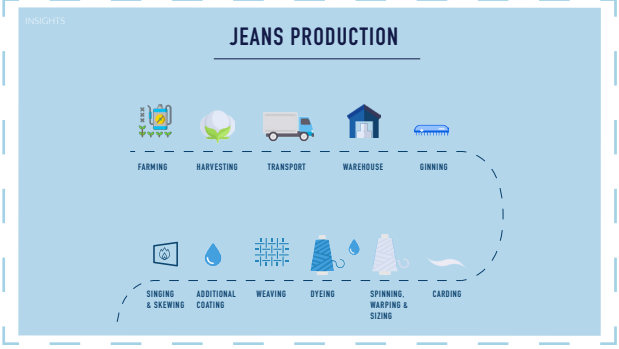
- How do we create an index that sincerely represents the impact of jeans?
- How could an impact index influence the purchase of jeans?
- How do we brand the impact index to get consumers actively involved?

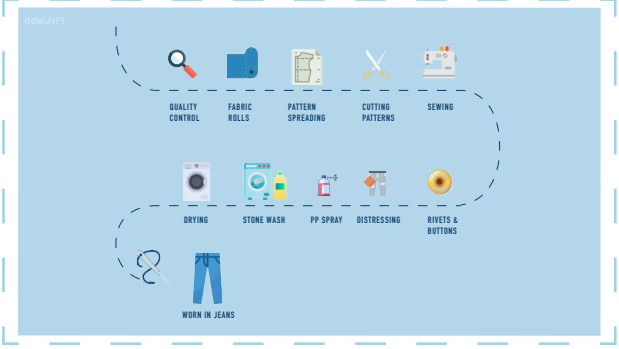
Goal

Impact Index

The impact index will be an initiative to **transform the purchase behaviour** of sustainable jeans **from reactive** (waiting for all jeans to become sustainable) **to proactive** (choosing sustainable products) in a **transparent, easy and positive** way.

INSIGHTS IN IMPACT





Research findings

Producing a pair of jeans

Producing a pair of jeans is an **art just as much as a science.** Many stakeholders contribute to its final look and complexity. The more suppliers involved, the harder it is to stay in full control and manage production. Unfortunately, this is how **'mistakes' in sustainability are easily made**. Luckily, many clean technologies are gaining ground - and **poor excuses are no longer acceptable.**

Choices made in design and production influence the total impact. At every 'stage' we should ask ourselves: What is the most clean & fair option?

Research findings

Current Impact

The biggest and best known impact of jeans are the **use and pollution of water.** Planet and people are suffering from the **chemicals used in dyes and washes**. But not only water and chemicals make up its impact: the use of **energy, waste production, transport and working conditions** are starting to get attention as well.

These metrics used to communicate about impact are very abstract: consumers have a hard time evaluating how much 8000L water is.

EXPERT INTERVIEWS

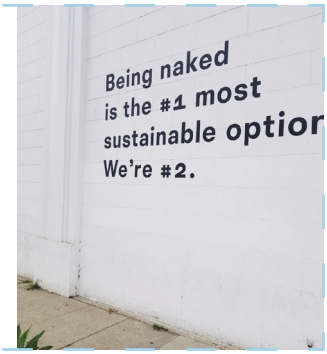
Important insights

Radical transparency is the strongest tool we have **to inspire instead of confuse.**

The industry is missing a benchmark: authority needed to **explain what was right and wrong.**

Independence from brands and retailers will be vital **to achieve a trustworthy rating image.**

Sustainability in denim gets pretty technical: communication should be easy to understand and **only provide more depth and details when really asked for it.**



VISIONS OF *Change*

"To regain some overview it would be nice to have a system where raw materials, make and washes would be rated in a way that its globally applicable"

Tony Tonnear

CONSUMER BEHAVIOUR

Literature findings

The green gap

Although awareness on the impact of fashion has probably never been higher, **actual green purchase behaviour leaves much to be desired**. **One in three** consumers concerned about environmental issues **reports to be struggling to translate their intent into actual purchases.** To overcome this 'attitude-behaviour gap' several barriers need to be considered.

Addressing what causes this green attitude behaviour gap will be key to solving the problem.

Literature findings

Barriers for purchasing greener products

Green consumption seems to be expensive and hard work: research, decision making and purchasing takes time.

Consumers **don't see a significant difference between green and non green products.**

A lot of our purchases are **mindless consuming habits,** people aren't aware of their own impact.

HOW TO OVERCOME THE GAP?

Strategic direction

Awake & Inspire.

Make the unconscious consumer unconsciously conscious, by interrupting mindless consumer behaviour and inspiring them with best practice examples. **Through advertisement campaigns** on different sorts of media, offline, online and in stores **we will advocate the good.**

Educate.

Not one of the rating platforms is focussed on educating or engaging consumers about the impact of fashion. If we want to change behaviour, consumers first need to know what needs to change. **A platform connected to the rating hangtags** will explain the process more in-depth.

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To initiate internal action, tools should be available to help consumers choose better. The impact index will provide **a product rating present on hangtags and a google extension.** In store displays will highlight sustainable season favourites and different flavours of better denim.

Design

Awake.

Inspire

Did you know Ozone gas could be used to bleach your jeans?

#choosepositive
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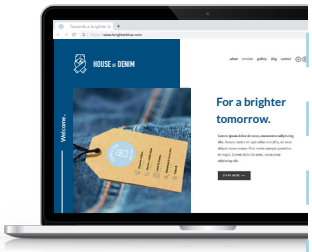
To prove that claims made are valid, **Jeans school students will educate and explain practises to consumers.**



Inspiration

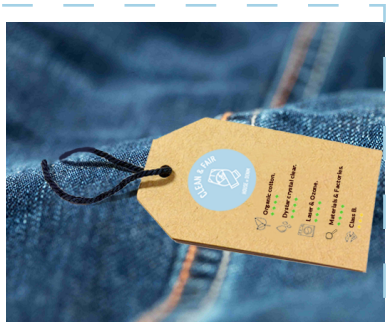
Everlane

Design

Facilitate.

Product rating

A new benchmark rating based on 5 questions related to choices made during production and development. **These questions will stimulate consumers to think about the choices they want to make.**

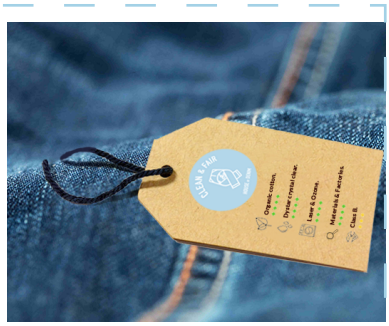


Design

Rating.

5 Questions

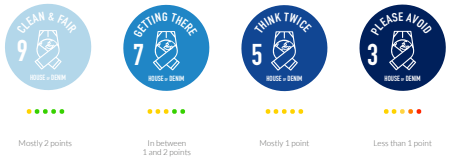
- What material is it made of?
- How is it dyed?
- How is it washed?
- How transparent is it?
- How fair are the working conditions?



How to translate these elements in a rating?

Advice.

Benchmark rating



Mostly 2 points | In between 1 and 2 points | Mostly 1 point | Less than 1 point

Benchmark.

Materials.	1 point	2 points
No full declaration of materials (not 100%)	Conventional Cotton Elastane	BCI Cotton CmiA Cotton REEL Cotton In conversion Cotton Recycled Polyester	PCR Cotton. Organic Cotton. Organic Fairtrade Cotton. Fairtrade Cotton. Linen, Hemp, Tencel

Benchmark.

Dyeing.	1 point	2 points
No information	Natural Indigo	C2C Gold Pre-reduced indigo N-Denim Indigo Juice	C2C Platinum Indigo free dyes Natriumhydroxide free dyes GStar Dystar Crystal clear Archroma advanced denim

Benchmark.

Wash.	1 point	2 points
No information	PP Spray Chlorine bleach	Stone wash Natural (peroxide) bleach C2C Gold	Raw - no wash Laser Ozone Abrasive drums Enzymes C2C Platinum

Benchmark.

Transparency.	1 point	2 points
No information	Only materials declared and CSR report available	Some information on materials, production & suppliers. Not detailed per product	All materials, production techniques & suppliers mentioned CSR or sustainability reports available

Benchmark.

Fair work.	1 point	2 points
No Certification No information	Ethical Trading Initiative FAIR LABOR ASSOCIATION C2C Gold	C2C Platinum EU Working conditions

ADVISORY BOARD

VALIDATION

First reactions & Discussions during kingpins

- Further development of benchmark
- Don't be too negative, pointing fingers doesn't help
- Retailers aren't labeling products that score not that great.

ADVISORY BOARD

INPUT

Hangtag will be used to award better products, consumers will see the tag as a sign of better choice.

FRONTEER CAFE

VALIDATION

- Wat is jullie eerste reactie?
- Wat zouden jullie er van vinden als de rating wordt gedaan door Jeansschool studenten?
  - Bieden studenten genoeg authority voor deze rating? Zo nee wie hebben we wel nodig?
- Is een hangtag of extensie echt nodig? Of kunnen we door middel van campagnes genoeg impact maken om consumenten betere producten te laten kopen?

