

SEPTEMBER 7TH, 2021

SUSTAINABLE RECOVERY THROUGH SUSTAINABLE FASHION

**Threading Change
Youth Opening Intervention**



**UN ALLIANCE
FOR SUSTAINABLE
FASHION**

COP25
C H I L E
MADRID 2019
UN CLIMATE CHANGE



#TiempoDeAcción
#TimeForAction



United Nations
Climate Change

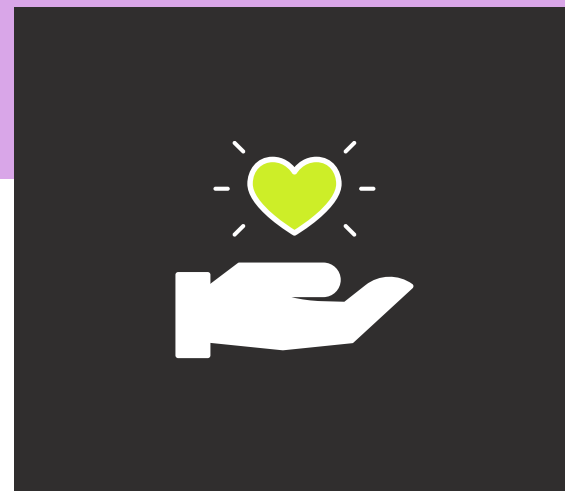
«To drive the **fashion industry** to **net-zero** Greenhouse Gas emissions no later than **2050** in line with keeping global warming **below 1.5 degrees**»

Fashion Charter for Climate Action mission

WHO WE ARE



Youth-Led



Non-Profit



Ethical
Fashion



Intersectional
focus
Environment,
Gender
& Racial Justice



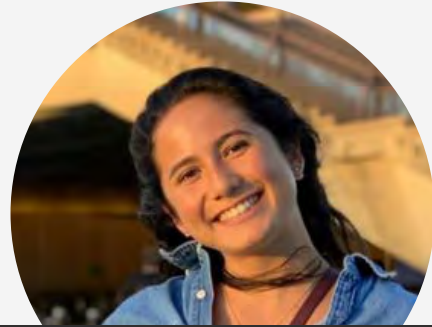
Circular
Economy



FEMINIST
FOSSIL
FUEL-FREE
FASHION
FUTURE

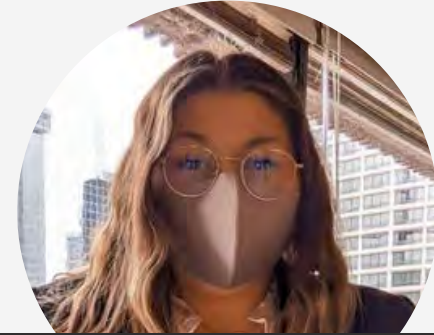


OUR TEAM



Sara Low

Strategy & Development
Manager



Sarah O'Rourke

Communications &
Engagement Manager



Sophia Yang

Founder & Executive
Director



Chemitei Janet

Regional Coordinators Chair



Sarah Hayes

SDG Synergy
Coordinator



Nishadi Liyanage

Board of Directors Chair



Micaela Yawney

Innovation Story Map
Coordinator



Brynna Kagawa-Visentin

Textile Talks Coordinator



Fernanda Bernardo

Assistant Director of
Policy

WHAT WE DO



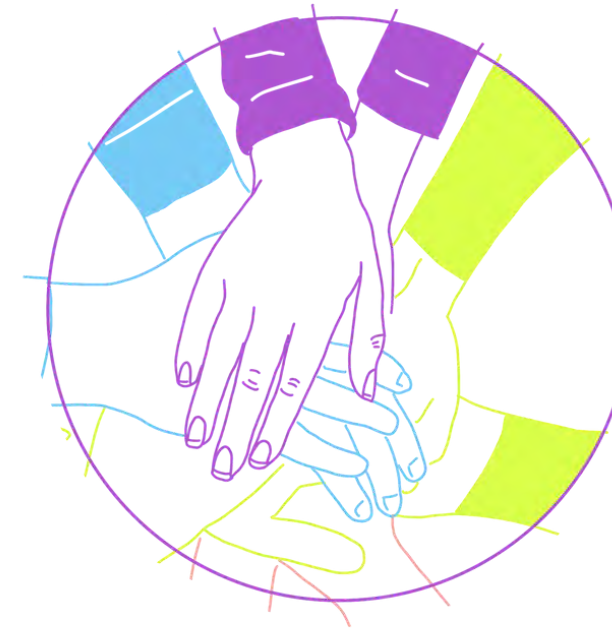
Education & Awareness Textile Talks

International webinar series
with a different focus area
each season



Global Innovation Story Map Innovation Database

Visualization of global
ethical fashion brands,
innovators, and disruptors




Youth engagement & consulting

Youth engagement
through workshops,
session jams, and
consulting



Research & Policy UN SDGs

Connecting the ties of
the fashion industry to
the United Nations
Sustainable
Development Goals

- 🔍 Global YOUth want ... 
-
- 🔍 global youth want circular fashion
- 🔍 global youth want ethical fashion
- 🔍 global youth want slow fashion
- 🔍 global youth want sustainable fashion

Search 



UN ALLIANCE
FOR SUSTAINABLE
FASHION

We need to hear from YOUth on what fashion really means to you!

