



# E-LEADER CONFERENCE

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THE MEDIATING ROLE OF **RESPONSIBLE LEADERSHIP** ON **CLIMATE ACTION** AND  
**VIETNAMESE FOOTWEAR & APPAREL DEVELOPMENT**

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## AGENDA

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- 1 BACKGROUND & PROBLEMS
- 2 OBJECTIVES & QUESTIONS
- 3 CONCEPTUAL FRAMEWORK & HYPOTHESES
- 4 RESEARCH METHODOLOGY
- 5 CONCLUSION(S)

# 1

## BACKGROUND

### 1. Global Economic Growth vs Climate Impacts

The global apparel and footwear industries have grown tremendously and contribute significantly to climate change, with 8% of global carbon emissions.

### 2. Vietnamese Footwear & Apparel

In 2021, Vietnam's Footwear & Apparel sectors have developed very quickly and become the Top of exporter in the world.

### 3. Development and growth

Vietnam has become the largest manufacturing hub for a series of world-famous brands that have all been outsourced and produced in large quantities.

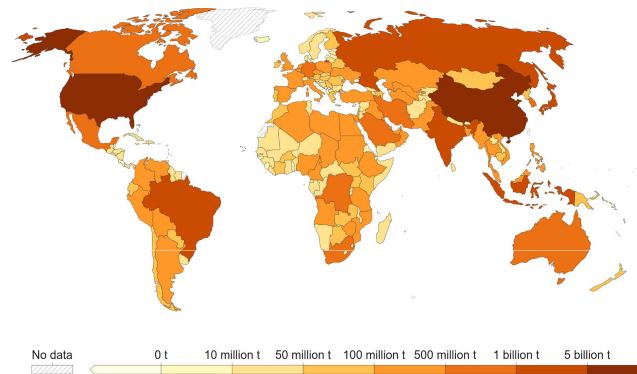
## GLOBAL APPAREL & FOOTWEAR INSIGHTS

### THE WORLD'S GREENHOUSE GAS EMISSIONS

Total greenhouse gas emissions, 2019

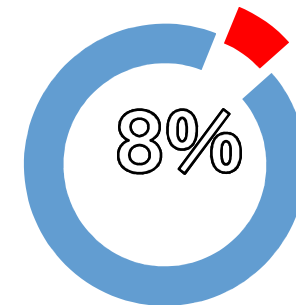
Greenhouse gas emissions<sup>1</sup> are measured in carbon dioxide-equivalents (CO<sub>2</sub>eq)<sup>2</sup>. Emissions from land use change – which can be positive or negative – are taken into account.

Our World in Data



Source 1: <https://ourworldindata.org/>

### FOOTWEAR & APPAREL IMPACT ON CLIMATE



Source 2: Quantis 2018a



### The global market share, 2021

- Apparel: 5.2% (Top 3)
- Footwear: 10.2% (Top 2)

Source 3: <https://vietnamcredit.com.vn/>

# 2 RESEARCH PROBLEM

## 1. Climate Crisis & Impacts

- Carbon tremendously emissions that impact of global warming as a major threat to people and ecosystems around the world.

## 2. The Climate Leaders Call

- The decision-makers have urgently requested that business partners decisive action to stop global warming.

## 3. Responsible Leadership

- The majority of leaders are still lacking action to put climate action as the core of the business strategy.

## 4. Responsible Development

- The roadmap of Vietnamese Footwear & Apparel sector development is still behind the commitments, and mission to be driven by climate change efforts.



# Global Warming of 1.5°C

An IPCC special report on the impacts of global warming of 1.5°C above pre-industrial levels and related global greenhouse gas emission pathways, in the context of strengthening the global response to the threat of climate change, sustainable development, and efforts to eradicate poverty.



## Climate Change in Vietnam

The current period of climate change—known as global warming—refers to significant long-term increase in average temperatures brought about by human activities, which have triggered dangerous changes in the world's natural climate patterns. The Earth's surface temperature is rising due to global warming, bringing about associated climatic effects such as changes in precipitation and rising sea levels. Extreme weather events like cyclones, droughts, and violent storms are becoming more frequent and more intense, causing loss of life, disruptions to livelihoods, displacement of entire communities, and significant economic cost to affected countries.



Because of climate events, there were **more than 9,500 lives lost** and **15% GDP** of economic costs, including **\$1.75B costs in 2010 alone.**

Over six weeks there were a **record 14 typhoons or tropical depressions** with severe floods and landslides, **killing more than 200 people** and affecting more than 1.5M people.

By 2040, Vietnam's temperature will increase by 1.5 degrees above the historical baseline. The country's climate will become more arid, especially in the southern regions. Droughts and typhoons will increase in frequency and intensity.

2001-2010  
2020  
By 2040

## 2

## OBJECTIVES



To investigate the **mediating role** of responsible leadership needed to drive Climate Action and sector development.



To discover the **important factors** of responsible leadership that affect sustainable business and global sustainable development goals in 2030.



To reveal that **five identified factors** of responsible leadership which could be components of the impact of climate action and sector development in a new decade.



