SUSTAINABLE RECOVERY THROUGH SUSTAINABLE FASHION

SEPTMBER 7TH, 2021

Threading Change
Youth Opening Intervention
«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 on Environment, Gender & Racial Justice
- Circular Economy
FEMINIST FOSSIL FUEL-FREE FASHION FUTURE
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

We need to hear from YOUth on what fashion really means to you!
Global YOUnth 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?
- 5: 8.4%
- 1: 5%
- 2: 11.4%
- 4: 40.6%
- 3: 34.7%

How often do you think about the environmental and social consequences of the fashion industry at its current rate of production?
- Rarely: 14.8%
- Daily: 30%
- Monthly: 18.7%
- Weekly: 36.5%
- Rarely: 14.8%

Have you made personal changes in your life to limit your fashion consumption since the COVID-19 pandemic started?
- Yes: 69.4%
- No: 24.8%
- Unsure: 5.8%
WHAT ISSUE IN THE CURRENT FASHION INDUSTRY DO YOU THINK NEEDS TO CHANGE?

- Environmental impact: 25.1%
- Fashion’s carbon footprint: 15.1%
- Modern Slavery: 14.6%
- Lack of transparency: 8%
- Living wage: 2.5%
- Labour standards: 8%
- Packaging materials: 4%
- All of the above: 12.6%
WHAT ARE THE EQUITY IMPLICATIONS?

Have you experienced greenwashing by brand(s) and others in the fashion industry? If so, how often?
- Monthly: 33.5%
- Weekly: 26.1%
- Daily: 13.8%
- I have not: 26.6%

Have you experienced social justice-washing/performative activism by brand(s) and others in the fashion industry? If so, how often?
- Daily: 10.8%
- Weekly: 26.5%
- Monthly: 31.4%
- I have not: 31.4%

Do you see/feel yourself fairly/adequately represented in the fashion industry?
- Yes: 39.7%
- No: 37.7%
- Unsure: 22.5%
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?

- **Create/implement stricter legislation on fair labour**
  - 37.9%
- **Mandating higher transparency**
  - 22.6%
- **Extended Producer Responsibility Policy**
  - 20%
- **Incentives for more SMEs and ethical production**
  - 11.1%
- **More localized supply chains and economies of scale**
  - 8.4%
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 6Fs, Feminist Fossil Fuel Free Fashion Future, working to advance circularity and transparency in fashion through sustainable material choices and production methods.

100 fashion brands
9 diverse categories
10 fashion organizations
11 countries featured

- Certified B-Corp
- Certified Fair Trade
- Female-owned Business
- Gender-fluid Clothing
- Global Organic Textiles Standard
- Handmade Clothing
- Kids Clothing
- Men's Clothing
- Women's Clothing
GLOBAL INNOVATION STORY MAP LAUNCH PARTY

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

bit.ly/gismlaunch