

## COMMUNICATION POLICY IN THE TEXTILE SECTOR: AN ANALYSIS OF SUSTAINABILITY REPORTS



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### ABSTRACT

Due to several environmental tragedies denounced and announced in recent decades, the pressure of non-governmental organizations (NGOs), governments, the media and, especially, investors on large companies in the textile fashion chain is currently remarkable. They, in turn, respond to pressures through corporate communication. Based on the above, the structure of the communication policy of four large companies in the textile fashion sector was analyzed, through exploratory documentary research, from which sustainability reports were analyzed. The results showed that three of the four companies analyzed are aligned with the Sustainable Development Goals (SDGs) and use the international standard Global Reporting Initiative (GRI), which gives the reports the possibility of comparison between the companies, since they use similar indicators. The discussion that opens up is whether this communication is really reflecting practices towards sustainability, or tries to comply only with a formality imposed by the market.

**Keywords:** Sustainability report, Governance, Communication policy.

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## INTRODUCTION

With the increase in pressure from society on companies and other organizations, the number of actions aimed at communicating with stakeholders, especially voluntary ones, has been growing (GAVIRA et al, 2014).

As a very specific communication tool, the sustainability report emerged as a direct response to pressure generated by activists, consumers, non-governmental organizations (NGOs) and, above all, investors. In recent decades, there have been several scandals linked to the occurrence of corruption, environmental damage and human exploitation, some of which have been widely publicized and provoked *stakeholders* to pressure large corporations to assume their share of social and environmental responsibility. In the development of business relationships, structures such as Ethics, Corporate Social Responsibility (CSR) and Sustainability are pillars that can effectively enable the interests of stakeholders issues related to the environment and the development of moral standards (LIMA et al, 2024).

Corporate sustainability reports aim to communicate companies' environmental indicators and performance more transparently to society. This often includes the environmental, economic, and social dimensions; however, the complete financial data is usually disclosed in a separate report. In sustainability reports, companies often present indicators referring to their sustainable performance, as well as future goals and projects for sustainability completed or in progress (GAVIRA et al, 2014).

Environmental issues have gradually become strategic for organizations, demonstrating the beginning of an integration of environmental management and its organizational processes. The solution of environmental problems, or their minimization, requires a new attitude from entrepreneurs and administrators, who have started to consider the environment in their decisions. Thus, carrying out environmental management in organizations — companies and public and/or private institutions — has become an important and necessary prerogative for production processes in the medium and long term (MORAES, PUGLIESI; 2014).

The first reports, which were produced in the 1970s, were limited to reporting on financial aspects of companies, financial statements and balance sheets, for example. From the end of the 1980s, the scenario changed: environmental issues began to be reported.

Historically, there are three different types of sustainability reports: i) Social Reports, which originated in the 1970s, from the demands for social balance sheets regarding the social aspects of the activities of organizations; ii) Environmental Reports, originating in the late 1980s and focused on environmental

issues, which may also include aspects related to health and safety; and iii) Annual Reports, which have tended, since the mid-1990s, to include information on the ethical, social and environmental aspects of the organization's activities (DAUB, 2007 apud CAMPOS, 2013, p. 916).

Adherence to these reports is voluntary and has the following objectives: to support and facilitate the management of companies' sustainability issues in a systematic way; disclose the risks and opportunities; and build a more transparent corporate reputation (CAMPOS et al, 2013).

To make a responsible investment, there is a need for a reliable and assertive company rating. In this sense, the concern with responsible investment originates from pension fund clients, who demand that they invest their money responsibly, that is, in companies that have a sustainable policy and strategy and are therefore considered sustainable (CORREIA, 2013, p. 12).

