◆ A GLOBAL ADVOCACY INITIATIVE

SHARED TRANSITION RESPONSIBILITY MOVEMENT

S T R M

FOUNDING INITIATIVE
2026

A Brand-Supplier Shared Transition Responsibility Movement for Pakistan's Textile and Sports & Apparel Sectors

Alternate Development Services (ADS) · June 2026

— ABOUT THE MOVEMENT

About the Shared Transition Responsibility Movement (STRM)

STRM is a growing international coalition of researchers, sustainability practitioners, advocacy organizations, industry partners, and development finance institutions working to institutionalize the principle that international brands bear shared responsibility, both moral and financial, for decarbonizing the supply chains from which they profit.

> *"Compliance without co-investment is extraction"*

ADS & STRM

STRM was initiated by Alternate Development Services (ADS), bringing Pakistan's textile and sports goods supply chain to the centre of this global conversation. Through primary trade data intelligence, brand sustainability profiling, and detailed analysis, ADS provides the empirical evidence base that grounds STRM's advocacy in supply-chain reality.

The Movement That Changes the Rules

STRM is building the evidence base, coalition, and institutional architecture to make brand–supplier shared responsibility the new normal in global supply chains.

— CONTEXT & RATIONALE

Why Pakistan's Textile Sector Demands Urgent Action

Pakistan's textile and sports apparel industries are a cornerstone of the national economy while serving as a vital link for the global supply chains. These sectors face increasingly stringent sustainability mandates while navigating high capital costs and energy price volatility. A widening structural gap persists between the sustainability ambitions of international brands and the commercial realities of local manufacturers.

> *"The client paradox hinders the pace of the green transition."*

$19B+

Annual Textile & Apparel Exports

55%

of Pakistan's Total Export Earnings

Millions

of Livelihoods Depend on Sector’s Stability

— ACTION VEHICLE

The Pakistan Shared Transition Responsibility Consortium

As the concrete operational expression of STRM's principles, ADS has established a dedicated Consortium entirely to advance brand-supplier shared responsibility in Pakistan, translating the STRM framework into structured, multi-stakeholder engagement at the sector level.

✶ WHO'S AT THE TABLE?

- International Brands
- Textile Manufacturers
- Sports Goods Manufacturers
- IFC / ADB / DFI Partners
- Government Bodies
- Sustainability Standard-Setters
- Civil Society

— MANDATE

The Consortium's Six Operational Mandates

Mandate 01
Evidence & Advocacy

Generate evidence, policy and market research, and strengthen advocacy for the Shared Transition Responsibility agenda.

Mandate 02
Brand-Supplier Partnerships

Build the case for equitable brand-supplier partnerships and accelerated industrial decarbonization in Pakistan.

Mandate 03
MRV Platform

Co-design a sector-wide MRV toolkit for Pakistan's textile and sports goods exporters.

Mandate 04
Green Finance Facility

Mobilize a Pakistan Green Supply Chain Finance Facility aggregating brand capital with IFC/ADB concessional lending.

Mandate 05
Procurement Reform

Negotiate procurement reform commitments: 5-10 year sourcing contracts, advance payments, phased compliance pathways.

Mandate 06
Scope 3 Reporting

Create a transparent, independently verified Scope 3 emissions reporting framework enabling CDP, SBTi, and CBAM compliance.

— THE MODEL

Brand-Supplier Shared Responsibility Movement (STRM)

Three Pillars

To address systemic barriers, a Brand-Supplier Shared Responsibility Model moves away from transactional relationships toward strategic partnerships characterized by mutual accountability -- recognizing that decarbonization requires collective management of risks and investments.

1 Invest Together

Direct Financial & Technical Co-Investment

Brands that profit from low-cost supplier production must bear a proportionate share of the cost of greening it.

2 Procurement is Climate Policy

Market-Shaping Through Procurement Reform

Long-term sourcing agreements (5-10 years) give manufacturers the volume certainty to secure green loans.

3 Measure What Matters

Transparency, MRV & Data Alignment

Brands and suppliers must jointly establish MRV infrastructure to track Scope 2 and 3 emissions across the supply chain.

1

PILLAR

— PILLAR 1

Direct Financial & Technical Co-Investment

Brands that profit from low-cost supplier production ought to share of the cost of greening it. At a minimum, brands ought to co-invest directly in supplier-level renewable energy and efficiency projects, bridging the financing gap that high interest rates and shallow green finance markets have made impossible for manufacturers to close alone.

Beyond capital, brands should deploy their technical resources: sharing energy management expertise, facilitating access to international standards, and ensuring that suppliers are equipped, not just instructed, to implement and sustain advanced renewable technologies.

The Principle:

As brands profit from green sourcing, they must fund the green transition.

KEY ASKS

- ✓ Co-invest in supplier RE projects
- ✓ Bridge green finance gaps
- ✓ Share technical expertise
- ✓ Fund capacity building
- ✓ Enable access to international standards

— PILLAR 2

2

Market-Shaping Through Procurement Reform

Procurement is climate policy. Brands should commit to long-term sourcing agreements, five to ten years at minimum, that give manufacturers the volume certainty needed to secure green loans and justify capital-intensive infrastructure investments.

Brands ought to replace the threat of delisting with phased compliance pathways, supporting a just transition that holds suppliers accountable without destroying the industrial resilience that makes transition possible. Brands should share the risks of shifting energy policies and market fluctuations rather than concentrating uncertainty at the production level.

The Principle:

Long-term contracts lay down the foundation of long-term sustainability.

REFORM ASKS

- ✓ 5-10 year sourcing contracts
- ✓ Advance payment mechanisms
- ✓ Phased compliance pathways
- ✓ Shared risk on policy shifts
- ✓ No sudden delisting threats

3

PILLAR

— PILLAR 3

Transparency, MRV & Data Alignment

Shared responsibility requires shared measurement. Brands and suppliers must jointly establish the Monitoring, Reporting, and Verification (MRV) infrastructure needed to accurately track Scope 2 and Scope 3 emissions across the supply chain, not as a future aspiration, but as an immediate co-investment priority.

Without verified emissions data, brand climate targets remain unaccountable, supplier progress remains invisible, and the transition remains unmeasurable. MRV is not a precondition for shared responsibility, it is an expression of it.

The Principle:
You cannot share responsibility for what you do not jointly measure.

MRV ENABLES

- ✓ Scope 3 emissions tracking
- ✓ CBAM documentation
- ✓ CDP disclosure
- ✓ SBTi progress reporting
- ✓ Verified supplier data

— THE VISION

Pakistan aspires to be a Leader in Sustainable Manufacturing

By integrating shared responsibility mechanisms, Pakistan's textile sector can safeguard its global competitiveness and transform into a leader in sustainable manufacturing, ensuring the economic stability of a sector that supports millions of livelihoods while accelerating the global apparel industry's path toward a low-carbon future.

Join the Movement

Relevant organizations and stakeholders are invited to collaborate toward this agenda.
The transition is shared or it is not just.

-- CONTACT PERSONS

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