



SUSTAINABLE FASHION MATTERZ IS A JOURNEY.

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Hi, I'm Amy Rau, a fractional Chief Product Officer making sustainability and circularity simple for the American fashion brands.

Having spent the last **20 years in the fashion industry** building brands for world class companies such as **Donna Karan, Saks Fifth Avenue, and Lord & Taylor** I now use my background in textile innovation, product development, and global supply chains to help brands solve complex sourcing challenges and increase their value starting with their sustainability strategy.

As an accredited **Circular Economy Pioneer** through **The Ellen MacArthur Foundation** and certified through the **Sustainable Design Entrepreneur** program from the Fashion Institute of Technology I **empower leaders** with the knowledge to solve complex decisions spanning product design, supply chains, industrial processes, distribution networks, circularity, and technology innovation.

- Amy

TEAM MEMBER NAME | Title or Role



I Work With

leaders in organizations who have committed to be more sustainable, but have plenty of other challenges in the day-to-day business operation and are not sure how to prioritize efforts and resources.

Through my work, I have found
that they all have encountered

3 common challenges



01

Sustainability can be confusing and there are **NO GUIDELINES** that they can follow to become more sustainable.

02

They have several **OTHER PRIORITIES** and sustainability is just another layer that requires a portion of already strapped resources.

03

They don't know **WHAT INITIATIVES TO FOCUS ON** to make the most of limited financial and human resources and in which sequence to tackle them.



Momentum

is a **BESPOKE SOLUTION** that addresses all these challenges. It helps leaders get clarity on their priorities and define the process ahead all with **control and focus**, fully understanding what steps to take, in which sequence and how to allocate limited resources to achieve their sustainability goals.

Deliverable

Once we work together to address those challenges you will have:

3 FOCUS AREAS

Establishing top priorities that the leadership team is aligned on so that everyone's efforts can be focused.

STRATEGIC PLAN

Outlining objectives, key activities, budget, time and resources needed.

ROADMAP

A one-page visual of the above that identifies the steps you need to take, in what order, and how your company will benefit from achieving these priority goals.



Real Life Examples

Previous work with clients and actual deliverables.

Building a Strategy

Start with time bound and measurable goals.

Do this jointly with your management team. Make sure you start with understanding what issues you want to tackle and have a positive impact on. There are no right or wrong here.

Sustainability means different things to different companies.

Make sure you know what you want to work with and make that your definition.

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Opportunities

Where do you go from here? Sustainability and ESG directives are not just about looking back, but also looking forward.

It is essential to know, on a fundamental level, why you're doing what you're doing, and what your unique positive impact will be. Sustainability is not one-size-fits all, there are myriad routes one could take and they all have value.

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- 01 **Certified sustainably sourced fabrics**
Commit to increasing sustainably sourced materials in your production by X%.
- 02 **Reduce, Reuse, Recycle Packaging**
Review all product packaging configurations and reduce them to minimal volume and waste by X%.
- 03 **Establish Relationships**
Ask critical questions of suppliers / manufacturers. Compliance with all legal requirements/permits within the last 12 months.
- 04 **Sustainability Strategy**
Define a vision for your overall impact on people, environment, and community. Create a mini-team and task them with developing an overall strategy.



Priority Goal and Targets:

- 01 **Waste Reduction**
100% of pre-consumer mono-material waste in our production facilities to be upcycled in 202X.
- 02 **Plastic Packaging**
100% of plastic packaging to be recycled, reusable or recyclable by 202X.

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Our Purpose We are a net positive company helping people thrive while regenerating our planet.

Focus Areas	Sustainably Sourced Fabrics	Reduce Waste	Mapped Supply Chain	
Objectives	50% of the polyester will be recycled, traceable polyester.	Review all product packaging and reduce by X%.	Map Tier 1/2/3/4 for Top 3 styles by volume.	Compliance within the next 12 months.
Key Activities	JAN: Your Key Performance Indicator goes here	FEB: Your Key Performance Indicator goes here	MARCH: Your Key Performance Indicator goes here	JAN-DEC: Your Key Performance Indicator goes here
Resources	Outsourced Fabric Manager	Product Development, Production, Merchandising Teams	Outsourced / Freelance Manager	Audit partner
Time Needed	12 months	3 months	6 months	12 months
Budget	\$85,000 / year	\$xx.xx	\$40,000	\$15,000
Impact	Reduced 2.3 tons of CO2.	Saved \$18,500 in costs & reduced freight fees.	Increased customer awareness by 25%.	Shared SMETA Audits, Saved \$15,000.

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100% Setting the target.

By 202X, we will have 100% visibility from raw material to finished garment of all woven and knitted orders.

