

Global Organic Textile Standard (GOTS)

The Business Case for Sustainability

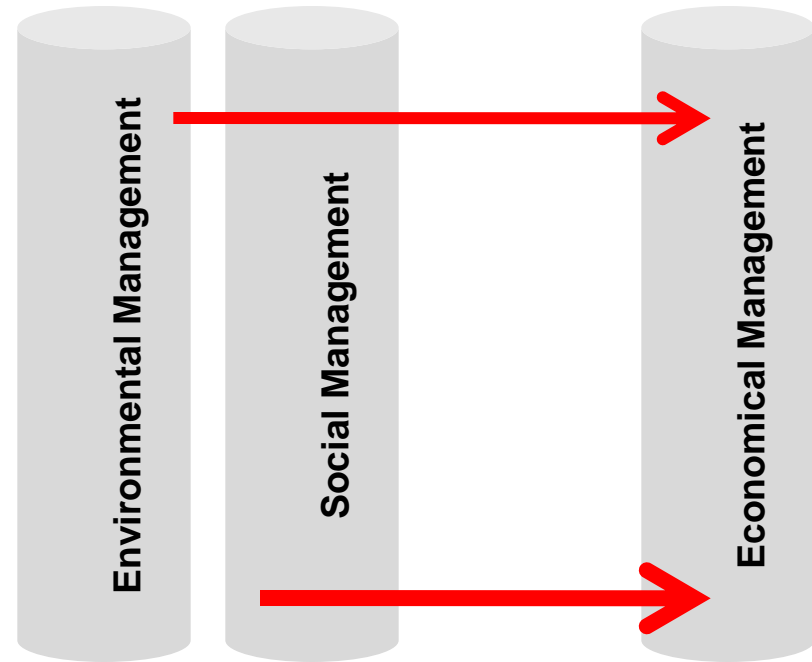
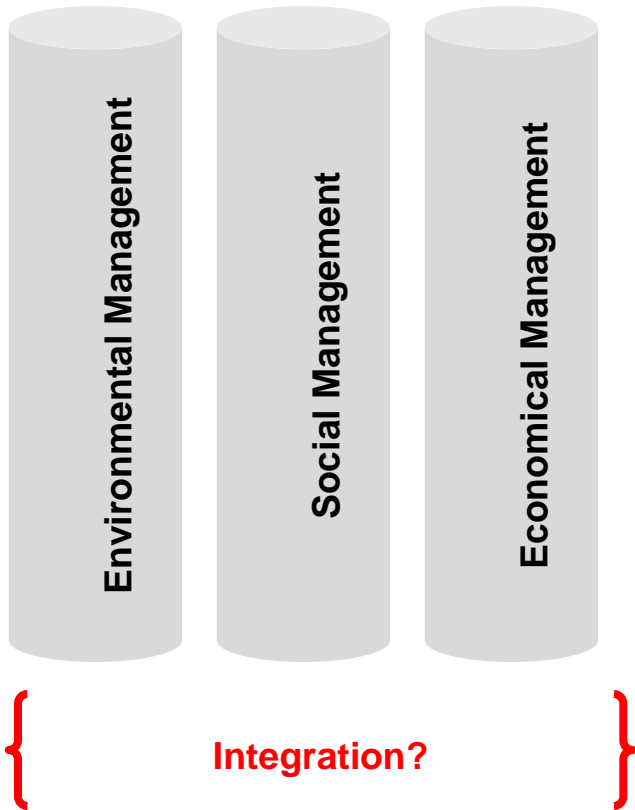
Linking a Sustainability based Textile Standards to competitive strategies using the example of GOTS



Claudia Kersten

Marketing Director

Value-based sustainability management



Competitive Advantages



Social and ecological problems



Social and ecological knowledge become stakes



Social and ecological competition fields
(current, latent, in the future)



Competitive Advantage

What makes a standard a competitive factor?



Visibility

Customers benefit

Credibility

Relevance (to solve eco/social problems)

Permanence



Sustainability based competitive strategies



Reducing or controlling risks



save

Improving image and reputation



credible

Improving productivity and efficiency



efficient

Market differentiation



innovative

Sustainable market development



transformative

Brands' and Retailers' Key Role



Organic

certified by [certifier's ref.]
Licence no [1234]



**Made with [x] %
organic materials**

certified by [certifier's ref.]
Licence no [4321]