



SDGs for Better Fashion

2018-2019 Progress Report

re / GENERATE



SDGs for Better Fashion

2018-2019 Progress Report



This progress report was developed by REGENERATE Fashion, LLC, towards its voluntary and independent commitment to reaching the United Nations Sustainable Development Goals.

The activities and outcomes of this report, reflect exclusively the progress of the organisation towards their commitment **#28041 'SDGs for Better Fashion'** as submitted in the Partnerships for SDGs online platform <https://sustainabledevelopment.un.org/partnership/?p=28041>

This voluntary commitment does not represent any direct affiliation or partnership arrangement with the United Nations.

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Executive Summary

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At REGENERATE, we believe the United Nations Sustainable Development Goals, provide a global language and framework for the fashion industry to move forward. In 2018 we made a voluntary commitment to further the goals through the 'Partnerships for SDGs online platform'. The platform is 'United Nations' global registry of voluntary commitments and multi-stakeholder partnerships made in support of sustainable development and the 17 Sustainable Development Goals.' (UN.org)

Our voluntary commitment #28041 'SDGs for Better Fashion', has allowed us to direct our work and the work of those who we engage with, into tangible actions where we 'Leave No One Behind'.

In the first two years of our commitment, we directly engaged with over 800 different stakeholders, including tertiary level fashion students, industry professionals, multinational fashion companies representatives, and

consumers from all over the world.

Our three initial deliverables were successfully achieved and exceeded with two additional deliverables that furthered the mission of our commitment.

We reached companies and organizations in 15 different countries including: Germany, Brazil, Denmark and the US.

Now more than ever, industry, government, and civil society, must work together to solve society's most pressing challenges: eradicate hunger, ensure access to health, and reduce the environmental harm we have caused to the ecosystem.

We will continue to work toward the achievement of the 17 UN SDGs, and follow our mission: to REGENERATE fashion.

Melissa O de León
Initiative Manager
REGENERATE Fashion, LLC

Our Mission

re.gen.er.ate

verb

to recreate, reconstitute, or make over, especially in a better form or condition.

We acknowledge that clothing is part of human experience. It is a basic need.

We understand that current clothing production and consumption patterns must be changed.

We are committed to transform the way that fashion is designed, produced and consumed, from being less harmful, to being sustainable and regenerative along the value chain.

We work to REGENERATE fashion.



Our Guiding Principles

The complexity of the fashion industry and its value chain, made us realize that defining what sustainability means in fashion, requires an understanding of cultural values, geographic context, and future goals.

In order to have a streamlined sustainability framework, at REGENERATE, we use the United Nations Sustainable Development Goals (SDGs) as the guiding principles of our work, and of those who we work with.

In 2015, all United Nations Member States, adopted the 2030 Agenda for Sustainable Development; an action plan for people, planet and prosperity that includes the 17 Sustainable Development Goals (SDGs) and their 169 targets. 'The



Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice. The 17 Goals are all interconnected, and in order to leave no one behind, it is important that we achieve them all by 2030.' (UN.org)

The SDGs allow us to connect our personal values with this global framework. Furthermore, they facilitate communication and implementation of sustainability strategies among all fashion stakeholders: from companies, brands, and suppliers, to the public sector and consumers worldwide.



Our Commitment

In 2018, we made a voluntary commitment in the 'Partnerships for SDGs' online platform to integrate the SDGs in everything we do. Our initiative 'SDGs for Better Fashion', seeks to widespread the importance of connecting the 17 goals to the global fashion industry, and to provide solutions that align to specific targets by addressing the environmental and social impacts of fashion production and consumption.

The solutions we endorse include:

Implementation of sustainable design strategies, promoting the use of sustainable technologies and appropriate resource management throughout the textile supply chain, proposing new business models, and engaging with consumers for better consumption habits, all throughout the SDG framework.

'SDGs for Better Fashion', acknowledges that for this global industry to change, it is important to involve all stakeholders in the sustainable fashion conversation, from brands and manufacturers, to consumers. For that, our initiative has a 3 pronged reach:

Companies and Industry organizations

We engage with companies by providing lectures, keynotes, and presentations in industry events and conferences worldwide; in addition, we work with our partners and clients through tailor-made capacity building and individual consulting to align their sustainable initiatives and reporting to the aims of the SDGs.