Based on the demand initiated, several instruments were developed, such as the Ibase, Ethos and *Global Reporting Initiative* (GRI) indicators, which belongs to the international organization GRI. This is a non-governmental and non-profit institution that was established in Boston in 1997 by two other organizations, the *Coalition for Environmentally Responsible Economies* (CERES) and the United Nations Environment Program (UNEP). The *Global Reporting Initiative* (GRI) is an independent international organization that helps companies and other organizations take responsibility for their impacts by providing them with a common global language to communicate those impacts. GRI reports are used by 14,000 organizations in more than 100 countries, where standards are promoting the practice of sustainability reporting and enabling organizations and their stakeholders to take action that creates economic, environmental, and social benefits for all (GLOBAL REPORTING INITIATIVE, 2023).

The principles, standards and norms for the preparation of sustainability reports in line with the Sustainable Development Goals (SDGs) currently most used in the world follow the GRI standard, which in addition to offering all the material for the preparation of reports free of charge in several languages, is adaptable to all economic and social sectors, a fact that allows the comparison of reports (SUSTAINABILITY NOW, 2023).

Although sustainability reporting is not mandatory, many companies use such instruments to demonstrate their commitment to ESG practices. However, the lack of transparency can lead to *greenwashing*, that is, deceiving consumers and undermining their trust (BARBOSA et al, 2024; FRANÇA et al, 2019).

One of the main issues to pay attention to for the appropriate use of sustainability indicators is that they are not universally applicable and, in this sense, it is increasingly necessary to know the particularities of the different systems to be studied, proposing representative indicators for each context (SARUBBI, MORAES; 2018).

With regard to the SDGs, they seek to balance the three main dimensions of sustainable development: social, economic and environmental. Since the release of the 2030 Agenda, governments, civil society, academia, public and private sector institutions, and citizens have sought the implementation of the SDGs. From then on, entities emerged to raise awareness and support countries in aligning the agenda with their local policies, according to their social, cultural, and economic contexts (CNM, 2017; MARTYRS, 2023).

In this context, the textile fashion industry is one of the sectors that generates negative impacts in the social and environmental spheres. There are many problems caused by this sector, such as: the use of pesticides in extensive cotton plantations that contaminate the soil and water, and also affect the fauna, the adjacent flora and the health of workers exposed to chemicals; inadequate waste disposal, which can generate islands of textile waste; and serious problems related to the exploitation of human labor, including deaths. With regard to the latter, the occurrence of disasters such as the *Rana Plaza* building in Bangladesh, which collapsed in 2013 and brought to light worldwide the undignified situation in which several workers found themselves; at the site, several illegalities were found both in the infrastructure of the workplace and the excessive time of exposure of workers to these conditions. The tragic event left thousands of people dead, most of whom were female workers (MARTIN *et al*, 2021), the visibility of these tragedies contributed to large companies being pressured to adopt more responsible and transparent practices. As a response to such pressures, the publication of sustainability reports is inserted as an essential instrument for efficient business communication, on the other hand it leaves doubts as to its practical effectiveness, scholars and critics question whether the practice really moves in the same direction as the marketing communication reported in such reports. According to Martin *et al* (2021, p.24), "despite the issuance of reports and the formation of safety agreements, the *fast fashion* business model has not undergone significant changes and its consumers, although aware of their mode of production, remain as indistinct buyers". A company committed to sustainability must comply with legislation and manage its risks (GAVIRA *et al.*, 2017).

Therefore, in order to better understand the communication policy of large stores in the textile fashion sector, this study analyzed the sustainability reports of four department stores: Lojas Renner, C&A, Riachuelo and Pernambucanas. The objective was to answer, through a critical analysis of its content, the following question: how do large clothing companies structure their corporate communication policy? Based on the results obtained, indicators for a more transparent environmental communication were proposed.

## METHODOLOGY

The present study is characterized as a descriptive research whose data analysis was qualitative. The documentary research technique was used, in which the steps described below were followed. First, four clothing companies were selected, through the analysis of the clothing sector's revenue ranking, carried out in 2021 (Figure 1). In the second moment, after consulting the official website of each of the four companies listed, the available sustainability reports were selected. Once this was done, they were analyzed based on GRI standards.

