

# THE NATURE OF FASHION

WEBINAR 3: SCIENCE-BASED TARGETS FOR NATURE

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WHERE WE HAVE GOT TO ....

# WEBINAR SERIES

- **Webinar 1: Some Fundamentals**

- What is Biodiversity? *Living Nature: genes, species, ecosystems, nature's contribution to people*
- How do you measure it? *Species & ecosystems: Where? How much/many and in what condition ?*
- What is the context for conservation of Biodiversity? *Convention Biological Diversity (CBD) & importance of company engagement on 'global goals'*

- **Webinar 2: Measuring Biodiversity**

- Looking across supply chains: BIM – *'risk analysis' / raw material sourcing.*
- Site-based (e.g. farm, forest, mine, building site, etc) – *multiple approaches & using the 'mitigation hierarchy'*
- Understanding impacts on species (supply chains & sites) – *IUCN's STAR metric*
- Power of global data-sets – *impacts of cotton & beef production on different 'types' of biodiversity*

- **Webinar 3: 'Deep-dive 1: Science-based Targets for Nature**

- **Webinar 4: 'Deep-dive 2: Meeting your commitments and planning your actions**



# YOUR ENGAGEMENT

**203+**

Individuals  
Engaging with  
Nature of  
Fashion  
Webinar Series

**18+**

Questions  
answered  
online, in  
surveys and  
over email

**80%**

Fashion Pact  
Companies  
engaged online



# YOUR FEEDBACK & QUESTIONS, YES PLEASE!

- Is it possible to compare the impact on biodiversity of natural fibers as cotton (for example with land occupancy) with artificial fibers that come from oil?
  - *Yes, but would need to consider not only 'land' but a full range of indirect ( e.g. GHG, micro-plastics etc) as well as direct (e.g. impacts of oil exploration, extraction, processing) for it to be a relevant comparison.*
- Does the EP&L help in mapping biodiversity impact?
  - *Yes, it helps through estimating potential indirect impacts through GHG, water use, air & water pollution and direct impacts through loss of ecosystems through 'Land use change' in raw materials. However, there needs to be more detailed & updated analyses of impacts on species & ecosystems to design appropriate actions.*



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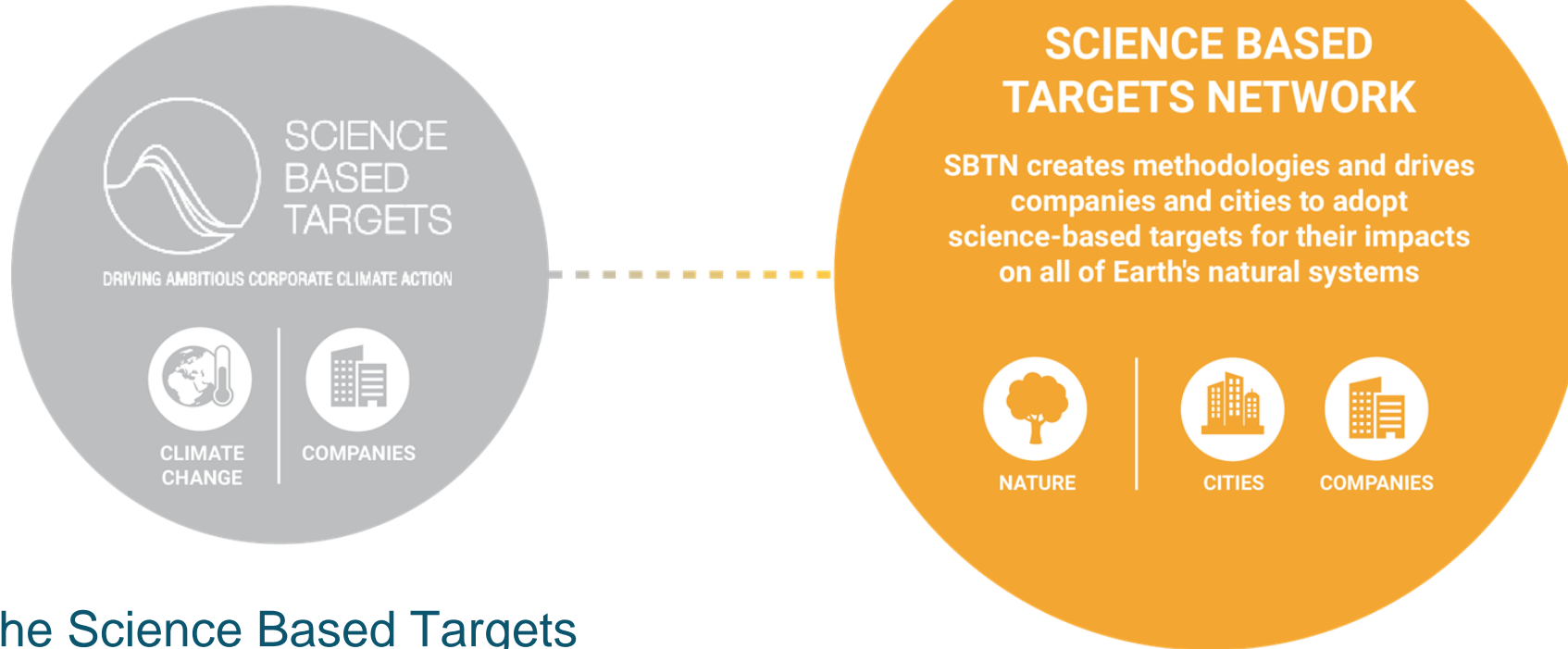
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# THE SCIENCE BASED TARGETS NETWORK