United Nations  
Climate Change

«To drive the **fashion industry** to **net-zero** Greenhouse Gas emissions no later than **2050** in line with keeping global warming **below 1.5 degrees**»

*Mission of the Fashion Industry Charter for Climate Action*



2

## RESEARCH QUESTIONS



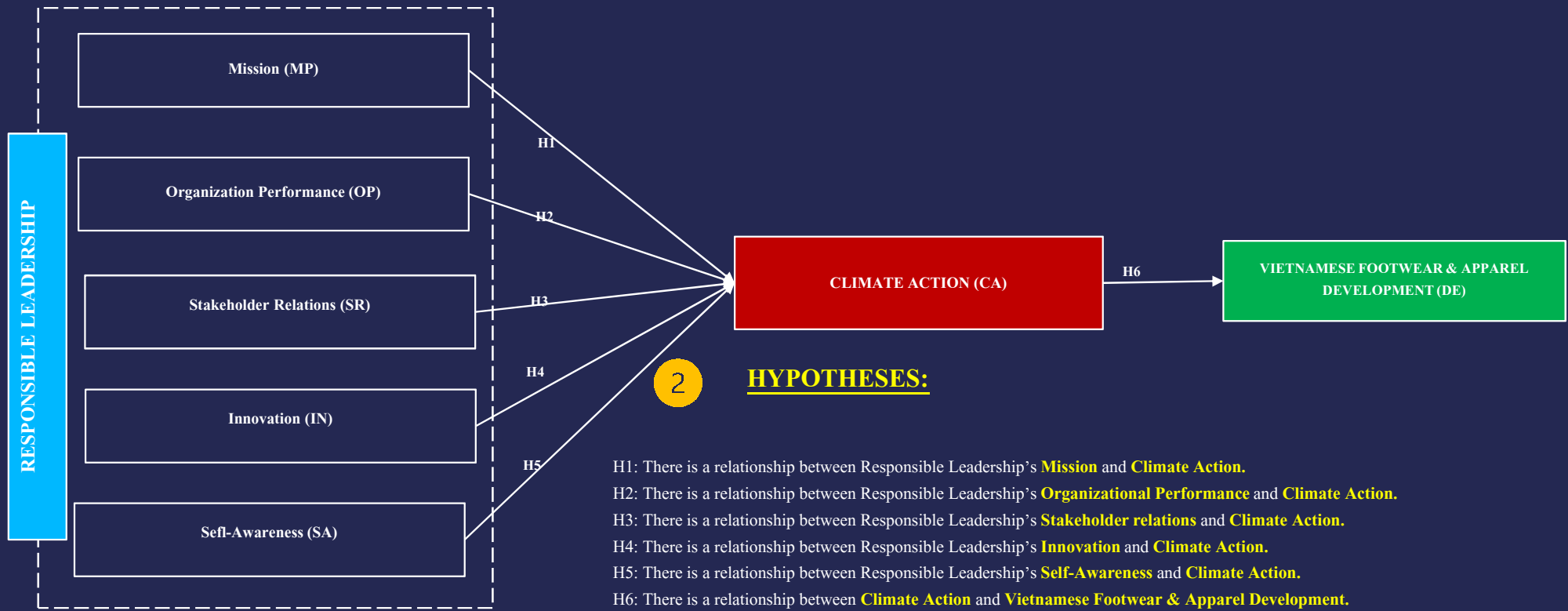
- 1 How has the **role** of responsible leadership impacted Climate Action and Vietnamese Footwear & Apparel Development today?
- 2 What **factors** of responsible leadership affect Climate Action and Vietnamese Footwear & Apparel Development?
- 3 What is the **mediating role** of responsible leadership on Climate Action and Vietnamese Footwear & Apparel Development?
- 4 What **recommendations** can be made to influence Climate Action and Vietnamese Footwear & Apparel Development?

# 3

## RESEACH FRAMEWORK & HYPOTHESES

### 1

#### CONCEPTUAL FRAMEWORK



### 2

#### HYPOTHESES:

- H1: There is a relationship between Responsible Leadership's **Mission** and **Climate Action**.
- H2: There is a relationship between Responsible Leadership's **Organizational Performance** and **Climate Action**.
- H3: There is a relationship between Responsible Leadership's **Stakeholder relations** and **Climate Action**.
- H4: There is a relationship between Responsible Leadership's **Innovation** and **Climate Action**.
- H5: There is a relationship between Responsible Leadership's **Self-Awareness** and **Climate Action**.
- H6: There is a relationship between **Climate Action** and **Vietnamese Footwear & Apparel Development**.

## 4 SEARCH METHODOLOGY



### RESEARCH STRATEGY

Both Quantitative and qualitative used in conjunction with questionnaires for data gathering and analysis of variances

The Smart PLS application is applied for data analysis.

### STUDY SCOPE

- Vietnamese Footwear & Apparel sectors

### RESEARCH STRATEGIES

- Quantitative: Questionnaires survey
- Qualitative: Interview and Dialogue

### TARGET POPULATION

- **260**: Leadership level - Survey form.
- **26**: Experts Interview from Brands/Industry Associate/Government...

### 1.DATA COLLECTION METHOD

- Interview, Questionnaires, and Documents

### 1.DATA ANALYSIS

- Smart PLS,
- Tables, Cones, Pie and Bar charts



## 5

## RECOMMENDATION(S)

1. **Responsible Leadership** with new approaches is play an important role in influencing sustainable business in the new decade.
2. **Climate Action** will continue to be a challenge and should become the core of the business strategy and the mission.
3. **The Industrial Revolution** with new technologies and Innovation should be managed for both their potential promise and environment benefited



This study may be of potential interest to researchers, policymakers, business leaders, brands, and industry associates in the context of development and climate action, special in the footwear and apparel sectors.

Therefore, this topic will be continuous to have and require continuous research



**THANK YOU!**

**Q&A**

