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*Sweden, Tuesday 4 December 2018*

**Swedish fashion chains join forces in the "Swedish Textile Initiative for Climate Actions" – aiming to create better industry conditions for the important work of reducing climate impact**

**KappAhl, H&M and Peak Performance support the UN's "Fashion Industry Charter on Climate Action" – committing to reduce their climate impact by 30 per cent by 2030.**

*To achieve key sustainability goals industry cooperation is needed. With the initiative "Swedish Textile Initiative for Climate Action" (STICA), Swedish apparel companies KappAhl, H&M and Peak Performance undertake to reduce their climate impact by at least 30 percent by 2030, in line with the United Nations "Fashion Industry Charter on Climate Action" that will be launched next week during COP24. STICA invites other Swedish textile companies of all sizes to join this collaborative initiative in order to reduce their greenhouse gas emissions and drive industry innovation.*

KappAhl, H&M, Peak Performance and Sustainable Fashion Academy are now initiating "The Swedish Textile Initiative for Climate Action" (STICA). The purpose of STICA is to support the Swedish fashion and textile industry in its efforts to reduce its climate impact and stimulate industry innovation. To achieve this, STICA is creating a platform for knowledge sharing, collaboration and reporting. The initiative's vision is that the Sweden's fashion and textile industry shall lead the way and be climate-positive well before 2050.

STICA now invites other Swedish fashion and textile companies of all sizes, as well as industry associations and NGO's that can serve as supporting partners, to join the initiative. STICA's first task will be to assess the climate impact of its members and, on the basis of this, create action plans where members work together to share knowledge and implement solutions. STICA will also report on progress in order to allow all stakeholders to follow developments.

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**Quotes from the initiators etc**

"The Sustainable Fashion Academy (SFA) believes that the only legitimate way for the apparel and textiles industry to address their contribution to global warming is by making commitments to

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reducing their greenhouse gas emissions in line with 1.5 C warming pathway. In Sweden we have the knowledge and expertise needed to take the lead. That is why we have launched the Swedish Textile Initiative for Climate Action. As an independent actor, SFA's role in this initiative is to support organisations and industry stakeholders as they work to reach their climate goals." *says Michael Schragger, Founder and Executive Director, The Sustainable Fashion Academy*

"To tackle the climate impact stemming from our value chain we need joint efforts and clear goals. We want to create support for the entire Swedish textile industry, both small and large enterprises, in taking climate action. We want to ensure Sweden leads the way and that the Swedish textile industry becomes climate positive well before 2050." *says Fredrika Klarén, Head of Sustainability at KappAhl*

"Climate change remains one of the greatest challenges of our time. Its consequences will affect our entire planet and everyone living on it. H&M have set the goal of becoming climate positive across our entire value chain by 2040. Our vision is to use our size and scale to lead the change towards a circular and renewable fashion industry, but no company or organization can tackle those challenges alone. Together with the industry, stakeholders and business partners we can make a sustainable difference!" *says Felicia Reuterswaerd, Head of Sustainability at H&M Sweden*

"At Peak Performance we don't just talk sustainability, we act on it. This network is all about climate action, real results and industry innovation. There is no time to delay. Join us and together we will amplify our impact while also ensuring our companies are prepared to succeed in this new business reality." *says Åsa Andersson, CR & Quality Manager at Peak Performance*

"The climate issue is one of the greatest challenges facing humanity, but unfortunately the time we have to solve this crisis is running out. It's a difficult challenge that no actor can solve by itself, but we can influence and drive change together, companies and organizations both big and small." *says Elin Larsson, Elco, former Sustainability Manager at Filippa K and advisor to STICA.*

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**About The Swedish Textile Initiative for Climate Action (STICA)**

The purpose of STICA is to ensure the Swedish apparel and textiles industry reduces its greenhouse gas emissions in line with a 1,5 C warming pathway as stipulated by the IPCC, while also becoming the leader in climate friendly solutions for the global apparel and textiles industry. This will be done by measuring and reporting on progress as well as collaborating with key stakeholders to develop solutions to combat global warming throughout the value chain.

**About the UN Fashion Industry Charter on Climate Action**

The Signatories to the UNFCCC Fashion Industry Charter on Climate Action support the goals of the Paris Agreement in limiting global temperature rise by committing to a 30 per cent aggregate GHG emission reductions in scope 1, 2 and 3 of the Greenhouse Gas Protocol Corporate Standard by 2030 against a baseline of no earlier than 2015. Signatories pledge to work together and with key industry stakeholders to develop solutions to achieve this.

**About the climate issue**

A recent analysis from Quantis International calculates that the combined the global apparel and footwear industries account for 8 per cent of the world's greenhouse gases. Another study conducted by Naturvårdsverket (the Swedish Environmental Protection Agency) shows that climate emissions

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from Swedish textile consumption have increased by 27 per cent in the past seven years. A majority of the industry's GHG emissions are generated within raw material production, supply chain processing and assembly and in customer product care and end of life disposal. Because these impacts are outside the direct control of any single company, all actors need to work together – brands and retailers, suppliers, financial organizations, governments and consumers, to develop solutions that reduce greenhouse gases significantly.

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**For more information, contact**

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