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C2C Fan T-shirts from BrandsFashion

At Tempelhof Lab, 20,000 fan T-shirts from the company BrandsFashion were sold. Through the use of organic cotton and C2C-certified printing ink, as well as cooperation with certified partners along the entire value chain, the T-shirts are produced in a recyclable and materially healthy manner. In addition, compliance with social standards is verified.

Benefits of Cradle to Cradle certified fan T-shirts and outlook for future sustainability potentials

Conventional T-Shirt		Sustainable C2C-Fan-Shirt	Exploited Sustainability potential	Future Sustainability potential
~ 9,1 kg CO_2[1]	Carbon Management	**~ 3,1** kg CO_2	Organic cotton is used in the product, which produces fewer emissions during cultivation, as do the renewable energies used in the supply chain.	By further optimizing processes (e.g. machinery) in the value chain, additional CO_2 emission reductions can be generated.
~ 670 L[3]	Water Demand	**~ 300** L	Water use is reduced through organic farming, overflow dyeing machines[2] and toxic-free dyes. Water used in production is 99% recycled.	Solutions such as dopedyeing processes in specialized machinery can further optimize the water balance. Water is 100% used instead of consumed, i.e. kept clean and in cycles.
~ 14,1 kWh[1]	Energy Demand	**~ 9,0** kWh	LEED[5] factories and process optimization, as well as the use of renewable energies, significantly reduce energy consumption.	Increasing the percentage of renewable energy from recyclable assets in the supply chain from the current ~70% to ~100% can further optimize the energy balance.
	Material Health		BrandsFashion T-shirts are material healthy, 100% free of harmful substances and have been awarded various certificates (including Cradle to Cradle-certified).	Scaling of Cradle to Cradle production to the entire portfolio.
	Social Fairness		BrandsFashion's entire supply chain is certified according to the Fairtrade Textile Standard. BrandsFashion has also been awarded the C2C certificate.	Social fairness is ensured by continuously ensuring humane conditions and living wages and their payment along the entire supply chain.
	Circularity		100% of the fibers in the fan shirt can be returned to the biological cycle after multiple uses.	Return systems enable the circular use of clothing made from natural and synthetic fibers in the technical cycle.

1 | Internal evaluation according to Standard Calculator 2030, 2021
2 | Source: Soil Association, & Global Organic Textile Standard (GOTS). (2015, September). COOL COTTON - Organic cotton and climate change. https://www.soilassociation.org/media/11662/coolcotton.pdf
3 | Cotton Incorporated (2016). LCA Update Of Cotton Fiber And Fabric Life Cycle Inventory. https://cottontoday.cottoninc.com/wp-content/uploads/2019/11/2016-LCA-Full-Report-Update.pdf
4 | Water-saving innovative dyeing method compared to conventional airflow dyeing method.
5 | Leadership in Energy and Environmental Design (LEED)