DEMOGRAPHIC REPORT

Global YOUTH on Fashion Survey



36 countries



7 continents



206
responses



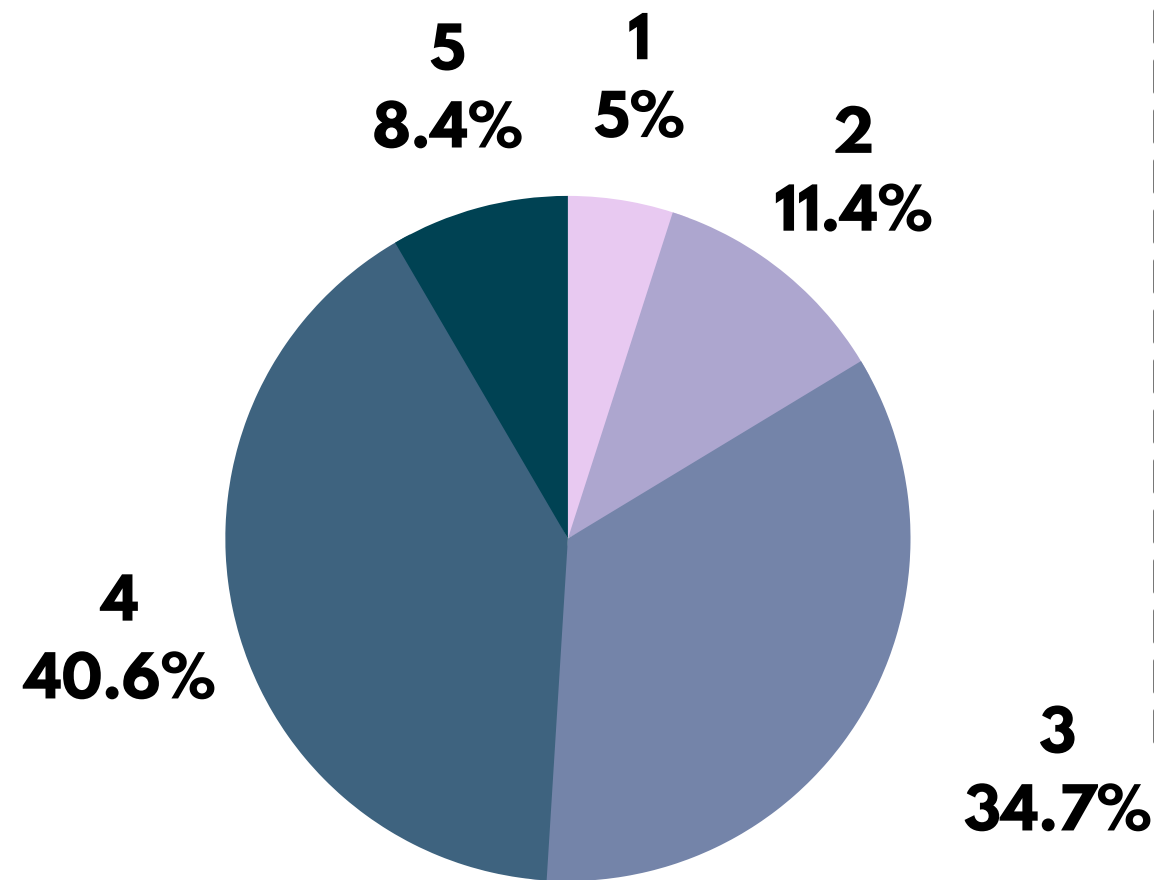