Education organizations and students

We deliver knowledge about the SDGs and their relation to the industry to fashion and textile students from university level, as well as to young professionals. These participants will be at the front of companies in the next few years, and having the sustainability knowledge will ensure their competitiveness and leadership in the industry.

Consumers

Participation of the general public, is crucial to the realization of sustainable initiatives, and to ensure that their needs are heard by the companies producing clothing and textile goods. Consumers are engaged through lectures and exhibitions open to the public, and free of charge.

GENERATE

SUSTAINABLE DEVELOPMENT GOALS

- 1 End poverty in all its forms everywhere
- 2 End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- 3 Ensure healthy lives and promote well-being for all at all ages
- 4 Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
- 5 Achieve gender equality and empower all women and girls
- 6 Ensure availability and sustainable management of water and sanitation for all
- 7 Ensure access to affordable, reliable, sustainable and modern energy for all
- 8 Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
- 9 Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
- 10 Reduce inequality within and among countries
- 11 Make cities and human settlements inclusive, safe, resilient and sustainable
- 12 Ensure sustainable consumption and production patterns
- 13 Take urgent action to combat climate change and its impacts
- 14 Conserve and sustainably use the oceans, seas and marine resources for sustainable development
- 15 Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- 16 Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
- 17 Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

For more information visit: www.un.org/sustainabledevelopment



re/GENERATE

Design Lab for Better Fashion

We are here to disrupt the fashion industry.

re/GENERATE is one part design lab, one part research agency and is entirely set on positive change. Our team applies knowledge in three ways to positively influence circular fashion systems:

/DISCOVER Transitioning into a sustainable future requires us to re/THINK what fashion is and can become. By operating in a 'third' space we bridge the gap between designers, businesses and research.

/DESIGN We specifically design all of our projects for each client offering the most sustainable apparel product or service possible. Our goal: re/DEFINE the way products are constructed.

/DISRUPT A new systems thinking is necessary if we want to re/FRAME current business models. These come in the form of circular materials, strategic frameworks and communication strategies. We work collaboratively to align the fashion industry with the United Nations Sustainable Development Goals (SDGs).

2018-2019 progress

In the first 12 months of our initiative 'SDGs for Better Fashion' we were able to integrate the SDGs into every lecture, keynote presentation, and project we developed.

We integrated the 17 goals in our work, from promoting the payment of living wages of garment workers (SDG 1 - End poverty), to the importance of creating partnerships between fashion companies, and the private and public sector, to transform this industry and

the world we live in (SDG 17 - Partnership for the goals).

We successfully accomplished the three deliverables for the 2018-2019 period, and were able to deliver additional engagements. Although through our work we connect the 17 goals to the fashion industry and its value chain; the progress and positive impacts of the initiative 'SDGs for Better Fashion', are measured directly under the targets of goals: 4, 9, 12, 13 (See Deliverables).

800+

BENEFICIARIES

11

SDG TARGETS

15

COUNTRIES

Overview

- | | | | |
|---|---|--|---|
| 1 | Engage in at least 3 public events to reach consumers via keynote or exhibition. | 295 consumers in Berlin Germany |   |
| 2 | Create Consumer Awareness by offering Free Webinar during the international campaign 'Fashion Revolution Week' | 207 Viewers from 15 Countries |     |
| 3 | Reach 100 fashion design students through the SDGs for Fashion workshop, using our capacity building tools (SDG x Fashion Canvas and Sustainable Fashion Cards) | 100+ fashion students in Germany & Brazil |    |
| 4 | Participate in at least 3 industry events with keynote or presentation to widespread the SDGs and their connection to the fashion industry* | 200+ industry professionals in Germany, Denmark & Brazil |   |
| 5 | Train 50+ industry professionals on how to integrate the SDGs into their daily work activities using our capacity building tool* | 70+ industry professionals in Germany & Canada |     |

