2020 HIGHLIGHTS
from WWF’s Water Stewardship Projects in the Textile sector
Water stewardship is defined as the use of water that is socially equitable, environmentally sustainable and economically beneficial. WWF has been driving the adoption and implementation of Water Stewardship in the textile sector since 2011. With the support of international brands and local partners, WWF has established water stewardship projects in several countries including China, India, Vietnam, Turkey and Pakistan. This report gives a brief overview of the main achievements of the year 2020 in WWF’s flagship projects in priority river basins.

The year 2020 brought unprecedent challenges to the world and to the global economy. The textile sector was particularly hit hard due to disruption in operations and supply chains, and closing of factories during the lock down. As the demand for apparel declined due to the spread of COVID-19, the production of textiles also collapsed. These circumstances also posed a challenge for WWF’s on-ground Water Stewardship Basin Teams, working dedicatedly for the sustainable transformation of the Textile sector, to achieve project outcomes. However, the teams continued to push through, coming up with innovative ways to make sure that they stay on track and deliver on the goals they committed to in their workplans. Following is a compilation of each basin’s key activities/outputs of 2020.
CHINA – TAIHU BASIN

WWF’s Water Stewardship programme in China aims to demonstrate business benefits of impact reduction and technological improvement on water and energy management for the transformation of the textile sector operating in the Taihu Lake area. In 2020, the Textile Team of WWF -China worked with governments, private stakeholders, research institutes and public to make progress on the Water Stewardship program. In July 2020, the Water Stewardship Taihu programme in China officially transformed into Textile Going Green (TGG) programme with the overall aim to support sustainable transformation of China’s textile sector with significantly lower environmental impacts.

Partners:
HSBC
H&M
Target
Tommy Hilfiger
Tchibo
Toyoshima
ANTA
Among the main achievements of 2020, WWF-China organized the first ‘Online Water Stewardship Supplier Training’ on September 1st and 2nd, 2020 which attracted 135 textile suppliers from across the country to enhance awareness on water risks, business-related environmental impacts, and the collective action. The training was conducted virtually in response to the COVID-19 pandemic. Based on the training, a presentation on energy-saving and emission-reducing technologies was translated and shared with the WWF-Vietnam Team as a part of regional knowledge sharing and exchange between the two countries. Furthermore, a series of online trainings on Green Innovation Management for Industrial Parks (IPs) was also conducted online (following the COVID-19 protocols) engaging more than 100 (IPs) from across the country. On September 12th, the ‘Dear Earth’ campaign was kicked off to raise public awareness on sustainable fashion, accompanied by the launch of Sustainable Fashion Roundtable. The campaign is expected to be an annual activity to support sustainable fashion initiatives in the country. In addition, sustainable fashion messages were shared online via social media which attracted massive attention from the public. Over 68 media outlets covered WWF’s campaign. On top of it, WWF-China has been working with China National Textile and Apparel Council (CNTAC) and Life Cycle Green Management Committee (LCA) to develop a tool, the Factory Assessment, and Improvement System (FAIS), which aims to help textile factories identify and evaluate their weaknesses in the production and management processes, and acquire proper solutions for water and energy savings, reducing emissions and other environmental impacts. On October 20th, 2020 FAIS’s first module – the ‘Energy Saving Module’ was released online.
TOP 5
Achievements in 2020

1. The design and development of FAIS (Factory Assessment and Improvement System) received recognition from MIIT; its first module (energy saving module) was released online in October.


3. More than 100 Industrial Parks trained through online series of training for IPs’ Green Innovation Management.

4. The Dear Earth campaign aiming to raise public awareness on sustainable fashion attracted more than 1 billion hits on social media.

5. Wrapped up in-person trainings of textile factories of Shengze IP with expected significant improvements on operation and environment performance of the 5 pilot factories.
The Noyyal and Bhavani Programme aims to ensure healthy river eco-systems for people and nature. To materialize this vision, WWF-India carried out a consultative process in 2019 as a part of which it organized two partnership meetings and a series of bilateral meetings with various water users to evaluate risks and opportunities. The next phase (2020-2022) is geared towards creating demonstration models for implementing best practices in different environmental components of the programme. These include invasive species management and river flows management in forest catchments, better agricultural practices, wetlands’ conservation, sectoral and regional platforms for collective action and clean technology implementation in the textile factories.