20+ youth
organization
represented



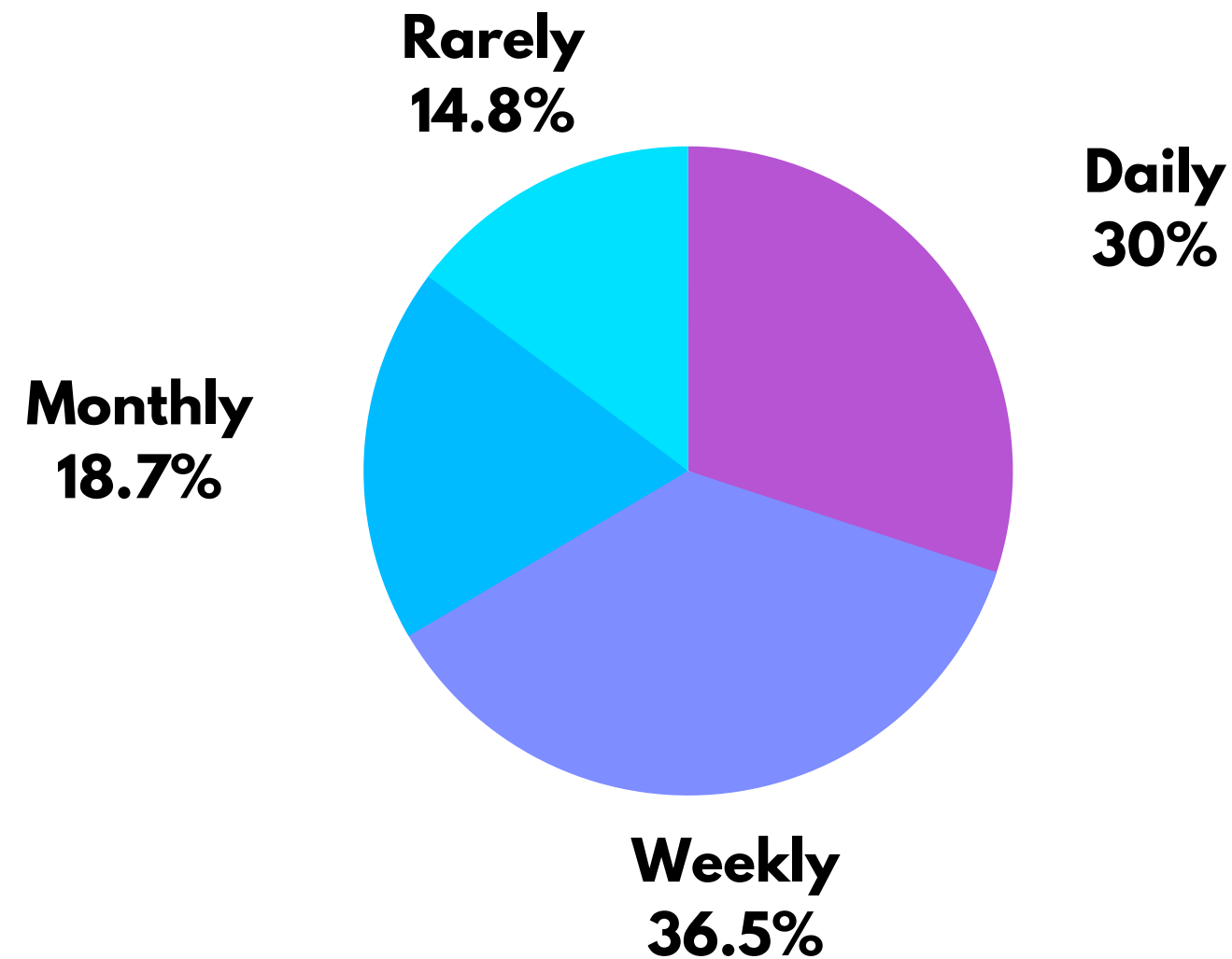
Half of the
respondents
are 18-24

HOW ENGAGED ARE YOUTH?