*Additional deliverables to the committed in the platform

Deliverables

1. Engage in at least 3 public events to reach consumers via keynote or exhibition.

Completion Date: December 2018

Beneficiaries: 295 participants in Berlin, Germany

The poster is for an event titled "CONNECTING THREADS" held on April 27th & 28th, 2018. It features a portrait of Ricardo Garay, a man with a mustache, smiling. The text on the poster includes "FASHION REVOLUTION" in a logo, "ARTISAN'S JOURNEY TO SLOW FASHION", "POP UP: 10 - 21 H", "EVENTS: 14 - 21 H", and "WHERE: 7 MARES / HEIMSTR. 3 KREUZBERG - B E R L I N". A quote from Ricardo Garay is also present: "THE SDG GOALS IN FASHION". The poster is organized by Slow Fashion World & Bohetnika.

RICARDO GARAY

FASHION REVOLUTION

CONNECTING THREADS

APRIL 27TH & 28TH, 2018

ARTISAN'S JOURNEY TO SLOW FASHION

POP UP: 10 - 21 H

EVENTS: 14 - 21 H

WHERE: 7 MARES / HEIMSTR. 3 KREUZBERG - B E R L I N

"THE SDG GOALS IN FASHION"

ORGANIZED BY:
Slow Fashion World & Bohetnika

The change in the industry that REGENERATE strives for, requires a systemic approach, where all stakeholders take part to make fashion sustainable. Understanding that the companies integrating sustainable practices into their businesses need consumers that are aware of what sustainability is to make better purchasing decisions, our first commitment involved reaching consumers at public events.

To achieve this, we participated in 2 public keynotes and 1 exhibition open for the public in Berlin, Germany.

On April 26, 2018, we gave a keynote talk about the connection of Fashion with the UN SDGs, at the Connecting Threads event for Fashion Revolution Week. The event was held by the global platform Slow Fashion World, and artisanal brand Bohetnika. Around 20 participants joined the event, and our presentation provided them with more inspiration to engage with the activism campaign #whomademyclothes?.

In May that same year, the shopping center Schönhauser Allee Arcaden Berlin, invited us to exhibit some of our sustainable projects in a pop-up shop format. For the whole month of May, we displayed and sold different fashion products, all aligned with different SDGs.

We showed organic cotton jeans related to SDG 8, a collection of bags madewithPinatex(aveganalternative to leather that uses no carcinogenic tanning and thus promotes SDG 3), and two of the first cradle-to-cradle certified fashion products endorsing SDG 9. Consumers were extremely interested to learn more about sustainable fashion, and also to better

understand the connection between the products and the UN's SDGs. During the exhibition, around 250 consumers entered the pop-up shop to learn more about the exhibition, and many others browsed on the window displays.

The last consumer engagement was at the monthly Textilstammtisch hosted at the fashion brand Dzaino studio in Berlin. In these monthly events, consumers and designers gather together to learn about local initiatives working on fashion and textiles. We shared with an audience of around 25 participants our fashion projects aligned to the UN SDGs.

SDG Targets addressed



4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, (...sustainable lifestyles, (...)) and of culture's contribution to sustainable development

We mainstreamed the education and knowledge about sustainable development and the SDGs through their relation to fashion, with 295 consumers in Berlin, Germany.



12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

Through the keynotes and exhibition, we created awareness about the volumes of textile waste in landfills, and promoted extending clothes use, recycling of textiles and garments, and ways to reuse and upcycle. In Germany, the average textile waste per person is 4,7 Kg per year (Labfresh.eu). If we estimate that in 2018 these consumers reduced their textile waste by at least 30% then we can calculate that around 415 kg of textile didn't go to the landfill.

12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

We created awareness by showing how the fashion industry has negative repercussions on climate change. We provided information about the environmental impacts associated with clothing production processes, laundry and clothing disposal. Furthermore, the initiative showed consumers how to be a sustainable fashion consumer, with alternatives that adapt to their lifestyle.



