

CONTENT

I. Humanity faces unprecedented challenges

- 1.1 Climate change as a planetary crisis
- 1.2 Carbon dioxide emissions
- -Plastic pollution

II. A global sustainable action is imminent

- 2.1 Global launch of "carbon neutral" policies in 2016: the Paris Agreement
- 2.2 Adoption of the Draft Resolution to End Plastic Pollution in 2022
- 2.3 European Plastic Restrictions in 2021

III. "Sustainable Fashion" Becomes a Trend of Fashion Business Transformation

- 3.1 The United Nations released the "Charter for Climate Action in the Fashion Industry
- 3.2 Sustainable policies introduced by countries
- 3.3 130+ fashion brands become pioneers

IV. Huge evolution of user consumption trends

- 4.1 Sustainable products become the mainstream of consumption
- 4.2 Consumers focus on certification on product packaging

V. Sustainability is an opportunity and a challenge for fashion companies

- 5.1 Opportunity: Enhancing the social influence of brands and achieving performance growth
- 5.2 Challenges.

Limited choice of materials

High product development costs

Inadequate supply chain qualifications

VI. C&T provides sustainable solutions for fashion companies

- 6.1 Material selection: 36+ new sustainable materials
- 6.2 Product development: 20+ environmental protection product recommendations, iPhone14 new product recommendations
- 6.3 International authoritative certification: credible environmental credentials











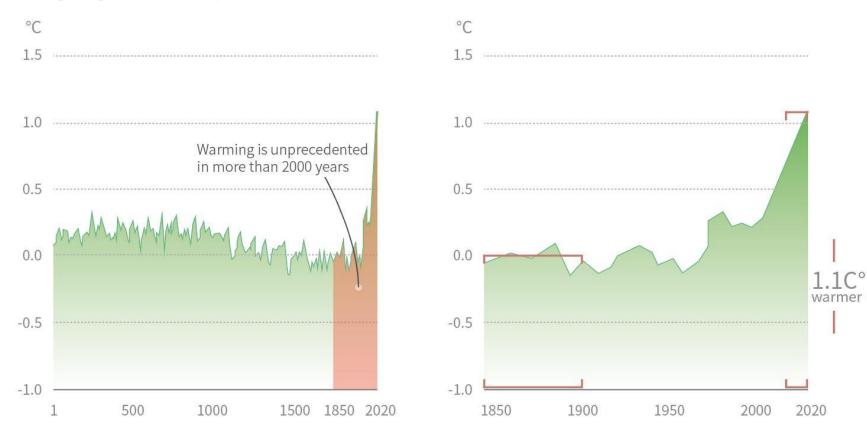
Humanity faces unprecedented challenges

Human influence has warmed the climate at a rate that is unprecedented in at least the last 2000 years.

According to the Global Climate Status 2021 report released by the World Meteorological Organization, the global average temperature in 2021 is about 1.1 °C warmer than it was between 1850 and 1900, and is currently ranked by the WMO as the sixth or seventh warmest year on record globally.

If the temperature rises by another 10 degrees, all the glaciers in the Antarctic and Arctic will melt.

Changes in global surface temperature relative to 1850-1900



Source: IPCC



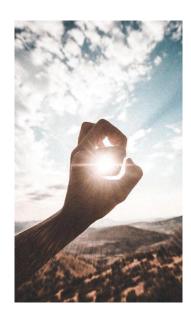








As global warming increases, it will have catastrophic consequences on a global scale



Extreme heat

More frequent

More intense



Heavy rainfall

More frequent

More intense



DroughtIncrease in some regions



Fire weather

More frequent



Ocean
Warming Acidifying
Losing oxygen



sea level Rising

Source: IPCC







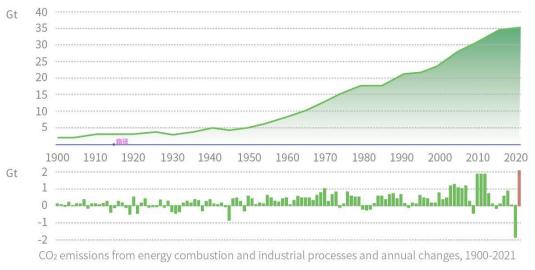




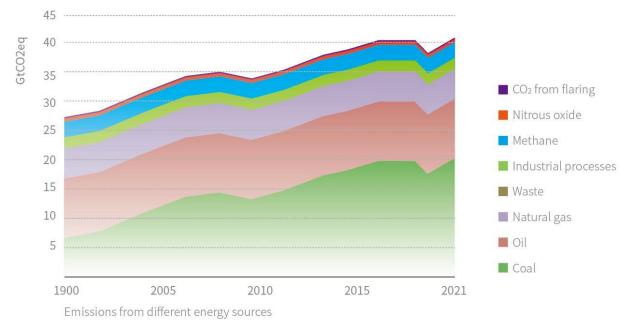


Global warming has been observed to be caused by greenhouse gas emissions, with carbon dioxide emissions being the highest.

