

A person is shown from the waist down, sitting in a tub of water. They are wearing a white long-sleeved shirt and orange shorts. The person's hands are visible, scrubbing a piece of fabric in the water. The water is clear and splashing around the person's legs. The background is a solid teal color.

Water collective action  
for the textiles sector

An aerial photograph of a forest with a complex, organic pattern of dark green and light green patches, resembling a cellular or fractal structure. The word "Filming!" is overlaid in the center in a bold, yellow, sans-serif font.

**Filming!**

# Introduction



Purpose of session – two key questions

- 1) Why should textiles companies work beyond their own impact reduction on water?
- 2) How can we better align our efforts on collective action in the textiles space?

Building on last year's textiles day at WWW

# What is collective action, and how is it special?



- Shared risks, shared solutions on water
- Water stewardship vs collective action – what's the difference?
- Multi-stakeholder groups and engagement with local and global governance



Who is working where on textiles?

# Voting system – calibrating questions

- Type of organization?
- Region/country?
- Are you currently doing collective action on water?



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# Type of organisation





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# What is your region?

## Type of organisation

- Other
- Financial institution
- Development org
- NGO/technical org
- Government org
- Supplier
- Brand



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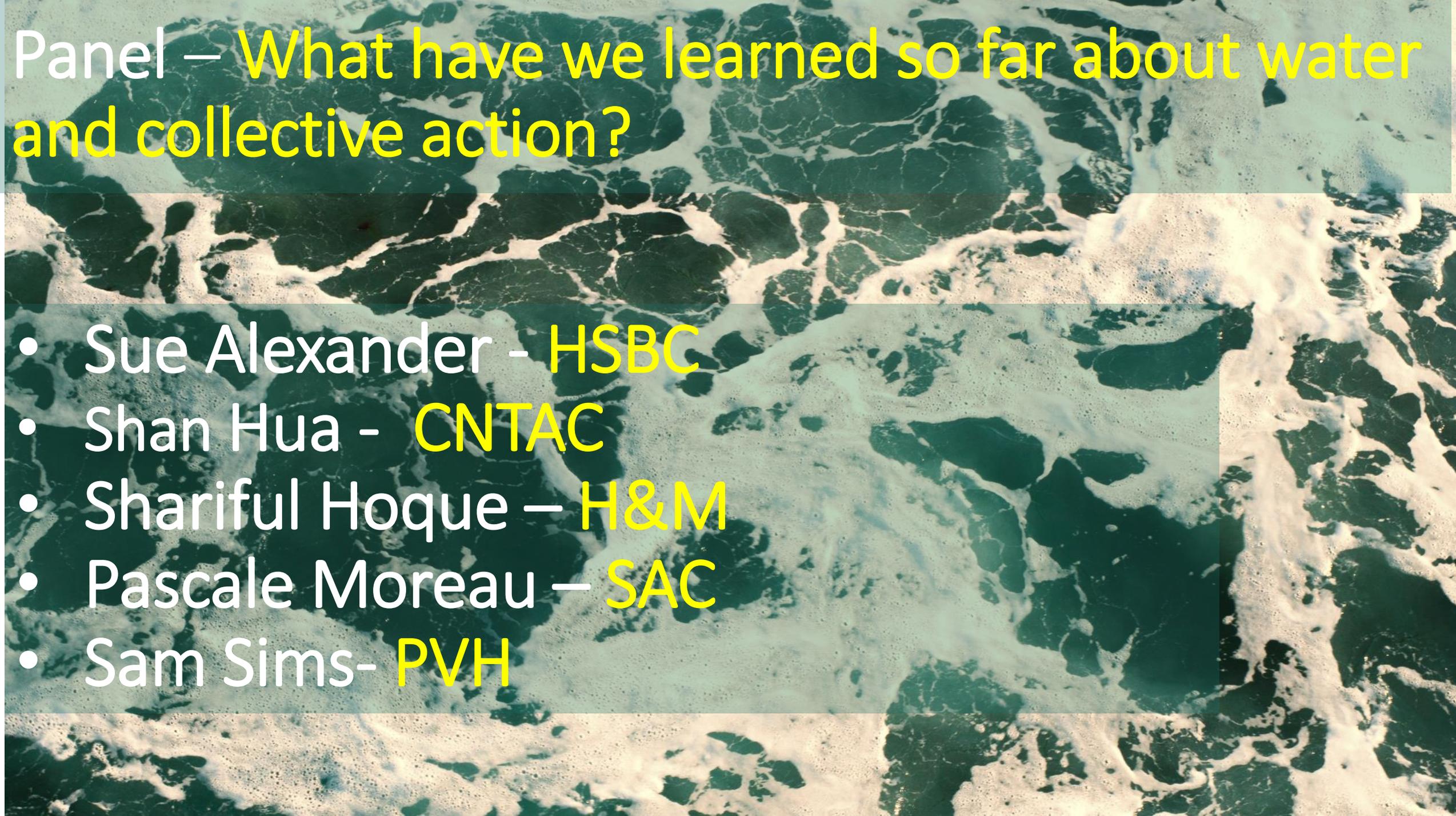
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# Are you doing collective action on water?