Figure 1 — *Ranking of revenue in the clothing sector*

SETOR	GERAL	REDE	FATURAMENTO (R\$)	VARIAÇÃO	Nº LOJAS
1	12	LOJAS RENNER	14.278.300.000	38,1%	636
2	21	RIACHUELO	7.187.862.000	27,2%	364
3	24	C&A	6.448.725.000	27,2%	319
5	42	PERNAMBUCANAS	4.332.518.000	14,0%	467
6	43	GFG LATAM (DAFITI)	4.318.000.000	5,9%	web
7	50	AREZZO&CO	3.647.442.000	80,4%	944
8	66	MARISA	2.708.700.000	20,7%	344
9	68	GRUPO SOMA	2.677.700.000	12,7%	1.023
10	93	ZARA	1.680.008.216	NI	49

Source: SBVC (Ranking 300 largest companies in Brazilian retail). Prepared by the authors.

When analyzing the above ranking, it is observed that the first four companies in the fashion sector in Brazil – Lojas Renner, Riachuelo, C&A and Pernambucanas – concentrated approximately 68.2% of the total revenue of the textile sector in the country. This expressive economic dominance is not only translated into numbers, but also into the influence that these companies exert on the practices and standards adopted throughout

the sector's production chain. The sum of the number of stores of these four companies is 1,870 units, with Lojas Renner leading with 636 stores, followed by Riachuelo with 364 stores, Pernambucanas with 467 stores and C&A with 319 stores. This distribution network, with a large physical presence throughout the national territory, strengthens its position in the market and amplifies its impact on consumer behavior and industry practices.

Therefore, the analysis of the sustainability reports of these companies offers a detailed view of the communication policy that reflects, or should reflect, the practices adopted by the leading companies in the Brazilian fashion sector. In addition, the data from the sustainability reports of the companies in question are a fundamental basis for the development of sustainable communication indicators, which are essential to assess the congruence between the discourses and practices of these organizations. These indicators will allow the objective measurement of the effectiveness of the communication strategies adopted, verifying whether the premises of socio-environmental responsibility are effectively translated into concrete actions. From this analysis, it will be possible to provide subsidies for the elaboration of new communication policies, with an emphasis on promoting transparency and strengthening social and environmental responsibility within the fashion sector. Thus, the reports not only offer a diagnosis of current sustainable practices, but also enable the creation of guidelines to improve environmental communication policies.

## RESULTS

To carry out the analysis of the sustainability reports, the following indicators were considered: mention of SDGs; adherence to GRI standards, circularity and regeneration; code of ethics; mention of unacceptable practices, climate actions, supplier qualification, diversity and inclusion. Of the four stores analyzed, Lojas Renner, Riachuelo and C&A presented the complete sustainability report (available on their respective website) and the communication included in the GRI standards. Pernambucanas presented information only on the website, did not adhere to a formal reporting model, despite mentioning a partnership with the Ethos Institute, and did not adhere to the GRI standard.

Table 1 — Main GRI standards found in the analyzed reports.

<i>GRI Standards</i>	<i>GRI Indicator</i>	<i>Communication aspects</i>
GRI 303: Water	GRI 303-1	Communication on water management practices, water conservation efforts, and stakeholder engagement on water-related issues.

GRI 305: GHG emissions	GRI 305-1	Communication on greenhouse gas reduction targets, reporting of emissions data and stakeholder engagement in climate change initiatives.
GRI 306: Effluents and Waste	GRI 306-1	Communication on waste management practices, reduction in waste generation, and engagement with stakeholders on waste-related issues.
GRI 302: Energy	GRI 302-1	Communication on energy efficiency initiatives, use of renewable energy sources and engagement with stakeholders on energy-related issues.
GRI 407: Decent Work and Economic Growth	GRI 407-1 GRI 407-2	Communication on labor practices, workers' rights, fair wages, diversity and inclusion programs, and engagement with stakeholders on work-related issues.
GRI 204: Procurement Practices	GRI 204-1	Communication on responsible sourcing, supplier engagement, supply chain transparency, and reporting on procurement practices.
GRI 102: General Information	GRI 102-1	Communication on <i>stakeholder</i> engagement strategies, dialogue and disclosure of sustainability reports.

