

Abstract for International Conference on Cellulose Fibres  
2-3 February 2022 in Cologne, Germany (Hybrid event)

## **Fashion for forests: CanopyStyle and the Hot Button Report**

### **CanopyPlanet.org**

Since 2016, Canopy's annual Hot Button report has provided a previously unexamined look at what goes into the world's MMCF materials, with a view to identifying and eliminating risks associated with feedstocks sourced from Ancient and Endangered forests. It has quickly become a primary sourcing decision tool for the 450+ brands, retailers and designers who are part of the CanopyStyle initiative. Brands have adopted Hot Button to support them in assessing risk in their supply chain and in purchasing decisions to minimize risk by increasingly directing their purchasing towards producers with the coveted "Green Shirt" status. The Hot Button, along with the associated and independent CanopyStyle Audits, helps MMCF producers to better understand the impacts of their feedstocks on the world's forests and climate. It identifies operational areas of primary impact as well as areas for improvement and provides an incentive for them to participate in conservation actions, deliver greater transparency for the supply chain, and to accelerate efforts to develop low-carbon Next Generation fibre alternatives.

This session will look at how Hot Button fits into Canopy's broader strategy to save the world's remaining Ancient and Endangered forests. We will cover the significant progress and successes to date, lessons that have been learned along the way, and the future direction of CanopyStyle's flagship annual environmental ranking of viscose producers.