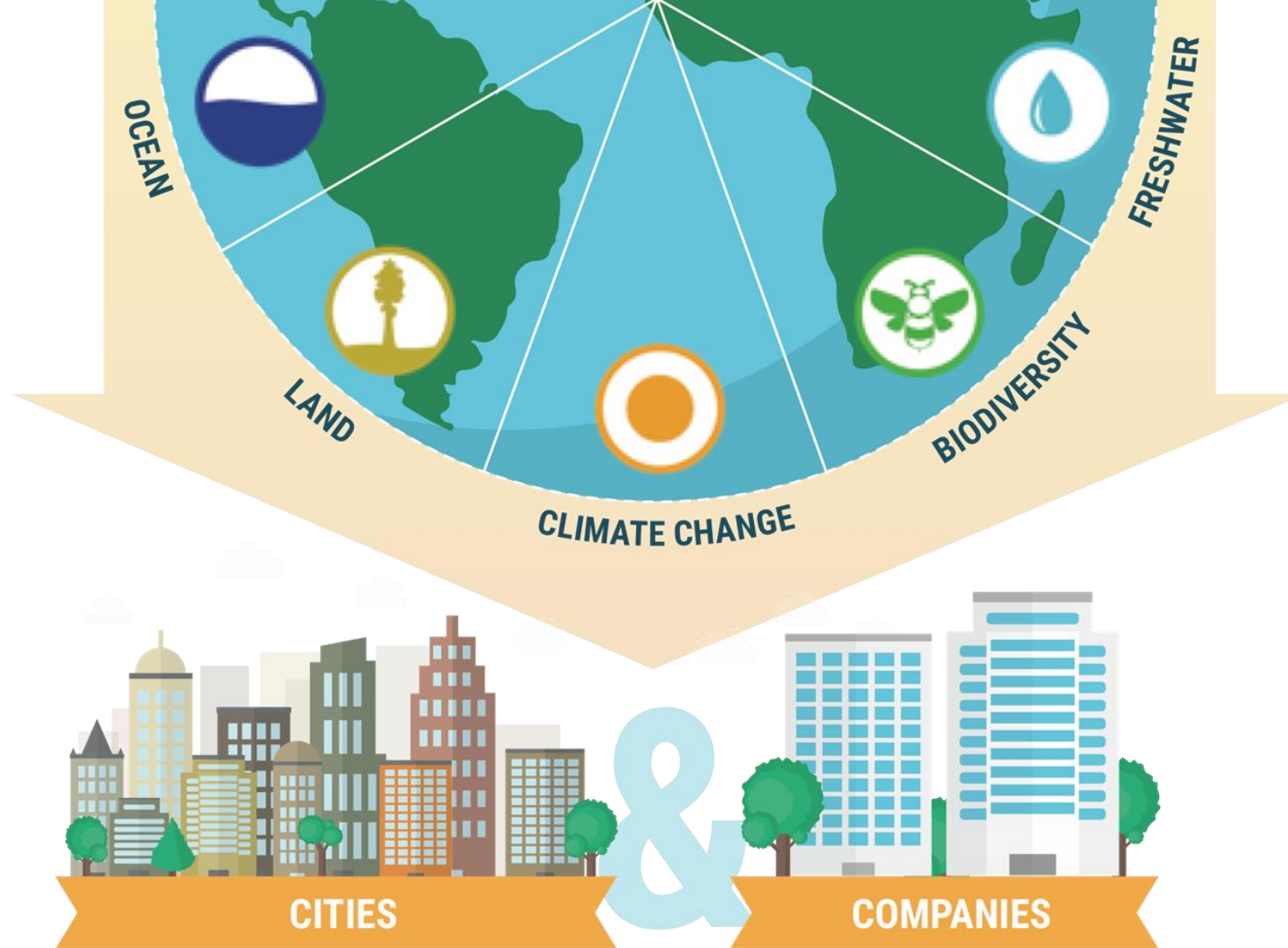


The Science Based Targets Initiative (SBTi) focuses on climate change and companies.

The Science Based Targets Network (SBTN) is expanding to nature and cities in addition to companies.

# POWER OF COLLABORATION AND CONSENSUS





# WITHIN EARTH'S LIMITS

SBTs mean doing enough to maintain  
Earth's Life Support Systems -- upon  
which all life depends, and upon which  
the economy is based.

“

Our research shows that \$44 trillion of economic value  
generation – over half the world's total GDP – is  
moderately or highly dependent on nature and its services.

”

-World Economic Forum

# VISION

A global economy in which companies and cities **operate within environmental boundaries** on a socially equitable basis through the setting of **science-based targets** (SBTs) to reduce their impact.

## Mission:

- SBTs for cities and companies on all Earth Systems by 2022
- Widespread adoption of SBTs for Nature / Water, Land, Ocean, and Biodiversity by 2025
- Deliver progress towards SDGs and global policy milestones

# TWO TRENDS DRIVE OUR FOCUS

Companies and cities want their activities to be "part of the solution"

Inaction leads to risk of collapse → no option but to transform

# IN THE CONTEXT OF COMPANIES

Companies setting science-based emissions reduction targets through the SBTi are already benefiting from:

- Increased innovation
- Reduced regulatory risk
- Strengthened investor confidence
- Improved profitability and competitiveness in the long run

“

*We needed a new way of thinking that went beyond measuring impact and reduction targets based on efficiency or feasibility. We wanted targets that are safe and fair for the planet.*

-Greet Vanderheyden, Senior Sustainable Development Manager, Alpro

”

# DOES YOUR COMPANY KNOW ITS PRIORITY IMPACTS AND DEPENDENCIES ON NATURE?



Please answer yes or no.



WHAT IS THE EQUIVALENT OF  
1.5°C FOR NATURE?

# A GLOBAL GOAL FOR NATURE AND PEOPLE

Restoring nature for human prosperity and equity, avoiding the climate and ecological crises, and providing a healthy planet for future generations



Zero Net Loss of Nature  
from 2020



Net Positive by 2030



Full Recovery by 2050



# INTERIM GUIDANCE ON SCIENCE-BASED TARGETS FOR NATURE\*

\*Name TBD

*The Science Based Targets Network is part of the [Global Commons Alliance](#), a network of organizations, businesses and governments aiming to positively transform the world's economic systems and protect the global commons.*

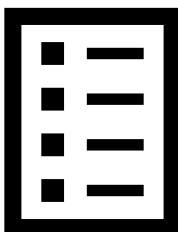
# INTERIM GUIDANCE AT A GLANCE

1. **Why** SBTs for nature?
  - a. Global goals for climate and nature, role of companies and cities
  - b. State of nature and its contributions to people
  - c. What's at stake for business
2. **What** are SBTs for nature?
  - a. Overview of key concepts and principles of SBTs
  - b. How companies can begin to take action
3. **How** to set SBTs and act for nature: A (interim) step-by-step guide
  - a. 5-step guide
  - b. Illustrative example
4. **When** will I be able to set SBTs for nature?
  - a. What can I do today, and tomorrow?

# SBTN INTERIM GUIDANCE WILL TAKE THREE FORMS



Product Form	Length	Content	Target Audience
Executive Summary	<5 pages	<p>High level on: <b>Why</b> SBTs?</p> <p><b>What</b> are SBTs?</p> <p>Key steps and concepts for <b>how</b> to set SBTs</p>	C-level
Interim Guidance	30-50 pages	<p><b>Who</b> is the SBTN &amp; GCA?</p> <p><b>Why</b> SBTs?</p> <p><b>What</b> are SBTs?</p> <p><b>How</b> to set SBTs, broken into key steps and concepts</p>	CSOs + sustainability officers; NGO stakeholders; etc
Technical Annexes	50-100 pages (split into thematic sections)	Mostly detail on <b>how</b> to set SBTs, and the science behind them	Consultants; deep dive sustainability staff



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# WHAT ARE SBTS FOR NATURE?

