

The Emperor is Naked: It's all about exposure. The fashion industry took a hit last month with "Sustainable Apparel's Critical Blindspot" naming 22 out of 49 brands as being non-responsive to claims that they use polluting factories. This month, we speak to Ma Jun on why fashion brands need to stop greenwashing and start taking responsibility. Greenpeace also shares with us their work in removing endocrine disrupting hormones from the supply chain, whilst Dupont tells us how enzymes can solve this. It's not just reputation at risk, future consumers are also targeted. Beijing based, Thirst tells us how they are influencing the choices of the young by teaching them about the hidden value of water in their food & clothes. Exposure to water risk is building - isn't it about time investors look deeper? Hi-street & hi-end portfolio diversification may not work when products are sourced from the same supplier - check out blackholes & blacklists. However, it's not all doom & gloom, there are brands pro-actively trying to make sustainable apparel work. Jason Kibbey, director of the Sustainable Apparel Coalition walks us through the Higg Index and the challenges of measurement.



NOVEMBER NEWSLETTER

EDITORIAL

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- UN University and InterAction Council: [The Global Water Crisis: Addressing An Urgent Security Issue](#)

Government Updates

- [12FYP on Membrane Technology](#)
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All Eyes on Shanghai

- Shanghai Water Authority to set up strictest water management system by 2014
- The new system includes more scientific water resource allocation across the city and a central platform to monitor and control the water use efficiency of local companies
- A sewage treatment network will also be built across the city within three years to avoid waste water being discharged into rivers
- Major industries will be made to use 30% less water compared to 2010. See how the textiles industry could be affected [here](#)
- The city is to invest up to RMB100 billion (US\$16 billion) over the next five years to improve its water utilities. Cash spend will include water supply systems, an anti-flood system & riverbank administration

Interest

- Ningbo suspended controversial paraxylene (PX) project after week-long protest by residents
- Large scale tidal power agreement signed between Chinese and Dutch officials could be a new energy source and solution for China's energy security issues
- Government to spend RMB12 billion (US\$1.92 billion) to improve water quality on the middle route of the South-to-North Water Diversion Project from 2011 to 2015

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