The increase in temperature is mainly caused by the combustion of hydrocarbons (coal, natural gas and oil). The combustion process releases large amounts of carbon dioxide, leading to changes in atmospheric properties that keep more solar energy on the planet. global CO2 emissions from energy combustion and industrial processes increase by 6% year-on-year to 36.3 billion tons in 2021, accounting for nearly 89% of greenhouse gas emissions from the energy sector.















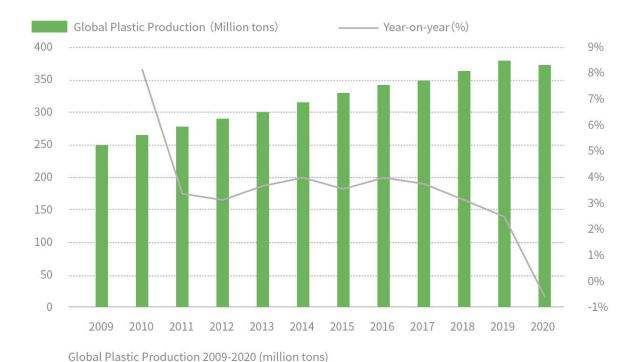


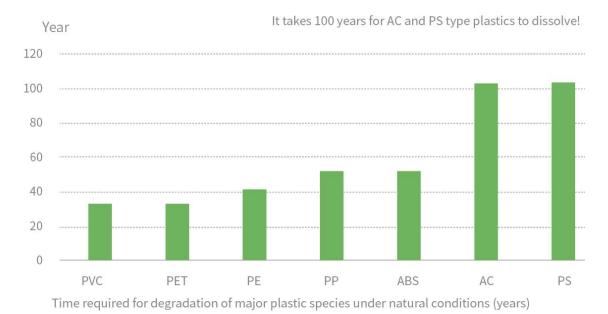




1 kg of plastic releases 2.3 kg of CO2! Exacerbating global warming

Global annual production of plastic materials has increased from 2 million tons in 1950 to 367 million tons in 2020 and is expected to exceed 1 billion tons by 2050. As an important petrochemical product, each kilogram of plastic releases 2.3 kg of CO2 from the production of raw materials to the polymerization to form resin pellets.





Source: European Plastics Manufacturers Association/CNKI, Dongwu Securities Research Institute









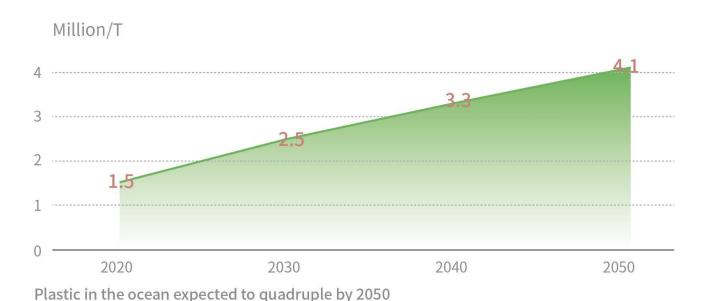




More plastic than fish! The deterioration of the marine ecosystem indirectly contributes to global warming.

According to statistics, more than 8 million tons of plastic are abandoned in the ocean every year. Marine plastic pollution is not only an oceanic problem, but also a climate problem. Preliminary studies have shown that trapped microplastics can alter the properties of sea ice and snow. Dark particles, for example, cause ice to absorb more sunlight and therefore melt faster, which in turn may exacerbate global warming.

Growth trend of plastics in the ocean



Source: United Nations Environment Programme, Nature Review - Earth and Environment Journal

Ocean plastics are expected to reach 410 million tons by 2050. Relative to 2020, this will quadruple.