- Yes
- No
- I don't know what collective action is!



# Panel – What have we learned so far about water and collective action?

- Sue Alexander - **HSBC**
- Shan Hua - **CNTAC**
- Shariful Hoque – **H&M**
- Pascale Moreau – **SAC**
- Sam Sims- **PVH**

# Voting

- Will the textiles industry support collective action on water?
- What needs to happen to make things more effective?
- Should we be exploring alignment?



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# Will the textiles industry support collective action on water?



- Yes, there is a clear business case
- Maybe, but there are barriers
- No, this is unlikely to be a priority

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# What needs to change?

## Type of organisation

- Other
- Financial institution
- Development org
- NGO/technical org
- Government org
- Supplier
- Brand



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# Should we be exploring alignment?



- Yes, definitely
- Potentially, but it depends on the approach
- No, I think alignment is not the issue

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# What is the way forward?

## Variables:

- **Timeline** of activities
- **Geographical** scope
- Whether there is a **global ask** to participants
- Whether there is **local activation**
- **Scale of participation** from brands and sites
- Likely scale of the **direct impact**
- Strong or weak gathering of **information** on projects/orgs

# What is the way forward?

## Variables:

- Strong or weak **integration** between implementing orgs
- Strong or weak **alignment of goals** and impacts
- Centralized or ad-hoc **funding flows**
- **Potential cost increase**
- Any additional **structures** or layers needed
- Degrees of **organizational buy-in** needed
- What is the right profile for **owning the approach?**