Source: Prepared by the authors.

Chart 1 presents the main GRI indicators used in the verified reports related to the aspects involved in the communication. Effective communication is critical for any industrial sector, including the textile industry. Reliability and transparency are key values in the industry; in this regard, the GRI standards establish clear and objective guidelines for the communication of relevant and important information, in order to highlight specific areas and what is known in each sector as materiality.

The concept of materiality was identified in the reports, inserted in the GRI standards and involves the identification of issues that have a significant impact on the business and stakeholders, that is, companies must analyze which are the most relevant issues for their industry and their target audience. Once the material aspects have been identified, they are then incorporated into the corporate communication, as shown in Exhibit 1. It is important to note that the concept of materiality brings different approaches in its application:

An example of a widely used materiality concept in relation to financial reporting is provided for by CPC 00 (R2) – Conceptual Framework, which provides the following definition: Information is material if its omission, misstatement or obscurity can reasonably influence the decisions that the main users of general purpose financial reports make based on these reports, that provide financial information about the specific entity that reports (MARTINS, 2021, p.8).

The concept of materiality in the GRI standard, on the other hand, highlights the importance of considering not only the internal impacts of the company, but also the external effects that its operations may cause, such as emissions of polluting gases, the use of natural resources, labor and human rights practices, and waste management. In addition, attention should be paid to issues that affect society in general, such as local

development, social equity, and responsible environmental practices (MARTINS, 2021). Materiality, therefore, in the context of the GRI, goes beyond the simple analysis of financial aspects of the organization. It involves a comprehensive assessment of the factors that have the potential to affect both the company's financial performance and its impact on the environment and society.

Therefore, it can be observed the presence of indicators that not only help to identify areas that need improvement, but also provide a solid framework for the effective communication of this information. Such indicators are means by which textile companies can build trust with their *stakeholders*, such as consumers, investors and local communities. However, access to such reports is still restricted to investors, because, although many companies make them available on their website, the materials are usually very extensive and difficult to understand for the lay public in metrics. However, transparency in the communication of such material information allows stakeholders to make informed and informed decisions.

For Van Bellen (2006), the main functions of indicators are the evaluation of conditions and trends and the comparison between places and situations; And yet, good indicators must, among other aspects, have a broad database with easy access, must be clear in values and content, must be politically relevant and sufficient for political action, and must be provocative, leading to discussion, learning and change.

It is important to analyze the purpose of the indicator, which serves to measure the success of the implementation of a strategy in relation to the achievement of the established objective (Van Bellen, 2006; Moraes et al, 2019).

Following the analysis, the results discussed below refer to the three stores that present Sustainability Reports. In the first section of two reports, which contains the presentation of the company by its leaders, the emphasis on the economic sphere was verified. C&A literally prioritizes its efforts when it comes to the economic aspect, *"advancing the Fashion Tech strategy and acting with a focus on efficiency and financial discipline"* (C&A, 2022, p. 5). Riachuelo also emphasized this:

In this Integrated Report, you will find the connectivity and interdependence between financial and sustainability performance, our priorities, our advances and learnings. In it, we shape our continuous efforts to promote responsible business practices, boost the economy in the country, mitigate our environmental impacts, and contribute to the socioeconomic development of the communities in which we operate (RIACHUELO, 2022, p. 4).



