

GLOBAL LEADERSHIP AWARD IN SUSTAINABLE APPAREL

Sustainable Water Resources (SWAR)

Please summarize your initiative in less than 300 words:

Sustainable Water Resources (SWAR) is a pilot capacity building and technical support programme for 42 suppliers and sub-suppliers to Swedish brands Indiska, KappAhl and Lindex in India (Delhi NCR and Rajasthan). The programme was co-funded by the companies and the Swedish International Development Agency and is implemented by SIWI. The programme was terminated in March 2014 after 2 years of implementation – and is now scaled up to 5 different countries, including India, expanding its impact to 120 factories supplying 20 major Swedish brands.

Why have you launched this initiative / project? What problem are you trying to solve?

The SWAR project has been the birth child of a multitude of effort exerted since 2010 by the Swedish textile sector, the Swedish Government and the Stockholm International Water Institute (SIWI). The project has been conceived as a “learning process” to pilot a public-private model that would enable and empower factories to initiate and carry-on their own journeys towards sustainable production.

The reason we chose to pilot in North Western India is the extremely dire ground water situation in that region – with basin levels dropping beyond any other ground basin level in the World, and with pollution continuing to stagnate human development in the region.

Who is your target audience(s)?

We have built capacities on multiple levels through out the past two years:

- 1- We empowered CSR departments at brands with knowledge and tools to help them make the case for better business decisions.
- 2- We empowered factory management and workers with information, training, tools, and financing, thus creating a “mindshift” towards sustainable production.
- 3- We empowered local experts and consultants with knowledge and perspective in order to cater for the current and future market needs for sustainability consultations.
- 4- We have had dialogue to share best-practices with other companies, industries, academic institutions, brands, international programmes, local authorities, agencies, associations and other relevant stakeholders.

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How do you define success in relation to your initiative? By when?

The biggest proof of success has been achieved on two levels:

- 1- The programme created a “mindshift” towards sustainable production, and upon its termination, the participating factories created their own sustainability network to continue to collaborate, learn, and jointly create scale for further development.
- 2- The programme’s model was proven successful through a multitude of indicators, and has now scaled up to other regions in India, as well as China, Bangladesh, Turkey and Ethiopia to involve 120 suppliers and sub-suppliers to 20 Swedish brands.

Following is the result dashboard from the SWAR programme:

Results from the Delhi region, 2013

Indicator	Result	Target
Projects implemented	86	48
Water savings annualized	84.5 million Litres (6.6%)	3%
Electricity savings annualized	600 MWh (3.4%)	3%
Fuel savings annualised (Diesel and Pet-coke)	Approx 4% overall Diesel of 6,310 litres (1.42%) and Pet-coke 652 tonnes (4.5%)	3%
Chemical savings annualized	14% using RFT (640 tonnes of ETP dozing chemicals, 22 tonnes of dyestuff)	Get >10% of units to adopt chemical savings like RFT
Awareness generation and number of people engaged	4,023 through workshops (>60% of workforce) 40 active participants 24 ETP personnel trained	10 program champions in the workshop and awareness created with approximately 25% of all workers through general awareness session
Total Investment (one time)	Rs 1,311,887	
Total savings annualized	Rs 11,348,055 (1.7%)	3%

Results for the Jaipur region, 2013

Indicator	Result	Target
Projects implemented	10	8
Awareness generation and number of people engaged	23 active participants 2 CETP personnel trained	NA
Create assets that can be used with the industry at large	Launch of handbook for the industry	Create handbook for the industry
Minimisation measure adopted for chemical usage	1	At least 1 unit reconfiguring to reuse caustic

Results 2014, all units

Indicator	Results	Target
Measures implemented (completed)	244	54
Water savings (annualised)	284 million litres (7.1%)	3%
Electricity savings (annualised)	1,377 MWh + 169.5 MWh in pipeline (2.7 + 0.3%)	3%
Fuel savings (annualised)		3%
Diesel (at garment units)	4,471 litres + 21,790 litres in pipeline (0.5 + 2.6%)	
Pet-coke (at dyeing/printing units)		

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	1,486 million tonnes + 274 MT in pipeline (3.3 + 0.6%)	
Chemical savings (annualised)	3 [new] units using RFT 402 million tonnes of chemicals	>10% of dyeing units use RFT
Awareness generation and number of people engaged	9,435 workers (>70% of workforce)	10 program champions in the workshop and awareness created with approximately 25% of all workers through general awareness session
Total financial savings	50.4 million INR (3.1%)	5% savings of operational costs

Savings in resources 2014

	Water saving in kL per annum	Electricity saving in kWh per annum	Chemical savings in kgs per annum	Pet coke savings in tonnes per annum	Diesel savings in litres per annum	Man-hour savings	Machine-hour saving
Dyeing and printing factories	266,523	539,844	364,395	1,486,942	-	9,177	13,389
Garment factories	17,656	837,502	38,030	0	4,471	-	-

What actual water improvements have you achieved to date? Please provide evidence to support this.