Action Plan	Year 1	Year 2	Year 3
Polyester	50% of the polyester will be recycled, traceable polyester. • The remaining 50% untraceable polyester, will be manually traced (backward tracing) as far as possible.	70% of the polyester will be recycled, traceable polyester. • The remaining 30% untraceable polyester, will be manually traced (backward tracing) until knitting and weaving.	100% of the polyester will be recycled, traceable polyester.
Cotton	75% of the cotton will be from the most responsible solution* available.	100% of the cotton will be from the most responsible solution* available.	25% of the cotton will be Direct to Grower. • The remaining 75% cotton, will be from the most responsible solution available*.
Acrylic	100% phased out of all fabrics.		

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*Responsible solution indicates BCI, Organic, GOTS certified, Direct-to-grower or otherwise certified as conflict-free. We are partnering with our suppliers on the most responsible options available in their respective geographies and within our order quantities.

To achieve this deliverable we use our proprietary **MOMENTUM Method.**

In this one-day workshop we will follow a proven process that is highly facilitated to guide your leadership team.



8 STEP PROCESS



Momentum Method

Previous work with clients
and actual workshop
materials.



MATERIALS

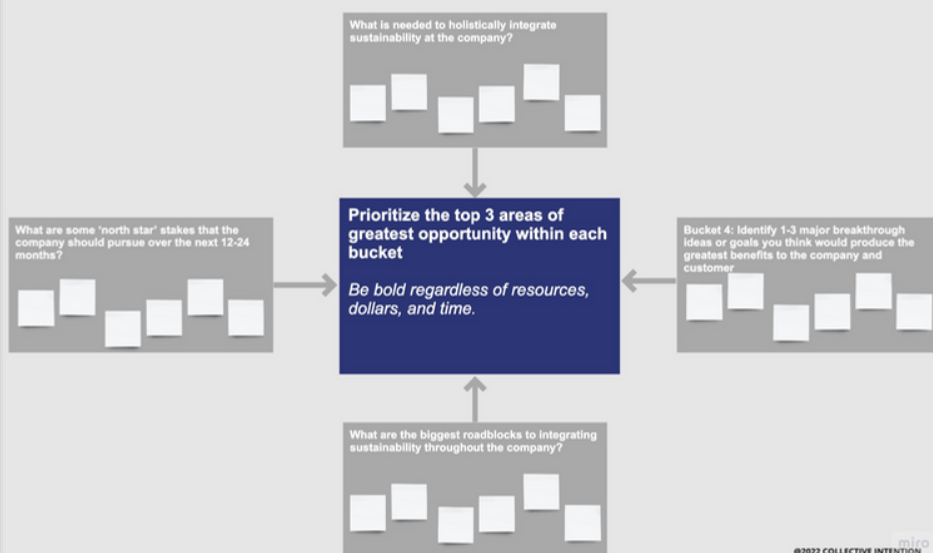


Progressing

Recommendations:

- Review all 8 factors in sustainable materials sourcing and research the application of each one to your end materials.
- Commit to increasing sustainably sourced materials in your production by X%.
- When sourcing a new fabric, search among certified sustainably sourced fabrics.
- Commit to eliminating "worst offender" materials from production.
- Commit to decreasing use of synthetic materials created from crude oil by X%.

OPPORTUNITY WORKSHOP



Sustainable Fashion Scorecard

I created this tool to help senior leaders inside Lifestyle and Apparel Brands understand the specifics of their company's impact and what initiatives to prioritize.

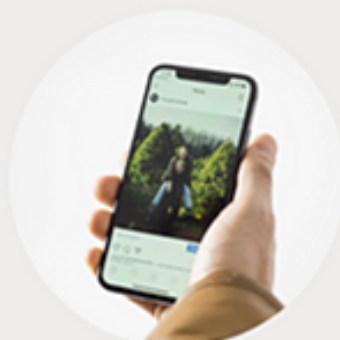
The SUSTAINABLE FASHION BRAND SCORECARD gives you a baseline of where your company is on its sustainability journey.

[GET YOUR SCORE NOW](#)

SUSTAINABLE FASHION | Scorecard



SUSTAINABLE LEADERSHIP



SUSTAINABLE TRANSPARENCY

SUSTAINABLE FASHION | Scorecard

SUSTAINABLE FASHION | Scorecard



SUSTAINABLE PRODUCTION



SUSTAINABLE MATERIALS

SUSTAINABLE FASHION | Scorecard



LET'S GET IN TOUCH

If you want to inquire about the workshop or if you have additional questions please help to complete my **WELCOME FORM**. This helps me learn more about your business and how we can work together.

Office hours: M-F 9:00am - 5:00pm EST
Response Time: Typically within 24 hours

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