# What are the barriers and potential problems?

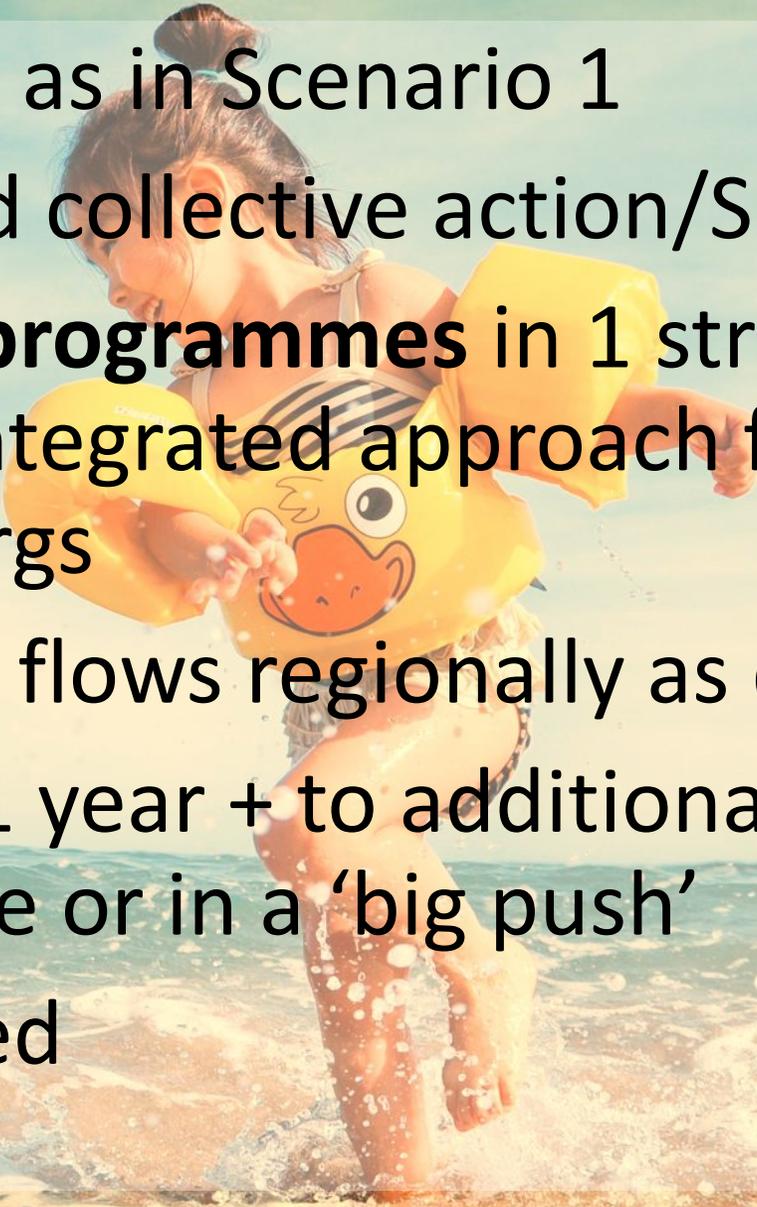
- Abigail Warner – CEO Water Mandate
- Shariful Hoque – H&M
- Roland Bernhard – Tommy Hilfiger
- Andre Lammerding – GIZ
- Byron Thayer - Levi Strauss & Co.



- 
- A close-up photograph of a hand reaching out and touching the surface of blue water. The hand is positioned on the right side of the frame, with the index finger and thumb touching the water. The water is rippling around the point of contact. The background is a soft, out-of-focus blue and green, suggesting an outdoor setting like a lake or ocean. The overall mood is calm and contemplative.
- Global **coordination of information** on collective action projects through an org like the SAC or CEOWM/WWF, open to all brands, funders, and implementers to foster joining and collaboration
  - Light org. buy-in just for sharing or hosting information
  - No central financial flows or structures/alignment
  - Flexible and allows for brands and implementers to partner up wherever makes sense
  - Leaves room for collaboration with other industries

**Scenario 1: Light touch**

# Scenario 2: Testing the waters

- Coordination of information as in Scenario 1
  - **Call to action** on textiles and collective action/SDG6 globally
  - **Pilot of deep alignment of programmes** in 1 strategic test location, with aligned and integrated approach from selected brands and implementing orgs
  - Potential for shared funding flows regionally as develops
  - **Scale up if successful** after 1 year + to additional project locations – either one by one or in a ‘big push’
  - Mid level org. buy-in required
- 
- A young girl with her hair in a bun is running through shallow ocean waves. She is wearing a yellow inflatable ring with a cartoon duck face on it. She is smiling and looking down at the water. The background shows a beach with palm trees under a clear sky.

# Scenario 3: Synchronisation

- Coordination of information as in Scenario 1
- Creating a **global dialogue space** to encourage collective thinking around water, governance and SDG6 for textiles
- Developing a **set of principles** or goals on textiles to help better create consistency and additionality
- Global coordination of information but **concrete collaboration happens organically at a local level** to align where possible and build off of organizational strengths
- Low- medium org. buy in needed, no real structural or hosting requirements, fairly quick and globally relevant, no affect on funding or process for projects

- 
- Coordination of information as in Scenario 1
  - **Creating cross-project dialogue platforms** in all strategically relevant locations or regions to bring together all interested parties, hosted by WWF or similar
  - **Sharing** and reporting on **technical and policy information** to strengthen all projects and informally align
    - **Shared ask to governance** where appropriate
  - Quick rollout, light org. buy-in required, no formal alignment or structures but coordination by 1 lead org in each place
  - Could link to global work - SDG6 or SAC policy workstream?

