



## **C&A well-placed to implement ambitious 2028 Global Sustainability Strategy**

- Driven by the success of its 2020 framework, C&A launches new objectives for 2028

**Dusseldorf, 15.07.2021** – The fashion company C&A today announced the launch of its new 2028 [Global Sustainability Strategy](#) for key markets in Europe, Brazil, Mexico and China. Meanwhile, taking a look back at previous years, C&A also reports that it had achieved most of the goals it had set for 2020, as detailed in its latest [Global Sustainability Report](#), published today.

C&A's strong legacy of delivering on its targets has enabled the company to define bolder, sharper, and even more ambitious goals for 2028. The new strategy includes ways to inspire customers to make more sustainable choices, ambitious science-based targets addressing climate change, and an even greater focus on circularity. As one of the industry leaders who has made a head-start in recent years by using more sustainable materials, C&A has now set out new key goals for its operations in Europe:

- Source 100% of core materials more sustainably by 2028<sup>1</sup>.
- Innovate and connect circularity principles to extend the life of 7 out of 10 products by 2028.
- Replace 50% of single-use plastics in stores, the online shop and supply chain with sustainable alternatives by 2028.

Over the past five years, C&A has made significant steps in helping to transform sustainability from a niche issue to a mainstream topic by making it easier for consumers to make sustainable fashion choices. The new strategy underlines the company's commitment to continue along its current path and become even more sustainable.

Giny Boer, CEO of C&A Europe, said: "We invite our customers to wear the change – with fashionable, affordable, and responsibly made clothing. The latest results show us that our customers want to take the journey towards a more sustainable world of fashion together with us. That's why we are happy to announce new ambitious objectives."

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<sup>1</sup> C&A defines more sustainable raw materials as the proportion of raw materials sourced under a third-party certification. This includes, but is not limited to, certified organic cotton (OCS or GOTS), cotton placed as orders sourced under BCI, viscose sourced under the Canopy Style Initiative, certified recycled polyester (GRS, RCS, or equivalent), down sourced under the Responsible Down Standard (RDS), etc.

The latest Global Sustainability Report confirms that C&A remains one of the largest buyers of certified organic cotton worldwide. Other highlights from the report include (C&A Global):

- Increased use of more sustainable cotton, from 53% in 2016 to 96% in 2020 – nearly meeting the company’s 100% target.
- In 2020, C&A used 68% more sustainable raw materials, not only meeting but exceeding its goal by 1%.
- C&A has demonstrated continued industry leadership in circularity, having produced the first-ever [Cradle to Cradle Certified™ Platinum denim fabric](#) in 2020. It leads the fashion industry towards circular fashion with more than four million Cradle to Cradle Certified™ products brought to market to date.

As C&A ticks off its previous goals, the company’s important mission continues in identifying and sourcing more sustainable raw materials, seeking innovative solutions and improving apparel durability in order to achieve truly circular fashion.

“We are proud to have achieved most of our 2020 sustainability goals. This is what lays the foundation for an even more ambitious strategy and takes us further on our pursuit to make sustainable choices the new normal,” said Aleix Busquets Gonzalez, Director of Global Sustainability at C&A.

#### **About C&A Europe:**

C&A is one of Europe’s leading fashion retailers, with nearly 1,400 stores in 18 European countries and more than 25,000 employees. Every day, C&A welcomes millions of visitors in its stores and online in Europe, offering high quality long-lasting clothes for the whole family at affordable prices. For further information, please visit our website: [www.c-a.com](http://www.c-a.com)

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