# DEFINING SBTS

## SCIENCE-BASED TARGET:

Voluntary, measurable, and actionable targets aligned with biophysical limits (**safe**) and societal sustainability goals (**just**)

### SCIENCE

*Biophysical limits and 'Societal sustainability goals'* -- a set of higher level sustainability goals / targets defined by a combination of environmental science and societal risk tolerance, at the relevant level of governance

### BASED

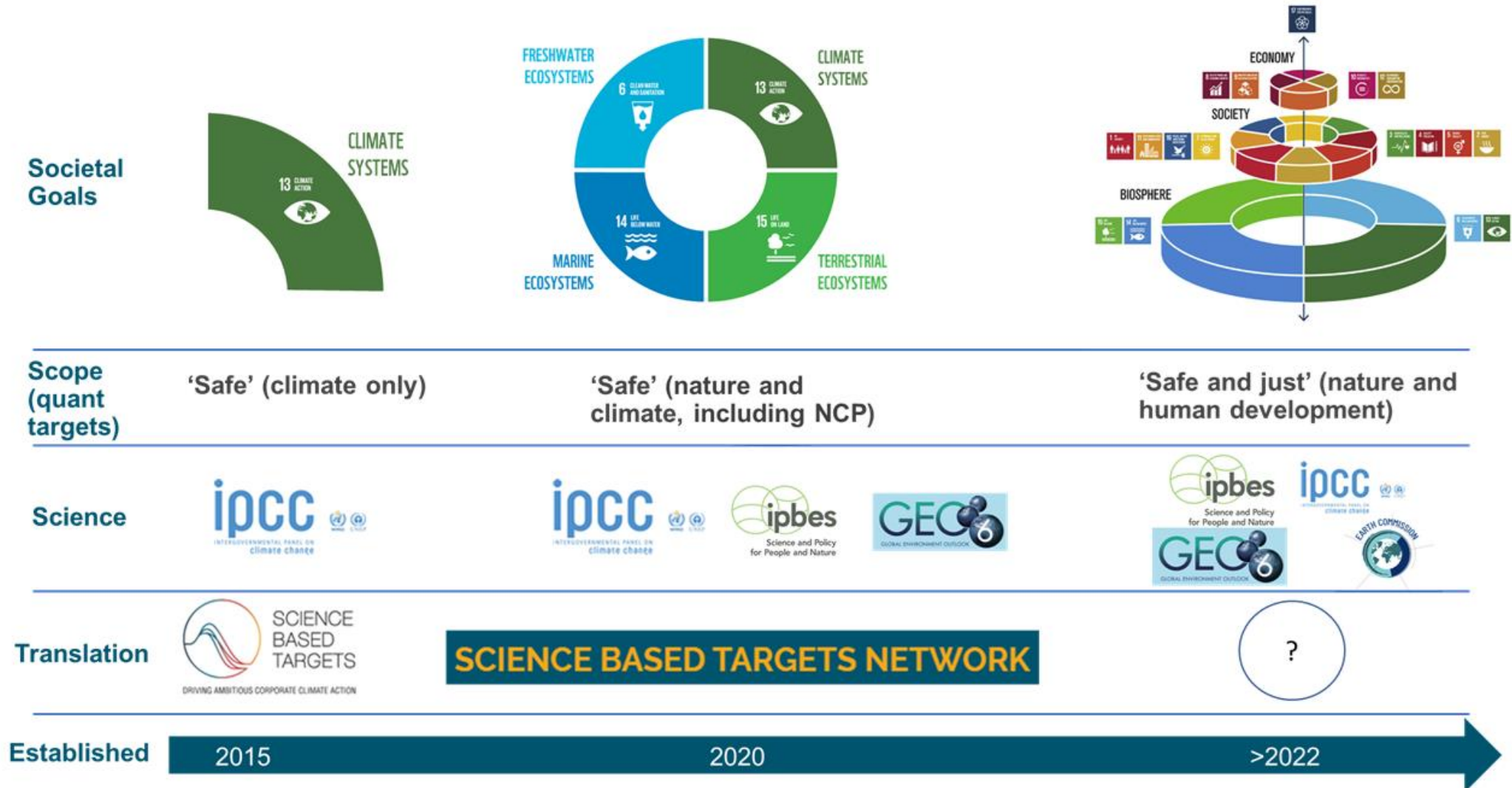
*'Aligned with'* -- the scope and ambition of the target at actor level is aligned with the ambition of the underlying societal goal/target

### TARGETS

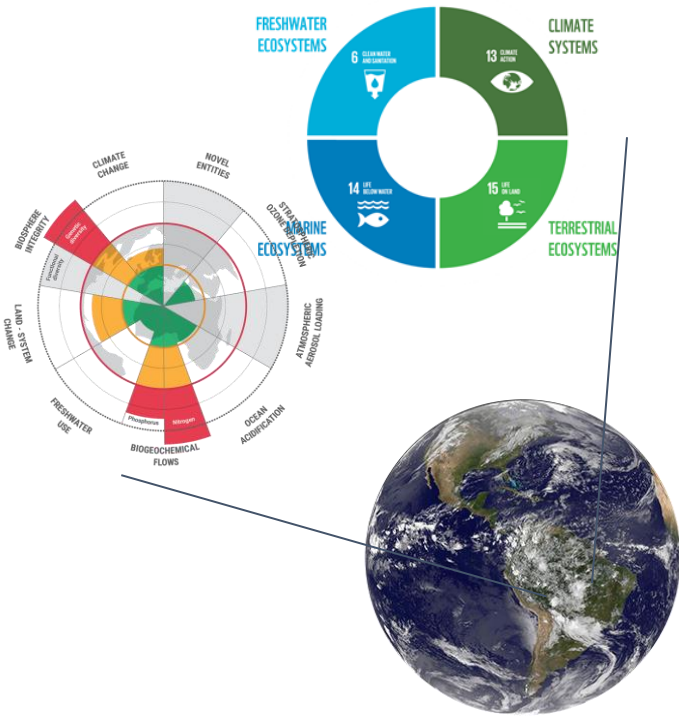
*'Voluntary, measurable, and actionable targets'* -- actors must be able to measure a baseline, take action, and track progress with a reasonable level of effort



