

#AskADetoXpert Live Webinar:
How **Green** are your Jeans?
Insights into Innovation & Resource Efficiency

30 September 2020, Wednesday
5PM (GMT +8) / 11AM (GMT+2)

WITH PARTICIPATION OF



Webinar: "**How Green are your Jeans? - Insights into Innovation & Resource Efficiency**"

30 September 2020, 5PM China Standard Time, (GMT+8) | 11AM CET (GMT +2)

Register : <http://tuv.li/1d7V>

Global denim production gobbles up at least 2 million tons of chemicals in the process and 2,630 liters of water - per individual pair of jeans. Various campaigns by Global Environmental NGOs such as Greenpeace, China's IPE, and documentaries like "River Blue" have highlighted many of the issues arising from denim production.

All in all, there is an urgent need to mitigate these risks via innovation and thoughtful resources efficiency programs to reduce the adverse impact on our environment.

During this webinar, the below aspects will be elaborated upon:

- 1.The Status-Quo
- 2.NGO's Perspective
- 3.Denim Brand's Roadmap
- 4.Energy Efficiency Excellence
- 5.Putting it to work - Denim Mills' perspective

Speaker(s):

- Ms. Eren Atak (Conservation Supervisor WWF Turkey)
- Ms. Sebla Onder (Sustainability Lead Orta)
- Mr. Riaz Ahmad (Vice President Compliance US Apparel & Textiles)
- Mr. Shafqat Ullah (Director Projects Cleaner Production Institute)
- Mr. Rakesh Vazirani Head of Sustainability Services TÜV Rheinland