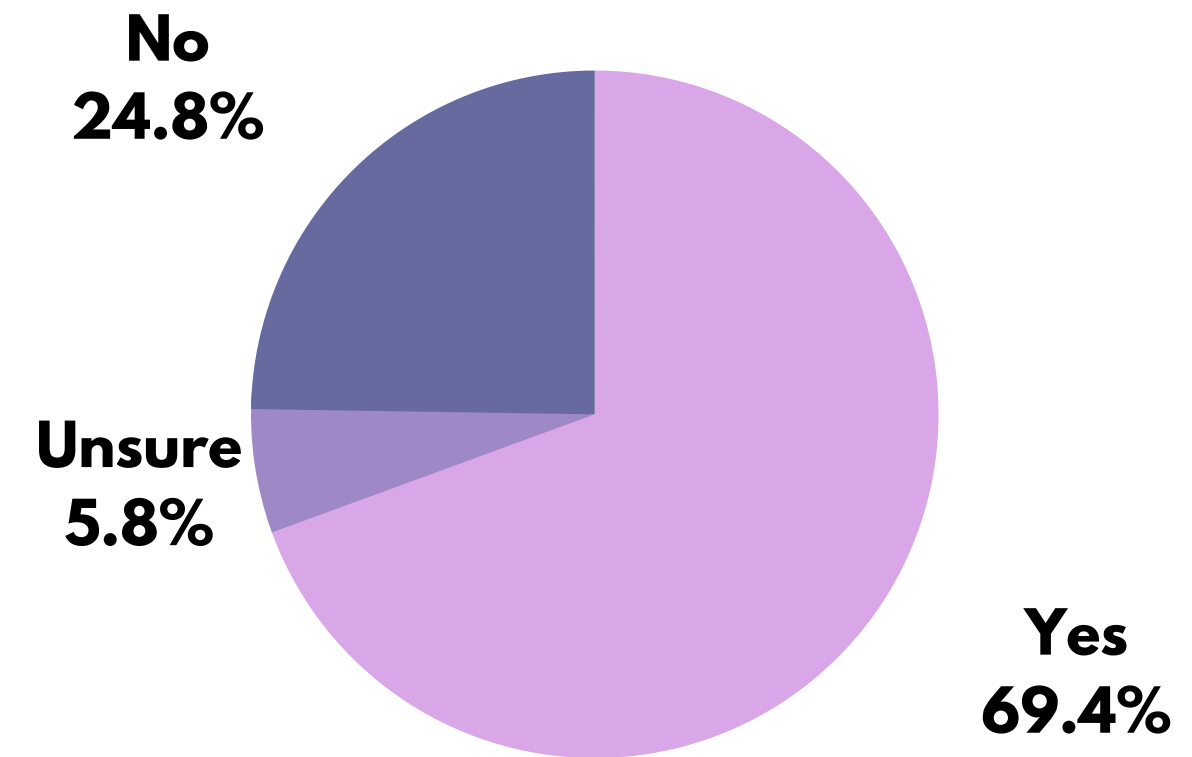
On a scale of 1-5, how would you rate your understanding of sustainable fashion?



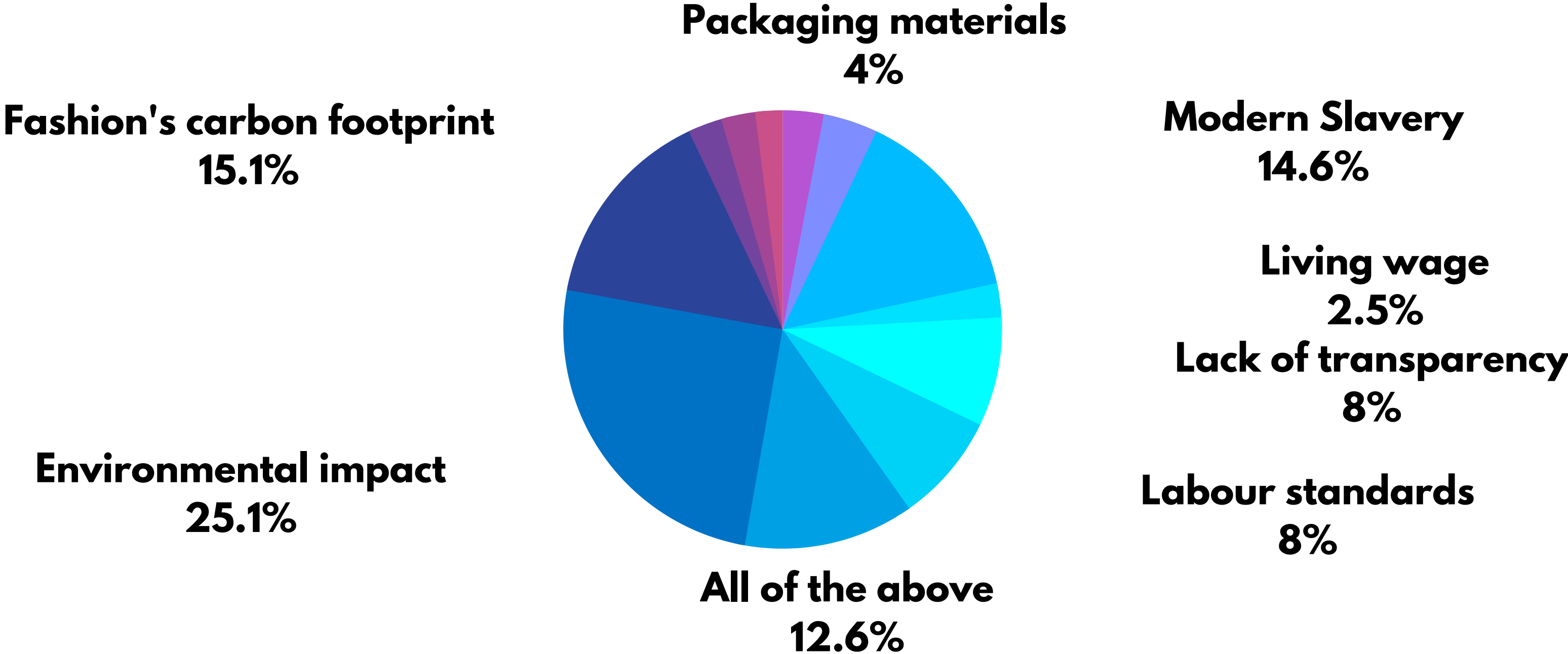
How often do you think about the environmental and social consequences of the fashion industry at its current rate of production?