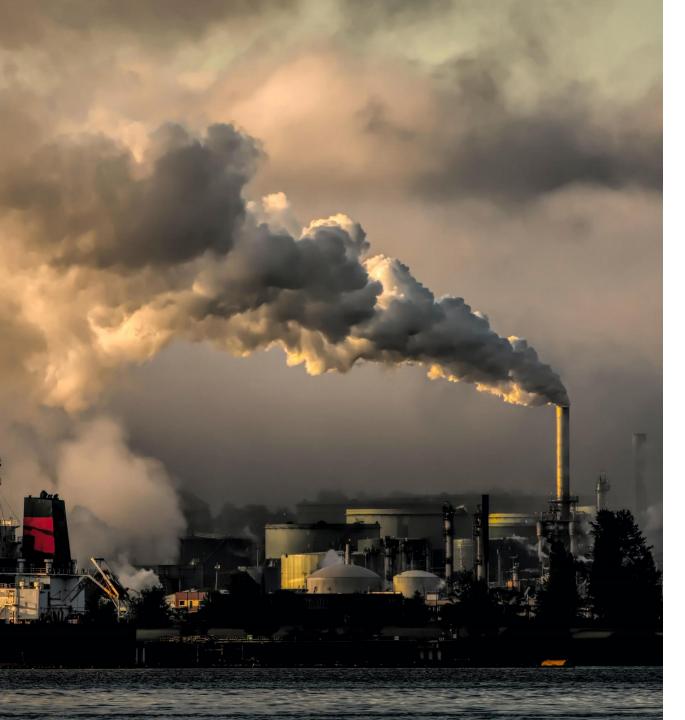












Energy combustion, plastic pollution...all kinds of man-made causes of CO2 emissions are accelerating global warming and affecting countries around the world. It is now necessary to reduce greenhouse gas emissions and plastic use vigorously, rapidly and sustainably.

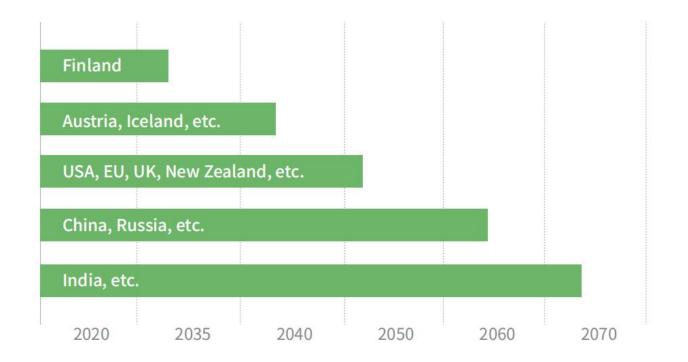
A global sustainable action is imminent.

International policy: global warming poses a huge challenge to countries around the world, carbon neutrality becomes a global proposition, 1.5°C becomes a long-term goal

In 2016, 178 parties around the world signed the Paris Agreement together. The long-term goal of the Paris Agreement is to limit the increase in global average temperature to 1.5°C compared to the pre-industrial period.

What is "carbon neutrality"?

Carbon neutrality means that the total amount of carbon dioxide or greenhouse gas emissions produced directly or indirectly by a country, enterprise, product, activity or individual within a certain period of time can be offset by planting trees, energy saving and emission reduction to achieve a positive or negative offset and achieve relative "zero emissions".



Source: Energy&Climate intelligence Unit













Carbon Neutral: Plastic Restriction and Reduction is Never a "Supporting Actor"!

On February 28 - March 2, 2022, the Fifth United Nations Environment Assembly adopted Resolution 5/14, "Draft Resolution on Ending Plastic Pollution". This agreement will address various alternatives throughout the life cycle of plastic products, reusable and recyclable plastic products and materials design.







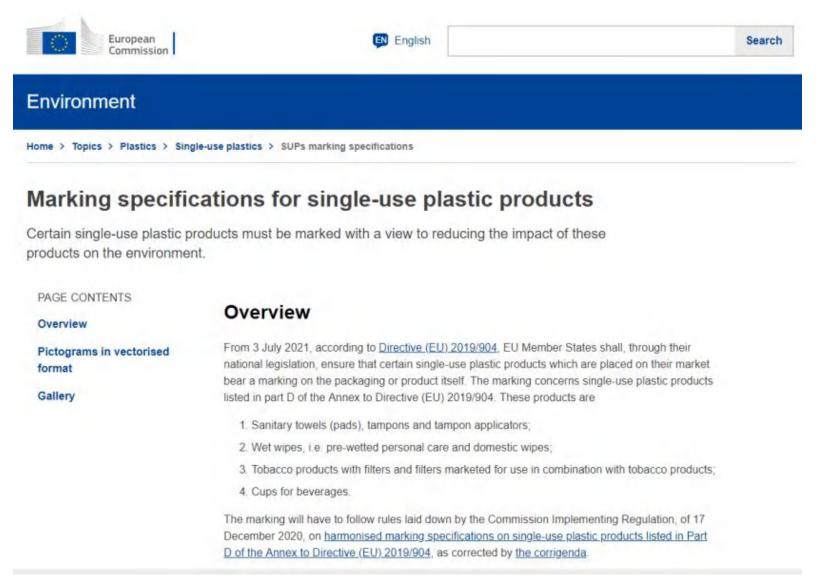








2021 European plastic restriction officially implemented: ban on the use of disposable plastic products





The Age of Carbon Neutrality
The fashion industry is facing a
"sustainable" change

"Sustainable fashion" has become an inevitable trend for the future transformation of fashion companies

The term "sustainable fashion" refers to the process of promoting the fashion industry to reduce resource consumption, environmental degradation and ecological pollution in the value chain process and product life cycle by taking environmental, social, economic and cultural factors into account, in order to protect the ecological environment and improve social equity.