With C&A's different narrative, which has a direct focus on economic issues, Lojas Renner brings a slightly more balanced approach at the beginning of the report. They are immediately presented with the mention of sustainability and consolidation of a fashion ecosystem focused on a responsible lifestyle, below.

We achieved important advances and achievements in 2022 for the consolidation of our Fashion and Lifestyle ecosystem with responsibility, enchantment and solutions that contribute to the creation of more sustainable models that generate value for all our audiences and chain (LOJAS RENNER, 2022, p. 5).

More broadly, the reports were clearly prepared in line with the Sustainable Development Goals (SDGs). This is because the following SDGs are included in the main objectives worked on by the companies, whose reports were analyzed (Chart 2).

Table 2 – SDGs presented in the reports analysed

ODS	<i>Relationship with the textile industry</i>
SDG 12 – Sustainable Consumption and Production	Environmental communication can promote consumer awareness of the importance of responsible clothing consumption.
SDG 13 – Climate Action	Environmental communication can promote measures to reduce greenhouse gas emissions.
SDG 14 – Life below water SDG 15 — Life on Earth	Environmental communication can highlight the negative impacts caused by water and soil pollution and promote more sustainable practices.
SDG 17 – Partnerships for the Implementation of the Goals	Environmental communication can facilitate partnerships between governments, industries, and civil society to find sustainable solutions.

Source: Prepared by the authors.

The SDGs were widely presented in the reports analyzed. Lojas Renner, for example, demonstrated its objectives in line with the 2030 Agenda, as can be seen from the following excerpt.

After achieving the ESG [environmental, social and corporate governance] goals established [...] we launched our strategic sustainability cycle to the market, with new commitments to be achieved by 2030. There are 12 goals, even more comprehensive and ambitious than the previous ones, reaching the Company's entire fashion and *lifestyle* ecosystem and broken down into three fundamental pillars: climate, circular and regenerative solutions; connections that amplify; and human and diverse relationships (LOJAS RENNER, 2022, p. 5).

## DISCUSSION

In light of the results presented, the prevalence of the GRI model and recurrent mentions of the SDGs were observed. However, the economic logic that operates in the world, which is reinforced by the concept of development, is contrary to what would be

necessary to achieve sustainability. It should be considered that the debates held at the Second United Nations Conference on Environment and Development (Eco-92) brought the issue to the debate, incisively. The "Treaty on Environmental Education for Sustainable Societies", one of the documents generated at the conference, explains:

Among these alternatives is the need to abolish development programs, adjustments and economic reforms that maintain the current growth model, with its terrible effects on the environment and the diversity of species, including human species (TREATY ON ENVIRONMENTAL EDUCATION FOR SUSTAINABLE SOCIETIES AND GLOBAL RESPONSIBILITY, p. 01, 1992).

Although criticisms of the concept of sustainable development are pertinent, the adaptation of large companies to the SDGs, whether due to pressure from shareholders, or by boycott of consumers, or by economic interests, also deserves to be considered and discussed, after all it is reasonable to imagine it as an initial step towards a possible transformation. The *modus operandi* that has been installed since the Industrial Revolution has intensely reinforced economic power relations and instituted what is now known as a consumer society (BAUMAN, 2008; PORTILHO, 2005).

If it is true that this model of society is unsustainable, a big question emerges: how to transition to another social model, if the dominant forces operate in favor of the current model? Serge Latouche is a reference in the so-called *degrowth theory*, which proposes a radical transition from the current model, where economic growth is aimed at any cost, to an ecological economy. The objective use of concrete means would be made to achieve what he calls serene degrowth, and indicates interdependent changes that reinforce each other: reassessing, reconceptualizing, restructuring, redistributing, relocating, reducing, reusing and recycling (LATOUCHE, 2009, p. 42).

In line with the point regarding the proposal to reconceptualize, Riachuelo's sustainability report aims to participate in this transformative process through more responsible communications, as shown below.

