

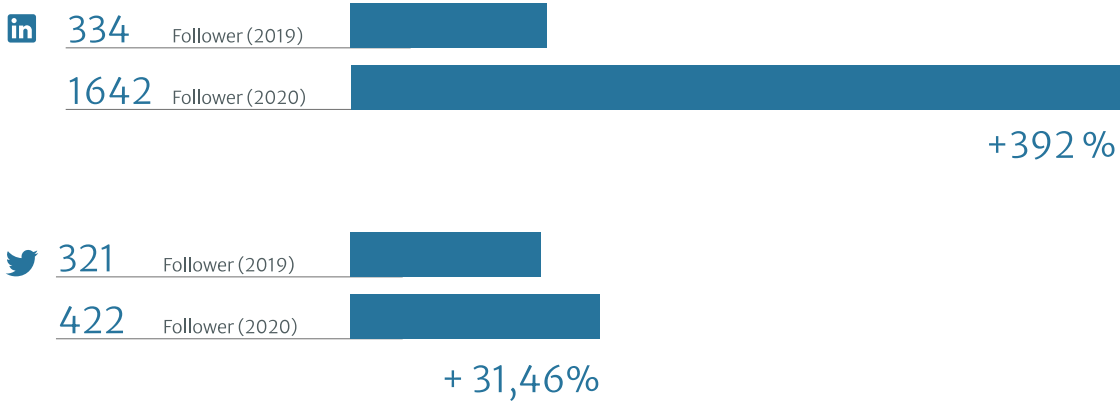


Facts and Figures

Communication

Social Media

Follower













LinkedIn

LinkedIn updates concerning the Partnership’s own activities received the most attention. These are the Top-10 updates, ranked by the number of likes:

	10/23/2020	119	Welcome to the Partnership, erlich textil
	07/01/2020	84	13 Partnership members launched Partnership Initiative on wastewater management
	08/06/2020	84	New guidance: A Step by Step Guide to Transparency in the Supply Chain
	10/26/2020	47	New Expert Group Circular Economy
	02/11/2020	41	Today started the OECD – OCDE Forum on #DueDiligence in the Garment and Footwear Sector
	10/14/2020	36	New Expert Group Climate Action
	07/24/2020	28	49 Companies purchasing in India write a letter to the Indian Government
	02/12/2020	26	MSI Tamil Nadu: 2nd International Annual Conference “Partnering for Sustainable Growth”
	11/16/2020	25	On track – 6th Members Meeting of the PST
	12/07/2020	24	Partnership member company Brands Fashion GmbH winner of the German Sustainability Award

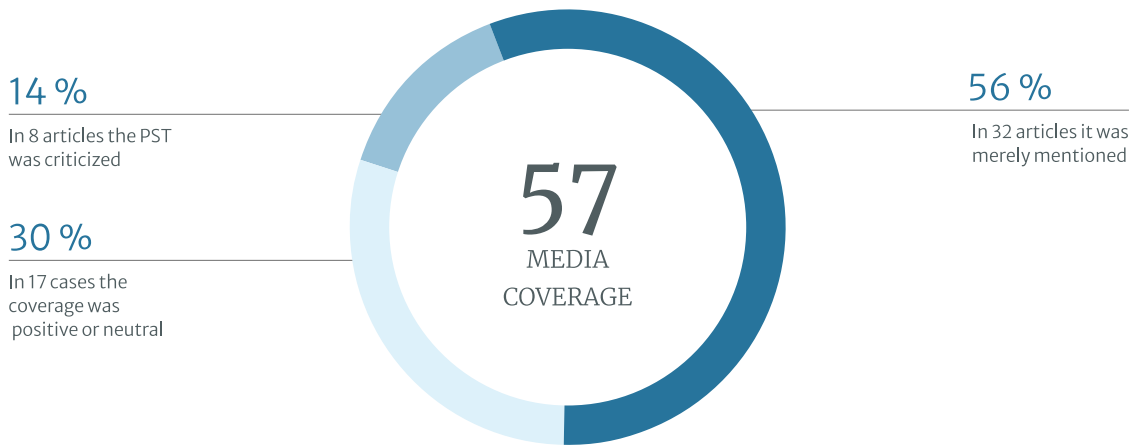
Twitter

We see the same on Twitter, where the engagement rate was highest for tweets on our activities. Three tweets on gender-based violence and our Partnership Initiatives made it into the Top 10, as well as two tweets related to the COVID-19 update on our website.

