



# BECOME A SPONSOR

PROMOTE YOUR BUSINESS OR ORGANISATION ALONGSIDE THE FASTEST GROWING MOVEMENT IN FASHION, OPEN DOORS AND CHANGE LIVES

IMAGES: Background: children of the Korogocho slum in Nairobi, where several fashion initiatives supported by the Ethical Fashion Forum are changing lives. Foreground: Design by INNOVATION award winner Julia Smith, who uses sustainable fabrics as well as supporting communities in Ghana through Julia Smith Made in Africa.



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## "Ethical fashion is the next big thing"

Jane Shepherdson, CEO Whistles, "the most important woman in fashion"

**61% of women feel "It is important that a company acts ethically"** MINTEL 2009

IMAGE: Design by Ada Zanditon made using with 100% pure Shetland wool, spun, woven and dyed by Marling and Evans, using a closed loop dyeing process. Wool is steam finished rather than chemically finished. Ada Zanditon is an EFF INNOVATION and Source Designer Award winner. Marling and Evans is an exemplary UK supplier supported through EFF promotion and events.

## FASHION: THE FACTS

The global fashion industry generates **US\$1 trillion annually**, yet poor working conditions, low wages and widespread environmental damage remain endemic.

The majority of workers in the global fashion industry rarely earn more than two dollars a day ...**No (UK High St) brand or retailer is paying its workers a living wage** (Labour Behind the Label, 2009)

The **environmental impact** of the fashion industry is “on a par with the chemical industry” through toxic chemicals, water and energy use. Cotton, the most valuable non-food agricultural product - providing 47% of global textiles needs and worth around US \$35 billion - is labelled as the world's “dirtiest” crop.

US\$112 million's worth of the pesticide aldicarb is applied to cotton crops each year. One drop, absorbed through the skin, is enough to kill an adult.

Waste from clothing and textiles in the UK is about 2.35 million tonnes, of which 87% goes to landfill or is incinerated. UK consumers send 30kg of clothing and textiles each to landfill annually.

## INTRODUCTION

The **ETHICAL FASHION FORUM (EFF)** is the industry body dedicated to a sustainable future for fashion. Our goal is to create a collaborative movement that will transform social and environmental standards in the fashion industry within a decade. A not for profit organisation, the EFF works with the industry and consumers to **reduce poverty, create sustainable livelihoods** and **reduce the impact of the industry on the environment**.

The EFF is more than a charitable initiative. As a social enterprise all income is dedicated towards sustainable initiatives that continue to grow. Unlike a one-off charitable donation, sponsoring the EFF represents an investment in social and environmental impacts that will multiply annually.

We are dedicated to tackling the **roots of unsustainable trade**, not just the symptoms. Our collaborative, industry approach to sustainability is groundbreaking- and will set a precedent for change in other industries. The EFF harnesses the resources of the fashion business sector, to change the lives and opportunities of 26 million garment workers in industry supply chains- and 5 times that many people with other roles in the sector, or as dependents.

Since the EFF was founded by a few pioneering fashion businesses in 2005, we have built the world's largest fashion professional community dedicated to sustainability, bringing together 12 organisations to collaborate towards change. We include over 4500 members in 100 countries, 69 in the developing world. During 2009 we trained over 1000 industry professionals in sourcing fashion to change lives. The EFF web platforms receive over 50,000 unique visitors every month. Since we launched, Ethical Fashion has been created as a formal development theme at the International Trade Centre (UN) , almost every mainstream fashion publication has featured an ethical fashion spread, the UK has become a world leader and incubator for inspirational sustainable fashion, and the market for ethical fashion products has grown fourfold.

Through our core activities, which depend upon sponsors' support, we are on target to engage with 50% of EU industry directly and to increase opportunities and improve livelihoods for up to 2.5 million people in the developing world within 3-5 years, through linking fair trade and community suppliers to market.

