

The role of sustainable textile labels in the business-consumer dialogue



Data of Your Paper



Topic

- Resilience
- Lifestyle
- Building
- Resources
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Title of the Paper

[The role of sustainable textile labels in the business-consumer dialogue](#)

Form of Presentation

- Poster
- Presentation

Short Description (maximum 2500 characters)

The rationale behind the paper is the increasing importance of sustainable issues within the textile sector. Sustainable consumption has attracted the attention of scholars from many different disciplines worldwide and the focus has mainly been placed on consumption areas like food, mobility and housing. However, in this paper we are focusing on the textile industry, one of the biggest GHG emitters on Earth owing to its huge size and scope

As we have learned from other retail sectors, one of the most popular and common forms of giving information about sustainable materials is the use of eco-labelling. The European Energy label has changed the market for household appliances completely during the last decade, and the Nordic Swan and the German Blue Angel has been a success for strategically products in their own markets, such as paper, households chemical and

However, this has not been the case for the textile sector. It is possible to identify a large number of labelling schemes in the European market, but the availability of eco-labelled clothes and textiles for private purchase are limited. There are reasons to believe that this may change because the understanding of the environmental impact of modern textile production is increasing among influential stakeholders..

The paper is built upon a methodological triangulation, including:

- 1) Data from the eco labelling bodies and other available statistical material
- 2) Interviews with various groups of stakeholders, retailers, designers. NGOs, public authorities and eco-labelling bodies.
- 3) A recent consumer survey (2012) from five European countries; Norway, Sweden, Germany, France and United Kingdom. The survey is concentrating on consumer knowledge, values, attitudes and consumer practises,

Theoretically the paper will be developed along two perspectives. The first is the relationship between ordinary consumption (Gronow and Warde 2001) and the practice theory (Reckwitz,2002; Warde 2005). Labels play an important part in the everyday life of consumers and they constitute consumer habits and routine. The second perspective is the new governance. Production standards have traditionally been developed

through regulation and standardisation. During the last century political authorities on national and European level have been very active in setting up regulation of industrial production in general, but also connected to specific branches.

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