

INSIDE GOOGLE CLOUD

Google's new pilot aiming to measure the environmental impact of the fashion industry

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After working with [Current Global](#), an innovation consultancy that empowers fashion brands to reach their sustainability goals through the use of relevant technologies, we determined that Google could help be part of the solution through the use of cloud-based tools for data collection and analysis. Today at the [Copenhagen Fashion Summit](#), one of the fashion industry's key sustainability events of the year, we're announcing an experiment to do exactly that.

To bring our experiment to life, we'll be collaborating closely with Stella McCartney. This brand has been a pioneer in leading the fashion industry towards sustainability, helping to launch the UN Fashion Industry Charter for climate change and recently introducing Stella McCartney Cares Green, one of the arms of the Stella McCartney Foundation, to further promote sustainability and environmental protection. By working together through this pilot project, we hope to translate data into meaningful insights so the industry can take action.

"At Stella McCartney we have been continuously focusing on looking at responsible and sustainable ways to conduct ourselves in fashion, it is at the heart of what we do. We are trying our best –we aren't perfect, but we are opening a conversation that hasn't really been had in the history of fashion." Stella McCartney.

To start, we'll be building a tool that uses data analytics and machine learning on Google Cloud to give brands a more comprehensive view into their supply chain, particularly at the level of raw material production, referred to in the industry as Tier 4 of the supply

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these in different regions where they are produced.



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We hope that our experiment will give fashion brands greater visibility of impact within their supply chain and actionable insights to make better raw material sourcing decisions with sustainability in mind.

For more information on Google Sustainability projects see [here](#) and for more information on Google Cloud for retail see [here](#).



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