This document offers an introduction to EFF's work, achievements, and goals- as well as the opportunities for sponsors. Full details of sponsors packages and benefits can be found in the **EFF SPONSORSHIP PACKAGES AND BENEFITS** document, available online or by emailing us: [sponsorship@ethicalfashionforum.com](mailto:sponsorship@ethicalfashionforum.com)

**Ethical Fashion Forum: Be a part of the solution. Become a sponsor.**



IMAGE: Design by INNOVATION winner rani jones- a pioneer of sustainable fabrics and production techniques



IMAGE: Design by INNOVATION winner MIA, changing lives in Malawi

## WHY BECOME A SPONSOR?

1. **Promote your company's commitment to sustainability** alongside one of the fastest growing and most inspirational movements in the world
2. **Reach tens of thousands of people** directly and through associated media coverage.
3. **Associate your company with a groundbreaking initiative** that has built a strong reputation and following from across the fashion sector, from the largest multinational retailers to the worlds most renowned designers and cutting edge talent.
4. **Tap into the media opportunities** associated with fashion- one of the most media friendly of topics and with an enormous following worldwide- multiplied by the EFF's links with leading celebrities, high profile figures and supermodels.
5. **Open doors and change lives** for thousands of the world's most vulnerable communities through supporting the EFF's core work. The EFF works closely with international bodies from the International Trade Centre (an agency of the UN) to the Commonwealth, UNIDO, USAID and DFID- alongside thousands of businesses- to reduce poverty and change lives.
6. **Make a difference to the environment.** The work of the EFF secures better practices by thousands of fashion businesses and will transform the environmental impacts of one of the worlds most polluting industries.

## ABOUT THE ETHICAL FASHION FORUM

Ethical Fashion is the fastest growing movement in fashion today. The **ETHICAL FASHION FORUM (EFF)** was set up to support this movement.

The **ETHICAL FASHION FORUM (EFF)** is the world's largest and most established network of fashion professionals dedicated to sustainability, representing more than 4500 members in over 100 countries- from fashion buyers to designers, suppliers, press, entrepreneurs, students and graduates.

A not for profit organisation, EFF aims to make it easy for fashion professionals to integrate sustainability at the heart of what they do, to further the success of fashion businesses with responsible practices, and to put the businesses which excel in ethical practices in the spotlight.

The Ethical Fashion Forum is growing rapidly, with more than 100 new members joining every week. 90% of membership is made up of industry professionals.

Through its web platforms, projects, events and newsletters, the EFF reaches as many as 50,000 people through its own dedicated channels every month. Because of the media appeal of fashion, the EFF is able to reach many thousands more through widespread coverage in the mainstream press and media- particularly around major projects and events such as the **SOURCE EXPO** and the **INNOVATION** competition.

The EFF brings together some of the worlds foremost experts in fashion and sustainability on its team, board and consultants pool. The EFF board includes expert representation from the international development and NGO sector, the small business sector, and from mainstream corporate retail. Full details of team and board members and EFF mission, vision and goals can be found online: [www.ethicalfashionforum.com/about-eff](http://www.ethicalfashionforum.com/about-eff)

**The EFF is more than a charitable initiative. As a social enterprise, all sponsorship income is dedicated towards sustainable initiatives that continue to grow. Unlike a one-off charitable donation, sponsoring the EFF represents an investment in social and environmental impacts that will multiply annually.**



**IMAGE:** Design by INNOVATION winner SIKA , whose ranges are sourced and produced in Ghana, supporting communities and changing lives there.

## INNOVATION

The international INNOVATION competition, launched by the EFF in 2007, is the world's leading competition for sustainable fashion design. It is also one of the EFF's most important projects, gaining widespread coverage in the mainstream fashion media and representation at fashion events all over the world.

INNOVATION seeks out and promotes inspirational emerging design talent- combined with innovation, in relation to sustainability. The competition is supported by celebrities including Laura Bailey and Erin O Connor, media partners including Vogue.com and run in partnership with the Fairtrade Foundation, London Fashion Week and Pure (the UK's largest Womenswear trade show).

During 2009 alone press coverage included: The Observer, Telegraph and Guardian, Vogue.com, Italian Marie Claire and Vogue Japan, Fashion Monitor, and the Daily Mail (circulation 2,228,897). The project attracted buyers from ASOS, Browns Focus, Vivienne Westwood, Liberty, Urban Outfitters, Ted Baker, Cath Kidson, Ascension, Equa, Tesco and many more.

During 2011 there are opportunities to expand the showcasing of INNOVATION winners to Paris, New York, Berlin, and South America.