## Scenario 4: Creating safe spaces

# Scenario 5: Into the deep

- **Specific, global mechanism created to channel funding and alignment** on textiles water collective action
- Global funding, information and support flows through a **central function that distributes to various implementers** on ground and convenes a global or regional forum for dialogue
- Agreed impact measures, approaches and iterative alignment strongly encouraged between organisations taking part in the coordination mechanism
- Potential to anchor with the Apparel Impact Institute or similar
- Longer timeline and higher institutional buy-in required

# Voting

Do you have a favourite scenario? Which one?

A close-up photograph of a hand gently touching the surface of blue water.

Scenario 1:  
light touch

A person in a yellow inflatable ring is in the ocean, testing the waters.

Scenario 2:  
testing the  
waters

A swimmer is in a pool lane, with a lane line visible in the foreground.

Scenario 3:  
agreeing  
lanes

An aerial view of a swimming pool with a white lane line cutting through the water.

Scenario 4:  
safe spaces

A close-up of white, foamy water splashing.

Scenario 5:  
into the  
deep

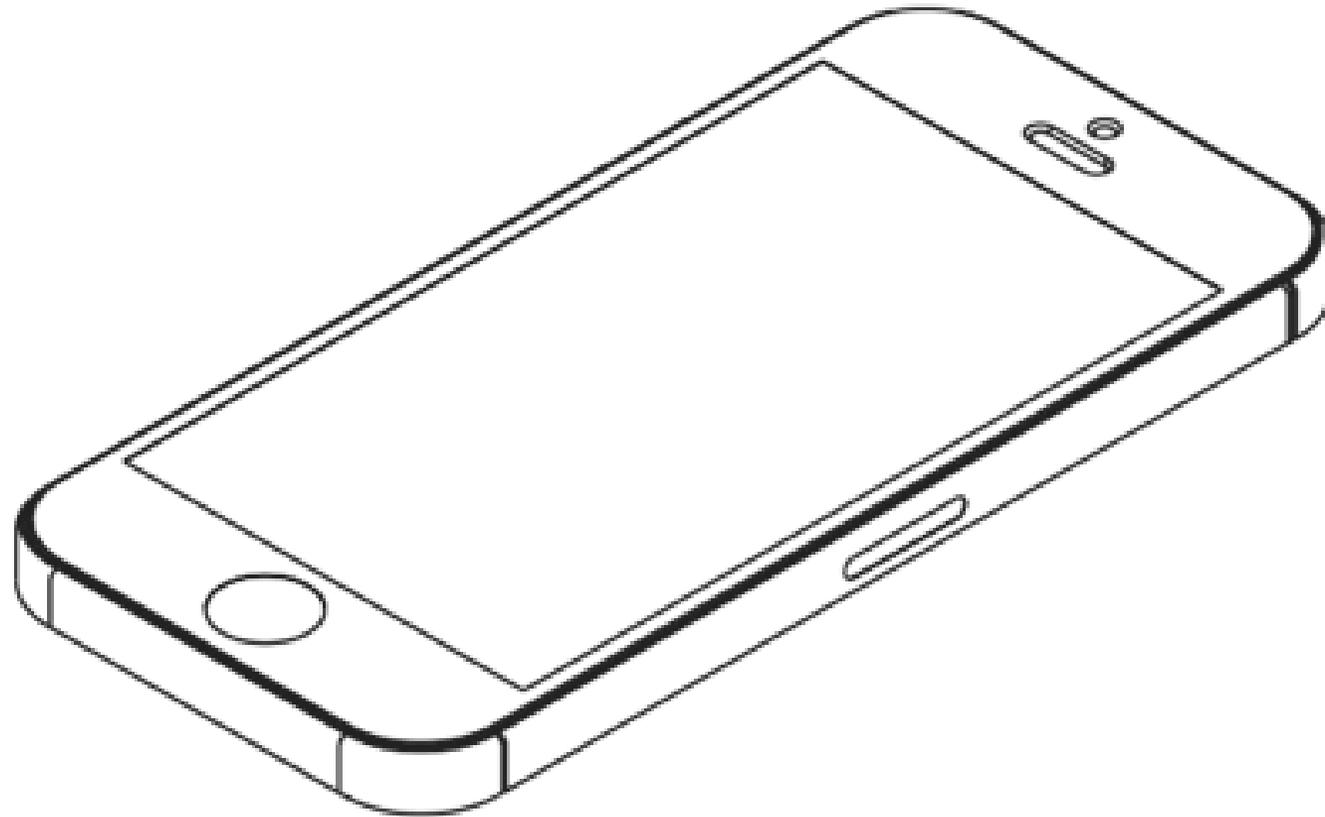
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# Voting

Which variables matter most?