As mentioned above, the programme SWAR saved 84.5 million litres of water (annually) during 2013, and 284 million litres of water (annually) during 2014. This is enough water to serve more than 15 Indian villages on an annual basis.

This was achieved through capacity building on efficient water, energy and chemical use combined with implementing projects at the factory level to increase the efficiency of resource consumption in a systematic, cost-efficient way through: water reuse, pollution prevention, and effluent treatment.

For example:

Installing stop-cock taps during 2014 saved 11 million litres of water annually. Reverse Osmosis reject recovery during 2014 saved 128 million litres of water annually. Effluent Treatment Plant discharge re-use during 2014 saved 28 million litres of water annually.

Evidence can be provided through exact measurements of water consumption meters, project implementation sheets for each implemented projects, and testimonials provided by the factories:

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TESTIMONIALS:

“We have developed our own video content after the SWAR awareness session. We intend to show this material on a projector screen to workers to continue the momentum gathered ...”, (medium-sized garment unit, Noida, Delhi NCR).

“We have also started announcements about resource conservation daily on our Public Address system”, (medium-sized garment unit, Noida, Delhi NCR).

Feedback collected from managers after one the workshops testifies that the participants were satisfied or very satisfied with most everything but the time allotted – they perceived the topics and invited experts as very relevant and useful but would rather dwell on a few subjects for a longer period of time. Most attendees found one or two new areas to focus on in their respective factories, such as investments in LED lighting and sewing machines with servomotors, both of which were shown to have great energy savings potential, and optimisation of boilers for water and energy savings.

Following are some of the answers collected in a survey about SWAR, conducted in October 2014:

“We are all get aware how and what importance is [of] saving water, energy and chemicals which is helpful in cutting down the factory costs.” “SWAR program has helped not only in terms of our savings but has helped all of us as to how we should all put in our best to conserve our natural resources. [For the future] this should be a continuous process of educating at every level of garment industry.” This unit claimed to have re-invested the financial savings from SWAR “in new and advanced technology towards conserv[ing] our meagre, natural resources,” (medium-sized garment unit, Noida, Delhi NCR).

“SWAR has given us time to think about things other than production and delivering pieces,” (small and medium-sized garment units, Noida, Delhi NCR).

“SWAR has added value in our organisation, [it] is a cost effective program and by this program we have saved money, time and reduce of wastages,” (small-sized dyeing unit, Okhla, Delhi).

Many also testified more in brief that SWAR has increased their (and their workers’) general awareness and knowledge about savings, and that this has led to financial gains. Several companies expressed that the recommendations that they valued the most from resource and financial savings perspectives were the reverse osmosis reject water reuse in flush toilets, meter installations, condensate recovery, and power factor correction. Such recommendations were easily related to monetary gains and functioned as direct incentives to take action.

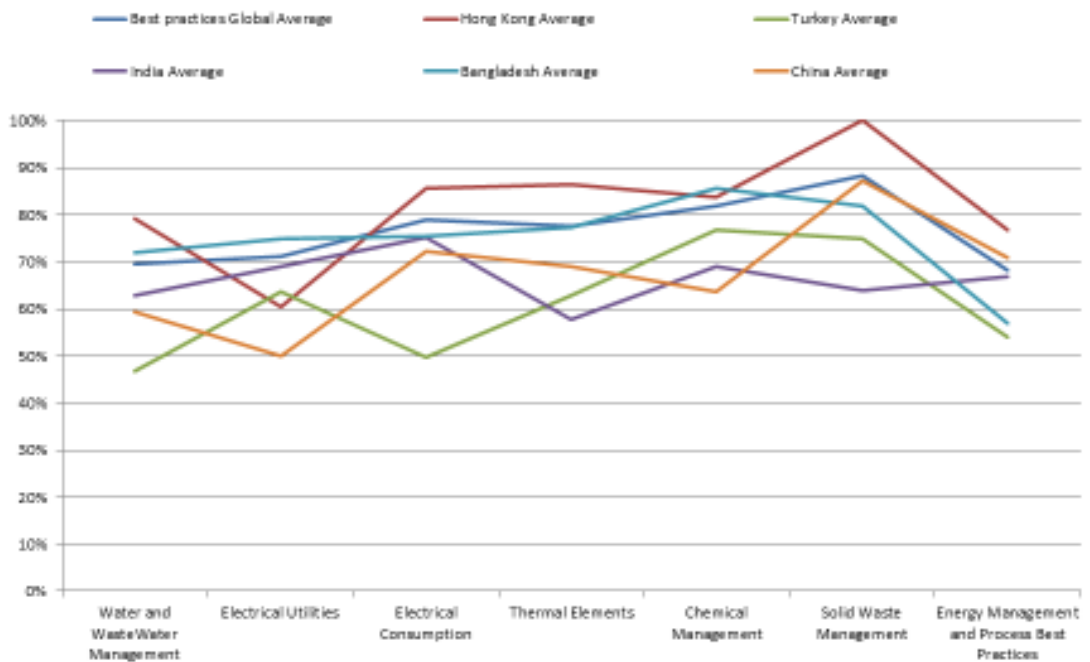
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What will you have achieved by August 27th, 2015, when the GLASA symposium and award ceremony takes place?