*"VOGUE.COM is committed to supporting the INNOVATION project and its goals and the team is proud to be involved."* Dolly Jones , Editor, Vogue.com

## OUR WORK

The main activities of the Ethical Fashion Forum fall into 3 programmes:

**1. CONNECT: the creation of a collaborative movement.** The Ethical Fashion Forum's founding goal is to support and facilitate collaboration towards a sustainable future for fashion, across every industry sector.

Within this programme the EFF runs several platforms including the Ethical Fashion Network- an online platform for professionals allowing them to connect and share information; the Ethical Fashion Newsletter, informing a vast network of developments in the sector, globally; the Ethical Fashion Calendar, listing events internationally and key dates; and Ethical Fashion Socials- an opportunity for network members to meet face to face- which now take place in 12 countries.

**2. SOURCE: Fashion Business Success without Compromise**

The Ethical Fashion SOURCE programme includes 4 tools. Together, these provide fashion professionals with sustainable business solutions. They will also transform livelihoods and opportunities for thousands of vulnerable individuals and communities in fashion industry supply chains.

The SOURCE programme includes SOURCE EXPO, MAGAZINE, DIRECTORY and BULLETINS, described overleaf.

**3. EXCEL: Supporting and Promoting Excellence in Ethical Fashion**

The EXCEL programme aims to offer the training and resources to support fashion businesses combining ethical and commercial goals towards success in both. It puts the spotlight on the businesses that are pioneering in ethical practices alongside great products- and encourage the best new creative minds to tackle sustainability challenges.

This programme includes training events and resources, the INNOVATION competition (described to left), and NEW ENTREPRENEURS which is a free online platform for fashion start-ups, and consultancy services.

*"Ethical clothing has now been transformed by the presence of new and exciting designers taking it right up into the realms of high fashion and expanding into all clothing sectors"* MINTEL 2009



## SOURCE EXPO

The Ethical Fashion SOURCE EXPO is the first and only fashion industry trade show dedicated to suppliers of ethical, eco and fair trade fabrics, components, and manufacture to the fashion industry. Launched in 2009, the EXPO takes place annually in London in October. However, several other major industry bodies in other locations have already approached the EFF interested in hosting the EXPO beyond the UK.

Between 2009 -10 the event more than doubled in size, hosting over 70 exhibitors and attracting over 800 fashion professional visitors. It is expected to expand significantly again in 2011. Visitors in 2010 included representatives from Marks and Spencer, Vivienne Westwood, Arcadia Group, Ted Baker, Tesco, John Lewis, Monsoon, Debenhams, Burberry, Ben Sherman, ASOS, Dorothy Perkins, Aubin and Wills, New Look and many others.

As well as suppliers from all over the world, the event includes a Designer Pavilion, bringing together the very best designers pioneering in sustainable sourcing alongside outstanding design, trends area, and seminar programme.

*"Wonderful, enticing and fantastically exhausting! (in a great way!)"* **Zoe Powell, Textile Designer, EXPO visitor 2010**

*"We were overwhelmed by the response we received ...from representatives of big names like Vivienne Westwood and Monsoon to smaller brands from all over the world"* **Pieter Theron, Norman Sustainable Hangers, EXPO sponsor and exhibitor 2010**



## OUR WORK: ETHICAL FASHION SOURCE

The Ethical Fashion Source includes 4 components: **SOURCE EXPO:** The only fashion industry trade show dedicated to ethical sourcing, **SOURCE MAGAZINE:** The worlds leading source of sustainable fashion business intelligence, **SOURCE DIRECTORY:** The worlds most comprehensive ethical sourcing and business database, and **SOURCE BULLETINS:** Regular e-bulletins direct to thousands of mail boxes. Together, these provide fashion professionals with sustainable business solutions. They will also transform livelihoods and opportunities for thousands of vulnerable individuals and communities in fashion industry supply chains.

*"The Ethical Fashion Source is an inspiring concept a website that creates collaboration between the various bodies supporting fashion businesses, saves fashion brands time and resources, and builds capacity and market access for fair trade and ethical suppliers in the South. Its a win win solution to a complex set of problems"* **Bridget Russo, Global Marketing Director, Edun**

For sponsors the SOURCE offers major promotional opportunities across a variety of channels, reaching thousands of fashion industry professionals. Sponsors of the SOURCE Magazine and Directory will benefit from extensive launch promotion as these are both new initiatives of the EFF.