Vote on each option (and leave out an answer if you think the variable is not important!)

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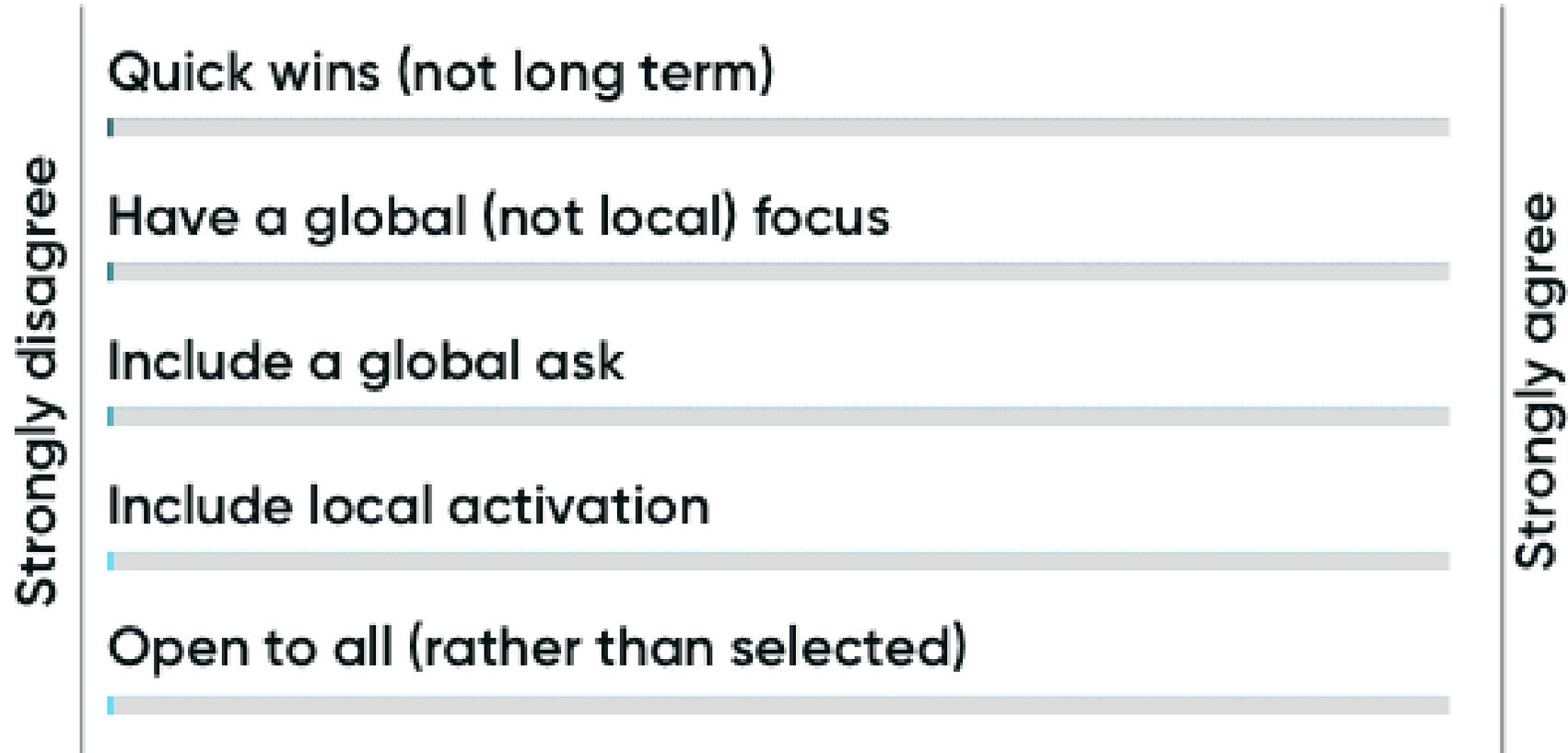


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# Efforts to align should be...