2. Create Consumer Awareness by offering Free Webinar during the international campaign 'Fashion Revolution Week'

Completion Date: April 2019

Beneficiaries: 207 Viewers from 15 countries (105 live & 102 recording)



After a successful engagement with consumers in Berlin, Germany during 2018, we committed to widespread this knowledge on a global level. For that, we organized and developed a free consumer Webinar as part of the online events for the activism campaign Fashion Revolution Week 2019.

The Webinar titled: How to be a Sustainable Fashion Consumer? was led by our co-founder Melissa O de León. It included data and images about the impacts of fashion production and consumption, as well as actions that consumers can take that will favour social development and the environment, all by targeting the SDGs.

In order to reach a diverse consumer audience, we promoted the event in different platforms:

- Through the Fashion Revolution official event website
- Through our Social Media profiles and our partners' network.
- Through targeted Facebook advertising (A promotional video was developed for the ad, and it was mainly targeted to consumers in Portugal, Germany, Mexico, and Brazil.)

A registration platform was created, where participants registered for free using their email account. Registration allowed them to receive a reminder before the event, as well as a link to the recording.

During the broadcast, 105 live viewers attended and engaged in the chat box with their questions and comments. The recording was viewed by an additional 102 viewers, making a total of 207 viewers from 15 different countries. The webinar platform reported that it was viewed 342 times, which means that some viewers watched the recording more than once.

SDG Targets addressed



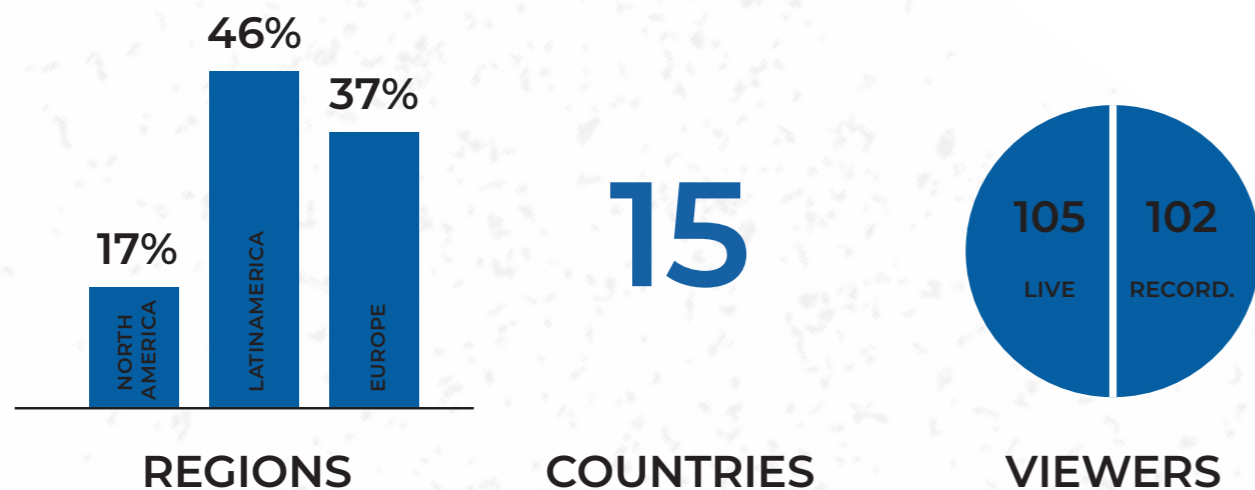
4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, (...) sustainable lifestyles, (...) and of culture's contribution to sustainable development

Provided the knowledge about sustainable development and the SDGs through their relation to fashion and the clothes we wear, to 207 global citizens from 15 countries (16.6% North America, 45.8% Latin America, and 37.5% Europe).



9.3 Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets

The webinar emphasized the importance of buying clothing from local brands and producers, regional artisans, and products that preserve cultural traditions. If consumers buy from these kinds of products, they facilitate the integration of these often informal vendors into the market.



12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

Information was provided about the volumes of textile waste in landfills, and the importance of recycling textiles and garments. Participants from Latin America highlighted how in their cities or regions, textile collecting bins do not exist as in the US or some European countries. Alternatives to this, was to promote extending clothes use, repair, donation or upcycle, with the goal that they do not end up in the landfill.