Have you made personal changes in your life to limit your fashion consumption since the COVID-19 pandemic started?



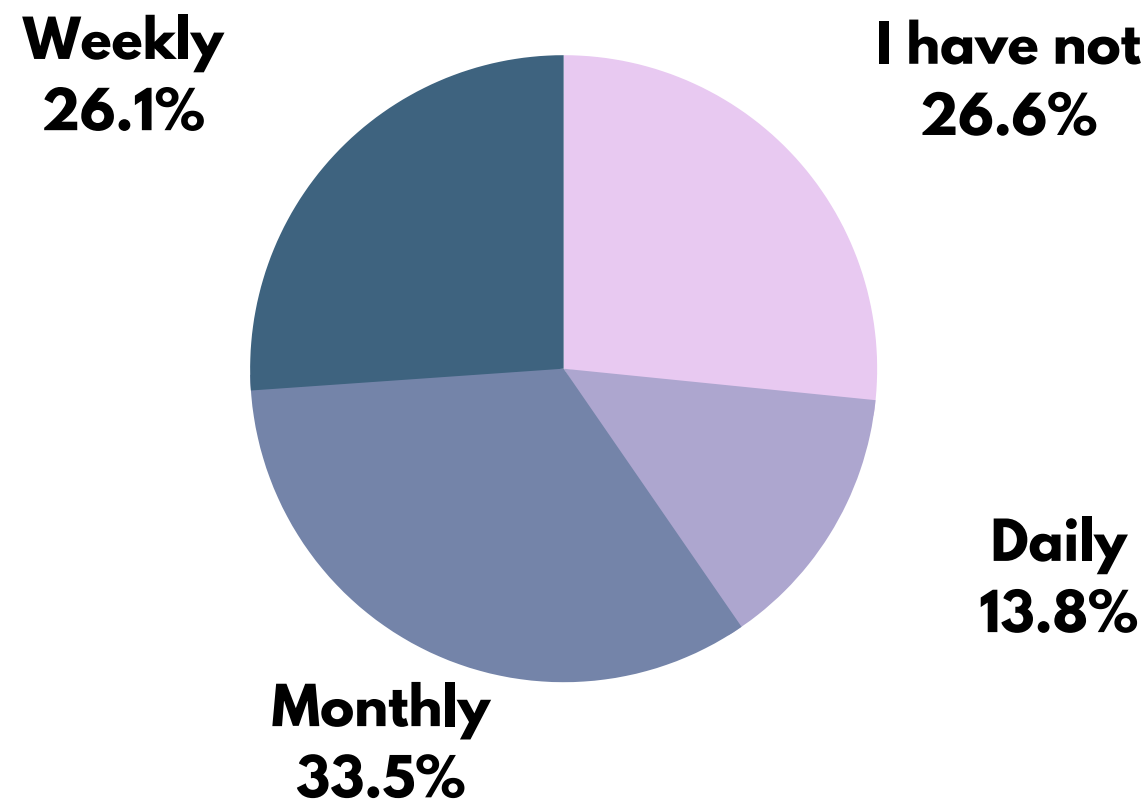
WHAT ISSUE IN THE CURRENT FASHION INDUSTRY DO YOU THINK NEEDS TO CHANGE?



