Global Organic Textile Standard (GOTS)

The Business Case for Sustainability
Linking a Sustainability based Textile Standards to competitive strategies using the example of GOTS

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Value-based sustainability management

Environmental Management
Social Management
Economical Management

Integration?

Environmental Management
Social Management
Economical Management

Quelle: Schaltegger/Dyllick 2002, 44ff
Competitive Advantages

Social and ecological problems

Social and ecological knowledge become stakes

Social and ecological competition fields
(current, latent, in the future)

Competitive Advantage

Quelle: Dyllick et al 1997, 57
What makes a standard a competitive factor?

- Visibility
- Customers benefit
- Credibility
- Permanence
- Relevance (to solve eco/social problems)
Sustainability based competitive strategies

- Reducing or controlling risks
- Improving image and reputation
- Improving productivity and efficiency
- Market differentiation
- Sustainable market development
- Transformative
- Save
- Credible
- Efficient
- Innovative
Brands’ and Retailers’ Key Role

[Diagram showing a process with 'Blah Blah' crossed out and replaced with an organic textile standard symbol]