Partners:
IKEA
HSBC
PVH
In 2020, the programme focussed on stakeholder engagement to lay the groundwork for the demonstration models. WWF-India undertook extensive consultations with industries on the improvement plans developed in 2019. Of the 33 industries engaged last year, 20 of them have agreed to initiate clean technology pilots within their facilities. In addition to this, a committee has been formed under the District Collector of Tiruppur city for the management of water quality in the city. Similarly, a multi-stakeholder partnership was initiated for the conservation of Sulur wetland in the city. Along with other NGOs, WWF also campaigned to protect wetlands in Noyyal basin from concretization. Moreover, WWF signed a partnership agreement with the Forest Department to initiate work on Environmental Flows in the Moyar River Basin and Catchment Restoration in Upper Noyyal and Upper Bhavani regions.
TOP 5
Achievements in 2020

1. The work on demonstration models kicked-off in key environmental components of the programme; invasive species management and river flows management in forest catchments, better agricultural practices, wetlands’ conservation, sectoral and regional platforms for collective action and clean technology implementation in the textile factories.

2. A comprehensive water risk and water quality assessment for Tiruppur city was completed.

3. Clean technology pilots were initiated in 20 units while 2 pilots achieved completion, demonstrating 20% reduction in water consumption.

4. A white paper on invasive species and their impacts on stream flows in Upper Bhavani was published.

5. An NGO coalition was formed for collective action for wetlands conservation in the Noyyal basin.
PAKISTAN – INDUS BASIN

WWF-Pakistan’s work on Water Stewardship aims to ensure that the priority rivers in Indus Basin have improved water quality and quantity, and critical freshwater habitats are protected. WWF is helping redefine the private sector’s role in advocating, supporting and promoting better basin governance for the benefit of people and nature.

Partners:
H&M
Levi’s Strauss & Co
The water stewardship approach in the Indus Basin aims to promote the principles of Integrated Water Resource Management (IWRM) through collective action by communities. To achieve this, WWF-Pakistan has partnered with various stakeholders, focussing on textile and leather sectors, to promote pollution abatement practices (such as Smart Environmental Management Practices in industrial facilities) and water replenishment approaches. Funded by European Union, the project “International labour and environmental standards application in Pakistan’s SMEs” has facilitated the implementation of water and energy management practices, Alliance of Water Stewardship (AWS) standards and establishment of multi-stakeholder city-level partnerships across the country. WWF-Pakistan also partnered with Asian Development Bank (ADB), under Knowledge Partnership, to develop the project ‘Revitalization of River Ravi’ in conjunction with pollution mapping of the river’s sub-catchment to identify nature-based solutions. WWF-Pakistan also engaged local communities on water replenishment initiatives and is working on expanding the initiative with corporate partners. Furthermore, WWF-Pakistan has been working on developing bankable solutions and has engaged DFCD to fund bankable projects based on the landscape approach in the Indus Delta.
TOP 5
Achievements in 2020

1. The partner enterprises invested a total of 550,000 Euros on the Smart Environmental Management Practices (SEMPs) and saved more than Euros 700,000 annually in terms of water conservation and pollution reduction.

2. A partner textile industry received AWS certification facilitated by WWF-Pakistan’s technical assistance.

3. Conducted a study on the assessment of Green financing for the Financial Institutions (FIs), identified gaps and recommendations for the smooth loaning for Small and Medium enterprises.

4. Compiled a study on EU and International standards for the textile and leather sectors to help industries navigate through different sets of requirements and adapt their processes accordingly.

5. Installed a number of nature-based solutions (NBS) and water replenishments in several communities; including floating treatment wetlands, recharge wells and rainwater harvesting systems.
TURKEY - BÜYÜK MENDERES BASIN

WWF-Turkey’s Büyük Menderes Programme aims to develop a Water Stewardship model for conservation and sustainable use of water resources and to scale up this model to other basins in Turkey.