Fashion companies can enhance sustainability in various ways, including improving green design of products, choosing environmentally friendly materials, using clean energy, reusing waste, and promoting circular design systems and sharing economy models.

Data source: McKinsey









The United Nations and various governments have issued environmental policies to promote the sustainable transformation of the fashion industry

The total carbon emissions of the fashion industry account for 10% of global carbon emissions, making it the second most polluting industry after the oil industry. Accordingly, in 2018, the United Nations released the Charter for Climate Action in the Fashion Industry to support the sustainable development of global fashion companies/brands. Governments have also issued different environmental policies to impose stricter regulations on the fashion industry.

UN "Charter for Climate Action in the Fashion Industry"

 Main goal: Work with global brands to address the climate impact of the fashion industry

France

Fashion pac" will be launched in 2019. Stop global warming, restore biodiversity and protect the oceans.

In 2021, the French Parliament adopts the "Projet De Loi Sur Le Climat", which includes a mandatory requirement for suppliers to add "environmental labels" to their products.

United Kingdom

In 2021, the UK government released the Waste Prevention Programme for England (WPPE), which holds fashion brand manufacturers accountable for large amounts of production waste.

United States

In 2022, New York lawmakers introduced the Fashion Sustainability and Social Accountability Act, which requires fashion companies operating in New York State with more than \$100 million in global sales to take on a certain level of social responsibility.













Responding to change: More and more fashion companies are joining international sustainability-related alliances/organizations to be the first practitioners of change for sustainability in the industry.









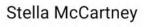


























































tapestry



















Some of the fashion companies that have joined sustainable related alliances









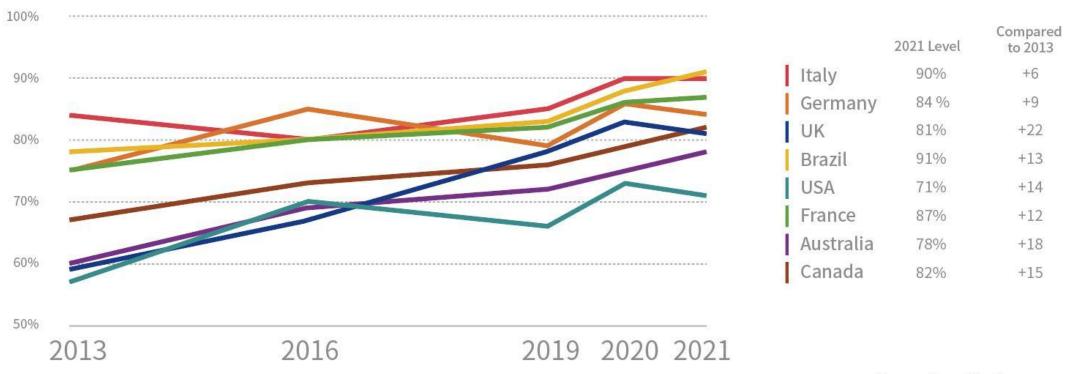




Consumers are also concerned about the climate crisis. Since 2019, public concern about climate change has continued to grow.

In 2019, searches for "sustainable fashion" on the Internet more than tripled compared to 2016.

Q:We will face an environmental disaster unless we change our habits soon (%)



Source: A Long Way Gone













Changing consumer demand: more and more consumers are willing to buy sustainable products

The trend is also highly variable in demographic breakdown (see chart). Millennials (ages 23 to 26) are the most likely to be conscious of sustainability when shopping.

Q:Please indicate to what extent you agree or disagree with the following statements around shopping sustainably

Answers are a combination of "agree" and "strongly agree" responses

	Generation Z	Young Millennials (age 23-26)	Core Millennials (age 27-32)	Mature Millennials (age 33-36)	Generation X	Baby boomers
I choose products with a traceable and transparent onigin	47%	59%	60%	62%	56%	48%
I buy from companies that are conscious and supportive of protecting the environment	49%	60%	61%	58%	53%	47%
I intentionally buy items with eco-friendly packaging or less packaging	48%	55%	60%	55%	55%	51%
I am buying more blodegradablefeco-friendly products	48%	56%	59%	58%	52 %	47%
When shopping for products, I check the labeling/ packaging for sustainability certifications)	47%	57%	58%	53%	51%	43%

Base: Generation Z(1,360), youngmillennials (933), core miltenniats 1,588, mature millennials (919) generation X(848); baby boomers (925)

Note: The greatest generation (the oldest group) is not shown, because the base is too low.