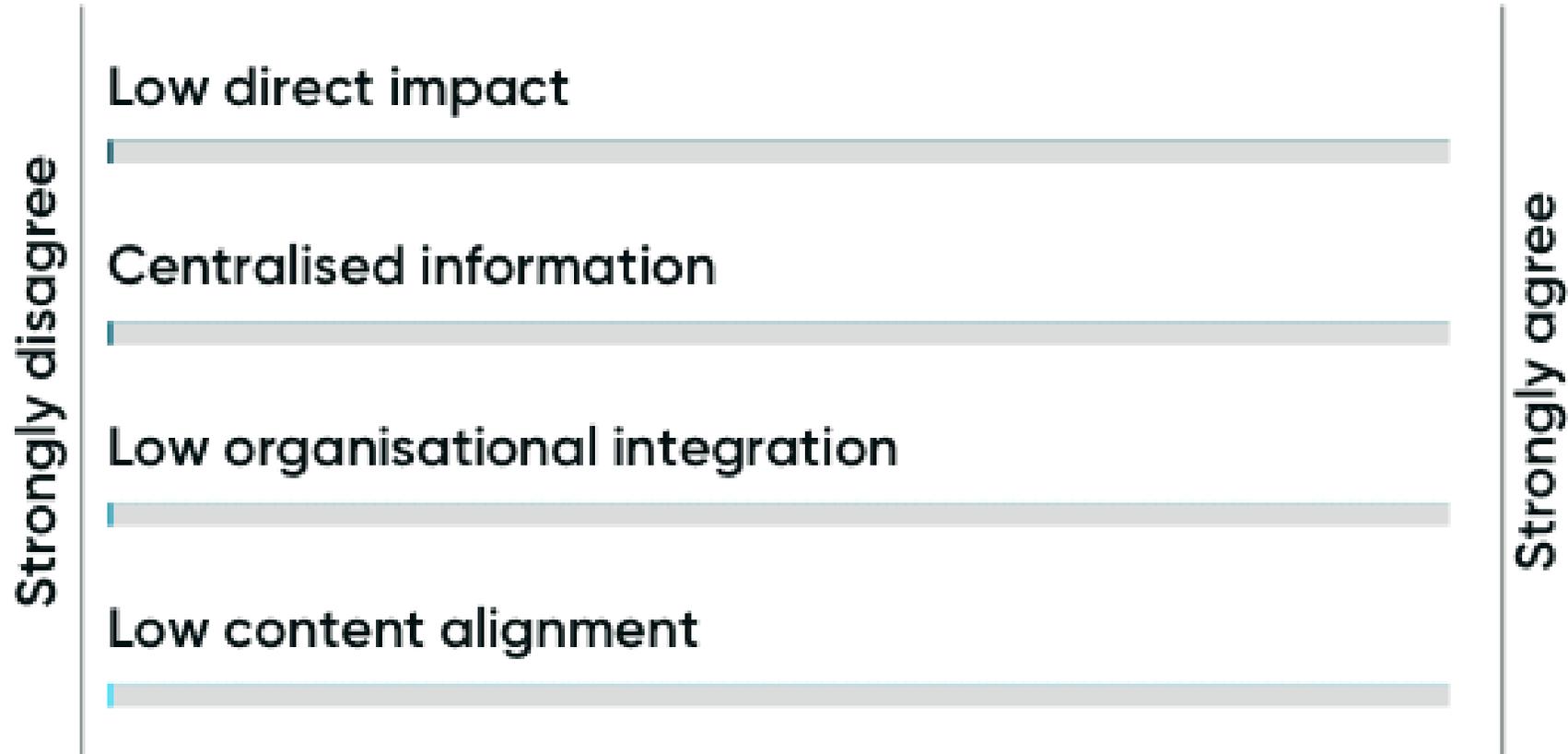


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# Efforts to align should be....



