



# OUR IMPACT 2010

## OPENING DOORS: CHANGING LIVES

.Image: Ugandan artisan and producer of recycled paper beadwork products sold to the mainstream fashion sector, creating sustainable livelihoods for some of Uganda's most vulnerable communities.

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 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, and the **environmental impact** of the fashion industry is “on a par with the chemical industry” through toxic chemicals, water and energy use.

At the same time, leading fashion designers, entrepreneurs and established businesses are doing groundbreaking work, changing the lives of the people behind their products and reducing environmental impact through sustainable practices.

The EFF works to support and grow this movement, opening doors for fair trade and ethical initiatives at the heart of the industry and changing lives for thousands of people behind fashion products.

**This document sets out some of the impacts of our work and projects during 2010.**

FAIR · ETHICAL · ORGANIC · ECO · RECYCLED · CHANGING LIVES

THE ETHICAL FASHION  
**SOURCE EXPO 2010**  
THE ONLY ANNUAL FASHION INDUSTRY TRADE  
SHOW DEDICATED TO ETHICAL SOURCING

WHEN: **WEDNESDAY 6TH OCTOBER 2010**  
WHERE: **CENTRAL HALL WESTMINSTER, LONDON SW1**

Image: Design by Ada Zanditon, made from 100% pure Shetland-wool, spun woven and dyed by Marling and Evans, using closed loop dyeing process. Wool is steam finished rather than chemically finished.  
www.ada-zanditon.com

POWERED BY ETHICAL FASHION FORUM

The Ethical Fashion Source Expo brings together suppliers of sustainable, fair trade and eco fabrics, components and ethical manufacturing services from all over the world. Your chance to meet and connect with suppliers face-to-face.

Image: Coat by Ada Zanditon using Marling and Evans wool- both exhibitors

# OPENING DOORS: SOURCE EXPO

The EFF aims to open doors to mainstream markets for fair trade and ethical suppliers which are supporting communities and changing lives. In October 2010, the EFF held the second annual Ethical Fashion SOURCE EXPO. Since its launch in 2009, the event more than doubled in size, with visitor numbers almost tripling.

## SOURCE EXPO 2010:

- Took place in partnership with the RITE Conference, creating the largest sustainable fashion sourcing and business event ever to take place in the UK.
- Brought together more than 70 exemplary suppliers and manufacturers working to fair trade and high ethical standards from all over the world. From pioneering factories in Africa, to fair-trade cooperatives in India, to UK production units at the cutting edge, the range of exhibitors was broad, with inspirational social and environmental impacts.
- Was attended by just under 800 industry professionals, including hundreds of designers and representatives of independent brands, mainstream press, buyers from stockists of ethical brands and good representation from across the mainstream retail sector.
- Visitors included representatives of 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.
- Included a comprehensive seminar programme on ethical sourcing attended by over 400 visitors. *"Fantastic seminars"* (Holly Sherwood, Ted Baker)

*"We spoke to many people on the real feasibility of manufacturing good quality sustainable clothing in Africa. We've already taken orders on our stock range, are working on quotes for special production and have made some fantastic connections for long term partnerships"* Prama Bhardwaj, Mantis World, Source Expo 2010 exhibitor.

Mantis World employs over 2000 people in Tanzania, and is one of the largest private employers in the country. They buy over \$6m worth of Tanzanian cotton per year, which supports thousands of small scale farmers and their families.



# OPENING DOORS: SOURCE PLATFORM

During 2010 the EFF developed the Ethical Fashion SOURCE: an online platform of tools and services which aims to make sustainable fashion production easy for fashion professionals and businesses - from raw materials through to sales of final product.

As well as improving the online presence of the SOURCE EXPO, the SOURCE web platform developed during 2010 included:

**The SOURCE DIRECTORY :** Set to become the worlds most comprehensive ethical sourcing and business database for the fashion sector. Including brand, retailer, supplier and professional directories driving traffic to members sales sites.

**The SOURCE MAGAZINE:** Set to become the worlds leading source of sustainable fashion business intelligence, from brand leaders and why they are succeeding, to pioneering suppliers, what buyers are buying and why, and market developments

## The Ethical Fashion SOURCE platform will:

- **Increase opportunities and improve livelihoods** for up to 2.5 million people in the developing world within 5 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 links 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.

*"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. It is a win win solution to a Complex set of problems"* Bridget Russo, Global Marketing Director, Edun



*"We were delighted with the level of interest shown in our fabrics and accessories, and made some really positive contacts, which will be long term associates- from large High St retailers to independent brands"*

Mary King, Panchachuli, on her participation in SOURCE EXPO 2010

# CHANGING LIVES

The Ethical Fashion Forum **aims to create sustainable livelihoods and reduce poverty**. Addressing the environmental impact of the industry is also fundamental to achieving this goal. Towards this goal, the EFF looks to initiate, support and promote fashion initiatives that are life changing for the most vulnerable members of society.