Source: June 2021 Global Consumer insights Pulse Survey

Source: Global Consumer Insights Survey, June 2021











As you can see from the chart, consumers will check product labels/packaging for sustainability certifications. This will be a hot trend where brands can add recognizable certifications to the outside of product packaging to demonstrate sustainability standards in an open and transparent way, allowing users to trace the brand's environmental actions throughout.





























For fashion companies

Sustainability is an

opportunity and a challenge

According to the research, sustainable actions will help companies/brands to get better returns. Companies that are leaders in addressing climate change typically have better market performance

120%

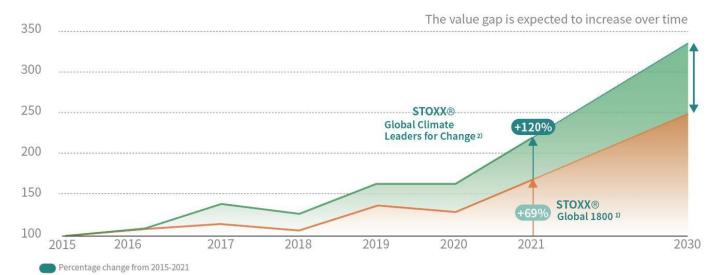
Performance of a global climate change leader with a c increase in market valuation over the last 6 years

2X

Leading sustainability actors are currently performing almost twice as well as companies in the same group that are not committed to climate action

Expand

Roland Berger expects that the enterprise value gap will continue to show an increasing trend in the future



1)Representing the most developed market in the world with a fixed number of 1,800 companies in the portfolio;
2) based on CPD "AList" data (ClimatePerformanceLeadership) including carbon leaders who have publicly committed to reducing their carbon footprint

Source: Stoxx, CDP; Roland Berger Analytics













There are a number of fashion companies that have implemented sustainable programs and have seen growth in performance.

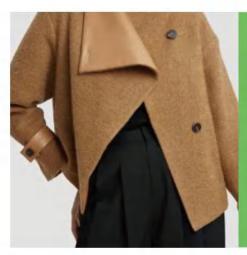


American footwear brand Allbirds focuses on sustainable concepts Its "wool shoes" sold 1 million pairs in two years.



Swedish clothing and footwear brand Axel Arigato

Made from recycled plastic made from marine waste Became one of the top 25 fastest growing brands in the United States.



Designer lifestyle brand Gentle Herd Producing eco-friendly products in a sustainable way. In the midst of a global trade downturn. Achieved 221% growth in quarterly results for the same period.



A well-known European brand

Its renewable energy cell phone cases allow the business to reach an estimated annual revenue of \$25 million to \$100 million range.











For fashion companies, "sustainable" is both an opportunity and a challenge.

"Sustainable fashion" is a new opportunity that will bring transformation and change to companies/brands. However, while it affects the way fashion companies act, there are still different aspects that need to be explored and solved.

TOP 1

The choice of sustainable materials is too limited.

TOP 2

Lack of awareness and qualification of the upstream and downstream of the supply chain, lack of credible supply chain tracking technology cooperation.

TOP 3

Lack of awareness and qualification of the upstream and downstream of the supply chain, lack of credible supply chain tracking technology cooperation.













Addressing process upgrades/sustainable material development Reduce carbon emissions, plastic pollution at the source Make your products sustainable and innovative

You can choose from C&T

C&T's action on sustainability.

1. 36+ new sustainable materials under development

Provide fashion companies with more environmentally friendly material options, a wide range of materials, and a wide range of alternatives to reduce emissions generated during product manufacturing from the source.

2. 20+ green low-carbon product recommendations and new iPhone 14 product designs

We provide customized and sustainable product development solutions for fashion companies, with materials/processes/styles/colors that can be customized individually, helping companies to minimize their product development manpower and capital investment and upgrade their product competitiveness comprehensively.

3. Credible environmental qualification and supply

chain tracking technology cooperation

C&T can provide fashion companies with eco-related certification labels/hang tags/overwrap marks to create a traceable and recyclable supply chain from production to retail.











The following are the more common sustainable and environmentally friendly materials, divided into: natural fiber materials, recycled materials, and biodegradable synthetic fiber materials.



