

Levi's & Climate Change

Emily Buckley

The Climate Crisis

- ★ Due to increased levels of greenhouse gas emissions, the global temperature has been rising
- ★ This results in extreme weather patterns, sea levels rising, and glacier melting among other things
- ★ Over 1 billion people, mainly in developing countries could be displaced from their homes in the next 30 years because of climate change, leading to mass migration and global conflict

Food and Water Insecurity

- ★ By 2050, global demand for food will increase by 50%
 - 3.5 billion people could suffer from food scarcity
- ★ Currently, over 2.6 billion people are facing extreme water insecurity, this number will only increase if climate change is not combated in the near future
- ★ Climate change causes disrupted rainfall, rising temperatures, and other ecological occurrences that exacerbate water crises
- ★ By 2040, 5.4 billion people will live in countries facing water insecurity
 - That is more than half of the predicted population

Levi's

- ★ Levi's was created by Levi Strauss in 1852 in order to create a pair of jeans that were durable enough for gold miners during the California gold rush
- ★ Levi's has over 500 stores worldwide, and their products are available in over 100 countries
- ★ The current CEO is Charles V. Bergh



Levi's Current Sustainability Goals

- 100% renewable electricity in Levi's owned and operated facilities by the end of 2025
- Zero discharge of hazardous chemicals by the end of 2020
- 80% of Levi jeans and trucker jackets made with Water<Less techniques by the end of 2020

Water<Less Technology



What Else They Could Do

- ★ Create denim drop boxes for people to donate their worn jeans so Levi's can revamp and resell unique denim pieces
- ★ Use slow fashion and ethical practices
- ★ Use recycled or ethically sourced materials on all their clothing items

The Focus

- ★ Using recycled or ethically sourced materials on all their clothing items
- ★ In order to properly execute using ethically sourced materials on all Levi's products, they could partner with Elevate Textiles to source their materials

Elevate Textiles

- ★ Elevate Textiles is a collection of textile companies and brands that provide comprehensive, global product solutions across diverse industries with a focus on innovation, sustainability, and heritage craftsmanship
- ★ They are based in Greensboro, North Carolina
- ★ One of their companies is Cone Denim, they are a worldwide leader in Denim Innovation.
 - They promote sustainable practices in their development of new denim and in their global operations
- ★ Levi's 501 collection is the only collection from Levi's that is fully sourced and made in the USA
 - My goal is to have all Levi's products and fabrics be made and sourced in the USA

Elevate Textiles Goals



RESPONSIBLY SOURCED FIBERS

Our brands' products will be produced using at least 80% sustainably sourced cotton and 50% recycled polyester content.



REDUCED WATER CONSUMPTION

Our manufacturing operations will reduce their water intensity by 25% per unit of production.



REDUCED GREENHOUSE GASES

Our specific greenhouse gas target is to achieve a 2.5% per year reduction trajectory.

What are the Benefits?

- ★ Because Levi's does so much manufacturing outside of the U.S., they lose control over the environmental impact, by moving all of their manufacturing practices to the U.S. or Levi's owned and operated facilities, Levi's will have more control over their ecological footprint and they will be able to have more control over their sustainability practices
- ★ Additionally, Levi's can expand their current factories in the U.S. that are complying with Levi's sustainability practices

Sources

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- <https://www.cnn.com/2020/09/10/world/climate-global-displacement-report-intl-hnk-scli-scn/index.html>
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