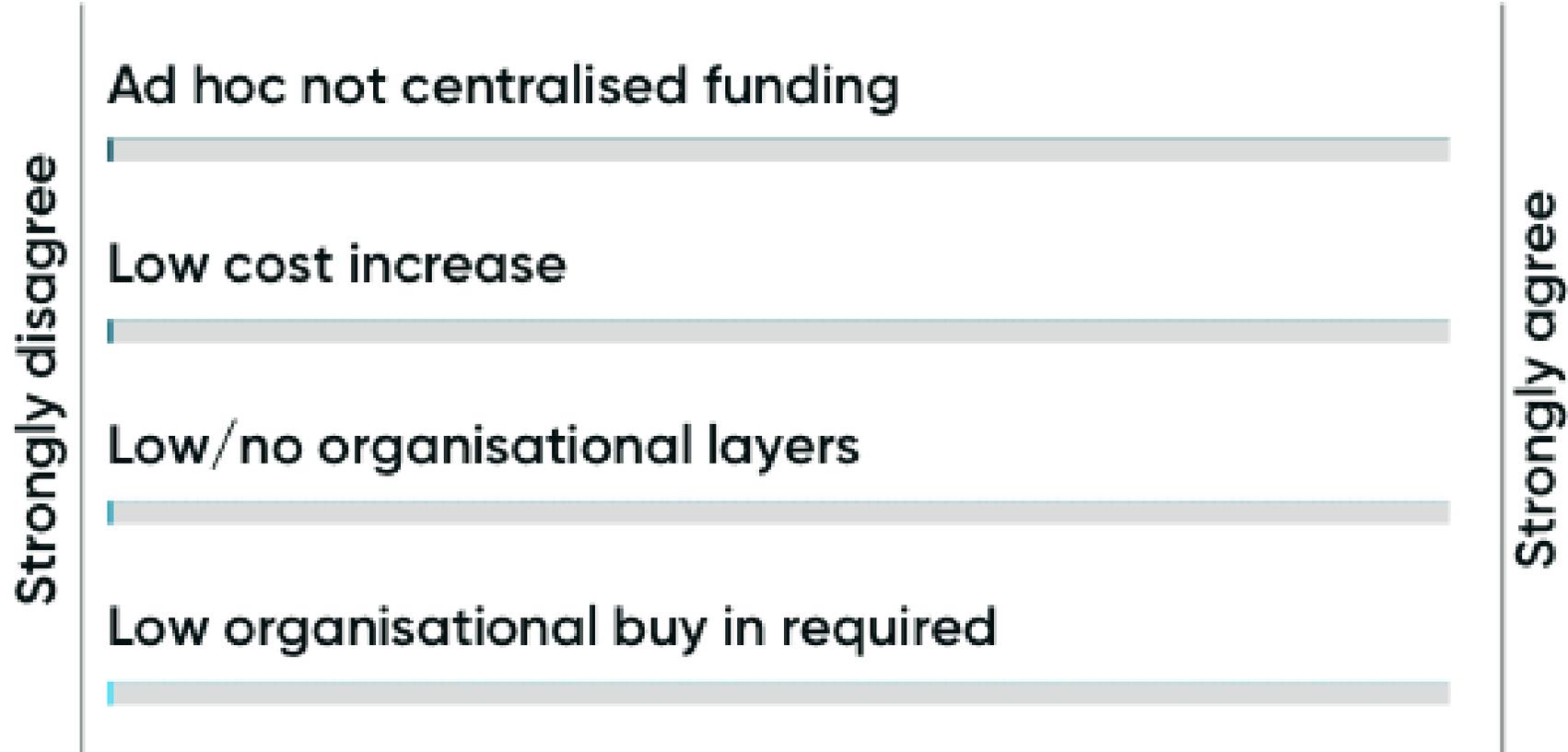


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# Efforts to align should be....





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# 'Ownership' should sit with....

