

Title of case study	Levi's® Water<Less™
Name of organization(s)	Levi Strauss & Co.
Business sector	Retail
Region(s) relevant to case study	<input type="checkbox"/> All regions <input checked="" type="checkbox"/> Africa and the Arab States <input checked="" type="checkbox"/> Asia and the Pacific <input checked="" type="checkbox"/> Caribbean and Central America <input checked="" type="checkbox"/> Europe <input checked="" type="checkbox"/> Least Developed Countries <input checked="" type="checkbox"/> North America <input type="checkbox"/> Polar regions <input type="checkbox"/> Small Island Developing States <input checked="" type="checkbox"/> South America
Country(s) relevant to case study	USA (Levi Strauss & Co. headquarters)
Adaptation sector(s) relevant to case study	<input type="checkbox"/> Business <input type="checkbox"/> Education and training <input type="checkbox"/> Food security, agriculture, forestry and fisheries <input type="checkbox"/> Human health <input type="checkbox"/> Oceans and coastal areas <input type="checkbox"/> Science, assessment, monitoring and early warning <input type="checkbox"/> Terrestrial ecosystems <input type="checkbox"/> Tourism <input type="checkbox"/> Transport, infrastructure and human settlements <input checked="" type="checkbox"/> Water resources <input type="checkbox"/> Other (please specify):
Adaptation activity	<p>In many regions, water scarcity is already a problem and is likely to be exacerbated by climate change. From cotton farming to fabric production and product finishing, Levi Strauss & Co. relies on an abundance of water to make its products. As part of its ongoing commitment to environmental sustainability, Levi Strauss & Co. is pushing for pioneering strategies protecting water as a natural resource and focusing on reducing its overall water consumption. In 2011, the Levi's® brand launched the new Water<Less™ collection, which reduces the water used in the product finishing process from an average of 42 litres per pair of jeans to as little as 1.5 litres for some products.</p>

	<p>During the production process, a typical pair of jeans is “finished” in large washing machines and dryers to create a unique look and feel. Using traditional garment washing methods, the average pair of jeans undergoes 3-10 washing cycles – adding up to approximately 60 liters of water per unit. Levi’s® Water<Less™ jeans have reduced the water consumption in the finishing process by making simple changes to the process, including:</p> <ul style="list-style-type: none"> • Reducing the number of washing machine cycles by combining multiple wet cycle processes into a single wet process • Incorporating ozone processing into the garment washing • Removing the water from the stone wash <p>The Levi’s® global collection now includes nearly 12 million jeans in the Americas, Europe and Asia.</p>
<p>Cost-benefit</p>	<p>Since the Water<Less™ collection was introduced, Levi Strauss & Co. has saved 156 million liters of water around the world. The Water<Less™ processes have produced both water and energy savings for the company and its laundry suppliers.</p>
<p style="text-align: center;">CLICK FOR MORE INFO</p> <p style="text-align: center;"></p> <p>More information on Water<Less™ jeans is available at Levi Strauss & Co.’s Unzipped blog: New Jeans, Incredible Finishes, Less Water and More Jeans Less Water.</p>	



WATER<LESS™

Source: Levi Strauss & Co.