One of the challenges of the fashion sector is to carry out communication capable of engaging and changing behaviors. Raising awareness, sensitizing and inviting society to adopt simple and more sustainable practices are the premises of the Create! – which houses all initiatives within the approach of the Company's sustainability strategy. This happens through campaigns and permanent actions, inspiring people to make new choices (RIACHUELO, 2022, p. 37).

An action carried out by the store started the partnership with the "Há Limites" platform, with the intention of "*promoting interactions between people, entities, scientists,*

*and companies in favor of an increasingly sustainable society"* (RIACHUELO, 2022, p. 37, emphasis added). There are other important commitments highlighted in the report by Lojas Renner, C&A and Riachuelo, which were related to the following issues: circularity; climate actions; qualification of suppliers; working conditions and quality of life; health and safety; diversity and inclusion.

In line with business actions that have been adopted to improve the transparency of communication, the Education Policy for Sustainable Consumption - Law No. 13,186, of November 11, 2015 also has a relevant factor on the issue. The mention of labeling in article 2, item VIII: "to ensure the right to information and the promotion of environmental labeling" (BRASIL, 2015). This law is important for environmental communication in the context of textile fashion, as it promotes transparency and consumer awareness about environmental aspects related to the production, use, and disposal of these products. In the case of textile fashion, such information is essential for consumers to make more sustainable choices, considering factors such as the origin of the materials used, the production processes, the durability of the garment, and the possibility of recycling. It is therefore pertinent, when suggesting specific policies for communication in the textile sector, that this standard be considered.

Environmental management in a company should not only exist to avoid legal default and environmental restrictions or risks, but also to add value to the organization (MORAES *et al* 2014).

Although within the current economic logic, the actions taken to consider the benefits and corporate responsibility regarding the environment, human dignity and human rights can be considered an advance, especially in the fashion sector, where a portion of activities in the value chain operate irresponsibly and often criminally, as already discussed.

## ENVIRONMENTAL INDICATORS AND COMMUNICATION

Based on the results obtained in the sustainability reports evidenced and discussed, communication indicators are proposed that reach the final consumer. The main objective is to translate complex and codified information on sustainable practices in the textile chain into accessible and understandable data for the general public, in line with the Education Policy for Sustainable Consumption (BRASIL, 2015). This legislation assumes significant relevance when dealing with consumer education, guaranteeing them the right to clear and accurate information about the socio-environmental impacts of the products they purchase.

The mention of environmental labeling, presented in article 2, item VIII, of the aforementioned law, reinforces the commitment to transparency and corporate responsibility: "to ensure the right to information and the promotion of environmental labeling". This principle is key to ensuring that consumers can make conscious and informed choices.

Regarding the environmental communication guidelines, the principles to be considered by organizations are presented, as follows: transparency; property; credibility; receptivity and clarity (GAVIRA et al, 2014; ABNT, 2009).

It is imperative that the data contained in sustainability reports, usually exposed to investors and other corporate stakeholders, be made available in an accessible and simplified way to the consumer. Environmental labeling, when properly structured, can be an effective instrument to bring consumers closer to responsible and sustainable production processes, granting them the necessary subsidies for informed decision-making. That said, a table will be presented with the recommended indicators for environmental labelling, as well as the information that should be made available to the consumer. These indicators aim to ensure transparency in the sustainable practices adopted by the production chain, so that the end consumer has access to clear and accessible data, in line with the National Policy on Education for Sustainable Consumption.

Table 3 — Recommended environmental communication indicators.