H.2 VALIDATION BOOKLETS

During the elevator session, booklets were used to retrieve individual feedback on the questions. After filling in the booklets, there was time for questions and discussion on the answers written down in the booklets.

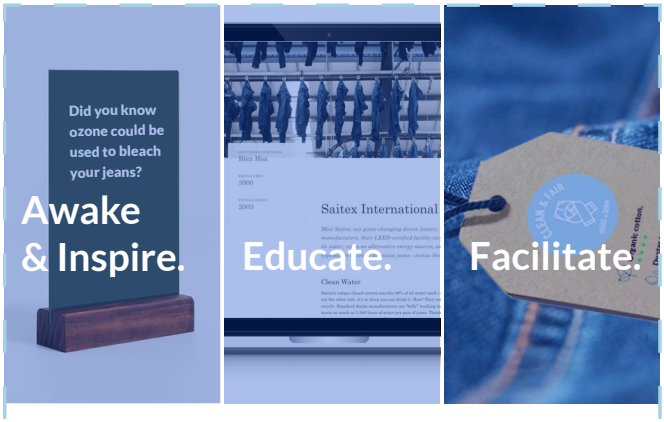
Towards a brighter blue

CREATING AN IMPACT INDEX TO INCREASE ADOPTION FOR SUSTAINABLE JEANS

VALIDATIE

Dit boekje is van:

.....



Wat is je eerste reactie?

Spreekt mij ***helemaal niet*** *aan* ☆☆☆☆☆ *Spreekt mij* ***zeer*** *aan*

Waarom spreekt het je wel of niet aan?

Dank voor je input!

Wat is je eerste reactie?

Spreekt mij ***helemaal niet*** *aan* ☆☆☆☆☆ *Spreekt mij* ***zeer*** *aan*

Waarom spreekt het je wel of niet aan?

Dank voor je input!

De rating hangtag maakt het aankoopproces overzichtelijk

helemaal niet *mee eens* ☆☆☆☆☆ ***Helemaal*** *mee eens*

Toelichting:

De rating hangtag geeft mij genoeg informatie

Te weinig ☆☆☆☆☆ ***Te veel***

Toelichting:

Ik zou de rating hangtag gebruiken tijdens een aankoop

helemaal niet *mee eens* ☆☆☆☆☆ ***Helemaal*** *mee eens*

Toelichting:

De rating hangtag zou mij beïnvloeden een betere jeans te kopen

helemaal niet *mee eens* ☆☆☆☆☆ ***Helemaal*** *mee eens*

Toelichting:

Dank voor je input!

H.3 EXTENDED RESULTS

All booklets were analysed using both a quantitative and qualitative approach. The analysis was done manually and the most important quantitative and qualitative insights are presented below.

Eerste reactie strategie

4.4/5.0

" Consument wordt goed aan de hand meegenomen"

" Voelt alsof het nog wat scherpte kan gebruiken:
- *Is awake nog nodig? Inspire: Ja! towards pleasure*
- *Facilitate: Ja!*
- *Hoe krijg je de tags aan de broeken?"*

" Spreekt zeer aan, heel erg vanuit positieve gedragsverandering"

" Kan lastig zijn consumenten mee te krijgen die niet zoveel met sustainability hebben"

Eerste reactie hangtag

4.2/5.0

" Niet helemaal duidelijk of 2 punten goed is?"

" Eerste gedachte: Oh dus niet deze broek?"

" What is in it voor de retailer: veel werk"

" Doet me denken aan beterleven, dat werkt dus vast ook voor jeans"

"Mooi initiatief & design"

"Niet overtuigd door zelf invullen retailer"

Rating maakt aankoop proces overzichtelijker

helemaal niet mee — Helemaal mee eens — 3.6/5.0

" 5 punten: helder!"

" Blijft lastig omdat je al zoveel keuzes hebt: prijs, kwaliteit, pasvorn, en dus nu ook sustainability"

" Niet perse overzichtelijk (er hangt al zoveel aan een broek), wél inzichtelijk!"

" Niet alleenstaand: meer context nodig"

De hangtag geeft mij genoeg informatie

Te weinig — Te veel — 3.3/5.0

" Genoeg om een keuze te maken"

" Sweet spot"

" Zegt misschien niet genoeg voor elke consument"

" Lijkt me voldoende als je via QR code op de website komt"

" Mag van mij wel iets concreter: Je hebt hiermee XX bomen gespaard"

Ik zou de hangtag gebruiken tijdens mijn aankoop

Helemaal niet mee eens — Helemaal mee eens — 4.3/5.0

" Goede manier om eerste indruk te krijgen van de jeans"

" Zou mij overtuigen een broek wél te kopen"

" Ik zou zeker vergelijken"

" Heel makkelijk, dus jazeker!"

" Als een broek geweldig zit sluit ik niet uit voor een lagere score te gaan"

De rating zou mij beïnvloeden een betere jeans te kopen

Helemaal niet mee eens — Helemaal mee eens — 4.5/5.0

" Absoluut!"

" Ik hoop het wel!"

" Wel als ik moet kiezen tussen twee goede"

" Of het uiteindelijk de doorslag geeft weet ik niet maar het zal me wel beïnvloeden"

"Uiteindelijk ga ik wel voor de beste fit, als die samen gaat met een goede rating: top!"

I

DESIGN INTERVENTION 3

This appendix contains an overview of the survey questions, and extended results of the survey.

I.1 SURVEY

Your journey of jeans

Hi there! Thank you for opening my survey:) I am currently working on a rating system to simplify the purchase process of sustainable jeans for my graduation project. With this survey I hope to get some insights in the current consumer behavior of buying a new jeans. This survey will ask some general question first, followed by questions regarding the customer journey of your last jeans purchase and it will conclude with some questions on sustainability. The survey will take approximately 15 min to complete and would be very valuable for my research!

*Vereist

1. **What is your age?** *
   Markeer slechts één ovaal.
   - 18 - 24
   - 25 - 34
   - 35 - 45
   - 45+

2. **What is your gender?** *
   Markeer slechts één ovaal.
   - Male
   - Female
   - I'd rather not say

3. **What is your favorite jeans brand?** *

4. **How many jeans do you own at this moment?** *

The following questions are meant to research the customer journey for a pair of jeans. I would like you to imagine the process of the last jeans that you have bought while answering these questions.

1. Discovery and evaluation

Why did you buy your jeans and how did you find them?

5. **What triggered you to buy your last jeans?** *

6. **Why did this trigger you?** *

7. **Where did you look or research to find your jeans?** *

8. **Why did you look here?** *

9. **What information did you look for when searching for your jeans?** *

10. **What information is most important to you and why?** *

11. **Did you experience any difficulty finding this information? (yes/no, if yes please explain)** *

12. **Did you consider ethics or sustainability when searching for this jeans?** *
Markeer slechts één ovaal.
- Yes
- No

13. **If you answer was 'yes': How did you look for ethical or sustainable jeans?**

2. Consideration

Once you found the jeans you were looking for and you were trying it on

14. **Did you try on your jeans before your purchase?** *
Markeer slechts één ovaal.

- Yes
- No

15. **If no: why not?**

16. **What do you find most important when you are trying on a pair of jeans?** *

17. **Did you ask anyone for advice?** *
Markeer slechts één ovaal.

- yes
- No

18. **If yes: Who did you ask for advice and in what way?**

19. **Do you look at information present on the product?** *

Vink alle toepasselijke opties aan.

- [ ] Yes, I look at the price tag

- [ ] Yes, I look at the hangtag (or other tags that tell something about the product)

- [ ] Yes, I look at the product label inside the jeans

- [ ] Yes, I look at other information
- [ ] No I don't look at this information

20. **If you selected a 'yes' option: why do you look at this information?**

3. Decision and purchase

You decided to buy your jeans

21. **Was your purchase influenced by a certification mark, information present on your jeans or something told to you by shop assistants? (if yes, what influenced you?** *

22. **Did you buy your jeans immediately after trying it on?** *
Markeer slechts één ovaal.

- Yes
- No

23. **Where did you end up purchasing your jeans?** *

4. Wearing your jeans

24. **Did you notice anything special or inconvenient when wearing you jeans?** *

25. **Do you know if your jeans are part of a guarantee or service program?** *
Markeer slechts één ovaal.

- Yes
- No

26. **If your jeans was part of a free repair service, would you use it?** *

5. End of life

27. **How did you discard your old jeans?** *
Markeer slechts één ovaal.

- I brought them to a collection/recycle bin
- Gave it away to friends
- I sold them
- I threw them away in the trash
- I never throw my jeans away, I just stack them in the back of my closet
- Anders:

General questions

some questions to put your journey into additional context.

28. **How long did your purchase process take?** *

29. **Do you consider the purchase of your last jeans representative for how you would normally buy jeans?** *

Markeer slechts één ovaal.

- yes
- no

30. **Why is this?** *

Questions on sustainability

31. **What do you think of the impact of the fashion industry?** *

32. **How does this make you feel?** *

33. **What do you think is the biggest impact of a pair of jeans and why?** *

34. **What do you know about the production process of a jeans?** *

35. **What information would you like to know on the impact or production of your jeans?** *

36. **Do you consider yourself a conscious consumer?** *

Markeer slechts één ovaal.

