



GANT
WATER
STEWARDSHIP
STRATEGY
2030

THE GANT 2030 SUSTAINABILITY VISION

Our vision is to create a more beautiful and sustainable world.

In keeping with GANT's belief that we should Never Stop Learning, we've adopted a philosophy of creating products that are premium, preppy, timeless and designed to have a long life. To celebrate our heritage of being a bio-based businesses, we will continue to source traceable and sustainable plant-based materials globally. This is how we can educate ourselves and act on our ethical, environmental and social responsibilities.

GANT will be a brand known and loved for improving waterways in the world. We believe this conscious, sustainable approach to designing beautiful products is the future of good business.

TARGETS

2020

Continue to support water initiatives to protect the waterways of the world.

2025

Reduce its water use in manufacturing* by 50%

2030

Only use as much water as can be naturally replenished in all our operations.

HOW TO GET THERE

- Incentivize water footprint reduction within our value chain, as well as investing in water innovations
- Global partnerships to drive action and long-term impact
- Continue the implementation of a sustainable fiber staircase focusing on our water footprint
- Work with local water activations

*raw material extraction and production phase

GANT WAY

GANT was born where America meets the Atlantic. Coastal living is part of our heritage, and water is central to our commitment to creating a more sustainable future.

Our vision is that by 2030, GANT will be a brand known and loved for leading the journey to protect the waterways of the world. We have set three targets.

Our targets are:

- In 2020, GANT will continue to support water initiatives to protect the waterways of the world.
- By 2025, GANT will reduce its water use in manufacturing* by 50%
- By 2030, GANT will only use as much water as can be naturally replenished in all our operations.

To ensure that we meet these targets we have identified the following key focus areas and actions:

- Incentivize water footprint reduction within our value chain as well as investing in water innovations
- Global partnerships to drive action and long-term impact
- Continue the implementation of a sustainable fiber staircase focusing on water footprints
- Work with local water activations

The oceans
business
is everyone's
business

WATER IS A SCARCE RESOURCE

Water is a precious resource that's vital to people's health and well-being. The World Economic Forum rates water issues among the top threats to the global economy.

By 2030, it is estimated that demand for clean water will exceed supply by 40%. As an industry we have a responsibility as well as an opportunity to tackle the global water issues. It is a matter of principle that clean, safe water is a basic human right, as well as an important environmental issue. Water is also a critical resource for the fashion industry as it is used within the whole value chain of a garment, from cultivation of raw materials through to when the garment is washed by the consumer. We acknowledge that we are part of a water-intensive industry and are committed to pushing hard for action and progress, in our own operations and in our supply chain.

We're constantly striving to reduce water use within the value chain. By setting targets, partnering with leading suppliers, and promoting closed-loop systems to reduce water usage, we're exploring new ways to reduce our water footprint.

OUR WATER FOOTPRINT WITHIN THE SUPPLY CHAIN

We know the processing stage has a large impact on water and chemical pollution. Therefore we must prioritize production when setting water strategies, both for water reduction but also to decrease water pollution.

The fashion industry needs to continue to invest in efficiency programs to decrease its water footprint. Another important aspect is to actually measure water footprints to be able to identify hotspots and then drive water efficiency improvements throughout the whole supply chain. We continuously calculate our water footprint in line with the GANT Water Policy and strive to reduce it within our supply chain by partnering with leading suppliers and promoting closed loop systems to reduce water usage. We have set targets to reduce the water usage within production and promote industry-leading technology to mitigate the impact.

To build capacity within our supply chain, we are working with partners including the Sustainable Apparel Coalition, where we have the possibility to track our water footprint using the Higg Index Tools. We use the Higg Index Factory Environmental Module to collect supplier water use data. In the module we can also benchmark our supply chain towards the average factory and share best practice.

We are continuously exploring new technologies in order to reduce our water footprint. All suppliers who produce GANT clothes are, of course, obliged to be in compliance with the requirements of the GANT Water Policy, as well as laws and regulations. This is especially important since it reduces the use and release of hazardous chemicals in processing, both to improve the health of workers and mitigate that any damage is done to the surrounding environment. We know that water pollution contributes to water scarcity so we recognize the importance of focusing not only on water use but also on pollution.

We continuously follow the latest scientific findings and are committed to making changes where they matter most in areas of high water stress.

CONSCIOUS CHOICES

One of the major impacts when it comes to water usage is the sourcing of raw materials. That is why we have created the sustainable fiber staircase strategy which is based on creating conscious choices based on water impact, i.e. to choose materials with low water impact.

The keywords for the sustainable fiber staircase are impact and scalability to ensure that the choices we make have an impact. (You can read more in the chapter on the sustainable fiber staircase strategy.) We are also continuously investigating and exploring new fibers by, for example, testing recycled fibres and other water-efficient innovative materials such as cottonized hemp, different types of linen and other cellulosic materials that does not require a large amount of water in the cultivation or processing phase.