12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

The main objective of the webinar was to create global awareness of the negative impacts associated with the fashion industry. The 207 participants learned about the use of natural resources, waste generation and the working conditions of garment workers in the fashion supply chain.

We connected these impacts with the UN SDGs, and gave participants key actions they can take to be responsible fashion consumers when they purchase products, when they use and take care of them, and finally by the time of disposal.

12.a Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production

46.8% of the webinar participants belong to developing countries: Mexico, Brazil, Venezuela and Romania.

The slides used in the session included global information and examples, but the interaction on the Q&A portion of the webinar, allowed us to provide specific examples to participants from these countries. The examples facilitate sustainable consumption patterns, that take into account the economic level of consumers in developing countries.



13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

Participants from 15 countries attended the session. The webinar provided key actions that consumers can take from their garment consumption and use habits, to reduce the impacts on climate. We endorsed simple actions like reducing laundry temperature and frequency, avoiding throwing textiles and clothes in the trash; and buying fashion products made with organic or recycled materials if their budget allows.



Istituto Europeo di Design - IED Rio | Workshop | Rio de Janeiro 2019

3. Reach 100 fashion design students through the SDGs for Fashion Masterclass, using our capacity building tools (SDG x Fashion Canvas and Sustainable Fashion Cards)

Completion Date: June 2019

Beneficiaries: 96 Students (61 in Germany, 35 in Brazil)

With a special focus in the fashion industry's future workforce, this initiative sought to engage and train fashion design and textile students. For this, we partnered with 4 academic institutions (2 in Germany and 2 in Brazil), to deliver our SDGs for Fashion Workshop.

In October 2018, the university Hochschule für Technik und Wirtschaft -HTW- Berlin in Berlin, Germany, hosted this full-day interactive workshop. Using our training materials, such as the Sustainable Fashion Cards and exercise canvases, 20 students were able to understand how their decisions as fashion designers have a significant impact in the fashion supply chain. They learned strategies, materials and new business models they can apply in their future jobs in the industry. The university staff were very appreciative of the workshop, and invited us again in 2019 to give the training to a second group of fashion and textile students.



In December 2018, a professor from HTW, invited us to share the workshop with 21 bachelor design students at Burg Giebichenstein Kunsthochschule Halle (BURG) University of Art and Design in Halle, Germany.

In June 2019, we had the opportunity to engage with fashion design students in Brazil. Around 20 students from Instituto Europeo di Design Rio de Janeiro in Brazil, were part of this workshop. It was a great day of exchange and discussion.

Our last engagement was organized in cooperation with the fashion academy Ateliê Modaimagem, in São Paulo, Brazil. The participants in this workshop included 15 students, young designers and industry professionals.

For these 2 last engagements, data and examples from our original training, were adapted to the Brazilian context. This gave students relatable information they can apply not only in their bachelor's projects, but later in their career.

SDG Targets addressed



4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, (...) sustainable lifestyles, (...) and of culture's contribution to sustainable development

The workshop provided the education for sustainable development and the SDGs on bachelor's curriculums that were lacking the topic. Traditionally, fashion degrees are mainly focused on the creative aspect, and our workshop provided university students the tools to design and create products that consider the environment and the impacts on society.



12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

We provided students with strategies to reduce waste at the design level (e.g. zero waste pattern making), reducing production waste and using textile waste to create new products through the upcycling strategy.

12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

Through the SDGs x Fashion workshop we reached 2 universities in Germany, 1 university, and 1 fashion academy in Brazil. Although the current programs and curriculums in these institutions can not fully integrate sustainability and climate change courses, the students that participated in the workshops, can carry out that knowledge in their education and profession.



13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

The workshop was provided in 2 countries (Germany and Brazil) for tertiary level students (Bachelor).



Istituto Europeo de Design | ED Rio | Workshop | Rio de Janeiro 2019



Ateliê Moda Imagem | Workshop | São Paulo 2019

4. Participate in at least three industry events with keynote or exhibition to widespread the SDGs and their connection to the fashion industry.