Category	Indicator	Description	Example or Verification Measure
<b>Environmental</b>	Origin of raw materials	Source of fibre (e.g. organic, recycled, sustainably grown cotton).	Certifications such as GOTS (Global Organic Textile Standard) or Better Cotton Initiative (BCI).
	Water use	Amount of water used and reuse or saving practices.	Declaration in liters of water used in production, with emphasis on processes with lower consumption.
	Carbon emissions	Greenhouse gas emissions associated with production and transportation.	Declared carbon footprint in kg CO <sub>2</sub> e, with adherence to initiatives such as Science Based Targets.
	Use of chemicals	Transparency about chemicals used and adherence to ZDHC standards.	Declaration of absence of toxic products and compliance with ZDHC or REACH.
	Circularity	Percentage of recycled or recyclable materials in the piece.	Percentage highlighted on the label and reference to programs such as Cradle to Cradle.
	Impact on soil and biodiversity	Measures to prevent deforestation or environmental manipulation.	Certifications of practices such as FSC (for viscose) or environmental audits.

<b>Social</b>	Working conditions	Certification or practices that promote dignity and safety at work.	Seals such as ABVTEX, Fair Trade, or independent social audits.
	Fair income	Information on the payment of evolution consistent with the local cost of living.	Minimum wage compliance statement or supplier audits.
	No use of forced or child labor	Declaration of compliance with international standards, such as that of the ILO.	SA8000 certifications or ethical compliance reports.
<b>Economic</b>	Local production	Percentage of processes carried out in the national territory.	Indication on the label or label with information about the place of production.
	Supporting communities	Indication of social or educational projects financed by the brand.	List of initiatives on the label or QR code, with evidence of social impact.
<b>Sustainable Consumption</b>	Product durability	Estimated service life of the part and guidelines for prolonging.	Care manual included or available by QR code.
	Repairability and reuse	Repair or return programs for recycling.	Information about collection locations or repair services maintained by the brand.
	Responsible disposal	Disposal instructions that minimize environmental impact.	Inclusion of recycling symbols or guidelines in accordance with local standards.
<b>Educational</b>	Environmental labeling	Symbols and texts that explain the impacts of the product and encourage conscious choices.	Use of standardized icons and accessible language on the label.
	Eco-friendly punch	Graphical representation of the product's water or carbon footprint.	Display of simple graphics on the label or via QR code.
	Accessible information	QR codes or digital labels detailing the product's history and sustainable features.	Code redirecting to a detailed page with certifications, processes and environmental and social practices of the product.

Source: Prepared by the authors.

## CONCLUSION

The textile industry faces diverse and considerable socio-environmental challenges, however, companies with high visibility in the market have demonstrated, through their sustainability reports, a growing effort to adopt practices to improve their sustainable performance. In order to achieve real progress, it is essential not only to monitor and communicate relevant environmental indicators, but also to innovate and implement actions that promote efficiency and socio-environmental responsibility throughout the production chain. The analysis of sustainability reports, based on GRI standards, also showed that these guidelines offer a comprehensive framework of indicators that help textile companies measure their environmental practices and achieve their economic and sustainable objectives. It was also observed that three large clothing chains in Brazil structure their environmental communication policies in line with the Sustainable

Development Goals (SDGs) and with the indicator most used by large conglomerates, the GRI, allowing the comparison between companies in the textile sector on a global scale. However, corporate communication, despite providing pertinent data on the environmental actions adopted, faces the challenge of making this information accessible and educational for the end consumer, which is a fundamental step to transform public behavior and promote more conscious consumption practices.

In view of the above, this study recommended the adoption of environmental communication indicators that not only inform, but also educate the consumer about the socio-environmental impacts and thus providing tools for more conscious choices. These indicators also aim to contribute to the development of public policies for environmental communication, ensuring that sustainable information is clear and accessible. The analysis revealed that, although the corporate communication of large companies in the textile sector is guided by a market direction, aiming to meet the demands of investors, this pressure has also driven the implementation of fairer and more sustainable business actions. Although the logic of consumption and corporate profit continues to prevail, given the complexity of the current economic model, it is possible to note advances, albeit modest, that indicate that changes are feasible. These advances reinforce the importance of using available tools, such as environmental labeling and sustainable communication, to promote a fairer and safer future, both for people and the environment.

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