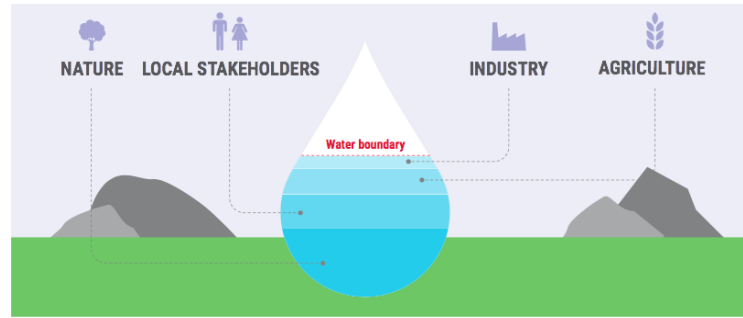
# 'SOCIETAL GOALS': SBTS FOR CLIMATE, NATURE



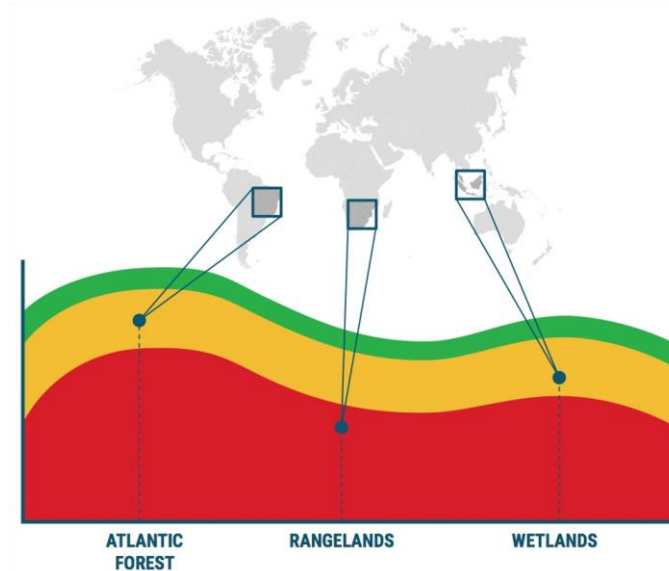
# DEFINING “ALIGNED WITH”: TRANSLATION



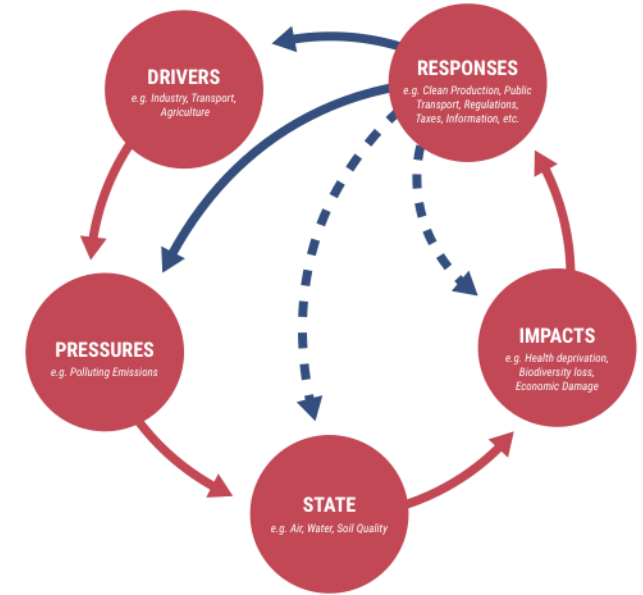
**DOWNSCALING**



**ALLOCATION**



**PRIORITIZATION**

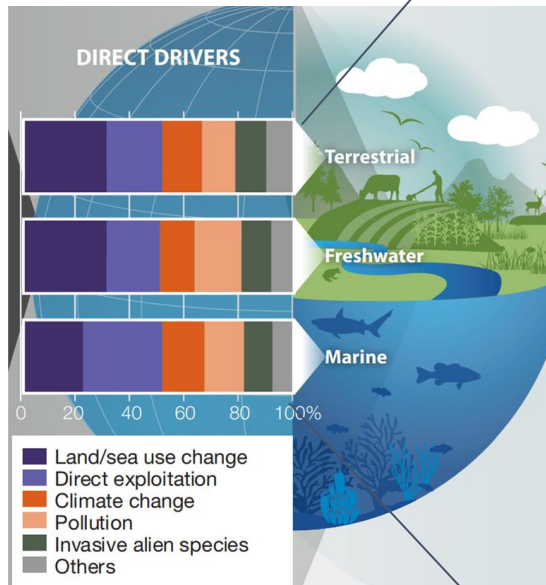


**ACTIONABILITY**

# DEFINING 'MEASURABLE AND ACTIONABLE': PRINCIPLES

- **Practical:** Companies can measure their impacts and track performance without excessive cost/effort, using accepted standards and indicators, and ideally, open source data and tools
- **Controllable:** companies have control, or at least significant influence, over the value of the indicator measured, which enhances action planning and target achievement
- **Traceable:** It is possible to assess in advance (with relative certainty) how different potential actions will affect the indicator
- **Incentives:** The indicator incentivizes the right actions in the right places, or at least does not lead to perverse incentives
- **Science-based**, in both scope and ambition terms:
  - **Science-based scope:** collectively the indicator set covers a large percentage of the company's impacts (and dependencies) on nature
  - **Science-based ambition:** it is possible to measure alignment of the indicator with ecological limits and societal sustainable goals