**During 2010, the EFF supported, promoted and facilitated market access for hundreds of initiatives that are changing lives. Here is an introduction to just a few of the organisations supported through the EFF network and events during 2010:**

**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 schooling for 1000 children.

**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, building skills and capacity and reinvesting profits in local communities.

**MAI SAVANH LAO**, established in 2005 in Laos, works with producers from low-income rural areas to support in producing and distributing silk. Producers are trained in how to reduce their environmental impact and become both socially and commercially sustainable.

**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.

**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.

Image; PANCHACHULI weaver, India



*“The effect of the first social I attended most certainly put the fire back in my belly and got me very excited about the potential, not only for my business, but also for the whole area of ethical fashion and the debates around it.”*

Katherine Thistleton-Smith, Founder of Mi Mariposa, Ethical Fashion Social Participant, 2010

Image: Design by Animana, fashion brand and supplier changing lives and supporting traditional skills in South America, as well as leading the growth of the South American Ethical Fashion Network

# NETWORK BUILDING AND COLLABORATION

The Ethical Fashion Forum (EFF) aims to create a collaborative movement in the fashion sector which will **reduce poverty, create sustainable livelihoods and reduce the environmental impact of the industry.**

During 2010 , towards this goal the EFF has:

## Expanded and developed the ETHICAL FASHION NETWORK:

This year the Ethical Fashion Network – the EFF’s online networking platform for sustainable initiatives in the fashion sector – more than doubled in size to represent almost 5000 members in over 100 countries, including over 60 developing world countries. Almost 90% of network members are fashion professionals, businesses, or individuals directly involved in the fashion sector and with fashion business.

More than 50 networking groups were created during 2010, allowing members to connect and share resources around specific topics. Some examples of the most active networking groups created include: Fair-trade and Community suppliers, Spotlight on Sourcing, Asia, Resource sharing, recycling, India, Africa, UK Production Pioneers, Sri Lanka, Colleges at the forefront, the Noble Gents, Conscious Consumers and USA.

## Expanded and developed ETHICAL FASHION SOCIALS:

Ethical Fashion Socials, an opportunity for network members to connect face to face, were held monthly in London around themes with presentations made by sector leaders and participants. 400 professionals, fashion business representatives and entrepreneurs attended throughout the year. Socials were also held in 12 other locations globally during 2010.

**BUILT PARTNERSHIPS** with partner organisations towards our goals in South America, Ghana, USA, Sri Lanka, France, and Germany.

**Launched the ETHICAL FASHION CALENDAR:** Bringing together in one place key dates , events and projects around fashion and sustainability taking place all over the world.



*"The cotton growers urgently need the future of fashion to be Fairtrade, so this is a fantastic opportunity for the future talent in British fashion to use Fairtrade cotton to produce some innovative designs."* Laura Bailey, Super Model and ambassador for the Fairtrade Cotton Award

# CHANGING PERCEPTIONS: INNOVATION COMPETITION

The EFF aims to change perceptions about ethical fashion and promote outstanding fashion products that change lives. The EFF's INNOVATION competition seeks out and promotes inspirational emerging design talent. Winners are rewarded for initiatives which benefit the people and communities behind their products, as well as for minimising their impact on the environment and addressing environmental challenges.

The competition aims to inspire and motivate a new generation of design leaders to integrate sustainability at the core of what they do, and in turn to become influential in relation to the sustainability of the industry overall.

## DURING 2010:

The INNOVATION awards grew in profile to become recognised as the world's leading fashion competition, with a sustainability focus. A record number of applications were received from all four continents.

The EFF launched the **FAIRTRADE COTTON AWARD**, in partnership with the Fairtrade Foundation and sponsored by Tesco. Supported by supermodel Laura Bailey, this award raised awareness of fairtrade cotton and encouraged more designers to use it in collections.

INNOVATION award winners were showcased internationally, at London Fashion Week, the UN in Geneva, Athens fashion week, Berlin fashion week, and Clothes Show London.

Image: Organic and fairtrade cotton dress by Ada Zanditon, INNOVATION, Fairtrade cotton and SOURCE Expo Designer Award winner 2010. Ada combines cutting edge design with exemplary sourcing and business practices.

FAIR. ETHICAL. ORGANIC. ECO  
RECYCLED. CHANGING LIVES



# CHANGING PERCEPTIONS: DESIGNER PAVILION AT THE EXPO

In 2010 the EFF launched a DESIGNER PAVILION as part of the SOURCE EXPO for the first time.