- Yes, I only buy sustainable products
- Yes, I try to make conscious purchase decisions
- Not really
- No, I don't care or don't think its important

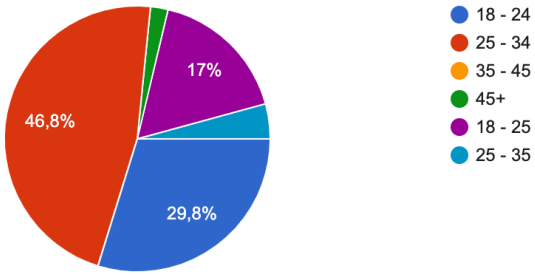
The end! Thanks you for helping me with my graduation research. If you are interested in my progress, feel free to contact me: laurenebbers@hotmail.com

Mogelijk gemaakt door Google Forms

I.2 EXTENDED RESULTS

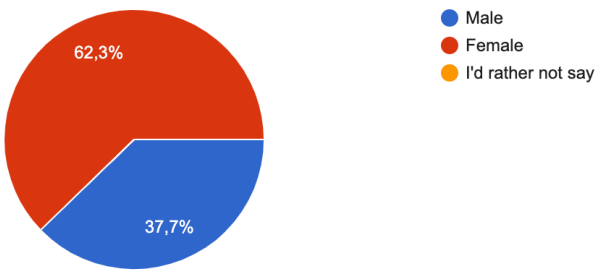
What is your age?

47 antwoorden



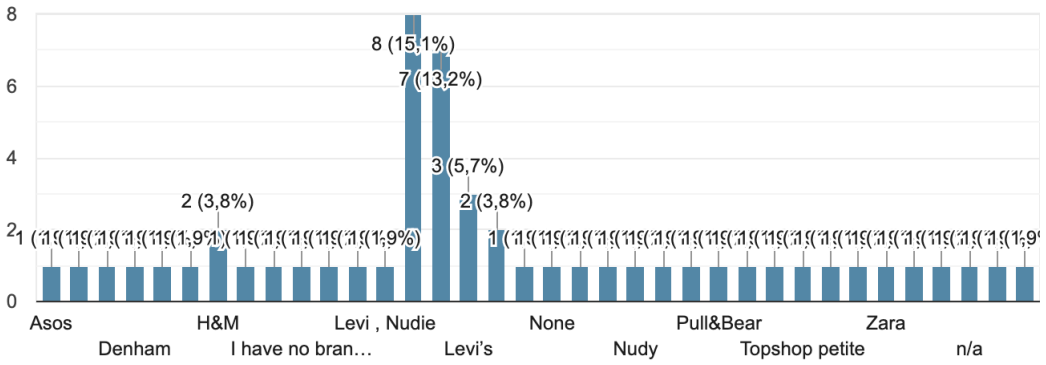
What is your gender?

53 antwoorden



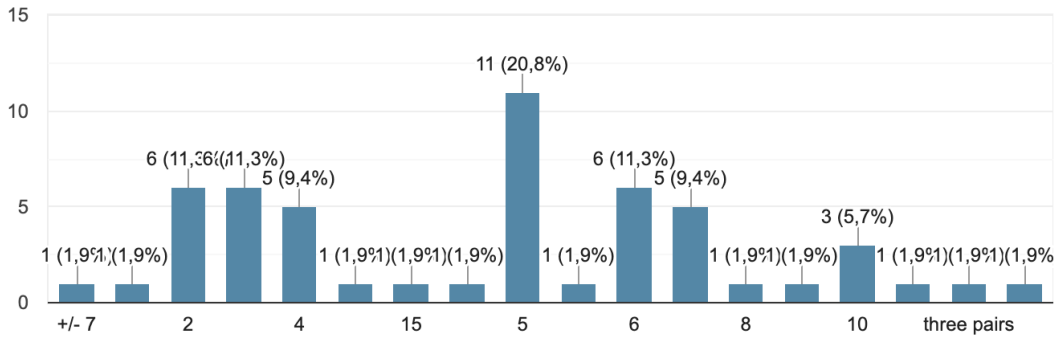
What is your favorite jeans brand?

53 antwoorden



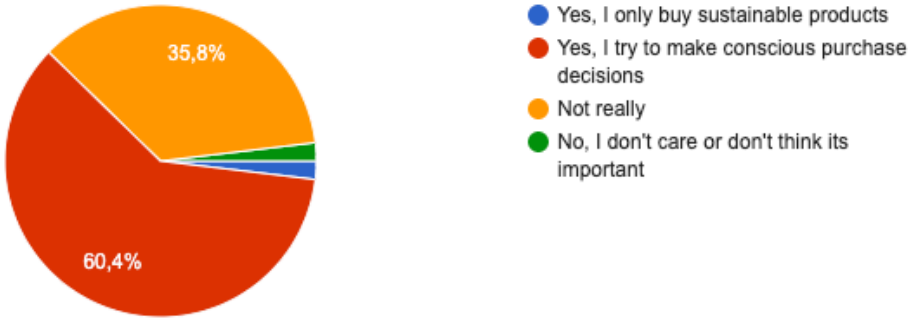
How many jeans do you own at this moment?

53 antwoorden



Do you consider yourself a conscious consumer?

53 antwoorden



What triggered you to buy your last jeans?

53 antwoorden

I needed a new pair of black jeans
My old ones were worn or didn't fit right anymore
i want a new color
Previous jeans were done
My old ones were to small and torn
Looks and fitment
wanted to have another model
Ik wilde weer een brak die goed skinny was met zomerse lichte kleur en gaten
Needed a more comfortable model
I wanted to diversify my wardrobe
The need as I loose weight
Because my other jeans were ripped or worn out, plus I didnt have them in the color i wanted
I needed a new pair of jeans, and I usually buy Levi's as they have a good fit and are durable.
Others were getting pale, got a hole in them
Needed something new
The fact that I saw my rare size at a vintage shop
My old jeans got worn
Old jeans started to rip, so I needed new ones
Sale and a good fit
Probably a sale.
The size of my jeans
I felt the need to have black jeans, which i didnt have yet
wear and tear of my old favourite jeans
New collection - nice styling.

I was looking for more loose fitting pants. A friend of mine had a really nice pair and told me the brand and where she bought it. Then when i went into the store they were also over 50% off!
The looks of the jeans
I wanted to add some 'lighther coloured' jeans to my collection.
New type of jeans
different style
wanted a new look, first buy since my belly is gone after pregnancy
2 answers: My latest jeans are pregnancy pants, the trigger: a growing belly.//The jeans before that were my beautiful levis crafted jeans which I bought with a gift card at Denim city.
I did not own this type of model in this color
Old one was broken
Fit and price
Fashion trend & lack of having the right one
I needed a new one, the previous one started to get really thin on the knees area.
They fitted well and they were a part of organic materials.
Discount
Style
My old one was wearing out
I needed jeans in a light blue hue to fit an outfit I was getting
I needed a new pair
The old one was worn out
looks
The jeans that I had in the same color got holes in them
I wanted a quality jeans instead of Zara, H&M, Bershka bad quality jeans. Those jeans don't last more than 2 years.
Feeling of "closer full of clothes but nothing to wear"
I want to have multiple jeans and the old one was damaged
The focus on the (quality) production process
My las pair was too worn, so I had to look for a new one
Every pair of jeans feels different and therefore not suitable for wearing any day (with a few exceptions) . Sometimes you feel you want wider jeans for comfort Nd sometimes you really want it tight and feel beautiful. Last time I was just looking around and found a pair of jeans that was in the sale if you bought another pair. So I did, to extent the possibility of matching the jeans to my emotions/physical well-being per day.
Was looking for a Black pair that was still missing in my wardrobe
Old jeans faded and lost fit

Why did this trigger you?

53 antwoorden

I wear them multiple times a week so really needed it
It don't like getting dressed in the morning feeling like my jeans don't fit right
I would like to be flexible in dressing (not being restricted in a certain color)
Wanted the same coloured jeans
I had none left to wear
It is not always easy to find jeans that fit me and are reasonably priced
saw the model on other people and liked it
Andere broeken lopen uit
Cause I don't like being uncomfortable in my clothes
Fashion trends
Because i didnt like how it look my older jeans
I wanted to be able to wear jeans
I already own a similar model and I like it
I always have one or two jeans that I want to wear, at that moment I had 0
It fits well and I expected it to stay good for a longer time
I'm becoming more interested in fashion trends
Because it was looking ugly and like I could have a hole on my knees quite soon.
It is difficult to find jeans that fit my size, the cottons were a bonus.
I am obsessed by products in the sale (Or clothes I can buy for a reduced price from influencers)
Saw it in the store, wanted to own it
I was afraid that my old one would break when wearing it
The outfit was for an important social event, and that was relevant enough for me to buy a new pair
I didn't had a blue pair of jeans anymore and it was my birthday
I want to look representable
Because my previous jeans had a big hole in it.
Need a pair of good looking and non broken jeans for daily use at work
Makes me feel better
Since it's very hard to find my size usually y
Jeans is something I wear everyday. So it has become a necessity.
Because it would have been inappropriate to keep wearing my old ones? :P
The normal price is too expencive
I always buy stuff when it's on sale and cheap. Don't really look how necessary it is.
My white jeans were too big
Felt like I needed such jeans for the company I am working in
Did not look good enough for a professional context no more
I dont have this style

I like my jeans to look cool
I don't want holes in my jeans
Because it's really true: goedkoop is duurkoop. I want more quality, so it sustains longer and also the brand of Levi's triggerd me.
This triggered the desire to buy sth new.
My girlfriend doesnt let me wear damaged jeans :)
Because it interests me - if it is made in a good way
I like to have at least a blue and a black pair of jeans!
Because it was a beautiful pair, a model that I did not have and it was for sale.
?
Jeans wore out
I already knew i liked them (I was actually looking for them!) and then they were much less of an investment than i anticipated.
Needed something fresh
I was looking for some more variety.
I did not have it
i wanted a flare
want to look good/trendy again :-)!
Growing belly // gift card allowing me to buy a more fancy pait of jeans.