# ‘MEASURABLE AND ACTIONABLE’: MEASUREMENT FRAMEWORK (DRAFT)

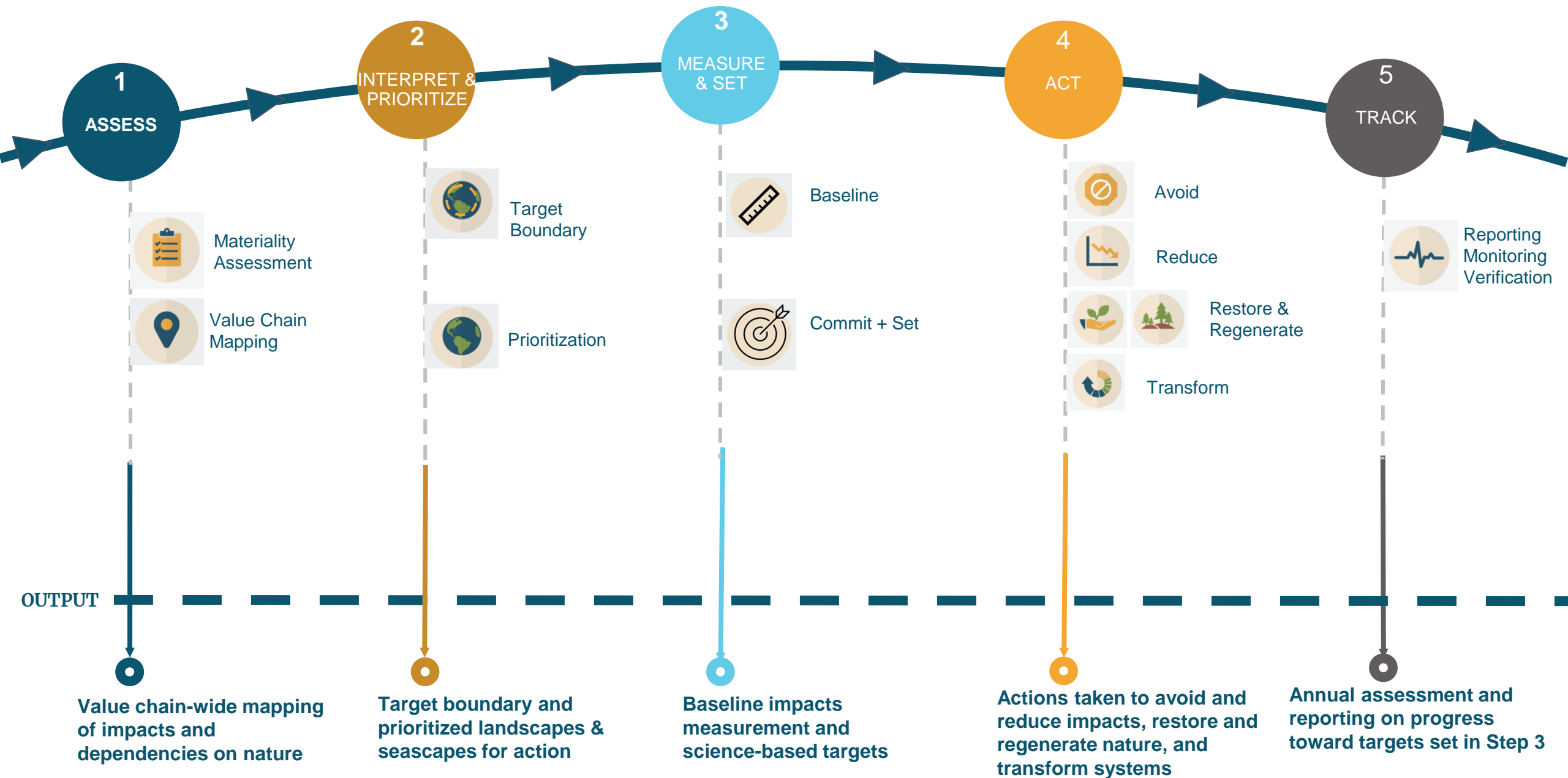


	Land/Terrestrial Ecosystem & Species			Water / Freshwater Ecosystems & Species			Ocean / Marine Ecosystems & Species		
	Impact Driver	Indicator	Readiness	Impact Driver	Indicator	Readiness	Impact Driver	Indicator	Readiness
Land/Sea Use Change	Land Conversion	Deforestation (ha)	Baseline + Set Targets				Coastal Development / Infrastructure	?	?
		CO <sub>2</sub> from deforestation (tons CO <sub>2</sub> )	Baseline						
		Non-forest conversion (ha)	Data Gathering						
		Infrastructure Development (km, ha)	Data Gathering						
	Land Degradation	Net Primary Productivity (kg C/ha/yr)	Baseline						
		Soil Erosion (kg soil loss/yr)	Data Gathering						
		Soil pollution (kg pollutant loading; LCIA methods)	Baseline						
		Soil carbon (tons C/ha)	Data Gathering						
Direct Exploitation				Freshwater withdrawal	m3 water	Baseline	Overexploitation of marine resources	Fish catch	Baseline
				Freshwater use	m3 water	Baseline	Fishing practices	Certifications	Baseline
				Freshwater discharge	m3 water	Baseline			
Climate Change	GHG Emissions	GHG Emissions	Baseline + Set Targets	GHG Emissions	GHG Emissions	Baseline + Set Targets	GHG emissions	GHG emissions	Baseline + Set Targets
							Acidification	CO <sub>2</sub> emissions	Baseline + Set Targets
Pollution				(Various) water pollutants	kg pollutant loading; LCIA methods	Baseline	Marine pollution	various pollutants	kg pollutant loading; LCIA methods
Invasive Species							Marine invasives	?	?

**NB:** Targets on *pressures* supplemented with *responses* (best practices, restoration) and in some cases *state* monitoring

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# HOW TO SET SBTS FOR NATURE