Partners:
IKEA
H&M (2018-2019)
Tommy Hilfiger (2019-ongoing)
Tchibo (2019-2022)
WWF-Turkey has developed a Bankable Case for the Textile sector in Buyuk Menderes to enhance the sector’s sustainability by creating financial mechanisms facilitating implementation of best available techniques in the textile industries. In addition, field visits for cotton stakeholders were organized at the local and government levels to explore areas of collaboration and collective action towards achieving sustainable cotton production. In 2020, WWF-Turkey initiated a series of stakeholder meetings including financial institutions, regional development agencies, chambers, brands, and textile manufacturers to identify roles of public and private sector actors, and potential mechanisms to develop a multi-stakeholder program. The Cotton Water Stewardship Committee, established in 2019 as a public-private-civil society partnership in Aydin province, developed a modern irrigation pilot project in the Buyuk Menderes basin on 95 ha of cotton farms. The project has been submitted to the Ministry of Agriculture for financial support. The Committee aims to scale-up the model to other cotton producing regions in Buyuk Menderes. Based on the ecosystem services analysis performed in 2019, WWF-Turkey identified potential restoration activities to improve the health of biodiversity and to enhance sustainability of cotton production around Bafa Lake and Buyuk Menderes Delta. WWF-Turkey also designed Journey of Water – an online campaign to raise awareness on the ecosystem services provided by freshwater resources to humans and biodiversity. Journey of Water follows the River from source to the sea and focuses on services that the Buyuk Menderes River provides to nature, agriculture and industry, and the negative impacts of industrial and agricultural production on the River.
TOP 5 Achievements in 2020

1. WWF-Turkey developed a Bankable Case for the Textile sector in Buyuk Menderes to enhance the sector’s sustainability.

2. 6 dye houses received 300K US$ grant support from the Southeastern Development agency in 2019; a total of 650K US$ investments resulted in 570,000 m³ water and 200,000 kwh energy savings in 2020.

3. The Soke Cotton Water Stewardship Committee developed a modern irrigation pilot project on 95 ha of cotton land, securing partial funding from the Ministry of Agriculture.

4. Identified potential restoration activities to improve the health of biodiversity and to enhance sustainability of cotton production around Bafa Lake and Buyuk Menderes Delta.

5. Designed Journey of Water – an online campaign to raise awareness on the ecosystem services provided by freshwater resources to humans and biodiversity.
VIETNAM – GREATER MEKONG DELTA

WWF-Vietnam’s Textile Program’s vision is to transform Vietnam’s textile sector by engaging sectoral and environmental governance to bring social, economic and conservation benefits to the country and the entire Mekong region.

Partners:
HSBC
Swiss Development Cooperation
Tommy Hilfiger
In 2020, WWF-VN worked closely with Vietnam Textile and Garment Association (VITAS) and Vietnam Chamber of Commerce and Industry (VCCI) to organize a series of awareness and capacity building seminars for more than 100 textile and garment suppliers, industrial parks, and chemical suppliers. In addition, WWF-VN partnered with Ministry of Trade and Industry (MOIT) – Sustainable Production and Consumption Department to conduct a survey on Water/Energy (W/E) consumption in local dyeing units. Based on the results of the survey, W/E efficiency guidelines will be developed for the dyeing sub-sector.

In collaboration with IFC’s Vietnam Improvement Program, WWF-VN completed a Feasibility Study (FS) for 03 investment options showcasing economic, environmental, and social benefits of the so-called green investments. These FS reports will serve as a key document for loan applications for IFC’s client banks. WWF-VN also collaborated with Vietnam Banking Association to carry on the Environment-Social-Governance (ESG) credit risk assessment trainings for two new banks. The support for SMEs’ green investment has so far benefitted one denim washing factory, which has committed to invest in the three identified resource efficient solutions. Furthermore, a Green Textile Guidelines report has been developed to serve as a sectoral reference to strengthen internal and collective actions by public and private stakeholders for the green transformation of the textile sector. WWF-VN also partnered with VITAS to film a short video demonstrating green practices for textile and garment manufacturers.
TOP 5
Achievements in 2020

1. Carried out water and energy consumption survey of more than 70 textile-dyeing facilities and audits of 12 factories and organized seminars to promote better Water and Energy (W/E) benchmarks.

2. Organized 09 seminars and training events on W/E risks and solutions for more than 100 textile & garment manufacturers, Industrial parks, chemical providers and 20 banks.

3. Conducted Feasibility Study for 03 green investment solutions for a denim washing SME and facilitated access to banks’ credit.


5. Strengthened partnerships via trust building and shared vision with key partners such as Ministry of Industry and Trade (MOIT), Vietnam Textile and Apparel Association (VITAS), Vietnam Chamber of Commerce and Industry (VCCI), Vietnam Banking Association (VNBA), HCMC University of Technology.
Why we are here.
To stop the degradation of the world’s natural environment and to build a future in which humans live in harmony with nature.

wwf.nl

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