### The Ethical Fashion SOURCE will:

- **Increase opportunities and improve livelihoods** for up to 2.5 million people in the developing world within 3 years, through linking fair trade and community suppliers to market.
- **Make it easy for fair-trade and community suppliers to get a high quality web presence**, include guidance to support this, and link with partners that will help smaller groups access online facilities.
- **Save time and money for fashion businesses**, breaking down barriers to sustainable sourcing.
- **Inspire and motivate** wide scale engagement by fashion professionals with sustainable practices- reaching 50% of the industry within 5 years.
- **Transform the fashion industry from the inside out**, making ethical practices the norm- rather than the exception to it.
- **Create a precedent** for other industries: proving that values are profitable.



IMAGE: Women from the Namayiana fair trade cooperative in Kenya, supported through the work of EFF



IMAGE: Design by ZANAA, a fashion label changing lives in Uganda, supported by EFF

## IMPACT WHERE IT MATTERS

The fashion industry is one of the most important sectors for global trade. If Africa, East Asia, and Latin America were each to increase their share of world exports by 1%, this could lift **128 million people out of poverty**. (Oxfam)

In Bangladesh, a Least Developed Country where millions live below the poverty line, **70% of GDP is derived from the fashion industry**. More ethical practices will transform the lives for thousands of garment workers there.

*"I never imagined earning such a salary. I can give my children a good education now, to high school as well. I really enjoy my work."* A tailor employed by SOKO, Ethical fashion production unit supported by EFF, Kenya

The **Africa Inspires** project of the ITC, for which EFF was the UK partner, connects networks of African artisans to fashion markets, and now employs more than 3000 people in Africa, all in very poor communities of slum dwellers, and 90% women.

The **Design4Life Ghana** project, coordinated by EFF, raised wages for women in Ghana tenfold through linking a women's cooperative with independent designers and Topshop.

Lalessa and Mia, fashion brands supporting slum communities in Kenya and Malawi, gained 26 orders between them through the EFF's INNOVATION competition, allowing them to increase their impact significantly.

## THE OPPORTUNITIES: HOW FASHION CAN CHANGE LIVES

**It is estimated that a sixth of the world's population works in the supply chains to the fashion and textile industry, from field to final product.**

The fashion industry is highly profitable overall- with a global GDP of \$1 trillion. Clothing and textiles represent about seven per cent of world exports. Consumers in the UK spend about £780 per head per year on fashion products. Globally, the formal workforce involved in clothing and textiles manufacture was around 26.5 million in 2000. The informal workforce and their dependants represent many millions more. Approximately 1% of the fashion industry is currently defined as "ethical"- meaning there are enormous opportunities for growth.

Currently, **between 0.4 and 5% of the final cost of fashion products** goes back to the workers. Through better use of resources and more ethical practices, the fashion industry has the potential to lift millions of people out of poverty.

**Fashion businesses require relatively little capital input** or infrastructure and are often a first step for industrialising economies. This has already resulted in widespread poverty reduction, access to skills and sustainable livelihoods for some of the most disadvantaged communities in the world. Through creativity, design and innovation, businesses and fair trade organisations producing products for the fashion industry are able to support the most vulnerable people- from slum dwellers to disabled people, women, the sick and disabled, and the very poor with few skills and less opportunities.

**Fashion has an enormous media appeal** which offers opportunities to raise awareness, reach new audiences and achieve wide scale change.

Recently, we have seen **pioneering practices by several large fashion businesses**, in particular Marks & Spencer, the UK's fashion retail leader. M&S's Plan A is a radical and bold step, proving that sustainable business equals good business. It has also generated £50 million of savings for M&S through more sustainable and efficient processes, less packaging, waste, and reduction in energy consumption. In addition M&S and other leading retailers are delivering significant wage increases and improved working conditions through ethical factory initiatives.

## OUR ACHIEVEMENTS



The INNOVATION AWARDS, launched in 2007, have changed international perceptions about ethical fashion.



The DESIGN4LIFE GHANA project raised wages in Ghanaian women's cooperatives tenfold.



Image: Pixie Geldof wears Zandra Rhodes design made of Ugandan bark cloth - at the RE:Fashion Awards

The RE:Fashion Awards increased engagement by multinational retailers with ethical fashion.