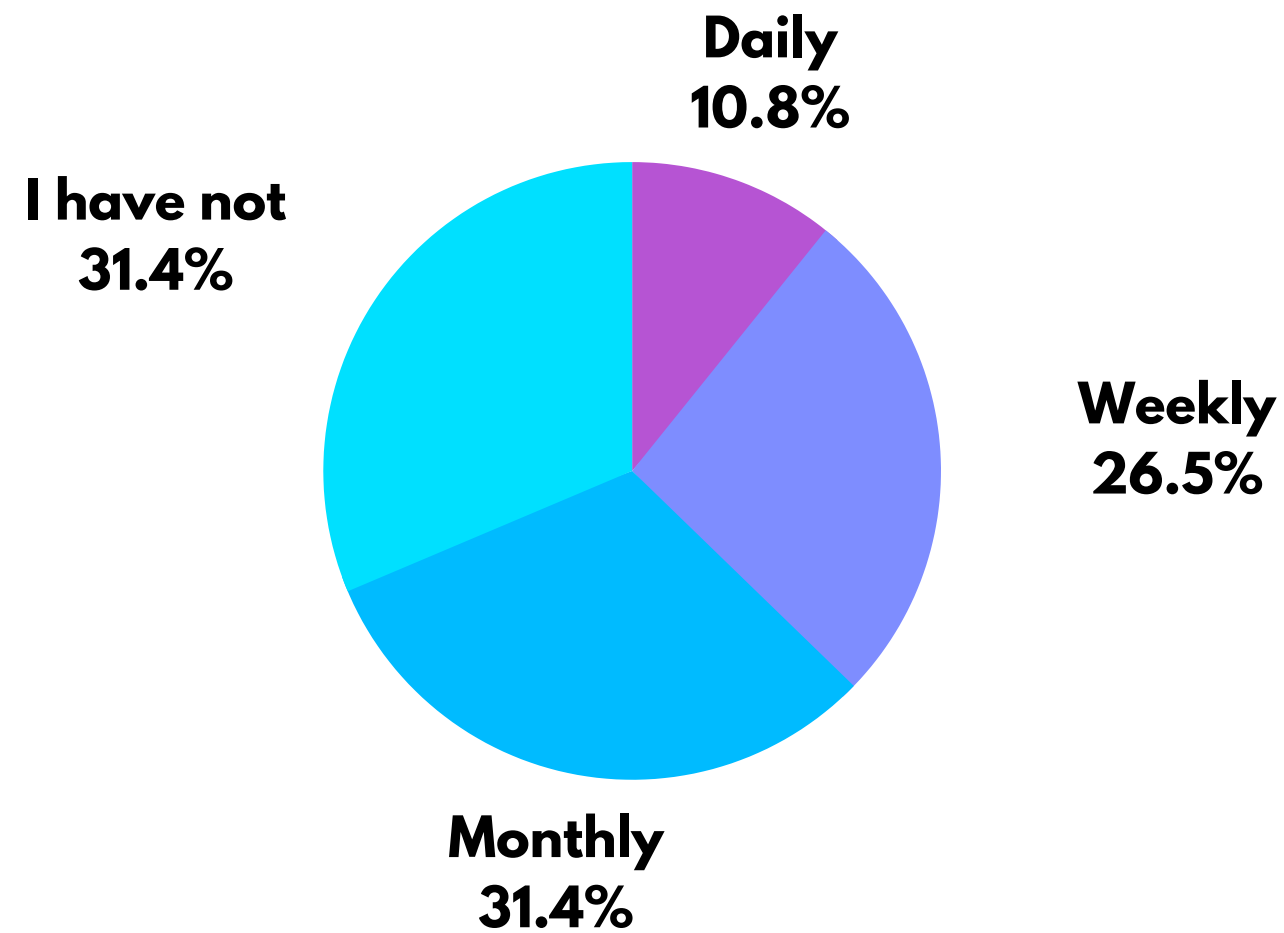


WHAT ARE THE EQUITY IMPLICATIONS?

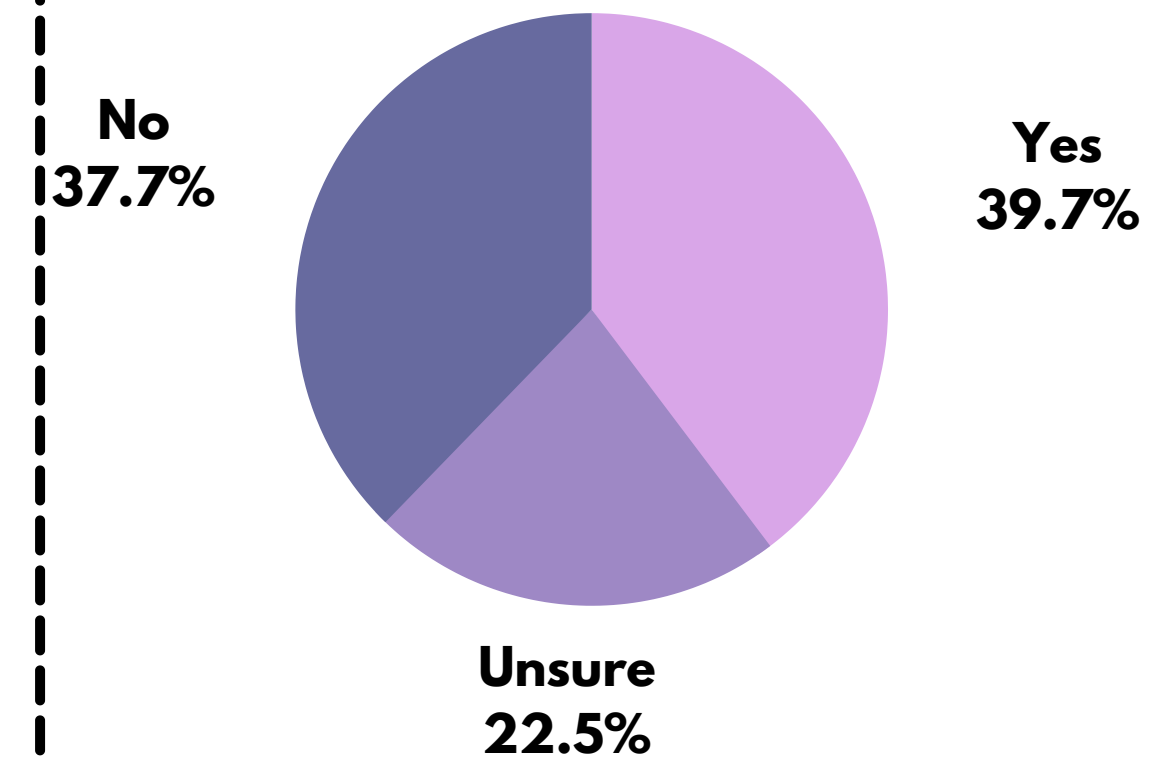
Have you experienced greenwashing by brand(s) and others in the fashion industry? If so, how often?