Completion Date: June 2019

Beneficiaries: Over 400 industry professionals at the 5 events we participated in 3 different countries (270 Germany, 100 Denmark & 100 Brazil)



Fashion Sustain | Exhibition | Berlin 2018

At REGENERATE, we work with fashion brands, companies and organisations worldwide to help them integrate and advance sustainability practices, all in alignment to the SDGs. In 2018-2019 we participated in industry events in 3 different countries, sharing with a wider industry audience how the SDGs can help fashion companies of any size, define their sustainability mission and strategy.

Our first engagement was in January 2018 at the Fashion Sustain Conference during Berlin Fashion Week, Germany. We exhibited some proof-of-concept products and projects that show how different SDGs can be applied to different product categories.: From recyclable swimwear (SDG 12) to organic denim (SDG 15), the six different projects showed ideas of design

and business models the over 200 visitors can implement in their companies.

In May that year, our co-founder Ricardo Garay, was invited as host of the Copenhagen Youth Fashion Summit in Denmark. In his role as host, Ricardo had the opportunity to give a keynote presentation about the work of REGENERATE to an audience of 100 students and participants that were working to develop new solutions for the industry during the event.

Our last 2018 industry event was at the Zalando headquarters in Berlin, Germany. The leader of the UX design team invited REGENERATE to give a keynote as part of the company's monthly events. The UX team (around 20 employees) made great questions about the SDGs in fashion, and

Copenhagen Youth Fashion Summit | Keynote Talk | Copenhagen, DK 2018

had the opportunity to learn about fabrics and new innovations that the company can consider for their marketplace.

In 2019, we gave a keynote talk about the SDGs in the fashion industry, at NEONYT Berlin. The audience included around 50 industry professionals



SDG Targets addressed



9.4 By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency (...) clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities

Through the keynote presentations and exhibition of proof-of-concept products, this initiative provided examples and sustainability strategies for the fashion industry. Some of the examples included material and resource efficiency, use of new recycling technologies for textiles, and safe industrial processes, especially for water treatment.



Rio Ethical Fashion | Keynote Talk | Rio de Janeiro 2019

and buyers, who attended the trade show to source for materials and products, and learn about sustainability and new developments.

Last in May 2019, we were invited to give a presentation at Rio Ethical Fashion conference. It was the first edition of this event, and our presentation in the main auditorium was at full capacity with over 100 attendees.

Larissa Roviezzo, shared insights on how the SDGs are a great framework for sustainable fashion, and how the Brazilian fashion industry can implement them into their work and external communication.



12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, (...) to minimize their adverse impacts on human health and the environment

In these industry engagements, we included examples related to SDG 6 and SDG 14.

We presented fashion products that use less hazardous chemicals: Raw denim products without toxic finishings, vegetable tanning for leather goods as opposed to chrome tanning, and knitted garments using regional untreated wool.

12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle

The 5 industry events where we participated, reached around 470 industry professionals, from an estimate of 200 companies. These professionals will carry out the importance of the SDGs to their daily activities, and potentially encourage the publishing of Sustainability reports in the near future.

12.a Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production

The complexity of fashion's value chain, often leaves developing countries in the southern hemisphere out of the sustainability conversation. Our engagement in Brazil at the Rio Ethical Fashion conference, was key to enable this cross-country collaboration and discussion.



5. Train 50+ industry professionals from fashion companies, brands, textile suppliers, and organizations on how to integrate the SDGs into their daily work activities using our capacity building tools (SDG Canvas and Sustainable Fashion Cards)

Completion Date: October 2019

Beneficiaries: 30+ Participants at Blue Zone & 42 Participants a TE



BlueZone Munich Fabric Start | Exhibition Booth & Training Session | Munich 2018



Through our participation at industry events, we recognized that many companies are willing to integrate sustainability in their processes and products, but their employees lack the tools to do so.

To overcome this knowledge gap, in 2018 we delivered our first training for industry professionals at the BLUE Zone from Munich Fabric Start.

In three concise and interactive sessions, we guided over 30 participants in selecting the SDGs their company can focus, and through hands-on exercises map their next action steps.