Where did you look or research to find your jeans?

53 antwoorden

In a few shops (Only, Vero Moda)
Websites like Wehkamp, googling to see if some websites had discount
walk on the street, window shopping first, then do more search if I find something intersted in it
Levi's store
In the shoppingmall
Only instore, I never research online
instagram
Checken van standaard goedkope winkels als mango en zara
Shopping mall
In the city (normal stores)
cheap stores like zara, h&m, mango
In stores
online and asking around
Levis online
Asos (no research, little choice in pregnancy jeans) // Denim city

Asos and H&M (app)
Walking in a store, zara
Try in shop
Instagram, zalando
H&M
I searched online and in physical stores.
Just passed by the store
Stores, both online and in shop
The store I bought the old one
Some cities in the city centre of Delft (H&M, C&A, Jeans Centre, Sting)
Mud jeans, didn't find the model I wanted, Marco polo, pepe jeans, Lee
I went to the small Levi's store on the corner
Bijenkorf website
Not, I knew the exact brand, size and color
Zara
Just the shop itself
Went to a store and remembered to buy them.
Went into the city centre and wanted to buy better quality ones so went into a levi's store
I tried them in a levi's store in Delft, later ones I bought the same fit through Zalando
H&M app, in store
In store, ZARA
Scotch and soda shop
Samsoe & Samsoe
At the store
went to the Score
I went to the city with my girlfriend
The fysical store of Levi's
First websites to orient but after I always go to the stores to try them on.
Episode, then weekday
I did not
I have ti try them on, so I went to the Kalverstraat in Amsterdam, where all shops are concentrated. Fortunately my previous one was already from the pull & bear, so I jind of knew i could find it there.
In the physical store. I was not planning on buying something per se.
Shops nearby
Sissy boy shop
A friend of mine had them, then i looked online to see the prices and check if they had them.
Store
Just hopped on my bike, travelled to town and visit 4 of my favourite stores
Just in store

Why did you look here?

53 antwoorden

Because i usually buy my jeans there, they fit well and are reasonably priced
To see if there were discounts on the brand/fit that I like
to get to touch and feel the material
Favourite jeans
Accidentally since my brother needed to buy stuff
Because it gives me the ability to touch and feel, but also to fit them
styleful inspiration
Goedkoop en er is altijd wel iets te vinden
Cause I knew they had the brand I wanted
We went shopping that day
Because i know there are not super expensive and also already know the style of the stores
Because i like the fit of levis jeans
I most often shop here
Primarily for other clothes
To see if it fits well and looks nice
Pictures & big product range
They have lots of options, regarding size and quality.
Covered the most options.
I needed a pair of black jeans, I know that their quality was good and it was in the sale.
Known way of buying
I loved my old one
They are all located closely together/I often go there for buying clothes
I trust the brands and the transparency of these brands more than for example zara or H&M
Because I like to find and try on jeans in real life
I still had a discount card for the Bijenkorf, and I knew they sell Levi's there
See above
I was in the neighbourhood and i could immediately get it and prices are low
Cause I was going to this shop with a friend anyway
Casual outing - opportunity for purchase
Wanted better quality ones than the bigger stores (H&M, C&A etc.) offer
There are hardly any jeans I actually fit properly. In this shop there is good help and there are few factors that are dependant
Convenience
Because it was convenient and have various prices
Because I like their jeans
Nice store, nice design, with quality products

I can try them on
thats where I know they sell them
I like to fit them physically before buying
I need to feel the jeans en need to feel and see how it fits
This method is goal-oriented and it gives "voorpret"
I want to buy clothes in a more sustainable way
nvt
Because I really like to try them on first!
Because the shop is bankrupt and they put a lot in the sale.
Online purchase is hard because i dont know my size in different brands
Relaxed shop. I know they have my size, my fit.
a google search is much easier than going in and out of stores
I always want to try them on
I like the assortment of the stores and know that jeans 'fit' fits me.
Most easy
many options
I like Levis and they are not so expensive
Asos has several pregnancy jeans brands // dc giftcard

What information did you look for when searching for your jeans?

53 antwoorden

None
Price, material, estimation of how long they would last
Brand, size, fit
price, style, material
Kind of materials and fit
Extra length
Price
fit
Prijs and model
Size and fit
The brand, the look
Information? Price i guess
flared jeans
different fits
On asos you can buy jeans that support 'Cotton made in Africa' (CMIA). Although I don't know whether this is really impactful. // dc seems like the better choice, although they didn't give any further information at the time.

Size and price
Price, model, fabrics
Price, fit
Size, price and type of fit
colour, size, price, availability, reviews
I've checked the composition.
Sizing, shipment and price. Sometimes recycled cottons pop up.
The fit and the color
Quality, Price, Colour, Washing, Fit
Color and price
Colour/size/fit/a bit of elasticity/price
price quality combination
I asked the salesman how the high price of the jeans translated in the sustainability of the jeans
Fit, colour and I tried to look for sustainability, but that option is not available on the Bijenkorf website. I looked for brands like MUD jeans or Indigo, but they don't sell that at the Bijenkorf.
Price, brand, color
Fitting
None, kind of tricky since it was a random purchase
Brand, color, size and fit
none, I asked the person in the store and he recommended some styles and even guessed my correct size.
Type, size, material softness, colour
Price and fit
Nothing, only size
Design and price
Style color size
different colors, designs
mostly color and fitting type (slim fit)
Different shapes and colours
Fit and material (and brand sometimes too)
nvt
Color options, washing and price, fit and size combinations
Not really one thing. Colour and model first I think.
Color, size, model, price, brand
Length and fit of jeans
price
Price, model, colour, fabric
Nothing

What information is most important to you and why?

53 antwoorden

Model
How long the jeans last and if possible, how sustainable they are produced
The size, because I know my size in my favourite brand and just go for those
style. the way of cutting and the shape of the jean can really make a difference
Fit, since I like tighter jeans
That they will last long, since I rarely buy jeans
Price, but I would be interested in the sustainability aspect of jeans, which seems to be hard to find
fit
Size and fit, cause that's all I care about
I do value the sustainable aspect very much. However it is now more of a nice addition than a necessity
Price and shape
Size, so it fits
Materials
Fit and looks
The type of legs, I don't like all type of fits
reviews (quality/price and how it fits), price
I like jeans that have some lycra, I find them more confortable.
Sizing, because I have to feel comfortable.
The fit and the price. I do not want to try all different types of jeans. So I always check on the label if it is high rise and skinny.(in this case I needed that type of jeans).
Fit, if the jeans is not fitting nicely, I will not wear it
Price because I don't want to pay too much. When wearing jeans they wear out very fast
The fit is for me the most important, since I don't want skinny jeans, but they have to feel connected
price quality and that it is not a fast fashion brand
Size, sustainability of production process and how long lasting the jeans is. Because I want my jeans to last long to have minimal impact on the environment.
A durable brand, preferably made from sustainably and ethically sources materials.
Brand for fit
Fitting, depends whether i but it or not
Usually just my size since the model and quality is most of the time look and feel
Brand and fit
Looks good and is comfortable
I have no other jeans than the 511, so type is critical. Otherwise material softness, I like a small amount of stretch
Price. I just buy a few clothing items that look nice, without really thinking about anything else.
Their shape
Price + quality: I do not want cheap jeans that will become ugly within a few weaks

Well I'/m keen to get more info about the type of cotton, amount of water and colouring used.
Size because im very short. It is difficult to find the right lenght.
looks and sizes
fitting type, because it determines the looks the most on me
Shape and colour, because it has to fit my style and the design of the jeans determines how it looks like how it feels and what other people will see.
Fit and material
The jeans fits nicely, the price, the sustainablity aspect, the color
nvt
I would say the fit, but I always try to find a compromise between other factors
Whether it fits me nicely/comfortably and price.
?
Fit (length) and tummy size because i have long legs
well, the last time I bought a new pair of pants is over 2 years ago. I wanted a new pair for a long time already and was researching more ethical brands, but they were not within my (then) price range. I would say price, style and durability were most important to me then. If you ask me what i find important right now, it would definitely be ethical production (no child labor, unclear manufacturer, etc) and transparency!
Price, fit and large sizes available
Just the brand
length, i am tall
prize and fit
I don't know the value of fair production/organic labels so anything mentioned towards the better choice seems okay.