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An industry  
body

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An  
NGO/technical  
org

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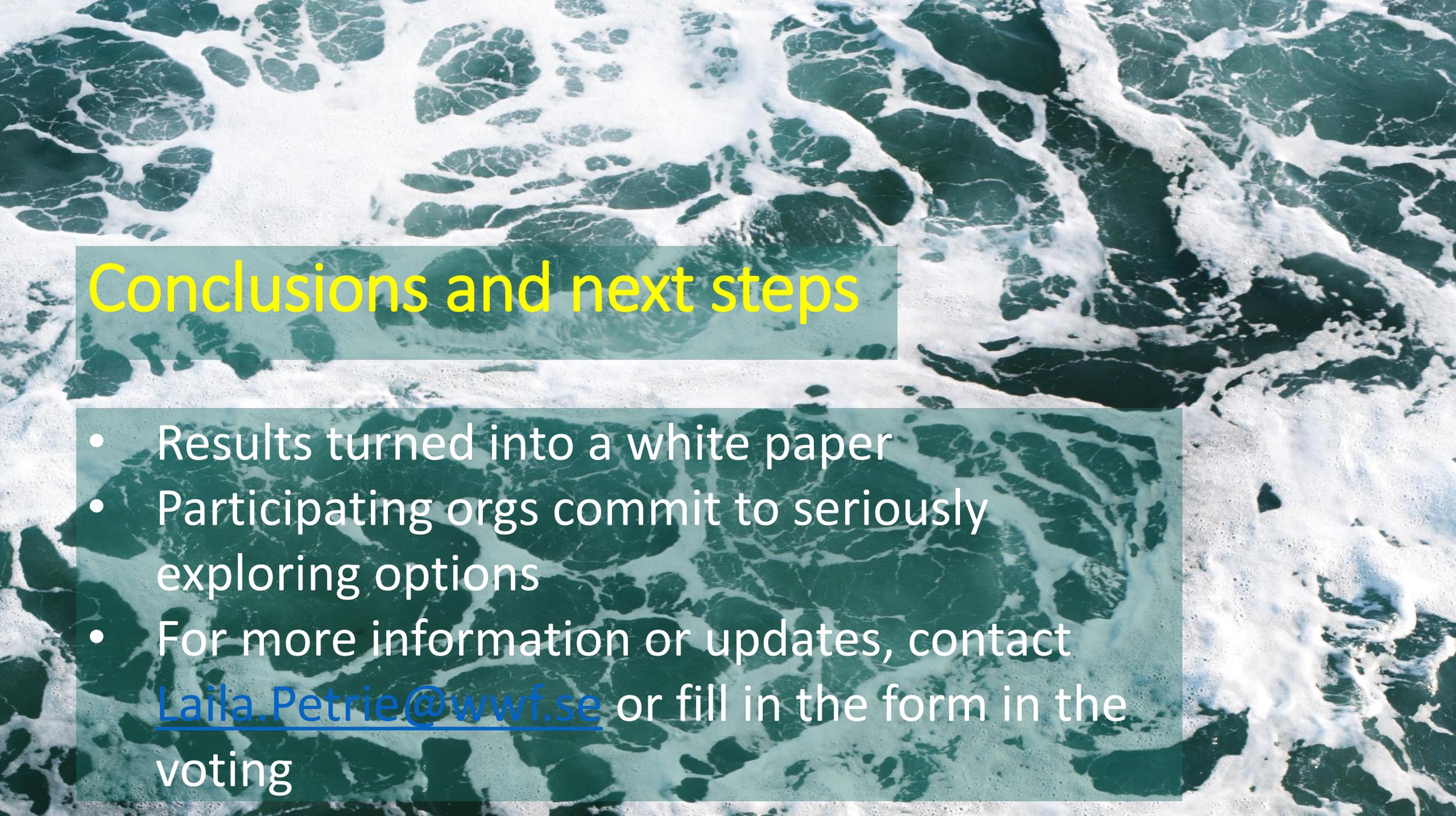
A development  
org

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A government  
org

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A brand



## Conclusions and next steps

- Results turned into a white paper
- Participating orgs commit to seriously exploring options
- For more information or updates, contact [Laila.Petrie@wwf.se](mailto:Laila.Petrie@wwf.se) or fill in the form in the voting