

Sustainability Made Simple

a conversation index



The Triple Bottom Line

people • planet • profit

At **anvil**[®] our approach to business is focused on sustainability. Fortunately, this standard encourages both growth and innovation, without sacrificing our ability to stay competitive in the marketplace. In an effort to make your conversations with customers more fruitful, a short list of eco-minded terms and explanations has been provided. While this collection is by no means exhaustive, it's a great start to

seeing green

What is Corporate Social Responsibility?

Corporate social responsibility (CSR, also called corporate responsibility, corporate citizenship, responsible business and corporate social opportunity) is a concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders, as well as the environment.

This obligation is seen to extend beyond the statutory obligation to comply with legislation and sees organizations voluntarily taking further steps to improve the quality of life for employees and their families as well as for the local community and society at large.





What is sustainability?

Sustainability means meeting the needs of the present without compromising the ability of future generations to meet their own needs. Take a moment to imagine the Earth as a trust fund for future generations. Essentially, a sustainable mentality guards against early withdrawals.



Carbon Footprinting? What's the big deal?

Carbon Footprinting is the measurement of the impact of human activities on the environment, in terms of the amount of greenhouse gasses produced, measured in units of Carbon Dioxide. Greenhouse gasses are those pesky emissions that throw the global thermometer out of whack (Think: Global Warming). But a wider view reveals something deeper: Carbon is the central chemical of life. All living things, from sea sponges to chimpanzees, share this common element. It's a subtle reminder that we are truly 'in this thing together'.



Balance

Do you remember those terrariums made out of plastic 2-liter bottles? Add soil, plants, and bit of water and you've got a sustainable eco-system; one that manages to maintain an equitable balance with little effort. Without interference from us, the planet can do this naturally, but add human progress to the mix, and we risk taking more than we give. Sustainability is about participating in the natural balance- instead of only tipping the scales in our favor.

Life Cycle Analysis (LCA)

Life cycle analysis is a process to assess the environmental impact of a product or service throughout its entire life cycle; from the extraction of natural resources, through consumption, to the final disposal.

GreenWashing

GreenWashing is a term that is used to describe the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service. At **anvil**® sustainability isn't a mask we put on to drive our business; it's how we do business! Our sustainable practices are backed by cache of nationally and internationally recognized standards.

Accountability and Transparency

True sustainability demands a high level of accountability. **anvil**® acknowledges and assumes responsibility for our company's actions, products, decisions, and policies especially as it relates to our commitment to the environment. By embracing transparency, we shoulder the obligation to report, explain and be answerable for resulting consequences and successes, while making this information open and freely available.





Reduce-Reuse-Recycle: Closing The Loop

These three elements are key in the development of the anvil@recycled product. Using clippings, we REDUCE waste. We REUSE these would-be castoffs to create yarn that becomes the fabrication for our RECYCLED tees. It's our 'closed loop' solution that looks great and is good for the environment. With five to six billion pounds of pre-consumer cotton "table waste" from cut and sew facilities currently finding its way into landfills in the U.S. alone, anvil® is doing it's part to create sustainable options at a reasonable price.



what is RECYCLED COTTON?

Pre-consumer fibers and clippings are collected after the cut and sew process, sorted by color and blended. The resulting cotton-like fluff can be used for spinning new yarns. Reduces incinerator and landfill use, by reprocessing pre-consumer textile waste. The cotton fibers require no new dyeing, saving water and adding no new pollutants. No land use, no water intensive irrigation, no fertilizers or pesticides as are used in growing new cotton. Our simplified manufacturing process reduces energy and resource use.

what is RECYCLED POLY?

Recycled Poly is made from several sources, including used polyester fabric or recycled plastic bottles. In the case of plastic bottles, bottles collected for recycling are refined and purified, broken down and processed into spun fibre strands.



Resource Recovery

Any process of obtaining matter or energy from materials formerly discarded. It's dumpster diving on an industrial scale. By avoiding the landfill, we retain resources that can be used again and again. One person's trash...

America Recycles Day: November 15th

In an effort to take recycling beyond the paper shuffle, the National Recycling Coalition sponsors America Recycles Day. Whether it's printer cartridges, or aluminum cans, we can extend the lifecycle of the products we use by recycling.

www.nrc-recycle.org.

C2C: Cradle to Cradle

Cradle to Cradle is an intelligent ecological design and manufacturing concept. The C2C approach creates products that are remanufactured / reprocessed / reused on more than one occasion, eliminating waste and creating a complete product cycle. This framework seeks to create production techniques that are not just efficient, but are essentially waste free.



What is Organic?

Organic refers to the way agricultural products are grown and processed. It includes a system of production, processing, distribution, and sales that assures consumers that the products maintain the organic integrity that begins on the farm.

Anvil's 100% organic cotton t-shirts are made with 100% certified organic cotton from cotton growers and yarn suppliers who are certified by independent third party organizations as to the USDA's National Organic Standard.

How do you know cotton is organic?

Anvil sources its cotton from reputable organic suppliers and requires strict documentation to support its organic label and the requirements of the USDA's National Organic Program (NOP).

How is Organic Cotton Certified?

In the United States, the U.S. Department of Agriculture (USDA) accredits State, private, and foreign organizations or persons to become "certifying agents." Certifying agents certify that organic production and handling practices meet the national standards. A qualified inspector conducts an on-site inspection of the applicant's operation (i.e., the cotton farm, gin, or yarn spinner) to ensure that the applicant is complying with the relevant standards. The certifying agent grants certification and issues a certificate. Annual inspections are conducted.

Certification: The Alphabet Game

Certification enables us to stay true to our environmental principles. See below for a list of useful acronyms and meanings.

United States Department of Agriculture (**USDA**) www.usda.gov
National Organic Program (**NOP**) www.ams.usda.gov/nop
National Organic Standards Board (**NOSB**) www.ams.usda.gov/nosb
Non-Governmental Organizations (**NGO**) www.ngo.org
Organic Trade Association (**OTA**) www.ota.com
Global Organic Textile Standard (**GOTS**) www.global-standard.org
Organic Exchange (**OE**) www.organicexchange.org





More Links...

www.treehugger.com

TreeHugger is the leading media outlet dedicated to driving sustainability mainstream.

www.sundancechannel.com/thegreen/#/homePage

The Green is television's first regularly-scheduled programming destination dedicated entirely to the environment.

www.organicexchange.org

Organic Exchange is a 501(C)(3) charitable organization committed to expanding organic agriculture, with a specific focus on increasing the production and use of organically grown fibers such as cotton.

www.zerofootprint.net

Zerofootprint provides information, products, and services for the global network of consumers and businesses who wish to reduce their environmental impact.

www.oneearth.org

Our Mission is to use the power of communication to improve the global environment.

Anvil. The Right Fit. For Us. For the Earth.