Did you experience any difficulty finding this information? (yes/no, if yes please explain)

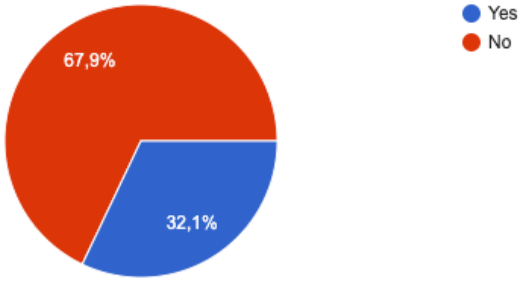
53 antwoorden

No
Yes, this information is not displayed when searching for jeans. In the end the urgency was bigger than putting more effort in finding 'sustainable' jeans.
No, it's usually easy to select on size and brand in online stores
Style. in the case of style, I believe seeing is believing. hard to shop online, so i will say hard
No, since Levi's has a really clear categorisation of models
Length size was given but with no reference point causing me to still not know which size would be best
No, it is on the label
no
Ja soms is het niet duidelijk wat de naam van het model broek precies betekent
Yes, not always obvious what the labels mean
In different shops and for different brands, there can be different terms used for the same type of fit

Hm no, it was all structured on the webshop of zalando. On Instagram there are only photos of how to wear it.
Nope, it was all there and otherwise I could ask the salesperson in the store.
The fit you can see on a picture or model, but its always different on your own body
No. The store provided enough information
No, I was being helped by a friendly saleswoman
yes, the right fit - model of jeans
Buying second hand always results in difficulties with sizes of jeans, which is the reason I bought a new pair of jeans. With new jeans its almost impossible to find information on how long the jeans will last and how sustainable the manufacturing process is.
Yes, as explained before, the Bijenkorf doesn't provide this information. However, I tried to look for sustainable brands on blogs and other webpages, and then looked if this was for sale at the Bijenkorf.
no, because someone helped me pick them out. If I try to buy them by myself it's much more difficult though because It is difficult to get the correct size and fit.
no
No, because I always buy scotch and soda jeans and I know what their quality is like.
Yes, this info is currently not being shown
no, because they have a sizechart
nope
No, most of the time it is presented on the website and in the labels.
For A jeans to fit nicely you really have to try in-store. Online you never know
nvt
Size is always difficult cause it differs per brand
No i know the brand with long fits
Price was not difficult to find, reviews also not. then I went in store for the exact style and fit.
no, staff will just tell me (I always ask)
yes, length differs
yes Levis has to many fits :-)
yes, but they seem to be giving more information on popular websites like asos

Did you consider ethics or sustainability when searching for this jeans?

53 antwoorden



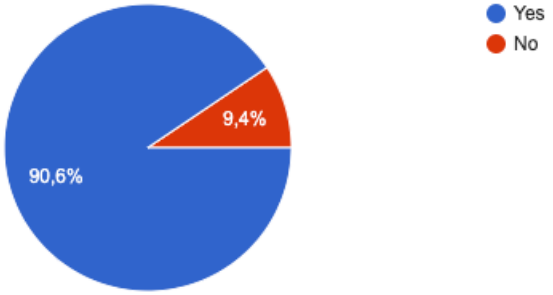
If you answer was 'yes': How did you look for ethical or sustainable jeans?

23 antwoorden

I tried to look for ethical options (or more expensive brands) but couldnt find it in the timespan that i needed them
By rarely buying jeans
I did some research before on which brands are sustainable, but it hard to find.
I try to buy all my clothes secondhand , so looked for a model that i liked, then looked for that on a secondhand market
In labels
-
I'm aware that there is a ecological line at this brand, I looked for that
I just searched regular sites, now sometimes there is a sustainability filter. Or a specific product line. Possibly considering MUD Jeans. (focused on circular economy)
Yes, I buy a jeans that is a little more expensive, because I have the feeling I can wear it for a longer time, to avoid the fast-fashionness. I think cheap clothing from e.g. Primark is waste of money. You know what they say: "Goedkoop is duurkoop"
I didn't, at all
I assumed that bigger more expensive brand are more ethical or sustainable
I asked the salesman. Lately, I have been reading articles online that rate the sustainability of the process and the quality (so how lang the clothing will last), which I will defenitely use in my next sale.
Blogs (When Sara Smiles for example)
To be honest I havent really considered it when searching for information, but it is a great bonus en plus for the brand
I rarely buy them new, so being 2nd hand jeans is already a bit less of a waste
I'll just see how many times I can wear between two successive washes
I have shopped for "better" jeans but I haven't found any that fit
Ethical light, by buying at a swedish more expensive brand I have the feeling they use better labour conditions and more sustaianble materials
Don't know where to find this information about jeans and I don't know these brands. But that's also because I've never searched for them
I wanted A second-hand jeans at first. Then I couldnt find A proper one and went to weekday, Who claimed to have 60% recycled jeans, which I liked. But I think I also would have bought it otherwise.
I saw info in the shop. Big boards (Uniqlo)
I did and I still look online. you have many lists on blogs or websites with ethical clothing brands, with organic materials and with fair wages for example. But (i don't know how i came across this) I mostly really like everlane, and have been looking for a pair of pants from them for years. What i am most concerned about in clothing is the work environment and fair wages to workers. Everlane shows exactly in which factory which garment is made. Very different from an H&M or Zara who have no clue where their production is done sometimes.
It wasn't the main driver, I consider at the fit and look first. But if it would be more apparent, I would surely buy the better choice.

Did you try on your jeans before your purchase?

53 antwoorden



If no: why not?

5 antwoorden

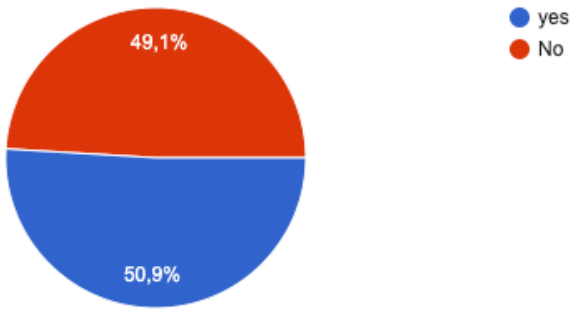
I order online and know my size in the brand that I like, so I just stick to that
Ordered online
I ordered online
I already knew the fit
I bought online, no time with kid to go to stores and

What do you find most important when you are trying on a pair of jeans?

53 antwoorden

Did you ask anyone for advice?

53 antwoorden



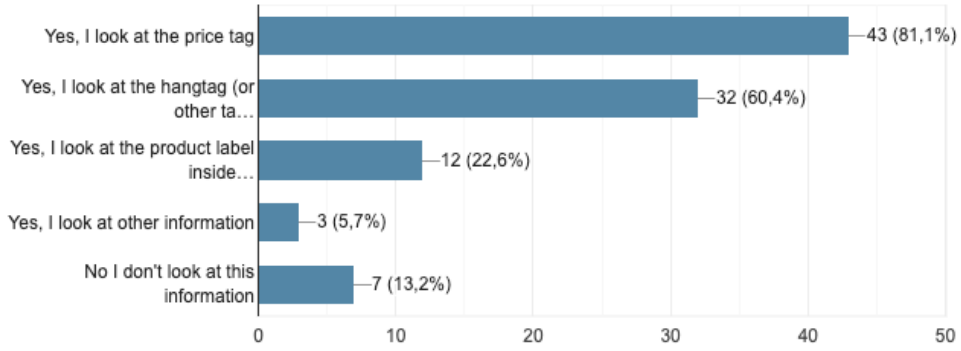
If yes: Who did you ask for advice and in what way?

27 antwoorden

friends. to have them give me advice on how I look
Whether the materials would stay like this, or if the fit would stay the same
Shop assistant for sizes
my friend, how they looked
I was with my mother and the shop assistant
My boyfriend; what do you think?
my friend, that was with my shopping - how does it look?
My mom, to come with me shopping
I asked some of my friends how they tought the jeans looked on me
My friend who was there with me. If it looked good on my butt.
A friend, of my butt looked nice :')
I didn't really ask, but the employee came immediately and could help me very well with my questions. She also did help me judge the jeans, but that wasn't necessary.
my mom and the people from the store
If the jeans would last longer. And the guy handed me a pair of jeans that would be me size.
Girlfriend
the store owner
Levi's shop owner, also the help at other shops (Like the Rode winkel in utrecht). Only the levi's shop man was successfull.
Whatsapp / fb chat. I ask my friend / brother
my girlfriend, genuinely asked if she likes it. She is very honest about it.
Employees of Levi's
Normally I shop alone, I like that but most of the time I discuss it briefly with the people working at the place.
Employee of the shop
Person in the store, if they have similar fits
Store employee
sister
I asked my colleagues about the fit they have from Levis
Someone in denim city, they are the experts after all.

