

# THE FAIR FAIR



## Five questions to Lavinia Muth

### How does Neonyt define a sustainable material?

Neonyt considers sustainable materials to be those that do not worsen the current state of the environment and do not cause further harm to people or the planet. Ideally, they should even make a positive contribution, for example by giving more back to the soil than is taken out through their cultivation and use. Acceptable materials for Neonyt include recycled or organic cotton, recycled or biodegradable polyester, innovative regenerated fibers such as Lenzing fibers and Re:Newcell fibers, certified wool and alpaca, as well as recycled down and certified leather.

### What can fashion labels do for the climate beyond the choice of materials?

Companies can do much more than simply do less harm or do better. A holistic approach is crucial to achieve real impact. It is not enough to simply use alternative materials to be considered sustainable. Occasional acts of charity are not enough to run a responsible business. All business processes, including logistics, packaging, marketing, and human resources management, should be reviewed and evaluated against indicators to reduce carbon emissions, waste and harmful materials. The ultimate goal should be a world without waste.

### What are human rights due diligence and how can a fashion company implement it?

Human rights due diligence is a company's fundamental responsibility to act ethically. This includes regular risk assessments to ensure that human rights standards are met within your organization and supply chains. New laws in Germany and the EU are forcing European fashion brands to review their supply chains and set up complaint mechanisms. This requires respectful business relationships and open communication.

### What distinguishes a minimum wage from a living wage and when is a wage considered "fair"?

A minimum wage is usually set through negotiations between government, industry and sometimes unions. However, in many countries where our clothing is made, the national minimum wage is often not enough. That's why we advocate for living wages. These enable workers to meet their basic needs and those of their families – including food, shelter, education and healthcare – as well as to build reserves for unforeseen expenses. A living wage should be earned in a regular workweek of no more than 48 hours, before any bonuses, allowances or overtime, and after taxes.

### What does transparency and traceability mean in the fashion industry and why are they crucial for more sustainability?

Transparency involves disclosing information about how, where and by whom a product was manufactured. It allows customers to know every step of the production process. Traceability is crucial to track the origin and journey of products and their components from start to finish. By disclosing the supply chain, customers can make informed decisions and consider the environmental and social impacts of products.

# TRANSPARANCY & CRITERIAS

## NEONYT DÜSSELDORF

### → Ecology Sustainability Materials & Climate Neutrality

**At least 75% of the exhibited goods must show verifiable sustainable materials.**

Sustainable materials include Textile Exchange defined as „Preferred Fibers & Materials“ and/or recycled materials, and/or alternatives to conflict materials (e.g. recycled or Fairtrade Gold) and petroleum-based materials (packaging) and paper and cardboard from sustainable forestry:

#### Approved:

- ✓ Bio/Recl. cotton
- ✓ Recl. polyester, degradable polyester
- ✓ Recl. polyamide, degradable polyamide
- ✓ Sustainable ManMadeCellulosics (Lenzing fibres, Re:Newcell fibres e.g.)
- ✓ Organic /RWS/Recl. traceable wool
- ✓ Traceable alpaca
- ✓ Recl. down
- ✓ Recl. /IVN Best certified leather

#### Not approved:

- Conventional Cotton
- Virgin Polyester
- Virgin Polyamide
- ManMadeCellulosics (generic viscose)
- Conventional non-traceable wool
- Non-traceable alpaca
- Conventional down
- Conventional leather

Evidence may include various material certificates, supplier declarations, etc.

**Evidence that a sustainable packaging and logistics concept is defined must be available.**

Evidence can be own documentations of internal rules on waiving flight logistics and checking route optimization, setting up alternative and reduced packaging, etc.

### → Social Sustainability Working Conditions & Wages

**At least 75% of the goods on display (and their production sites, first stage) must be verifiably inspected for ILO core labour standards.**

There are a variety of standards, certificates and guidelines for compliance with labour conditions in global supply chains. A key difference is the level of commitment of different standards: from voluntary Corporate Social Responsibility (CSR) initiatives to the [ILO core labour standards](#), which have the status of human rights. They are the bare minimum and should be respected and regularly reviewed:

- Freedom of association and the right to collective bargaining
- Elimination of forced labour
- Elimination of child labour
- Prohibition of discrimination in respect of employment and occupation
- Occupational health and safety

**Proof that at least the minimum wage is ensured at level 1 of production must be available.**

Evidence may include own documentations and verifications of factory visits, factory certificates according to voluntary social standards (Fairtrade Textile Standard, SA8000; BSCI, etc.), audit reports, etc.

### → Transparency Sustainability

**100% of the exhibited goods must be traceable to the first stage (garment making, cut make trim).**

**At least 50% of the exhibited goods must be traceable to the second stage (fabric production/yarn production).**

Proofs can be own documentations, transaction certificates, etc.