

The future of nonwovens and related industries: More transparent, trusted and circular?

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Edelman's 2017 *Trust Barometer* revealed a global crisis in trust. Public trust in four key institutions - business, government, NGOs, and the media – has declined across the board, a trend not reported since Edelman began tracking trust among the general population in 2012^[1].

Trust in business fell globally from 53 to 52 % in 2017, and, furthermore, business is 'distrusted' (a score of less than 50%) in 13 out of the 28 countries surveyed.

To rebuild trust and restore faith in the system, according to Edelman, institutions must step outside of their traditional roles and work toward a new, more integrated model that puts people, and their concerns, at the centre of everything they do.

In relating this more specifically to a (consumer goods) business, Kelly M. Semrau, Senior Vice President, Global Corporate Affairs, Communication & Sustainability at SC JOHNSON asks ^[2] "how can you build trust, if your consumers aren't a part of your conversation? We approach that by initiating a dialogue about transparency. That includes being open about the ingredients we choose, where and how we use them, and the science behind the selection".

Transparency in the Nonwovens Industry

Our industry has faced a similar predicament, in the last few years the whole nonwovens supply chain has been challenged on the composition of its products by various stakeholders including the media and social networks, NGOs and consumer organisations. Although individual companies, and especially branded goods producers, obviously have their own strategies in this respect, they also turn to EDANA for collaborative action to provide a more powerful industry response.

In view of the high safety profile of our industry's products, and the decades of shared product stewardship experience within EDANA, establishing factual evidence itself is not a major hurdle. It is how and with whom we communicate that requires an elaborate strategy.

Trust building