Have you experienced social justice-washing/performative activism by brand(s) and others in the fashion industry? If so, how often?



Do you see/feel yourself fairly/adequately represented in the fashion industry?



Key Takeaways

What are the solutions?

Number 1 solution:
Circularity - 48% of the votes

Sustainable consumption and
production:
- 34%'s first choice
- 39%'s second choice

Decarbonization - 46%
Fair and equitable labour - 66% listed
as 3rd or 4th choice of solutions
Just transition and decent work - 32%

Who is responsible?

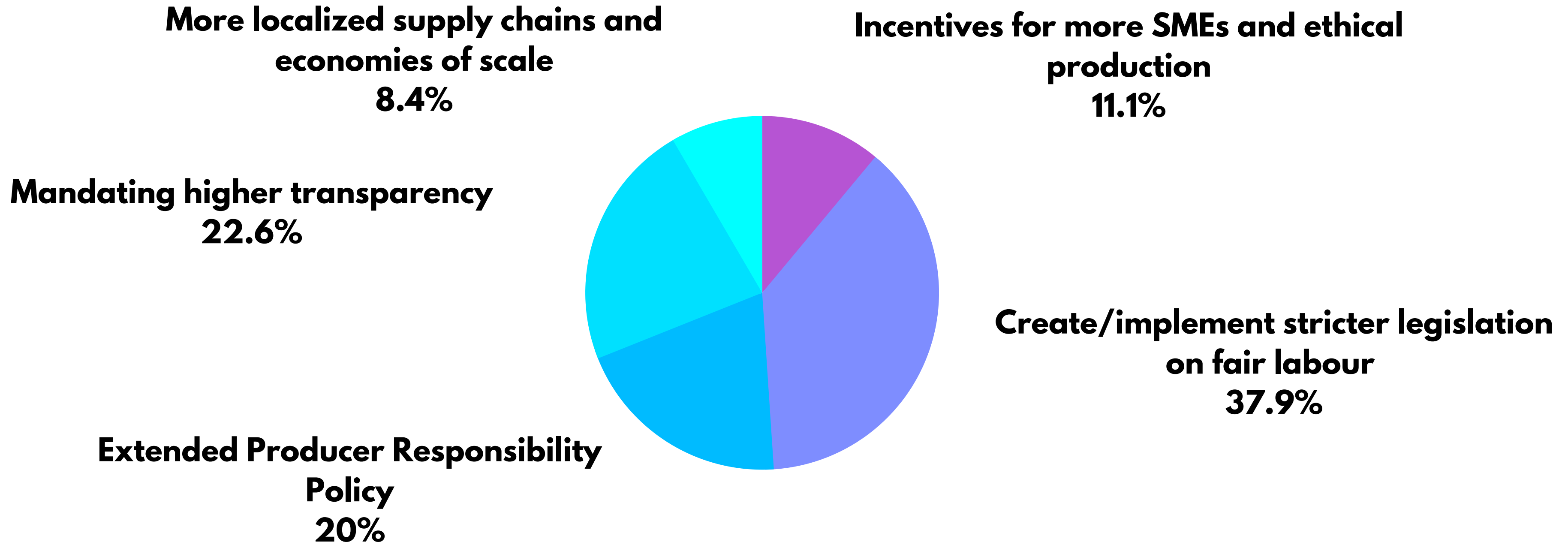
67% said it's up to all of us to fix the
problems of the industry, but corporations
and governments especially

Only 0.019% said the responsibility was
solely on the consumer

19% of respondents said only Corporations
6% of respondents said only Governments

**48% of respondents said that they are
not confident in their country's ability
to implement policies and standards
that advance sustainable fashion**

WHAT CAN GOVERNMENTS AND INDUSTRIES DO TO HELP TRANSFORM THE FASHION INDUSTRY?