EFF's work with the BBC raised awareness about sustainability amongst thousands of young people.

### Between 2006 and 2010 we have:

- Launched the annual SOURCE EXPO, the **only international trade show dedicated to sustainable sourcing**, linking hundreds of fashion professionals directly with fair trade and ethical suppliers.
- Launched the **SOURCE DIRECTORY AND MAGAZINE**, bringing together 12 partner organisations to create the first collaborative online platform for ethical fashion- set to **increase opportunities and improve livelihoods** for up to 2.5 million people in the developing world by 2015, through linking fair trade and community suppliers to market.
- **Supported up to 50,000 unique visitors monthly** towards sustainability through access to EFF online services and resources, 12,000 industry professionals monthly through subscribing to the Ethical Fashion Newsletter, and 4,500 industry professionals and suppliers in 100 countries, including 69 in the developing world, through the Ethical Fashion Network.
- **Trained 1,000 industry professionals in sustainable sourcing** through the Spotlight on Sourcing Programme.
- **Put 24 pioneering ethical fashion businesses in the spotlight and supported their success** through the INNOVATION competition, inspired a new generation of fashion entrepreneurs to focus on sustainability, and supported hundreds of new businesses to integrate sustainability through the New Entrepreneurs programme.
- **Launched the RE:Fashion Awards**- the official awards for ethical fashion, creating a platform for best practice across the supply chain. Held the RE:Fashion summit bringing together industry leaders and initiated the RE:Fashion manifesto, setting out sustainability parameters and targets for the UK industry.
- **Engaged 38 of the UK's leading fashion retailers and brands** with sourcing sustainably from Africa through the Africa Inspires project, and raised wages for women cooperative workers in Ghana tenfold through a single project with Topshop.
- **Played an instrumental role** in the rapid fourfold growth in the market for ethical fashion and the designation of ethical fashion as an official UN development theme in relation to poverty reduction.

# OUR NETWORK

## OPENING DOORS, CHANGING LIVES

Every single fashion professional that EFF engages with has the capacity to influence and change lives for thousands of people behind fashion supply chains, and address environmental challenges, through sourcing decisions.

Here are just a few of the hundreds of suppliers supported by our network.



BIDWA supports 500 refugee women in Uganda. BIDWA produce beads and jewellery using recycled paper. The techniques used require very little capital or equipment and offer a first step out of a cycle of poverty for women in Africa.



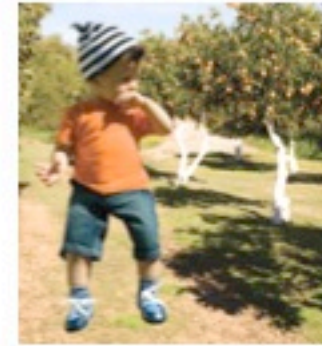
MAI SAVANH LAO, established in 2005 in Laos, work with producers from low-income rural areas to support in producing and distributing silk. Producers are trained in how to reduce their environmental impact while becoming more sustainable.



UGANDAN BARK CLOTH is made from Ficus trees, supporting indigenous forests at the same time as creating sustainable livelihoods. A unique product, bark cloth has found success in the fashion sector through the Ethical Fashion Network.



ANIMANA supports groups from Patagonia and the Andes. By combining great design with traditional techniques, Animana has created market opportunities for luxury fabrics and products, reinvesting profits in local communities.



MANTIS WORLD, an ethical factory in Tanzania, uses local raw materials and East African cotton to manufacture clothing. They have trained over 1000 unskilled and unemployed people, employ 2000, and are one of the largest private employers in the country.



ARANYA is a fair trade supplier based in Bangladesh. Aranya has pioneered the revival of natural dyes in Bangladesh, and creates sustainable livelihoods for hundreds of weavers through international sales of beautiful fabrics and fashion products.



