

GFA Masterclass Session

**Sustainability Claims: How to Build Trust
with Your Community**

The Masterclass will begin shortly
This masterclass will be recorded



HOST & MODERATOR

Maria Samsøe-Schmidt

Programme Manager

Global Fashion Agenda

DEFINING TERMS AND UNDERSTANDING SUSTAINABLE BRAND PRACTICES

Key take-aways

- The glossary of sustainability terms will be shrinking moving forward
- Make your sustainability terms and targets more understandable to consumers by leveraging technology and data
- Be **transparent** about your journey and not only communicate the wins but the challenges and the losses. This is where **education** happens.
- New law will force the disclosure of carbon footprint and concrete actions planned to lower emissions

THE CONSEQUENCES OF CONSUMPTION

Key take-aways

- Brands to engage in a **two-way discussion** with consumers
- **Transparency** is the first crucial step
- Brands shall make **new consumption models available**
- Our **questions** as consumers can help shape the fashion industry
- Make consumers **recognise the value of clothes** by communicating it



Lara McNeil

Senior Series Developer on
Fashion Redressed
BBC StoryWorks

SUSTAINABILITY CLAIMS: HOW TO BUILD TRUST WITH YOUR COMMUNITY

BBC StoryWorks Commercial Productions was commissioned to produce a new series on behalf of the **Global Fashion Agenda (GFA)**. With a focus on social and environmental sustainability in the fashion industry, the branded film series was released on a dedicated BBC.com microsite in 2023.

The team commissioned a **survey of over 6500 BBC.com users**, with representation from five regions (APAC, Europe, Africa, North America, South America), age groups and genders, to better understand behaviours, perceptions and opinions when it comes to fashion.

ON A PERSONAL LEVEL, RESPONDENTS ARE GRAVITATING TOWARDS RESPONSIBLE PRACTICES....

- **1 in 3 people have reduced purchasing of fashion for environmental reasons in the past year.**
- 62% have **reduced consumption of fast fashion** to reduce their personal impact on the environment.
- And a further 13% would consider reducing their fast fashion consumption this year.

... BUT REMAIN SCEPTICAL OF BROADER INDUSTRY ACTION

- **10%** of respondents agreed that fashion brands are transparent about their impact on the planet.
- **7%** feel the fashion industry is doing enough to reach its sustainability targets.
- **27%** find it easy to understand how sustainable a piece of clothing is.

BRANDS CAN BUILD TRUST AND AFFINITY WITH CONSUMERS – AND OFFER THEM MORE PROXIMITY TO THE CLOTHES THEY BUY

- **Nearly half of respondents (47%)** said they were more interested in reading or learning about sustainable fashion than a year ago
- **1 in 3 people** have reduced purchasing of fashion for environmental reasons in the past year
- **62%** have reduced consumption of fast fashion to reduce their personal impact on the environment
- **54% agree** that the environmental impact of the clothes they buy matters more to them than it did a year ago

SOURCE: BBC Global Minds 2023 New Year Survey, Feb 2023 "Q17. To what extent do you agree or disagree with the following statements?: Businesses must be transparent about their impact on the environment" (n=6575); "Q4. To what extent do you agree or disagree with the following statements?: I buy from fashion brands that share my values"; (n = 6575); Q4. To what extent do you agree or disagree with the following statements?: I would like to know more about where my clothes come from" (n=6575)

BUILDING TRUST WITH 'FASHION REDRESSED'

- **Getting personal.** We built in personality, backstories and individuality to narratives, giving each film a strong sense of place and identity, capturing the emotion and joys of the clothes we wear.
- **A common objective.** We involved a range of voices in planning and production, making collaboration a key facet of storytelling – and invited audiences to take that journey offline, supplying tools or take-aways to spur on meaningful change.
- **Show - don't tell.** We used filmed content to transport viewers through the supply chain or lifecycle to make stories visible, accessible and actionable, relying on characters to bring stories to life.
- **Transparency as an imperative.** We highlighted the contributions of the global fashion community to issues as well as solutions, prioritising authenticity and using precise terminology to cut through complexity and expand where necessary.



SPEAKERS



Maria Samsøe-Schmidt

Programme Manager
Global Fashion Agenda
Host & Moderator



Rosie Mills

International
Partnerships
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Nate Agbetu

Cultural Curator
Strategist and
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Free Form World



Marina Prados

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UPCOMING MASTERCLASS

Summary of key points from the Masterclass Series

Published early 2024

Policy Masterclass Series (Dates to be launched)

1. Masterclass: *"Five Years of European Fashion: A Comprehensive Review of the 2019-2024 European Commission Mandate"*

2. Masterclass: *"Election Reflection: Exploring the Impending Impact of the 2024 European Parliament Elections on Fashion Policy"*



GLOBAL FASHION SUMMIT 2024

15-Years On

The 2024 Summit marks a significant milestone for GFA, as it signifies **15 years since** the inaugural Global Fashion Summit (formerly, Copenhagen Fashion Summit) was hosted in 2009.

Tickets for Global Fashion Summit: Copenhagen Edition have been released

22-23 May 2024

Copenhagen, Denmark

Pre-summit activities happening from 21 May



An Early Bird promo of 10% is available for Premium, General Admission, and Online tickets purchased before 1 January 2024.

Thank You



Find the Fashion Redressed films using this QR code