	10/05/2020	159	Joint letter to the Indonesian government, expressing concern over the #OmnibusLaw on Job Creation
	03/08/2020	71	International Women's Day: video interview with Kannegi Packianathan
	03/31/2020	64	New: #COVID19 update on PST website
	09/16/2020	62	Annual topic gender-based violence
	03/31/2020	53	#COVID19 update on the PST website
	11/10/2020	47	#WhatWeDo Our members join forces in Partnership Initiatives on-site
	02/05/2020	39	Visiting the local partners in Tamil Nadu
	09/01/2020	35	Textiles Partnership at the #SustainableFashionSummit
	07/01/2020	34	New #PartnershipInitiative wastewater management: jointly for clean wastewater and environment protection in textile production
	11/25/2020	32	International Day for the Elimination of Violence against Women: Interview with Christina Stockfisch (DGB) on #ILO190

Media Coverage

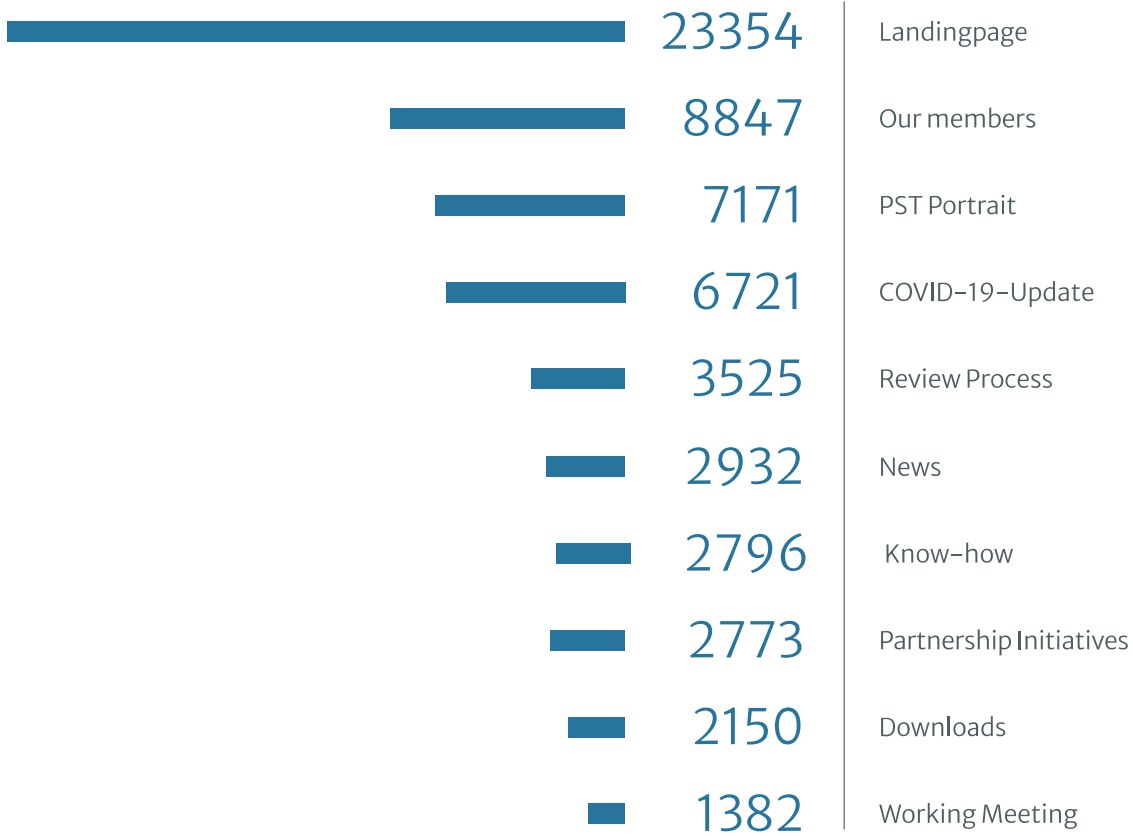
The Textiles Partnership was mentioned in 57 media reports. In 32 of them, it was merely mentioned without any in-depth reporting (56%). In 17 cases the coverage was positive or neutral (30%), in the remaining 8 articles the PST was criticized (14%). 2020, many articles dealt with the impact of Covid-19 on textile supply chains and the discussion about mandatory due diligence regulation.



Website

That the Textiles Partnership was kept busy in 2020 is reflected in around 30 news articles on topics such as new members or Partnership Initiatives, new partners in our cooperation network and publications. Our COVID-19 update provided sector-specific information, including information about the impact of the pandemic on textile supply chains, guidelines on responsible purchasing practices and specific information on 15 producing countries. Moreover, we updated the 'Projects worldwide' database and added a full-text search function that allows you to find content and publications more easily.

Top 10 Pages by Views



Website Visitors

In 2020, the Partnership website registered around 57,400 visitors from 80 different countries.

