

APPAREL AND ACCESSORIES

Burberry pledges to become climate positive by 2040

June 10, 2021



Burberry is supporting Forest for Change, an installation educating consumers about climate goals. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is setting an ambitious sustainability goal and is pledging to become "climate positive" by 2040.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Burberry is the first luxury brand to commit to be climate positive, meaning that it will remove or save more carbon emissions than it is producing to create an environmental benefit. The brand has been accelerating its environmental efforts and is on track to become carbon neutral across its own footprint by 2022.

Climate positive

Previously, Burberry had set a target to achieve net-zero by 2040. Now, the label is being more aggressive in its efforts to address climate change.

"Burberry was built upon a desire to explore nature and the great outdoors and they have remained our inspiration for more than 150 years," said Marco Gobetti, CEO at Burberry, in a statement. "Drawing on this heritage of exploration and driven by our creative spirit, today, we are setting a bold new ambition: to become climate positive by 2040.

"As a company, we are united by our passion for being a force for good in the world," he said. "By strengthening our commitment to sustainability, we are going further in helping protect our planet for generations to come."

By 2030, Burberry expects to cut carbon emissions across its extended supply chain by 46 percent in alignment with the Paris Climate Agreement, up from an earlier target of 30 percent. It will also develop projects to help other organizations in their carbon journeys.

Burberry will also invest in efforts outside its value chain to support global efforts towards a zero-carbon future.



Burberry has introduced more sustainable packaging in recent years. Image credit: Burberry

This includes investing in programs that remove carbon, conserve and restore natural ecosystems; funding climate resilience projects that empower vulnerable communities and advocate alongside nonprofits and policymakers to transform the fashion industry. In 2020, the company introduced the Burberry Regeneration Fund to support a portfolio of verified carbon offsetting and insetting projects.

Burberry has also announced its support for the Fashion Avengers, a collection of global fashion organizations that are working towards achieving the United Nation's Sustainable Development Goals (SDGs).

As Burberry works to reduce its carbon emissions and improve energy efficiency, the brand currently sources 93 percent of its electricity from renewable sources and plans to use 100 percent renewable electricity for its own operations by next year.

All the brand's events, including shows and presentations, have also been certified carbon neutral since 2019.



Burberry hopes to become climate positive by 2040. Image credit: Burberry

In one consumer-facing effort, Burberry is supporting a UN Global Goals installation as part of the 2021 London Design Biennale.

Created by British designer Es Devlin, Forest for Change transforms the courtyard of London's Somerset House into a forest, welcoming visitors to learn about the 17 SDGs. The forest installation, created from 400 trees, will be on display through June 27.

Burberry is a founding signatory of Walpole's Sustainability Manifesto, which launched in February 2020 to help British luxury brands become leaders in sustainability.

The Manifesto has four guiding principles: circular economy innovation, environmental safeguarding, supply chain excellence and workplace equality. Specific aspirations or goals include zero landfill waste, 100 percent energy from renewable sources, 100 percent traceability across the supply and eliminate the median gender pay gap ([see story](#)).