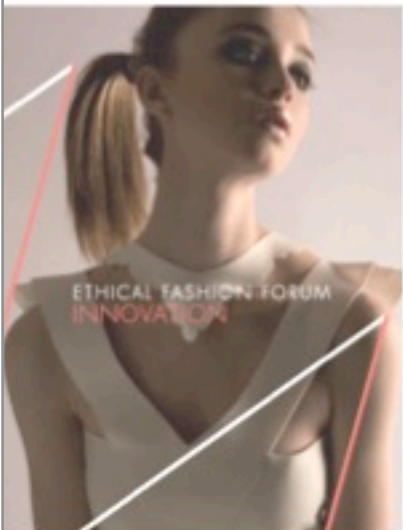
CROCHET SISTERS support vulnerable women in Kenya, offering shelter, food and vocational skills training. Younger members of the group are funded through school. Their crochet products have had success in the international fashion market.



PANCHACHULI is a fair trade cooperative in India supporting 800 women. The women are all shareholders in the cooperative. As well as creating employment, Panchachuli supports healthcare and local schools for 1000 children.



**IMAGE:** Design by INNOVATION winner Laesso, supporting slum communities in Kenya



**IMAGE:** Design by INNOVATION winner Mark Lui, pioneering in zero waste production

## OUR GOALS

Sponsorship income will make it possible for the EFF to achieve ambitious goals over the next 3 years. All sponsorship income is dedicated towards the core work of the Ethical Fashion Forum- which focuses upon the reduction of poverty, minimising and reversing environmental damage by the industry, and the creation of sustainable livelihoods. Our goals under each of our 3 programmes are set out below:

### 1. CONNECT: the creation of a collaborative movement

- To create a collaborative movement that will transform social and environmental standards in the fashion industry within a decade. To reach and engage with representatives from every sector of the fashion industry towards this goal. To expand to 15000 network members within 3 years.
- To engage with policy makers and industry bodies to enshrine best practice within the regulations governing the fashion industry.
- To create a platform that will raise awareness and allow wide scale consumer engagement and support for better practices.
- To offer subsidised access to every service offered to facilitate engagement by organisations from the developing world.

### 2. SOURCE: Fashion Business Success without Compromise

- To grow the network of professionals in fashion markets dedicated to ethical sourcing. To reach 50% of EU industry directly within 5 yrs
- To promote and build partnerships with suppliers and networks working to high ethical standards in order to secure long term market access. To support at least 5000 suppliers within 3-5 years.

### 3. EXCEL: Supporting and promoting Excellence in Ethical Fashion

- To increase the competitiveness of fashion businesses working to high ethical criteria and the business case to do so.
- To create a vehicle that will make the information, resources and training needed to work sustainably available to all fashion businesses.
- To increase the capacity of ethical, Fair Trade and community suppliers from the South through dedicated training programmes and subsidised or free access to information.

## BECOME A SPONSOR

A range of EFF sponsorship packages are available which offer sponsors wide scale media coverage and promotion to tens of thousands of people alongside the fashion movement of the 21<sup>st</sup> century. The Ethical Fashion movement is led by some of the very sharpest creative minds in the sector. Support for the Ethical Fashion Forum will place your company or organisation in a position of leadership in relation to sustainability.

At the same time, sponsors' support makes it possible for the EFF to achieve ambitious sustainability goals- transforming lives and opportunities for millions of the worlds most vulnerable people, offering a route out of poverty and effectively reversing the enormous environmental impact of the sector.

Sponsorship packages range from lead sponsor to sponsors for individual events or projects within the EFF's portfolio of work, and are relevant to businesses of all sizes. Full details of sponsorship packages are set out in the EFF's **SPONSORSHIP PACKAGES** document and are available online or by emailing [sponsorship@ethicalfashionforum.com](mailto:sponsorship@ethicalfashionforum.com)

Bespoke sponsorship packages are also available, which can be designed to meet the specific needs and budget of your business or organisation.

For further information or to arrange a meeting, email or call our team: [sponsorship@ethicalfashionforum.com](mailto:sponsorship@ethicalfashionforum.com), 0044 (0) 207 739 7692

**ETHICAL FASHION FORUM**  
BE A PART OF IT : BECOME A SPONSOR



The **ETHICAL FASHION FORUM** (EFF) is the industry body dedicated to a sustainable future for fashion. A not for profit organisation, the EFF works with the industry and consumers to **reduce poverty, create sustainable livelihoods and reduce the impact of the industry on the environment.**

**With over 100 new members joining our network every week, ETHICAL FASHION is the fastest growing and most inspirational movement in the industry.**

#### **EFF: TOWARDS A SUSTAINABLE FUTURE FOR FASHION**

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