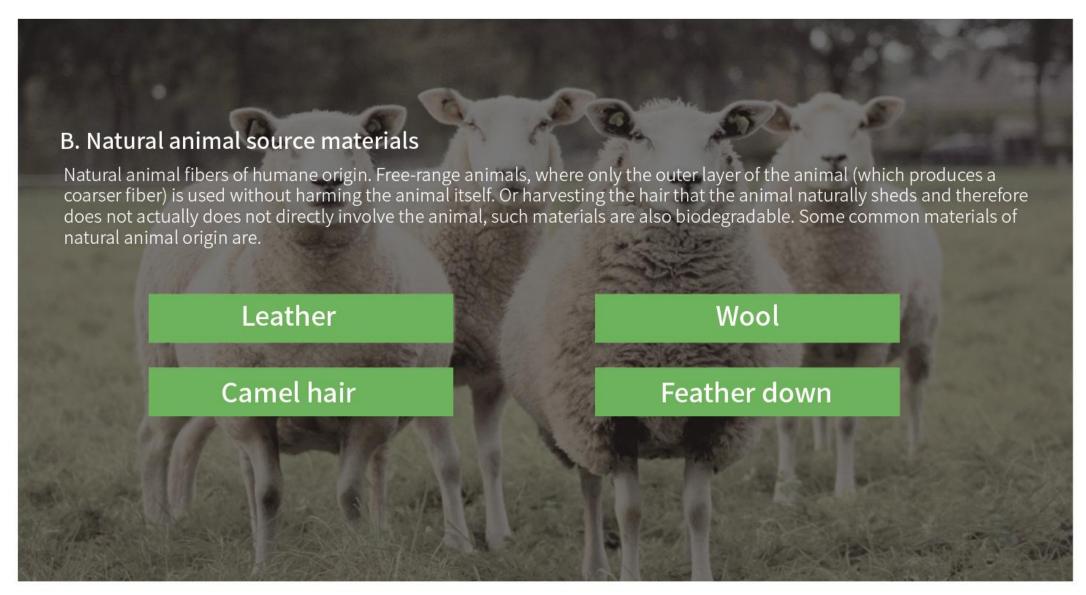






















C. Recycled materials

Materials made from recycled waste rather than virgin materials. Recycled materials give new life to waste materials and extend their life cycle. This helps reduce the amount of end-of-life disposal (landfills and incineration) and reduces environmental impact and carbon emissions. Some common recycled materials are.















D. Biodegradable synthetic fiber materials

Degradable synthetic fiber materials are made from natural raw materials and have a natural long-chain polymer structure. They can only be modified and partially degraded by chemical processes. Most degradable synthetic fiber materials consist of cellulosic recycled fibers. Some common degradable synthetic fiber materials are.































Biodegradable materials/fibers





Low carbon pure plant fiber











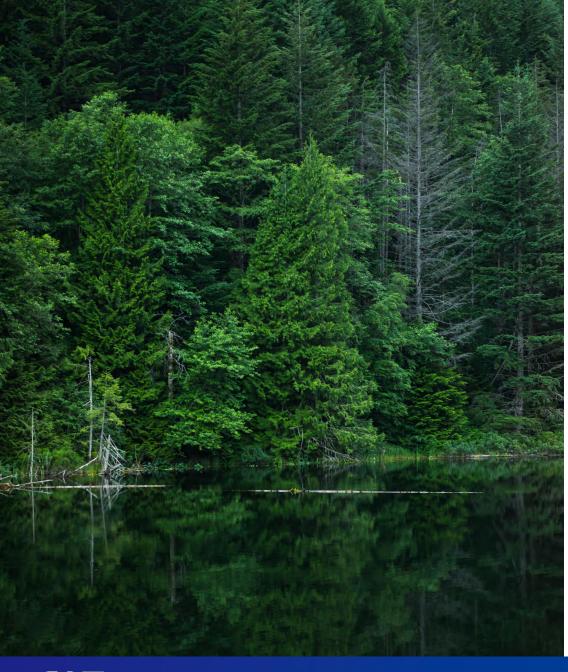












Environmentally friendly materials can significantly reduce energy consumption and greenhouse gas emissions:

ess energy is required

ess Carbon and Sulphur Dioxide released

ess water required









Highlights of environmental material trends in 2023

Cork Leather

Cork is a purely natural material that is 100% biodegradable, renewable and recyclable.

The cork is harvested only when the tree grows to 25 years old, reaches 70 cm in circumference and 150 cm in height, and is harvested every nine years. The process of harvesting cork is done using the ancient harvesting method, which requires professionals to operate with a highly precise process, so there is no need to cut down trees, which is conducive to maintaining the natural ecology of the forest area.















Washable Paper

Washable, printable, printable, laminated, coated, screen printed kraft paper is a new type of low carbon environmental protection material. The raw material is natural fiber pulp, with no harmful substances, recycling, degradable, recyclable and other characteristics, also known as "washable kraft paper" washable kraft paper".