We also joined the Better Cotton Initiative in 2017. BCI is a holistic education program for cotton farmers and the result is cotton that is grown more water-efficiently than conventional cotton. What's more, our sustainability fiber staircase has a focus on water and the impact of the raw materials that we source for our products. This is why we've committed to sourcing 100% of our cotton more sustainably in 2022. This means using production methods that are less polluting and less resource-intensive than conventional cotton.

Another of our initiatives is that we partnered with SEAQUAL™ to remove some of the approximately 165 million tons of plastic floating in our oceans, and upcycled it into the yarn we use in our Ocean Prep™ garments.

Local fishermen in the Mediterranean gather post-consumer plastic while doing their regular job of catching fish – to help the environment, clean the ocean, and protect their own livelihood. SEAQUAL™ fiber is made with a mix of ocean plastic and bottles that have been left in recycling bins in Spain. This plastic is then sorted and the PVC is removed.

This collaboration allows us to marry two of our goals – to offer high-performance garments for on-the-go professionals and to make the ocean more beautiful, something that has been part of the DNA of GANT from the beginning.

When it comes to microplastics, we know that the material that we use in our clothes is 89% made of natural fibers. Synthetic fibers are sometimes added to enhance the performance of the garment, for example in our outerwear.

Instead of phasing out the use of synthetic fibers the focus at GANT is to use it strategically. We also focus on moving over to recycled polyester and have already taken large steps. We work with the industry and especially the organization RISE to find a solution to this challenge and will continue to keep the synthetic materials to a minimum to mitigate the problem. We've also taken steps when it comes to the packaging to not use plastic where it is not needed. For example, we only use paper bags in our stores. We have also signed the G7 Fashion Pact where we have committed to eliminating all single-use plastic in B2C packaging by 2025 and in B2B packaging by 2030. We have also committed to ensuring that at least 50% of all plastic packaging we use in B2C and B2B packaging is 100% recycled content by 2025 and 2030 respectively. We also work continuously on reducing the product packaging.



COLLECTIVE ACTION

We know that collective action is the only way to address water scarcity. We are committed to collaborating with other brands and manufacturers within the industry.

As always, what is needed is scalability, impact and action based on facts and science. We acknowledge the importance of this for the industry to be able to meet the Sustainable Development Goal 6.

We also support multi-stakeholder programs around water, like the G7 Fashion Pact, and have committed to all their ocean targets. We acknowledge that our industry has an important role to play in achieving SDG6, and to ensure availability and sustainable management of water and sanitation for all. When it comes to water stewardship, the industry should lead from the front and continue to advocate for collective action and policy changes.

GANT is also a corporate partner to WaterAid, a non-profit that transforms the lives of the poorest and most marginalised people by improving access to safe water, sanitation and hygiene. Since 1981, WaterAid has reached over 28 million people with clean water and over 18 million people with the opportunity for good hygiene.

LOCAL WATER ACTIVITIES

We're also focusing on water locally. Through partnerships with local organizations, GANT is working to proactively protect the ocean from waste in the spirit of our Never Stop Learning credo.

Taking care of water in a local context is important to show that we can all proactively contribute toward protecting the ocean from waste pollution. Initiated in 2019, the GANT team cleaned in both Stockholm and London.

The Stockholm headquarters joined Städa Sverige in 2019 in a joint collaboration between our HR and sustainability teams in the spirit of our credo, Never Stop Learning. Employees helped collect waste and clean the neighboring area of the office. The London office joined Waterkeeper Alliance UK and cleaned the River Thames. We will continue to work with local water initiatives in 2020 in all our subsidiaries.






CONCLUSION

We are on our way towards improved water stewardship, a process that entails everything from protecting natural resources to offering advice to consumers on how to wash garments.

We see that there is a need to broaden the scope from the impact we have directly to all the indirect effects that the fashion industry has on both the environment and the communities around it. To create a holistic view we have decided on taking on the responsibility to both reduce the water impacts within our supply chain and to address general stress as well as setting contextual targets according to science.

We see great potential in taking on the water challenge that the whole industry is facing. We see that the best way to succeed is to work with collective action, both with other brands but also with other water knowledgeable organizations. We acknowledge that there is an urgent need for action. This is something that requires both immediate action as well as long-term strategies. That is why we are committed to increasing access to clean water and sanitation in the world. In 2030 GANT will be a brand known and loved for leading the journey to protect and safeguard drinkable, fishable, and swimmable water for current and future generations.



“If you don’t know where you’re coming from, you don’t know where you are going.”

BERNARD GANTMACHER

GANT