NO-WASTE APPAREL SUSTAINABILITY
VIDEO TRANSCRIPT

"The creation of a garment is a global event," says Harshit Nigam, a management consultant in the Accenture Supply Chain practice.

It's an event that goes through multiple process steps, that reverberates across countries and languages, that abides (generally, but not always) by several codes of conduct, and that conforms to standards whenever it can.

It also means that every player along the many distribution routes needs to understand the rules of engagement, no matter where they are in the global supply chain.

Inevitably, there are instances of waste that occur along this bumpy terrain, and that's where advanced digital technologies can play a key role in reducing it.

The scale of such waste can hardly be trivial, considering that 150 billion garments are manufactured worldwide each year.

Harshit's background in retail sourcing, procurement, and merchandising in the fashion, sporting goods, and home improvement industries, is perfectly suited for problem solving on such a wide scale.

While based in India, Harshit collaborated with three far-flung Accenture colleagues—Tom White in New York, Akshay Madane in Atlanta, and Colleen Connolly in Ireland—to research and write a report on how the apparel industry can reduce waste and better meet sustainability goals.

Their conclusion? "We have to think bigger." The industry needs to put a stronger focus on improving the traceability of every single garment across the value chain. And that requires technologies like blockchain and data analytics.

Technology, however, is not everything, according to Harshit. "Concerns will always remain around trust and transparency."

TEST TEST Thirdly, data, data, data. So rely on those data-led insights. Rethink and redefine the role that data plays to unlock growth. Identify those new consumer and customer trends and respond faster. The speed, the agility, is something that, again, we hear a great deal from on consumer goods in terms of having a real, tangible, competitive advantage.

And then, lastly, as we just discussed, tap into that power of human plus machine. So develop those AI cloud and machine-learning capabilities to help automate some of the executional, repeatable tasks across channels, so you free the humans up for more strategic, value-added work.

Renee Ertl:
Oh, and thank you, Oliver, for these tremendous insights into the opportunities for growth in consumer goods. Any final thoughts?

Oliver Grange:
Well, thank you for your time. If I was to leave you with one message, it would be this, that whilst finding and delivering growth is an increasingly complex task, these are also exciting times with abundant opportunities. So today is a great time for CPGs to reset, renew, and evolve for future growth.

Renee Ertl:
Thank you again, Oliver. And thank you for listening to this podcast. For more information, please visit www.accenture.com/consumergoods.