# HAS YOUR COMPANY SPATIALLY MAPPED ITS VALUE CHAIN?



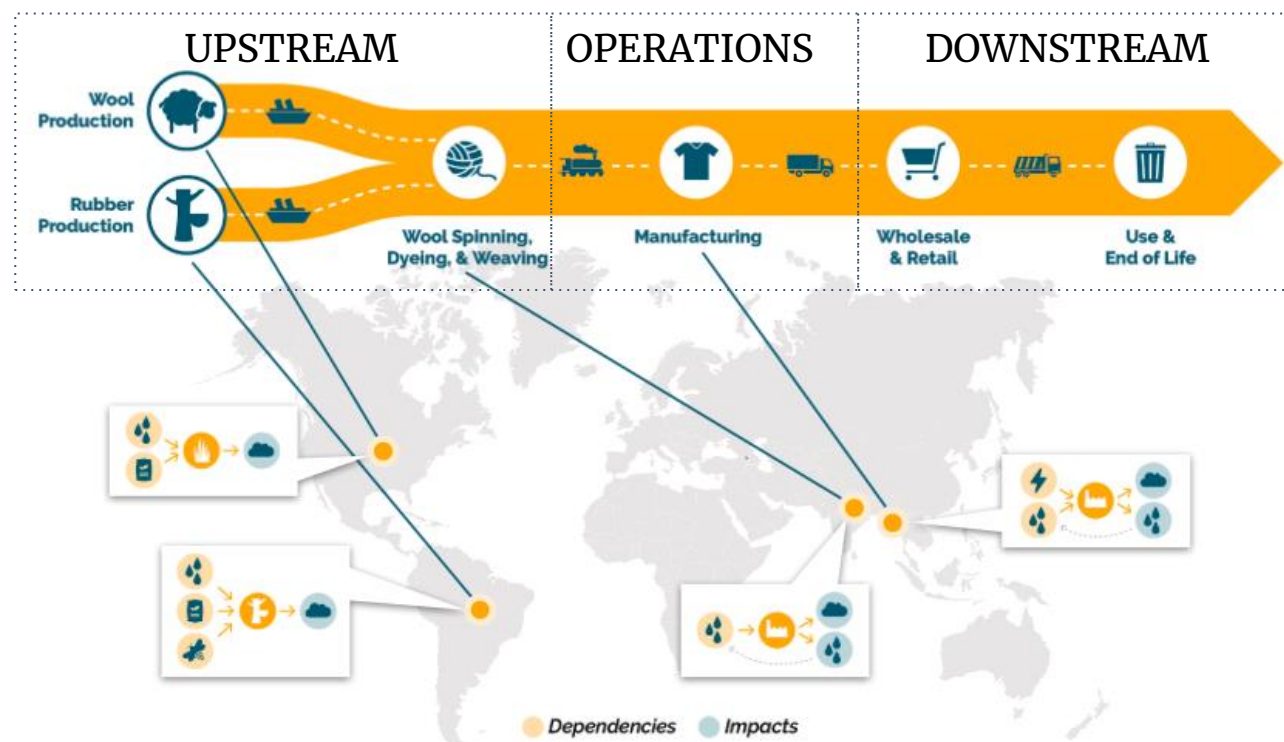
**Please answer yes or no.**

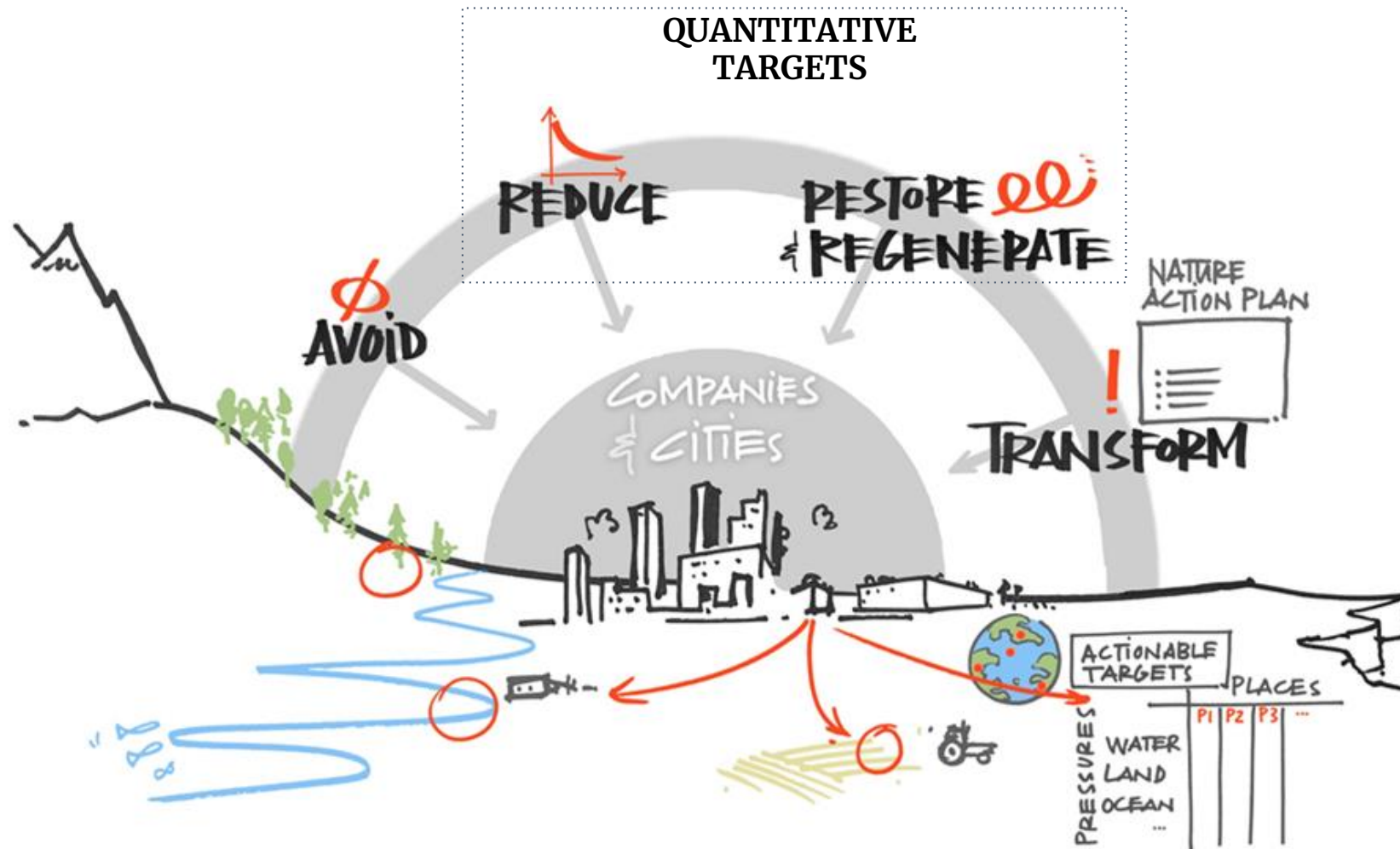
# STEP 1 ('ASSESS'): VALUE CHAIN ASSESSMENT

Two aspects:

- **Conceptual** (understanding impacts and dependencies) and
- **Spatial** (linking impacts and dependencies to specific places)

Taken together these facilitate companies' and cities' thinking through impacts and dependencies across their value chains





## STEP 4 (ACT)

# SBT FOR NATURE ACTION FRAMEWORK: AR<sup>3</sup>T

Definition		Examples
<b>Avoid</b>	<b><i>Prevent</i> impact happening in the first place</b>	<ul style="list-style-type: none"> <li>• Strategic planning / major facility design changes so as to not impact a priority ecosystem, e.g. 'no go' areas WHS / AZE</li> <li>• Seasonal avoidance (e.g. migratory species, dry season water extraction)</li> </ul>
<b>Reduce</b>	<b><i>Minimize</i> impacts</b>	<ul style="list-style-type: none"> <li>• Eco-efficiency (reduced pollution, GHGs, water use, etc) per production</li> <li>• Product design changes (input materials; use efficiency)</li> <li>• Industry-wide agreements on max-allowable catch or on pollution impacts</li> <li>• Supplier engagement</li> <li>• Fine-scale process design changes</li> </ul>
<b>Restore &amp; Regenerate</b>	<p><b><i>Remediate</i> impacts in your value chain</b> that cannot be avoided or reduced</p> <p><b>Positive actions in the wider landscape/ seascape</b> that deliver measurable outcomes for nature</p>	<ul style="list-style-type: none"> <li>• <b><i>Passive restoration</i></b>: Conservation management to remove degrading pressures &amp; auto-enhance ecological state</li> <li>• <b><i>Active restoration</i></b>: reinstate soil / hydrological processes and plant; reintroduce species; facilitate ecological succession</li> <li>• <b><i>Regenerative agriculture / aquaculture</i></b>: Rest cover crops; afforestation &amp; restoration in marginal/degraded areas; multi-trophic restorative aquaculture</li> <li>• <b><i>Replenishment of freshwater systems</i></b>: water stewardship in order to meet quantity and quality thresholds within catchments (e.g. environmental flows)</li> </ul>
<b>Transform</b>	<p><b>Actions that contribute to an 'enabling environment'</b> and likelihood of success for the other elements of the SBTN framework</p> <p><b>Actions that leverage a shift in norms of behaviours and culture</b> to support climate and nature goals</p>	<ul style="list-style-type: none"> <li>• Education / training / awareness raising / strategic planning / research &amp; development; Establishing / diffusing good practice standards;</li> <li>• Changing product technology &amp; life-cycle (e.g. new building methods and design reducing construction supply-chain footprint)</li> </ul>