Do you look at information present on the product?

53 antwoorden



If you selected a 'yes' option: why do you look at this information?

46 antwoorden

Price is important to me, and also material and production for sustainability reasons
Size & fit
want to know the price, and is there anything special about this jean
Of course the price, since I would like to know it. And to the hang tag to know what materials it is
Assessing type and price to be sure what you buy
Because the price is important
to know about the quality, and be able to compare it with the price
Weten of ik het kan betalen
I like reading more about the product I buy, if more is available
Curiousity
because it is important for me if i am able to afford it
To know if i can afford them. I dont look at other information because ususally its a story abput the brand or the jean fit
To see price and fit
Im interested in the price/quality ratio
I always check the composition. In case I'm in doubt regarding which one I should buy, in case I like several options, I go for the one that is sustainable.
Im curious. Sometimes there is some extra interesting information, depends if it attracts my attention.
To see if it is my size and if I can afford it,
To get to know the product. Know what you are buying
I need to know how to wash the jeans, if it will give off color to other clothes and what the price and size is of the jeans
The price shouldn't be too high
To see if the combination of material is okay, to see how to wash it
To see if the pants are made sustainably.

For size and the price.
Generally to know the price, also out of curiosity of what the brand has to say
Hang tag usually just for size. Not super interested in the text since it often sounds 'fabricated'
To know more about wash conditions
Because someone was helping me and he was picking out jeans for me to try on I didn't look at any info. He did tell me about the sustainability of the jeans (durable fabric etc.) and the price.
I'm a student, Ain't nobody got money for 200$ jeans. Also I like to be informed on what the product is, how its made and if its practical to use (whoever thought of non-machinewashable jeans should be ashamed)
To get an idea about the quality and the stretch of the jeans.
I like to know where they have been made, the shape and any other interesting facts
To know what size I am fitting
You want to know how expensive it is, I would additional sustainability info both in the price tag as somewhere subtle in the jeans
I look for the price, style and material
I want to know wha it costs and if it needs any special washing treatment
information about the price, size and fitting type only
I want know the price because I Dont want to spend more than 70 e on A jeans. I look at the size because that happend to be important for the jeans to fit
Just to get a better feel about the product and where and how it is made
Price is very important, and also the other tag contais interesting info about the material, washing or other relevant things.
For model: how high is the waist, what is the size and price and what are washing instructions. I need to be able to put in the machine on 30 degrees
It contains the most important information for me
i don't have a lot of money
Type of fitting, model, fabric
I need to know price and size before I try on a jeans
money
curious about the information
Because I want to know some basics about what I'm buying

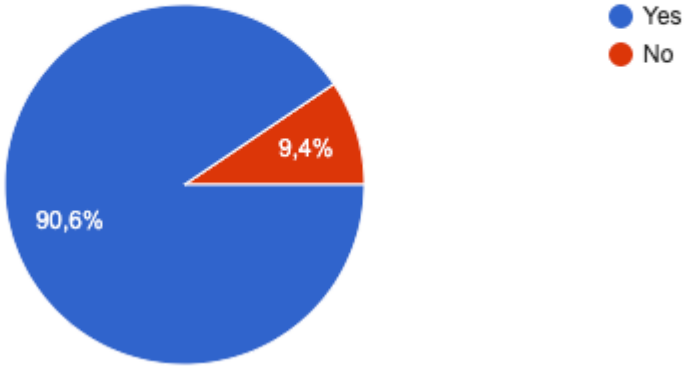
Was your purchase influenced by a certification mark, information present on your jeans or something told to you by shop assistants? (if yes, what influenced you?

53 antwoorden

No
no
never, but I think i would it they have such a thing
Yes; if you buy 2 you get discount
yes, the brand
They were comfortable and fitting for my body and style
No, not that I can remember or know
Only the size.
Yes, most of the time I get influenced by information about some quality, or random fact. I like to buy products that are 'worth' the investment. Extra information or benefits are always nice!
Not really
Yes, there was less water used for making the jeans, fair circumstances for employees and the jeans was supposed to last longer.
No, not that I know of
Information present on the jeans
yes, he explained they were made with more durable fabric, which would get a slightly faded look but would last must longer. He also recommended not washing them to often than can be helped and not putting it in the drying. I personally like the faded look and hate that my old jeans ripped so this helped to convince me.
My previous experience with the brand
No.
No most of the time this is not the case.
Yes, it had Some kind A recycled Material mark on it, but I noticed this from tv banners in the shop
Price
No, I already knew what i wanted to buy when i came in.
nope
Just that it was a premium label of Levis.

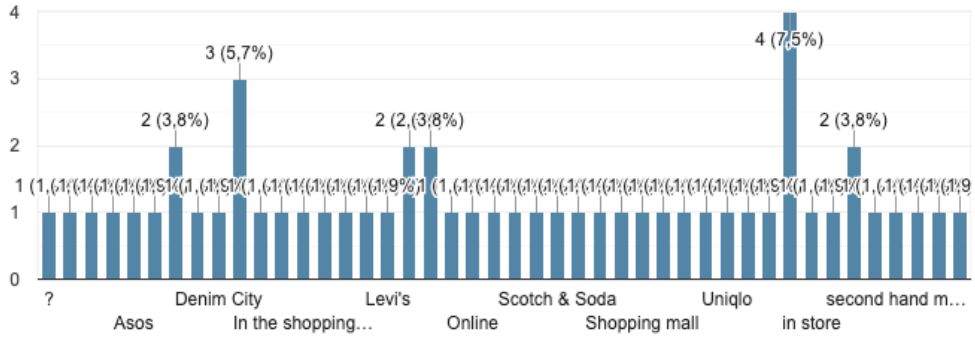
Did you buy your jeans immediately after trying it on?

53 antwoorden



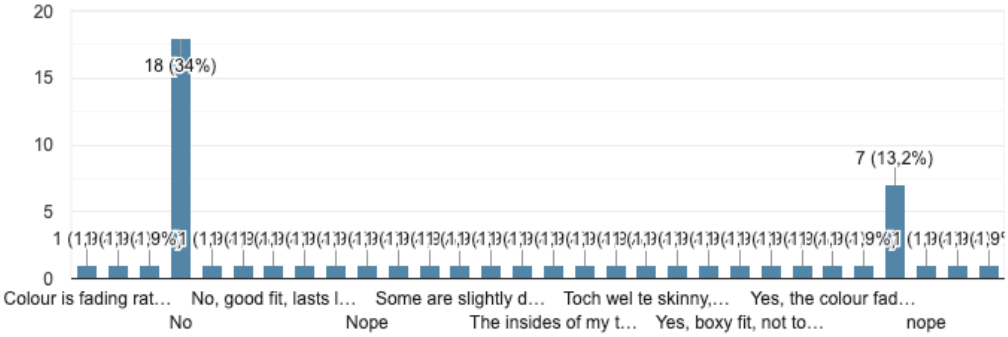
Where did you end up purchasing your jeans?

53 antwoorden



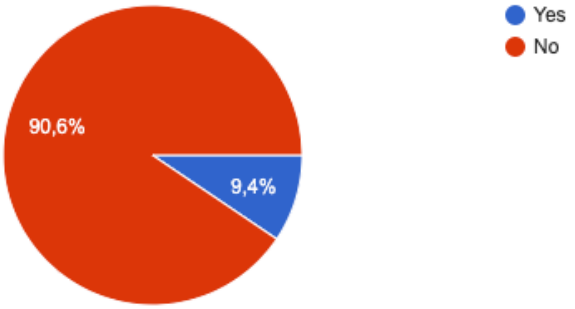
Did you notice anything special or inconvenient when wearing you jeans?

53 antwoorden



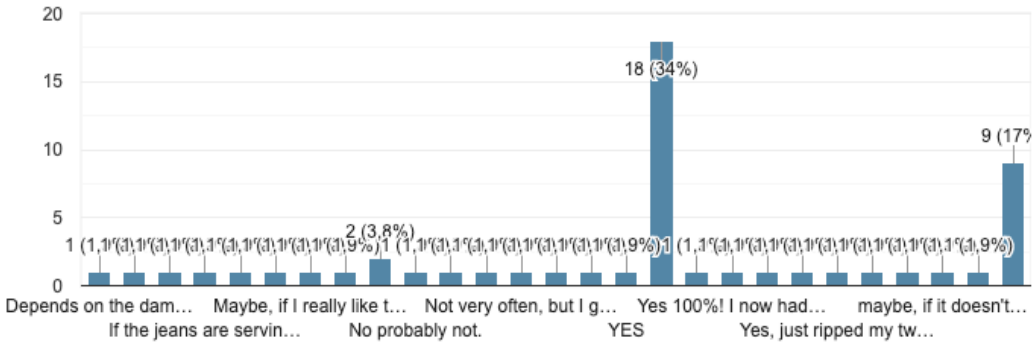
Do you know if your jeans are part of a guarantee or service program?