In 2019, the Textile Exchange conference in Vancouver, Canada, opened for the first time the space to talk about design. Our team was invited to give a workshop straight after a panel discussion on the topic with



Textile Exchange Conference | Workshop: It begins with design | Vancouver, B.C. 2019

Annie Gullingsrud, Dana Davis, Karen Stewart Brown, Domenica Leibowitz, and moderated by our advisor Amy Williams.

The session called “It begins with design” was fully booked. During the 4-hours session we engaged with professionals from multinational companies like Nike, Ralph Lauren,

Lululemon, and others. Using our methodology and our Sustainable Fashion Cards, participants were able to connect their product offering to the SDGs, learn solutions for their design decisions, and better understand how to cooperate with other departments.

SDG Targets addressed



4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, (...) sustainable lifestyles, (...) and culture's contribution to sustainable development

The training sessions provided the knowledge for using the SDGs as a global sustainability framework for fashion companies of different sizes. Using the exercises canvas and our sustainable fashion cards, the participants were able to brainstorm ideas to create products that consider the environment and the impacts on society.



9.5 Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, (...) increasing the number of research and development workers per 1 million people and public and private research and development spending

Participants of the training sessions (Blue Zone and Textile Exchange) represented more than 20 multinational companies. Companies engaging in these events, use these opportunities to research new materials and technology developments available in the market, that facilitate their sustainability commitments.



12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle

The professionals that attended the training sessions were representatives of over 20 different companies. Most of those companies are already well routed in their sustainability strategies, and thus very likely publish Sustainability reports.



13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

The sessions were held in Germany and Canada, but the participants came from North and South America, Europe and Asia.

Next Steps

We are committed to keep integrating the SDGs in the global fashion industry, with companies, education institutions, and consumers. The next 10 years require accelerated and collective efforts to guarantee social and environmental justice, especially in the global south.

Our commitments for 2020-2022 are the following:

Integrate and measure at least 3 SDG targets into every consulting project from 2020-2022. From consulting on material selection, building codes of conducts and research projects, we will integrate the SDGs, and measure the impact of our work towards specific targets.

Reach 100+ fashion design educators and students with the 'SDGs for Fashion' workshops: Circular Fashion and the SDGs, Ethical Fashion and the SDGs. Implement a train-the-trainer approach, to reach more fashion students with educators being the replicators of this knowledge.

Continue increasing Consumer Awareness and the knowledge of sustainability and the SDGs with the general population through free resources: Webinars, Podcasts, etc. This will be facilitated in several languages to reach more consumers worldwide, with a special focus on Latinamerica.

To follow up our commitment **Action #28041 'SDGs for Better Fashion'** in the Partnerships for SDGs online platform visit: <https://sustainabledevelopment.un.org/partnership/?p=28041>

Companies
and Industry

Education
organizations

Consumers



Acknowledgements



The successful achievement of our commitment, SDGs for Better fashion, was possible by the diligent work of the members of our team, who facilitated training sessions and workshops, and presented our work at exhibitions and keynote talks, engaging with participants and attendees.

Furthermore, we want to thank all individuals, partners, and organizations that facilitated our participation in the several events, believed in the work of REGENERATE, and endorsed industry collaboration to advance the SDGs.

Special thanks to:

- Simon Beachaus (kingsxcross)
- Max Gilgenmann (NEONYT)
- Yame Reis (Rio Ethical Fashion)
- Dra. Dhora Costa (Ateliê Moda Imagem)
- Bianca Koczan (HTW)
- Karla Magruder (Fabrikology)
- Tatiana Schmidt
- Mariel Jumba (Slow Fashion World)
- Bohetnika
- Haus der Kulturen Lateinamerikas e.v
- Martiene Raven (Raven Collective)
- Marianne Guillen (Zalando)

and everyone else that supported our commitment in its first two years.

The activities and outcomes of this report, reflect exclusively the progress of REGENERATE towards our commitment #28041 'SDGs for Better Fashion' and do not represent any direct affiliation or partnership arrangement with the United Nations.

We are proud supporters of the United Nations SDGs; we believe in the power of education, sustainability literacy and capacity building to positively transform this industry and the world we live in.

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For support on your sustainability journey, please contact us at:

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