The pavilion aimed to bring together some of the very best designers from all over the world - combining exemplary ethical, eco and fair trade sourcing practices with high quality product ranges. 13 inspirational designers and brands were showcased, representing sustainable design, production and sourcing from all four continents of the world.

The pavilion showcased these pioneering designers and brands to a new audience, including hundreds of industry professionals - from buyers and press, to representatives from some of the worlds largest retailers, seeking to collaborate and form partnerships with sustainable designers and brands.

*"Designer Pavilion at the Expo was an excellent event that Ada Zanditon was delighted to participate in - it was a great showcase for the brand and excellent contacts were made with both boutiques and press." Ada Zanditon, 2010 Designer Pavilion exhibitor*

*"The event provided a great opportunity to develop relationships with buyers and press. As a direct result of the event we will now be stocked in Offset Warehouse, The Junction Boutique and Ruby Plum." Charlotte Bramford, Knock on the Door, 2010 Designer Pavilion exhibitor*

Images: Background: Design by Zanaa, supporting communities in Uganda; Foreground: organic cotton dress by Ada Zanditon, both Designer Pavilion exhibitors

# EXCELLENCE IN ETHICAL FASHION

INTENSIVE TRAINING, FRIDAY 10<sup>TH</sup>  
DECEMBER, LONDON WC2



HOW TO COMBINE SUSTAINABLE  
PRACTICES WITH PRESS AND SALES  
SUCCESS FOR YOUR BRAND

IMAGE: [WWW.ADAZANDITON.COM](http://WWW.ADAZANDITON.COM)

## PRACTICAL SUPPORT: EXCELLENCE IN ETHICAL FASHION

It is the goal of the Ethical Fashion Forum to facilitate excellence in the Ethical Fashion Sector. We want to see businesses with social and environmental goals excelling in relation to commercial success, hitting the headlines and proving that this approach to business can be highly profitable as well as highly impactful.

EXCELLENCE IN ETHICAL FASHION, launched in 2010, is designed to offer the training, resources and networking opportunities to support fashion businesses combining ethical and commercial goals towards success in both. The programme built on the success and recommendations from EFF's Spotlight on Sourcing training series during 2009, which supported 1000 fashion professionals towards more ethical sourcing practices.

**Excellence** recognises that commercial success is fundamental to the capacity of fashion businesses to change lives.

Excellence was launched with an intensive training day including expert seminars, comprehensive resources and the opportunity for one to one advice from sector leaders and experts. It was attended by over 60 fashion business owners, designers and entrepreneurs. Each participant has the potential to change lives and opportunities for hundreds of the people behind their products through exemplary production practices, combined with effective business, sales and marketing strategies.

*"Amazing and very inspiring day - extremely informative... Loved the whole day. It was perfect for the stage we are at in the business. I'm sure it has stopped us from making big mistakes."* Lisa McAcinden, Isla London

*"Good delivery of lectures, interesting and insightful for such a complex subject"* Ruth Essam



# SUPPORT THE ETHICAL FASHION FORUM

Your support is crucial to the work and continued impact of the Ethical Fashion Forum. There are several ways that you can support EFF:

## BECOME A SPONSOR

If you represent a business or organisation, sponsorship of the Ethical Fashion Forum will promote your company's commitment to sustainability and CSR alongside one of the fastest growing and most inspirational movements in the world – reaching tens of thousands of people directly and through associated media coverage. Email us for further details of packages and benefits at [sponsorship@ethicalfashionforum.com](mailto:sponsorship@ethicalfashionforum.com), or visit our sponsors web pages here: [www.ethicalfashionforum.com/SPONSOR-EFF](http://www.ethicalfashionforum.com/SPONSOR-EFF)

## BECOME A PATRON

Become a PATRON of the Ethical Fashion Forum by donating a gift of £500 or above. This represents a very important contribution to the work of the EFF, supporting a wide scale shift towards sustainability in the fashion sector. As a Patron of the EFF you will be listed in our annual report, receive an invitation to an annual Patrons event and get VIP access to other EFF events. Email us for further details at [patrons@ethicalfashionforum.com](mailto:patrons@ethicalfashionforum.com), visit our patrons web pages on the link below, or send a cheque to the address below. [www.ethicalfashionforum.com/eff-patrons](http://www.ethicalfashionforum.com/eff-patrons)

## MAKE A DONATION

From as little as £5, you can make a donation or buy someone a fashion gift that will change lives. Please visit the donations page on our website on the link below to make a donation, or send a cheque to the address below. [www.ethicalfashionforum.com/Buy-a-gift-or-donate](http://www.ethicalfashionforum.com/Buy-a-gift-or-donate)

**ETHICAL FASHION FORUM: TOWARDS A SUSTAINABLE FUTURE FOR FASHION**

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Image: Artisans in the Andes use traditional techniques to produce high quality fashion products made to fair trade standards, marketed by Animana