53 antwoorden



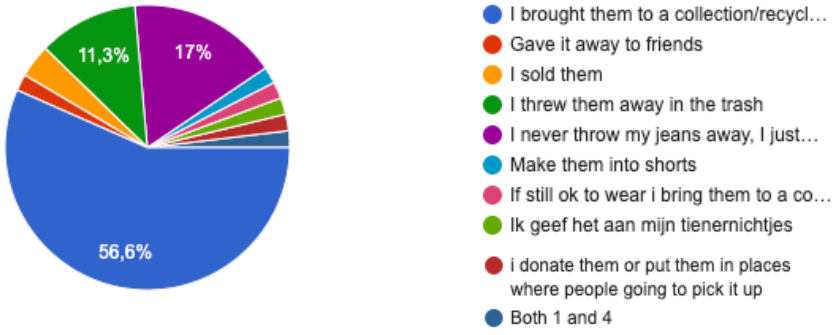
If your jeans was part of a free repair service, would you use it?

53 antwoorden



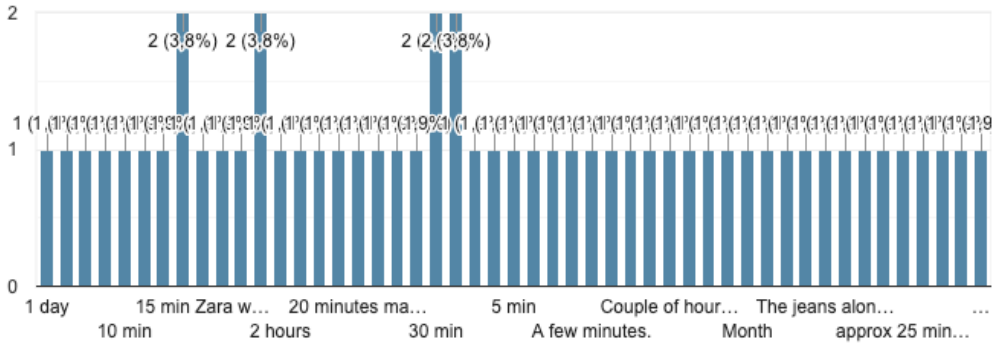
How did you discard your old jeans?

53 antwoorden



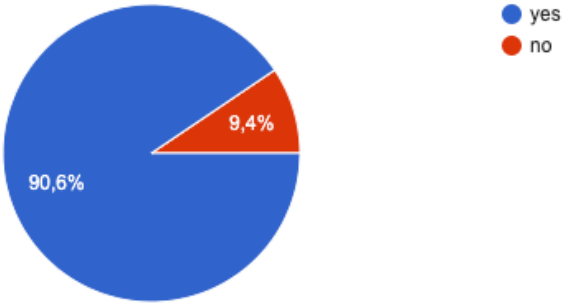
How long did your purchase process take?

53 antwoorden



Do you consider the purchase of your last jeans representative for how you would normally buy jeans?

53 antwoorden



Why is this?

53 antwoorden

I usually only start thinking about it when i really need new ones.
I usually look online
hmmm, my habit.
I actually always go to a store. Mostly to Levi's, other times to Tommy or mixed shops (urban outfitters for example)
I rarely buy them so finding one takes time
Because it is convenient and nice to go to the city centre and buy jeans.
do research beforehand, to what kind of model i like, then i look for it, try it on and that's it
Toen ik jonger was hield ik echt van merk broeken maar tegenover is dat minder in de mode en hecht ik er minder waarde aan en moet ik het zelf betalen
Cause I never shop for clothing online
Sometimes I buy stuff on the internet
i take my time

Because i usually go to a store to try them on
I mostly shop online
Mostly I buy in store and not online, because of the fitting
Going to a shop, finding a good discount, trying the jeans and buying it. These circumstances happen more often.
It's 'routine', I always do it. Sometimes I buy it in store, not online.
I always go for the fitting. When I buy it I intent to use it for a long time.
I just like to have options and try them on.
Always buy in stores.
I always try to try it on and then buy it. Even online, I would order the jeans and then if it is not true-size than I would return it (and get my money back).
I look for the jeans I want in the store, try them on and if I like it I buy it
Because 1) I don't like to spend much time shopping, 2) I only buy clothes when I need them, 3) I care about good customer service
I want to check a lot of stores to see what I want to buy or what looks nice
Because I don't want to buy a fast fashion item
I often look online, then purchase in a store. However, if I didn't have the discount card for the Bijenkorf, I probably would have checked more stores.
Know the jeans you want and you don't need a lot of time
Ususally at a physical store when i'm out to buy stuff
It just is
Easier to spot my preferences
I used to go to larger stores for cheaper jeans with no help with selecting them. I did like this store experience a lot more and would prefer to go back to only jeans stores.
I always buy things the same way
Like I said, I usually just walk in when there's an H&M sale;-)
It tends to be quick if they fit
Because I don't look for special jeans (never). I always look for high righ skinny jeans, I often buy does at S&S so I exactly know what to search for.
Try it - like it - buy it when in doubt wait and moslty not go over in buy
I always do these steps
I always jeans in store
same shopping location and fitting routine
This was my first premium brand jeans
Steps are in general: searching on the internet, going to the store, fitting and buying. I'd prefer buying it from different brands however at this moment the pricing is important for me too.
Normally I buy online, but i decided to stop buying online because i wanted second hand or sustainable clothing and i wanted the certainty to fit
I am fast
Its about the same process, trying, looking at other stores for better fitting, and deciding to purchase in the last store or go back to my favorite.

I don't like to buy online because coulours are different and fabric is not clear: is it stretchy, thick, thin, real pants or leggings? Info is not always provided plus fabric descriptions can be interpreted differently by people so when it says stretchy, it can be that it is only a tiny bit stretchy.
?
Go to a store with Good fit (do not shop around)
normally i am less determined on what i want to buy. it is much more research online.
I often know what I want
I don't like shopping at all. So if I decide to go this must efficient and effective!
I always know what i want
jeans need to fit well as you wear them almost daily
I try to overthink before I spent my money on clothes.
If I need jeans, I go to the store with the intention of buying them. But I really like it when someone helps me with the right size and fit

What do you think of the impact of the fashion industry?

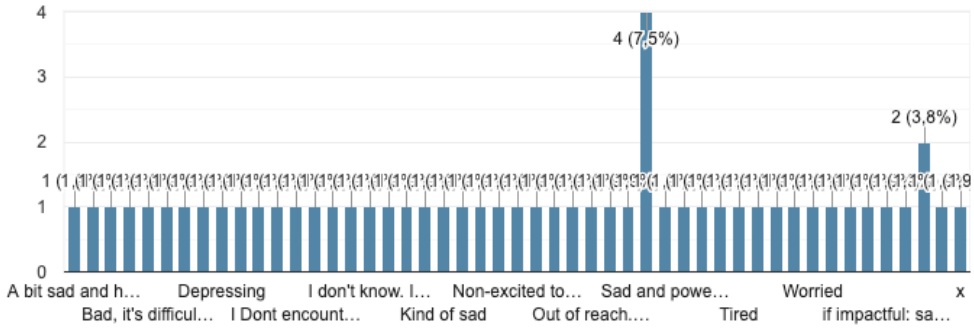
53 antwoorden

Bad
Terrible. I try to buy less clothes and sustainable fabrics that can be recycled (100%)
It's not great
terrible. the industry is ugly in labor cheap country, but we just chose to not see it
Badly. It has been in the news negatively multiple times. Also the urge of people to always buy more and more
Extremely unsustainable, but difficult to change mindset of companies/consumers
I know it is really bad, but I also find it hard to tackle
Very bad impact on the environment
Verschrikkelijk maar doe er zelf hard aan mee, weet niet andere goeie goedkope leuke opties die makkelijk beschikbaar zijn
Impressive
It is depressing to see the impact of our clothes
i am starting to be more conscious
I wish it was different, there are somd good informing documentsries out there
It has a huge impact, the way we make our clothes and the way we treat them. Fast Fashion is something I'm concerned about, however, I still buy these type of clothes but I try to buy less and be more toughfull about it.
Difficult to really understand
Bad for nature and child labour.
Not really positive. I always avoid brands that have been connected to slave labor, for instance Zara.
Its bad. Fast fashion, major fashion brands who don't invest nearly enough in sustainability. However, I don't think this is going to change quickly.

Horrible, especially when I saw a documentary about painting the jeans.
Severe, some true problem here.
Consumer know too little of it and it needs to be more transparent
That there is an impact, but I don't know much about it
I think it is huge and people don't always know what is actually going on.and very nice that you're working on it for your graduation!
Its bad
This is a bit of a broad question...? But its impact is really bad in general.
Something invisible but important, and so difficult to change since fashion is so tied to personality and identity.
It's one of the worst right?
Sometimes the quantity are overwhelming and doesn't correspond to quality
Currently has a bad mentality that you need too much clothing and throw away old pieces quickly.
Fast fashion is trash, impuls buy used/2nd hand clothes and only buy things that last (my oldest jeans are nearly 10y old now)
I know it's really big.
Really damaging and consumist
It should be lower.
Huge negative environmental impact
I think fast fashion support a cousumerism. Normally people dont see the impact that fashion industry create on the environment. They are blinded by the beautiful advertisement.
bad
no idea about the size of it
Fast fashion sucks. I don't, oke I do, but I don't want to understand why people in the name of God buy all that stuff at for example Primark....
Horrible but I'm afraid I'm still a bit in denial.
Big?
Pretty big, in a bad way
Its very bad! There is so much unnecessary packaging in the transport of clothing, together with the production outsourcing.
It has a bad impact on the environment, that is why I resell my old clothesthat are still nice but too small or not my taste anymore.
Can be bad for workers and environment
Huge
I think it is the worst industry because it has so many negative effects such as environmental pollution and basically modern slaves. However the result is many people buyin stuff they don't need for was too little prices just so they feel up to date with the latest fashion.
It's bad for the environment
No, never
Not a real opinion
it impacts environment a lot
very bad
It's awful

How does this make you feel?