# REPRESENTATIVE EXAMPLE: SHOE COMPANY

1

Register and prepare



**Value Chain Mapping & Materiality Assessment**

Step 1: Shoe company's assessment of their value chain reveals wool and rubber production as their most environmentally intensive processes – particularly for land and freshwater use

2

Apply SBTs for Nature Framework



**Avoid**



**Reduce**



**Restore**



**Regenerate**



**Transform**

Step 2: Company uses SBTN guidance to set targets to: avoid and reduce negative impacts and dependencies on nature, restore and regenerate nature, and transform their relationship to nature. Examples of targets and actions include:

- Avoid: no new rubber plantations in intact tropical ecosystems as of 2020. Any growth in land area use is on previously degraded land.
- Reduce: set absolute, seasonally appropriate limit on the amount of water they can use in each watershed in which they operate, to ensure sufficient supply of water for local people and the ecosystem
- Regenerate: institute regenerative agriculture practices on all working lands by 2030 (rubber plantations and sheep farms) to rebuild soil carbon, reduce erosion, increase biodiversity
- Restore: commit to habitat restoration in key ecosystems to account for residual negative impacts (e.g., donate \$ to strict nature protection of remaining intact wilderness)
- Transform: develop circular material flow to reduce future dependency on biomass

3

Track progress against targets



**Monitoring, Reporting & Verification**

Step 3: Progress against targets is monitored at both the company level and at the ecosystem level.

In 3-5 years, company is determined to be on track toward doing its part to stop the loss of nature by 2030 and be contributing to the recovery of nature in the key ecosystems in which it operates.

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# WHEN CAN I SET SBTS?

# CURRENT CORPORATE COMMUNICATIONS: HOW TO GET STARTED

Companies and cities can express their interest in SBTs for nature - across the interrelated systems of freshwater, biodiversity, land, and the ocean - in addition to setting climate SBTs.

1. Register your interest in setting science-based targets for all of the Earth's natural systems.
2. Set a science-based climate target aligned with limiting global temperature rise to 1.5 degrees celsius above pre-industrial levels, and net zero emissions by 2050.
3. Map your value chain for nature impacts and dependencies (freshwater, biodiversity, land and oceans).
4. Disclose environmental data in a standardized format.\*
5. Work with the Science Based Targets Network on target methodology development.

[www.sciencebasedtargetsnetwork.org](https://www.sciencebasedtargetsnetwork.org)

Or email us at:  
[info@sciencebasedtargetsnetwork.org](mailto:info@sciencebasedtargetsnetwork.org)

*\*See website for additional details*

# WHAT'S NEXT?

- Road test the guidance with companies (Closed review process will take place July-August)
- Issue guidance for public comment and company road-testing (September)
- Developing the more detailed version of the guidance with greater input from technical experts, end users, for release in 2021 (COP15?)
- Place-based prototyping sessions
- Tool development; moving guidance from analog to interactive

NOW THAT YOU'VE LEARNED MORE ABOUT  
THE SCIENCE BASED TARGETS FOR NATURE,  
WILL YOU CONSIDER SETTING ONE, ONCE  
THE METHODS ARE AVAILABLE?



Please answer yes or no.



# Q&A

Corporate / consultant inquiries:  
[jess@sbtnetwork.org](mailto:jess@sbtnetwork.org)

Other organization inquiries:  
[erin.o@sbtnetwork.org](mailto:erin.o@sbtnetwork.org)

# HELEN CROWLEY

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# The Nature Of Fashion

## Upcoming Webinars

### **Webinar 4: Setting your plan for nature**

- Thursday July 9th 1500H CEST
- Friday July 10th 0900H CEST

# THANK YOU

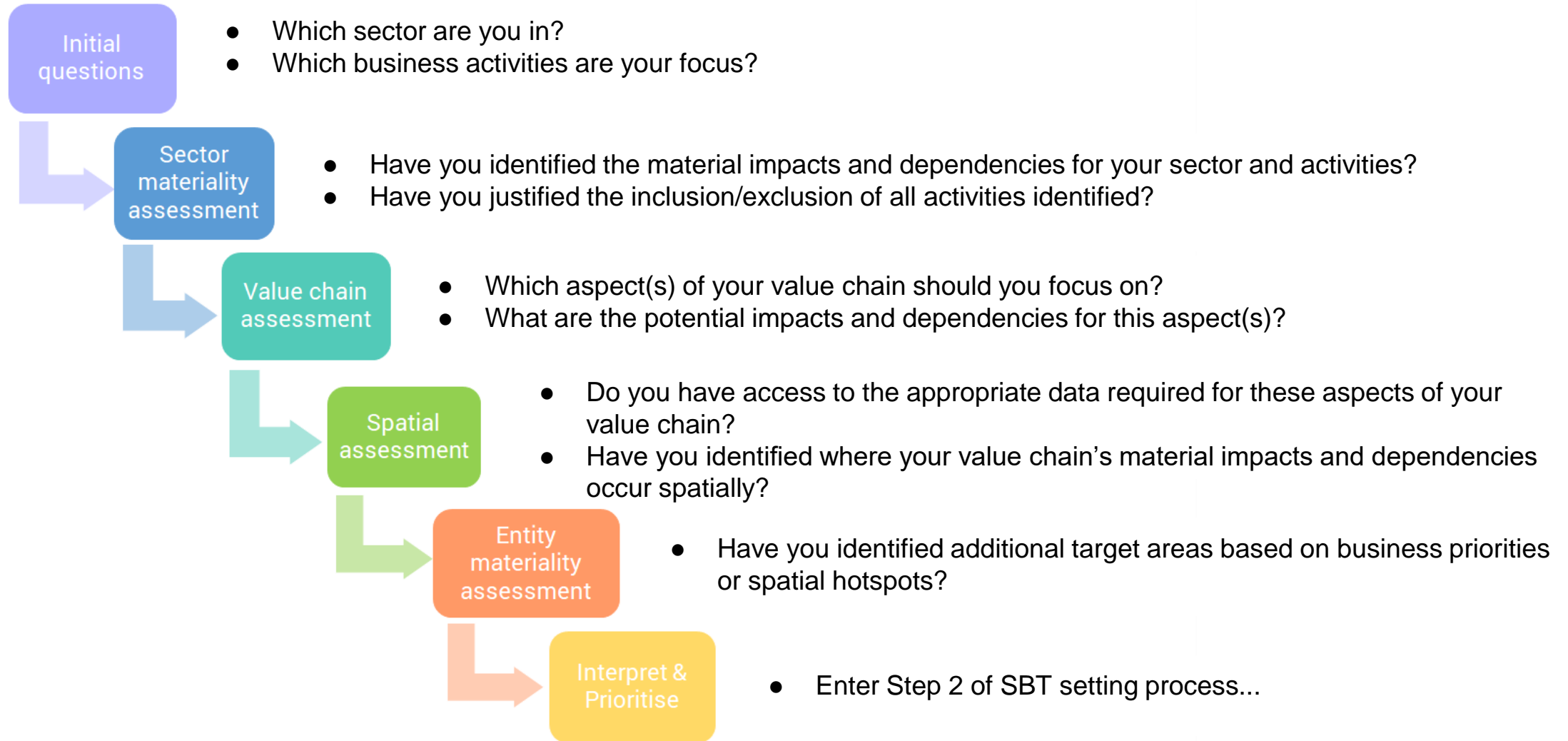
Questions?