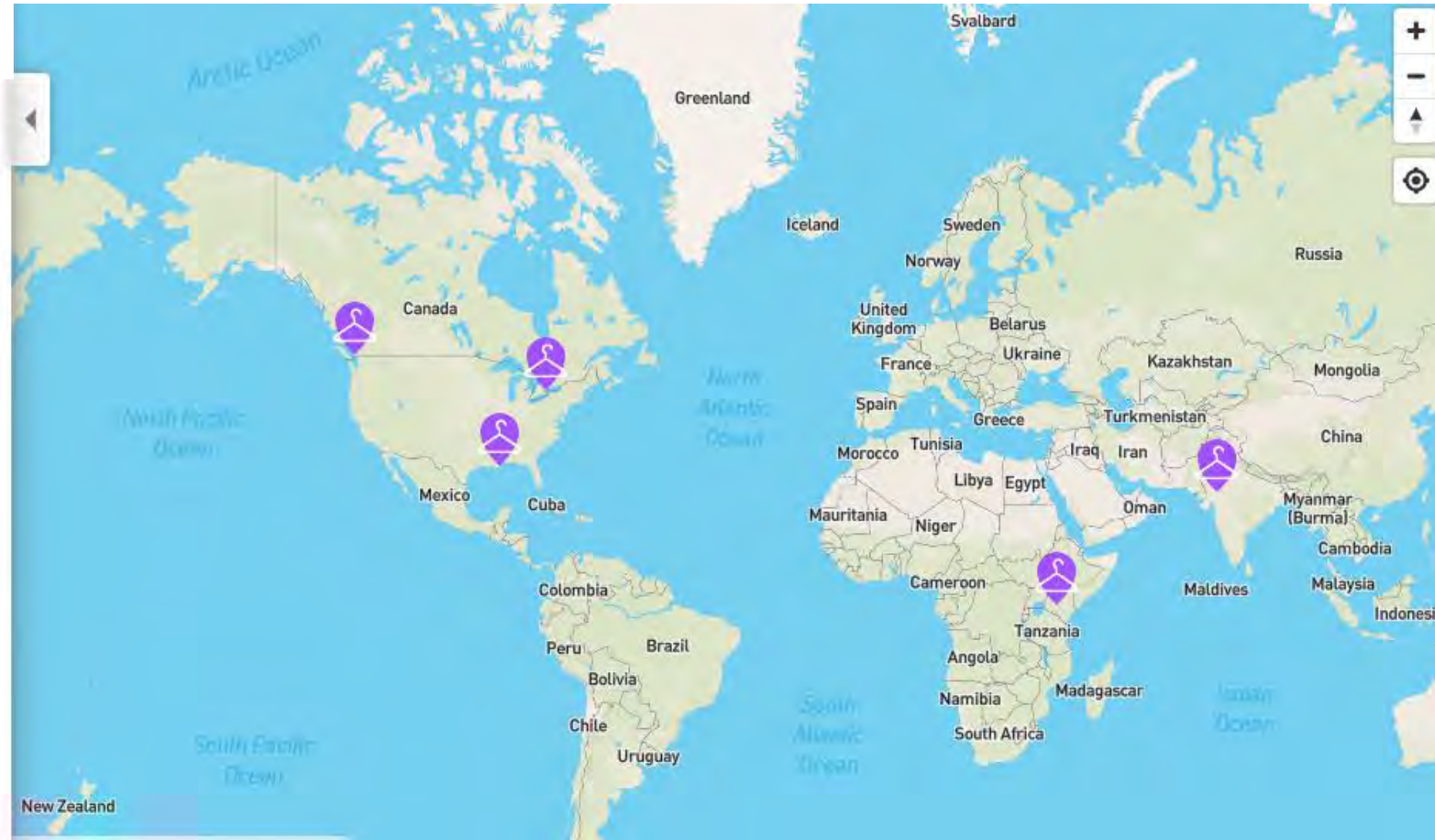
Global Innovation Story Map



Global Innovation Story Map

Threading Change

The Global Innovation Story Map is a research and visualization project where we profile the stories of sustainable and ethical brands and organizations within the fashion industry. Through the gathering of stories and best practices, we're cultivating a network of practitioners who live and breathe the 6F's, Feminist Fossil Fuel Free Fashion Future, working to advance circularity and transparency in fashion through our digital media, storytelling, and




- Certified B-Corp 1
- Certified Fair Trade 2
- Female-owned Business 5
- Gender-fluid Clothing 2
- Global Organic Textiles Standard... 1
- Handmade Clothing 2
- Kids Clothing 1
- Men's Clothing 3
- Women's Clothing 4

100 fashion brands

9 diverse categories

10 fashion organizations

11 countries featured



GLOBAL INNOVATION STORY MAP LAUNCH PARTY

bit.ly/gismlaunch

Sept. 16th, 2021 - 8:30 AM PST/11:30 AM PST



THREADING CHANGE

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hello@threadingchange.org