53 antwoorden



What do you think is the biggest impact of a pair of jeans and why?

53 antwoorden

Water use during production
Water for cotton probably
toxin for the dye. pollution in water
I think the life cycle is badly organised. It is all about mass production and sales. But nothing really closes the loop
Bleaching, due to water and chemicals
From what I know the production phase, where a lot of water is used.
Water & material, uses a lot of them, often toxic dye as well
Impact van schadelijke stoffen en oneerlijke werkomgeving
Growing the material, water consumption, colours and dyes
The production
the biggest impact of any clothes is to buy it and not use it
The paint color polluting water?
The dyeing/washing of it
Colouring & transport?
The bleaching of jeans
CO2 emissions. Ordering online and returning it again. Most fashion items will be thrown away and burnt.
Chemichals
Growing new cotton and throwing away a pair of jeans when the trend fades. Burning the clothes and all the materials that get lost is a waste. Growing the cotton for new pairs is a huge impact I think, all the resources used.
Also this jeans have been painted, which is toxic and bad for the health and environment of the employees.
Water? The dying of the jeans? Chemicals?
The coloring, because of the chemicals. Or the end of the product and disposing of it
No idea
The water that is used to make it and the amount of jeans that is sold every day.

The water use, that is what I have learned in my studies
The coloring process and/or the cotton that is needed.
Chemical coloring, I think this is the most 'unorganic' aspect of production.
Water to make the jeans
The chemicals and amount of water used for the production?
More usage can be obtained
Transport is a huge factor but also probably the bleaching and dying process
Water, cotton is a very very high volume water user and te colouring is often very polluting
Cotton production
Recycle the fabric I suppose
The amount of jeans that people have.
Material/land use and the colouring
I guess the production that use a lot of resources.
the discarding of the jeans
probably the amount of water used in the process and material production
Shipping all the materials between suppliers towards the fysical store.
Loads of water used, bad work circumstances and transportation over the whole world so CO2 production.
Hmm material or shipment. I think material.
Fabric production, water and energy
The transportation. Because they are shipped continents away from the POS!
The paint, because a lot of energy is used to give the right colours to the jeans. But also child labor in poor countries.
Chemicals for dyeing
Bleach
What do you mean by impact? I think the social impact can be very large depending on the wages and working conditions of factory workers. I am quite sure the amount of times you wash a pair of jeans is more impactfull than the production of the jeans from a kg CO2 eq. count.
The washing, they use chemicals for the colouring and 'fake wear'
I would say the use of water and chemicals.
x
water, cotton
the use of water and chemicals, but working conditions are important to me as well.
On the environment, water waste + bad working conditions in factories (I don't really understand the question)

What do you know about the production process of a jeans?

53 antwoorden

Not much
Nothing
Very little
It uses a lot of water
A little
i recall pictures of workers in BLUE
Well, quite a lot. A lot of waste materials, a lot of water used, bad conditions in factories.
Contains a lot of water
It involves a lot of water
That it uses a lot of water, around 7000 L per pair
Niet veel, maar geloof niet dat Zara goeie werkomstandigheden heeft en dingen natuurvriendelijk produceert
Not much...
most of the clothes comes from south asia from companies that does not follow basic rules for their workers
I ones saw a TV show on it, where they showed how the cotton is plucked and they are dyed. So I kind of know the process, but not in its completeness
-
Costs a lot of water?
Not much. Cotton, fabric, coloring, cutting, sewing, magic and then jeans.
See above. Besides that the sewing process is on shitty machines.
I know it takes a lot of water to clean the dye from the jeans and that also a lot of chemicals come around when creating a pair. I don't know the complete process, but I would be interested to hear about it! Maybe something you can integrate in your graduation ;-)
Just a small bit
That it consumes a lot of water and that it is probably made in bad working circumstances
Not too much, except that they use a lot of water and bleach in the process.
Again a very very broad question? But I think that I'm quite aware of the production process and it's impact, through watching several documentaries on fast fashion, reading information on the webpage of MUD Jeans.
Nothing basically
A lot! Because i have my own fashion production company
Often made by underpaid people in third world countries
More or les end to finish, I did a project on jeans during studying
It's cotton production, fabric production, colouring, cutting and stitching and then (sometimes) bleaching etc. right
It need tint
limited knowledge
I don't know anything
nothing actually
Almost nothing

Almost nothing
Not that much, but I think the dying is very bad right?
Nearly to nothing
A lot (thanks to James)
Not too deep...
They bleach iT and proces iT to make iT look worn
What i know regarding sustainability: cotton needs a lot of water. Dying is often done with chemicals that are harmfull for the environment. The working conditions are often ones that I would never in a milion years want to work myself. Sometimes transport is done by airplane for fashion because it needs to be so up to date (not sure about things we buy though). Brands can burn old clothing if they don't sell them, so that they do not turn up on a secondhand market. Natural fibers and synthetic fibers are often mixed, making fabric almost imposslbe to recycle.
Too little! :) Something with cotton, washing, weaving, chemicals and over-priced selling for low-cost wages.
not a lot
it has a big impact on the environment
Very little before the tour in denim city and your presentation

What information would you like to know on the impact or production of your jeans?

53 antwoorden

Where it is made, how much resources are needed
I don't know anymore, it's hard to compare it with other stuff anyway
how much did the company made, and how much did the workers (making the jean) gets.
I think it should be presented relatively; for example; compared to eating meat, driving a car, so that people could relate
Direct impact per jeans you buy
Maybe a label which indicates how good the jeans are for the environment
CO2 footprint, working conditions, used H20, recycled materials
Eerlijke werkomstandigheden en impact van gebruik schadelijke stoffen
Want to know how much recycling is in there
Co2, materials, origin
how many times i should use it or how long i should have it my closet to make a fair use of it
What the impact is compared to something i know, for example eating a burger or a flight wkth an airplane
If the people that produced them are payed fair wages, how much water is has costs to produce them
Social impact (child labour etc), co2 equivalent
Make it comparable to other products and brands
What specific impact it has had. How much CO2 or water it costs (relatable, so not only numbers because I'm not good at estimating how bad that is).
I want to know about how the chemicals are treated and the workers as well.

What I would be saving with buying a sustainable pair.
I would feel too bad if I know too much. So I'm not sure what I want to know. Maybe if it was made by people in a healthy environment,
Costprice? I know there are companies with pricetags that show the transportation costs, the rare material costs etc. to show the build-up of the sellingprice. Interesting to me!
Everything about it
Any information that would help me differentiate the impact in a concrete manner
If it is recycled, who made it, how much they are payed
Information on environmental impact categories, compared to other impacts to make it tangible
Materials, coloring process, labour conditions, transportation methods, durability
Not sure I want to hear about the process, only the conclusion; the impact
Who made it and where it was made under which conditions
If its sustainable and why
Significance of the product
maybe if all jeans had a footprint number or something to indicate how bad it is on a scale, because I tend to not read all the tags on jeans and the footprint has to take into consideration a lot of factors.
Water use, production conditions (sales, production and materials!). Material origin
Environmental impact locally, and like a global rating or something would be nice
Water needed to produce, cost to recycle
LCA, material impact, way produced, circumstances of fabrique/employees
Water use, co2 footprint, social impact, transparant pricing, material, form of colouring
Water consumption. Laboring.
I don't know
the amount of water used, co2 emissions and the use of rare materials
How it's made, which person. Where does the material come from. But i don't know if this would influence my buying behaviour
Perhaps either an holistic approach, really CO2 neutral or sth like that or relatively to other jeans with a rating or sth.
Biggelt influence of the impact and How to decrease this with my buying behaviour.
Is it good, bad, or somewhat good/bad
The chemicals used in a easy way to understand, together with the km it traveled to the POS
I don't really want to know something about that unless it is something that I can act upon. Otherwise it is useless info and a waste of time.
Easy scale that shows cour levels of impact. Like beter leven keurmerk
Safe labor and marials used
How is the price built up (check everlane for example). What factory is the product made in? Where is the material (cotton oid) from?
How they are produced, who produces them, what materials are used, kind of treatment and where they are from (transport)
Footprint insights when buying a jeans would be cool. It could make me reconsider certain products.
The RAW materials
-
concrete info on why a brand is doing it better and why it is as better choice. No greenwashing bullshit please
More information on the cycle (although short and snappy) and how I can limit my negative impact when buying a pair

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