By that time, the scaled-up project in China, India, Turkey and Bangladesh would have completed establishing baselines at 120 factories, and factories would have gone through at least one round of workshops (out of three), as well as started implementing projects.

Currently the project has just established the levels of best-practices application at the factories, based on self-assessments that are validated. The result is as follows:

Region Average Comparison



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How replicable or scalable is your initiative / project? How easy is it for other actors working with the apparel industry to adopt your approach?

As mentioned, the programme has already been scaled up to 5 different countries, covering 120 factories, supplying 20 Swedish brands.

The model is financially sustainable in the sense that it uses catalyst funding from brands, factories and the Swedish government to create the platform that continuously develops investment cases for sustainability investments that give a clear ROI. The scale-up was designed basing economies of scale to minimize private investment risk and increase ROI base.

Through establishing local networks of collaborating factories on the above, local platforms are made available to engage more actors working with the apparel industry – connected to one global platform managed by SIWI and providing benchmark, policy, and business intelligence to all its actors.

What are the barriers or enablers needed to scale?

With the current scale (up), and with all programmes focusing on improving sustainable use of resources for “export oriented” factories – we are only scratching the tip of the iceberg. The real scale is in expanding beyond factories exporting to western brands, to include factories producing for other markets, including the local market. In order to do so, we have to:

- 1- Succeed in piloting our work with export-oriented factories in each country, thus providing clear cases for further expansion.
- 2- Work with governments to improve industrial water governance, transparency, and curb corruption.
- 3- Involve private associations of manufacturers (beyond exporter associations)
- 4- Continue to customize programmes and projects to each single factories based on measured and validated data at the factory unit.
- 5- Create market-competition on sustainable water use.

All of the above is a long process – that requires visionary organization, and mobilization of resources – in such a way that no single brand, initiative, or government can do on their own.

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Is your approach more effective than other initiatives that have similar goals? If so, how?

Yes. Our initiative puts water at the heart of resource efficiency and sustainable development – as we do in all our work with other international water issues such as transboundary politics, climate change mitigation and adaptation, economic benefit and cost sharing, and the water-energy-food-nexus.

Our approach goes beyond achieving measurable results to building capacities and empowering hundreds of thousands of people at brand, factory, and national levels.

It also uses a market-driven approach that creates demand for sustainable water use in production, based on real risk mitigation, and supplies management solutions to meet that demand.

What potential does this initiative / project have to significantly solve the water challenges affecting or caused by the apparel industry? Please be as specific as possible, including calculations or projections if at all possible.

Our programme builds on all efforts that have been exerted at national and international levels to create one global platform for understanding water challenges and risks, and actively working on mitigating them on the factory floor. Thus building a none-existing bridge between the global stewardship conversation and the specific realities on the ground.

Is there anything else we should know about your initiative that would highlight its importance and the leadership that has been required to establish and execute it?

Yes – collaboration. Nothing can be done without modest collaboration that connects workers at the sub-process level, to process and factory management, to the export markets, to the governments, to international stakeholders. Nothing is achievable without empowering genuine, modest, champions to collaborate on all these levels in a systematic way.

Where can I find more information about your initiative?

www.stwi.se

<http://www.siwi.org/?s=swar>

Press release: <http://www.siwi.org/news/swar-success-in-india/>

Interview in Dagens Industry (in Swedish) – Attached.

Report on Swedish Television (SVT) - <http://www.svtplay.se/klipp/2801809/svenska-kladkedjor-raddar-indiskt-vatten>