Email [fashion@conservation.org](mailto:fashion@conservation.org)



ANNEX

# STEP 1 (“ASSESS”): MATERIALITY ASSESSMENT



# STEP 2 (INTERPRET AND PRIORITIZE): PRINCIPLES FOR PRIORITIZING ACTION

**A. State of nature in value chain locations**

**B. Needs and capacity of local stakeholders**

**C. Contribution of different locations, commodities, suppliers, etc. to total impact of the entity**

**D. Control and Influence**

- **Relative contribution** of target setting entity, in comparison to other resource users, to the local state of nature
- **Value chain relationships** with both local stakeholders and suppliers (for upstream impacts)

**E. Company-level stakeholders (investors, civil society)**

**F. Policy environment**

\*Note: we still have work to do on weighting these, and putting forward a method to facilitate or prevent tradeoffs between them

# STEP 5 (TRACK): MONITORING, REPORTING, AND VERIFICATION

Monitoring		Reporting	Verification
<b>When defining targets (Step 3)</b>	<p>Targets should be <b>traceable</b></p> <p>Targets should be defined <b>in terms of interconnections</b> (e.g. between land and biodiversity) if relevant</p>	<p>Companies should report:</p> <ul style="list-style-type: none"> <li>Step 1: VC mapping and materiality assessment</li> <li>Step 2: Criteria for prioritisation</li> <li>Step 3: baseline and target description, including a timeline for achieving targets and a time-bound program for action</li> </ul> <p>Reporting should be public, allowing verification by stakeholders</p>	<ul style="list-style-type: none"> <li>Independent verification of VC mapping / materiality assessment (Step 1)</li> <li>Independent verification of baseline values (Step 3)</li> </ul>
<b>Progress reporting (Step 5)</b>	<p>Measurement of <b>state and/or pressures</b></p> <p>Measurement of <b>actions</b></p>	<p>External disclosure of 'distance to target', including:</p> <ul style="list-style-type: none"> <li>actions taken to meet target (by location)</li> <li>progress from baseline performance and 'on track' assessment</li> <li>adaptive management actions in case of 'not on track' (built on a clear narrative)</li> </ul>	<ul style="list-style-type: none"> <li>Independent verification of progress</li> </ul>

	What SBTN is providing now	What companies can do now	What SBTN will provide in future	What companies can do in 2022
<b>1. Assess</b>	<ul style="list-style-type: none"> <li>Preliminary decision tree and tools for completing materiality and value chain mapping</li> </ul>	<ul style="list-style-type: none"> <li>Conduct hotspot assessment</li> <li>Gather spatial data for high impact facilities/ inputs</li> </ul>	<ul style="list-style-type: none"> <li>Final decision tree guidance</li> <li>Tools repository aligned with decision tree</li> </ul>	<ul style="list-style-type: none"> <li>Full value chain and materiality assessment</li> </ul>
<b>2. Interpret</b>	<ul style="list-style-type: none"> <li>Preliminary guidance and criteria for prioritization</li> </ul>	<ul style="list-style-type: none"> <li>Begin prioritizing locations and value chain partners</li> <li>Map stakeholders in these key areas</li> </ul>	<ul style="list-style-type: none"> <li>Prioritization and boundary setting guidance</li> <li>Scientific Translation methods for Safe and Just SBTs (downscaling/ allocation)</li> </ul>	<ul style="list-style-type: none"> <li>Prioritize locations and value chain partners</li> <li>Align target areas and ambition levels with local stakeholders</li> </ul>
<b>3. Measure Baseline &amp; Set Targets</b>	<ul style="list-style-type: none"> <li>Initial proposed impact areas and indicator framework</li> </ul>	<ul style="list-style-type: none"> <li>Measure baselines for well-established indicators</li> <li>Set SBTs for climate</li> </ul>	<ul style="list-style-type: none"> <li>Final indicator framework</li> <li>Measurement guidance and/or standards across impact areas</li> </ul>	<ul style="list-style-type: none"> <li>Measure baselines and set SBTs across impact areas</li> </ul>
<b>4. Take Action</b>	<ul style="list-style-type: none"> <li>SBTN hierarchy (AR3T)</li> <li>Guidance on action typologies within each step of the hierarchy (AR3T)</li> </ul>	<ul style="list-style-type: none"> <li>Begin action planning</li> <li>Take 'no regrets' actions across the AR3T hierarchy</li> </ul>	<ul style="list-style-type: none"> <li>Further refinements to hierarchy and action typologies</li> </ul>	<ul style="list-style-type: none"> <li>Develop and implement synergistic and science-based action plans for nature</li> </ul>
<b>5. Track Progress</b>	<ul style="list-style-type: none"> <li>Initial guidance on types of monitoring and potential reporting options</li> </ul>		<ul style="list-style-type: none"> <li>Final monitoring and verification framework</li> <li>Guidance on where to report targets and progress</li> </ul>	<ul style="list-style-type: none"> <li>Monitor progress locally</li> <li>Report on progress in company reporting</li> </ul>