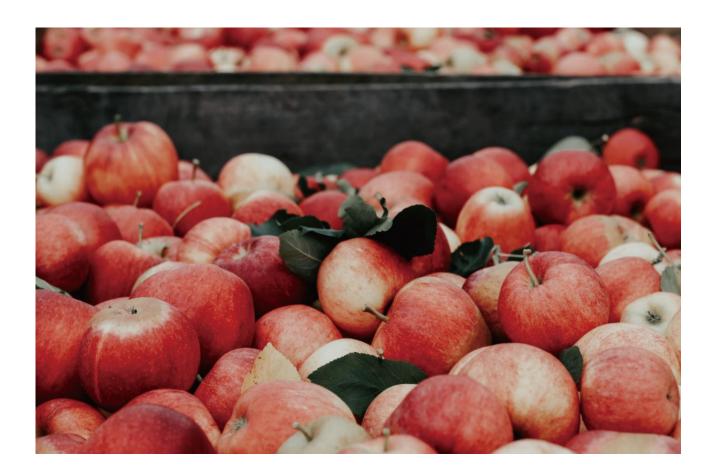






Apple Leather

Apple leather is formed by converting the waste material manufactured during industrial-scale apple juice production into pulp, then mixing it with organic solvents and polyurethane, and bonding it to fabric to make leather-like fabric. Leather leather effectively uses a large amount of apple waste in the production process, and CO2 emissions are reduced by 85% compared to traditional leather, with a soft and delicate touch and excellent quality comparable to genuine leather. Naturally thick, durable, breathable and UV resistant, it is suitable for making bags and shoes.















Pineapple Leaf Leather

Pineapple leaf leather is made from a long fiber extracted from pineapple leaves and is a natural leather alternative. It is soft, strong, breathable, lightweight and flexible, and can be easily cut, stitched, embossed and embroidered for fashion, accessories and upholstery design finishes.















Bio-based hides (corn)

Starch, sugar and lipids are extracted from corn and converted through technology and processes to produce biosynthetic fibers, which can be applied to weave into bio-based materials. It has good biodegradability and can be converted into small non-toxic molecules such as water and carbon dioxide through biodegradation methods such as burning or composting, without worrying about causing environmental pollution.















Tômtex | Leather made from discarded seafood shells and coffee grounds

This is a leather substitute made from discarded seafood shells mixed with coffee grounds that is waterproof, thin, abrasion resistant, soft, and machine sewable. Most importantly, it is a decomposable material, so that when the leather reaches the end of its life, it can be returned to the earth again to nourish more life.























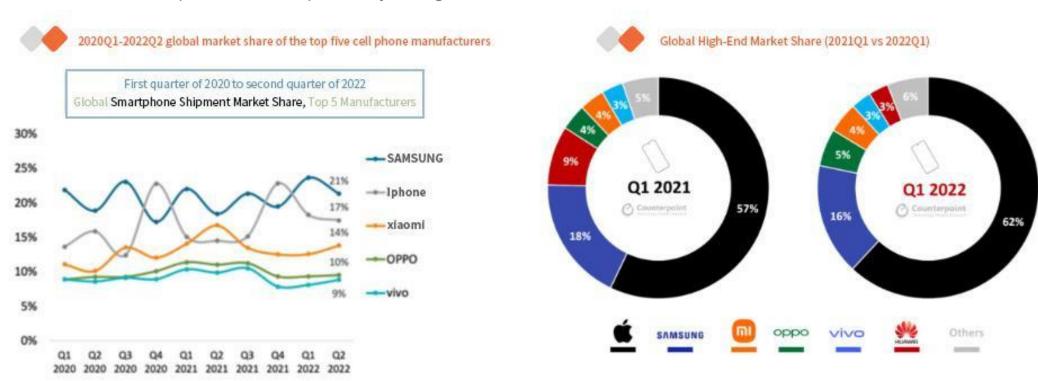




iPhone 2022Q2 year-on-year growth, is expected to maintain strong growth in Q3 new machine releases.

According to Counterpoint Research, Apple leads the global high-end machine market with 62% of the market share in 2022Q1; according to Canalys, the global smartphone shipment market share in 2022Q2 saw Apple's cell phone grow to 17% YoY, a strong performance.

Bloomberg reported that the upcoming release of Apple iPhone 14 and 14 Pro models at the end of September is expected to be 90 million units in stock; in addition, it is expected that the price may be higher than the iPhone 13.



Source: Canalys, Counterpoint, Ping An Securities















Apple officially announced the release time of the new iPhone 14.

