



Mindful Fashion  
New Zealand

# CLIMATE ACTION TOOLKIT

## Mindful Fashion launches Climate Action Toolkit

**Learn how to measure your carbon emissions and develop reduction strategies using our Toolkit and Guides developed for clothing and textile businesses.**

We're excited to unveil the Mindful Fashion Climate Action Toolkit for clothing & textile businesses in New Zealand. It's designed to support and guide businesses to get started on their carbon reduction journey.

Developed using insight gained from our pilot Climate Action programme run in 2022 with ten Mindful Fashion members, the Toolkit provides industry specific guidance and tools to educate and enable businesses to measure their organisational emissions and develop reduction strategies.

Our CE Jacinta FitzGerald says, "Our pilot programme proved the case when we saw businesses taking immediate action to change policy and behaviour once they understood where their emissions were being generated. The Toolkit we've developed will be useful for businesses across the entire fashion and textiles industry to kick start their carbon reduction journey. It's no longer a nice to have, it's a necessity."

### Climate Action Toolkit

The Toolkit provides a step by step guide to measure emissions & develop reduction strategies.

## Toolkit Contents

- Checklist
- Climate Action Guide Part 1 - Understand
- Climate Action Guide Part 2 - Measure (members only)
- Climate Action Guide Part 3 - Reduce (members only)
- Data Collection Spreadsheet Tool (members only)
- Climate Action Roadmap for Business (members only)

## View/Download Toolkit

- **Members:** [Download the full Toolkit](#) in our members resources section.
- **Non-members:** [View the Toolkit](#) and download available resources.

*\*\* To reset your login details please email Saïda ask@mindfulfashion.co.nz*

Watch this space as we will soon announce the next steps in our Climate Action Programme!



**JOIN US ONLINE  
TO LEARN MORE!**

Get started on your Climate Action journey!

**Join us online to find out how the Toolkit can help your business get started.**

We'll give you an overview of the tools and resources in the Toolkit, outline the step-by-step process to get started, and find out how we can support you on your climate action journey.

Learn what's involved in measuring your carbon footprint and developing reduction strategies, and hear from businesses that took part in our Climate Action Programme in 2022.

**Tuesday May 30th | 11.30am - 12.30pm**

[Register here for the online event](#)

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# PILOT PROGRAMME REPORT

## Findings from our Pilot Programme

### **Businesses taking Climate Action**

In 2022 we ran a successful Climate Action Programme, taking a cohort of 10 MFNZ member businesses through the process of measuring their carbon footprints and developing reduction strategies. We learned a lot about what support businesses need on the ground to get going, and developed some useful resources that we are eager to share with our members.

### **Findings from our pilot suggest that:**

- There is enormous interest and appetite within SMEs to measure their carbon footprint, in order to support emissions reductions activities.
- The upskilling and capacity-building required can be a barrier.
- Key drivers for climate action are its importance to both staff and to customers.

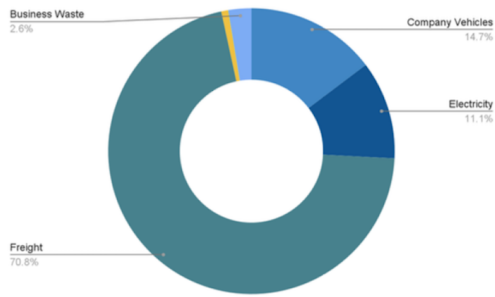
### **Outcomes and Impact**

Our programme educated and upskilled 28 individuals directly and over 150 indirectly. We also saw immediate innovation and action from businesses once they started to collect activity data and understand which activities were contributing to their footprint. This happened in three ways:

1. Most businesses immediately started to implement better data management systems to make collection of activity data easier for future measurements.
2. Quick wins were identified during the data collection and measurement process and acted on as soon as practicable, if not immediately.
3. Longer term strategies were identified, costed, planned and are now starting to inform decision making.

### **Where are emissions occurring?**

FIGURE 2: Average Emissions by Activity | 2021-22FY



We benchmarked data from participating businesses to see where emissions are most significant in the industry. Averages show that freight emissions make up the biggest proportion at 71%, followed by company vehicles 15%, electricity consumption 11%, business waste 3%, and business travel 1%.

[Read more in our Pilot Programme Report.](#)

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Learn from businesses that took part...



## RUBY

*"Going through this programme has helped us find great clarity about where we need to focus our attention. We found that the biggest proportion of our emissions came from freight and waste to landfill which was consistent with many others. What stood out was that whilst airfreight may only make up say 24% of our freight activity it can create 90% of the freight emissions."*

[Read more from Emily at Ruby here.](#)

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## DALSTON

*"This is our first year of measuring our emissions, and we have not included emissions from our fabric suppliers, trim suppliers, cutters, makers or other clothing labels that we sell through our store. Connecting with all these suppliers to obtain reporting on their emissions will be challenging."*

[Read more from Jules at Dalston here.](#)

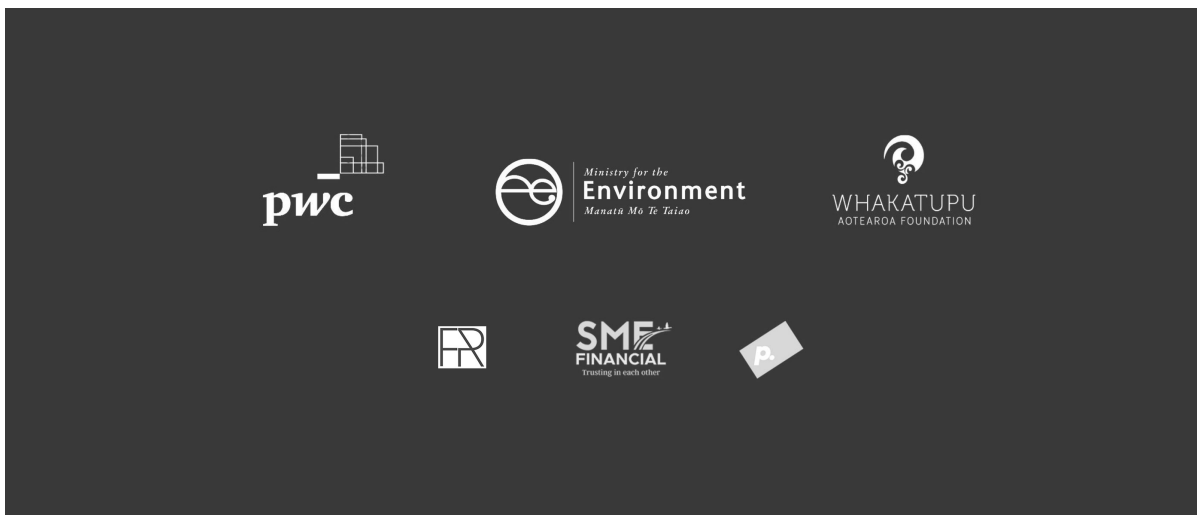
[Start your journey now!](#)

Mā te wā,

The Mindful Fashion Team



Our work is possible with the support and collaboration of businesses across our network, including the following:



Mindful Fashion New Zealand

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