

ALLIANCE FOR RESPONSIBLE DENIM

Together, creating a cleaner & smarter denim industry.



Our Founding

The denim industry cannot continue along its current path. Companies face complicated sustainability issues larger than they can address individually. By combining resources and efforts we can be more effective in addressing them. Since our launch in August of 2016, the Alliance for Responsible Denim (ARD) has been dedicated to our mission of aiding brands in taking steps towards more sustainable production practices. Through the creation of an open-innovation platform, ARD has enabled and facilitated knowledge-sharing & collaboration both amongst denim brands, as well as, between representative stakeholders throughout the denim supply chain.

Our Partners

Amsterdam University of Applied Sciences (Hogeschool van Amsterdam) The Amsterdam University of Applied Sciences is a higher education institution. The research center, Centre for Applied Research in Economics and Management (CAREM) received a research grant from the Dutch government to engage in research with small and medium sized businesses. The research goal is to better understand and provide best practices for the process of collaborating with competitors to improve sustainability impact.

MADE-BY is a not-for-profit organization with a mission to make sustainable fashion common practice. The team works internationally with brands, retailers and suppliers to improve environmental and social conditions within the apparel value chain. MADE-BY is also well known for its publicly available benchmarks on fibers and wet processing.

Circle Economy is a social enterprise with the mission to empower a global community of businesses, cities and governments to accelerate the transition to the circular economy through practical and scalable insights and solutions, that address humanity's greatest challenges. The mission for the Circle Textiles Programme is to 'close the loop' for textiles, and create a zero waste industry whereby textile products, fabrics, and fibres are continually cycled through connected loops, across industries, in a transparent and economical way. Together with an ecosystem of brands, collectors, sorters and recyclers, Circle Economy produces the data, tools and pilot projects that are critically needed to achieve a circular textiles industry.

Our Members

Originally launching with 10 denim brands, today our united front represents 13 countries with over 16 brands and their subsidiaries, 26 experts from all stages of the denim supply chain and over 20 fellow organizations and entrepreneurs who share our mission for a cleaner & smarter denim industry. As a developing network ARD is open to new collaborations and members seeking to make an impact both within and outside of their organizations.

Our Projects

To tackle the complex sustainability issues pervading in the industry, ARD takes a specific & action-oriented approach. Our working groups focus on areas highlighted by our member brands. Starting with brands' never out of stock styles, our goal was to make the largest impact in the shortest amount of time concentrating particularly on:

Finishing, led by Made-By, focuses on improving the environmental impact of garment finishing. Having developed a measurement tool drawing on existing Wet Processing Benchmarks brands are guided by laundry experts in diagnosing their conventional washes. Gaining valuable advice & knowledge to lower their EIM scores

PCRD, led by Circle Economy, focuses on developing a preferred industry buying standard, defining a business model and roadmap for the introduction and scaling up of Post-Consumer-Recycled-Denim (PCRD) production. Our hope is that the establishment of a preferred buying standard can increase volume of PCRD and further its adoption in the industry.

Our Achievements

Since 2016, ARD has:

- grown to become a global network of brands, experts & fellows.
- become a registered partner in the United Nation's SDGs.
- featured & exhibited at The Sustainable Angel's 7th Future Fabrics Expo.
- organized Long Live Denim, a mini-trade show solely focused on PCRD yarns & fabrics.
- aided all brand members in the development of more sustainable washes (measured using EIM)
- collaborated with brands & mills to increase the demand & innovation of PCRD.
- contributed to the academic research focusing on multi-stakeholder collaborations.
- been invited to contribute to a regional cotton round-table hosted by Textile Exchange.
- collaborated with Fashion Revolution NL to discuss the current state of the industry.
- hosted a 'Smart Talk' on circularity within the denim industry and Denim Premier Vision.
- showcased our work at the High-Level Political Forum 2018 at the United Nations HQ in NYC.

The Research

Currently funded by the Dutch Government (SIA RAAK), ARD's research, tools & resources are open-source & accessible to the greater industry. The platform itself was established by Dr. Lori DiVito, Professor and Chair of Collaborative Innovation and Entrepreneurship at the Amsterdam University of Applied Sciences, to research and observe a multi-stakeholder collaboration. Themes of her research include coopetition between inter-firm relations & the formation of entrepreneurial ecosystems. Especially on the topic of sustainability, the platform allows for best practices in facilitation, brand engagement and project management to be highlighted and potentially replicated by other industry inter-firm networks.

Next Steps

In just two short years ARD and our member brands have achieved a great deal. Ensuring specific and action-oriented goals, brands have seen tangible results and gained new insights into the production of their products. Looking forward, there is huge momentum from our members to keep the platform running even outside of our current funding. Ideal next steps would be to focus on traceability and transparency, as well as, dyeing.

Further reading:

ARD Website

www.denimalliance.org

Rivet - The Future of Pre- and Post-Consumer Denim

https://issuu.com/rivetmagazine/docs/rivet_april_2018/22

Articles on multi-stakeholder collaborations by Dr. Lori DiVito

<https://www.linkedin.com/in/loridivito/detail/recent-activity/posts/>

Fashion United - Alliance for Responsible Denim

<https://fashionunited.uk/news/fashion/alliance-for-responsible-denim-calls-on-the-industry-to-use-more-recycled-denim/2017103026516>

Social Media Tags #longlivedenim #denimalliance #thedenimdemocracy

For further questions, contact:

Travis Rice - Project Manager

Email: t.rice@hva.nl