From the information that has been revealed, the iPhone 14 series still has four models, but the product line will be optimized.









iPhone14

iPhone14 MAX

iPhone14 Pro

iPhone14 Pro MAX













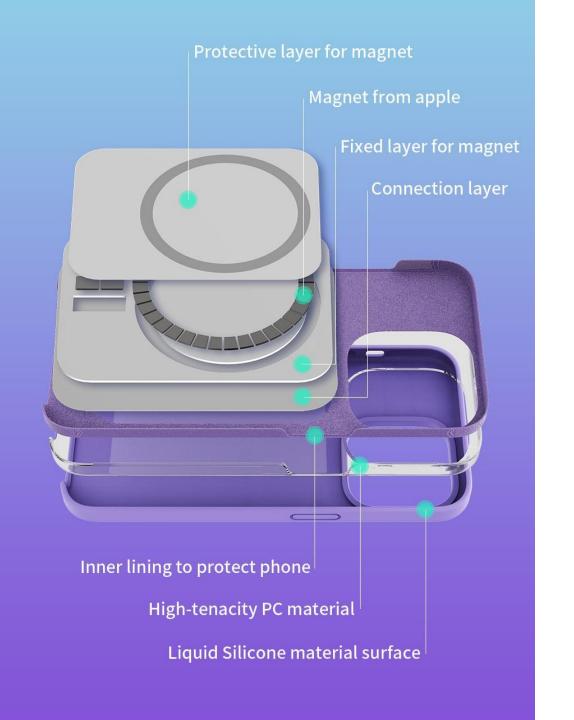
iPhone 14 New Products

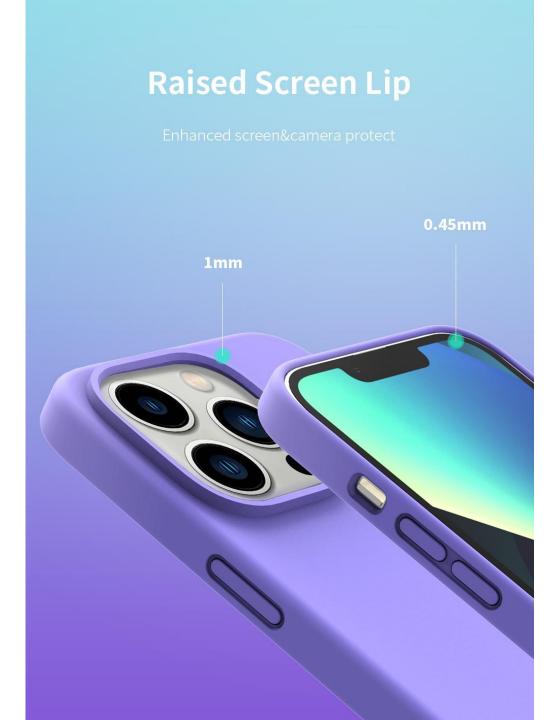




Precise positioning, Strong adsorption, Will not fall

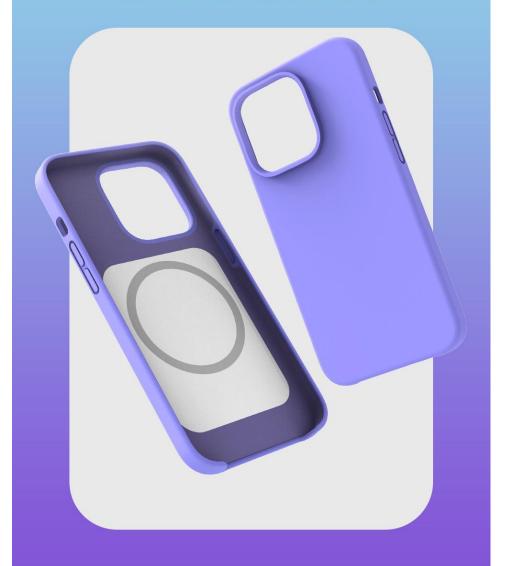






Gentle And Tenacious Caring

Preferably flexible flocking lining to avoid the phone case from scratching



Different Tactile Experience

Luquid silicone phone case, smooth touch feeling



Perfectly Compatible



Gentle And Tenacious Caring

Preferably flexible flocking lining to avoid the phone case from scratching





GRADIENT

Frosted multi-color gradient texture visible at a glance

Material: TPU+PC

Model: Apple full series (including iPhone 14 series), Samsung S22 series















Hey!

We are the manufacturer for smartphone & laptop accessories and professional on quick customized production solution.

If you also concern about the customized products, please don't miss our ODM service. We believe we can bring value to you.

Feel free to contact us.



Website: www.ctworld168.com Tel: 020-89014309 / +86-17665023206

Address: Room 501, Building 3, No. 539, Shibei Industry Road, Dashi Street, Panyu District, Guangzhou

Copyright © 2022 C&T, All Rights Reserved

Published by: C&TMarketing Operations Center

Designers: YUN LONG CAI Planners: ZE HUI WU