

# EXCELLENCE IN ETHICAL FASHION

3 DAY LEADERSHIP TRAINING,  
2<sup>ND</sup>- 4<sup>TH</sup> JUNE 2011, SADLERS WELLS,  
ROSEBERY AVENUE, LONDON EC1R  
4TN

SUCCEED IN...

FASHION BUSINESS  
MARKETING  
SALES  
SUSTAINABILITY

## PROGRAMME

Images: Background: Weaver working with Panchachuli, a fair trade cooperative in India supporting 800 women. Foreground: Design by Ada Zanditon, EFF INNOVATION winner, pioneering the use of innovative eco- fabrics in the luxury design sector.



# PROGRAMME

2<sup>nd</sup>-4<sup>th</sup> June 2011

This intensive 3 day event incorporates all key training modules from the Excellence Programme.

**DAY 1:**  
Thursday 2nd June - SOURCING  
EXCELLENCE

**DAY 2:**  
Friday 3rd June - MARKETING  
AND SALES EXCELLENCE

**DAY 3:**  
Saturday 4th June - BUSINESS  
EXCELLENCE

**Read further for full details.**

**Register online here:**  
[www.ethicalfashionforum.com/excel/events](http://www.ethicalfashionforum.com/excel/events)

# About Excellence training

The EXCELLENCE in Ethical Fashion programme aims to offer outstanding training for fashion entrepreneurs and businesses combining ethical and commercial goals towards success in both.

This event aims to support and create the industry leaders of the future.

Participants benefit from:

- Six months of research by the EFF team in sustainable fashion business, market, and supply, edited, summarised and expertly presented
- Detailed resource handouts to accompany each day, compiling everything from market research to toolkits and information on buyers, press and suppliers
- 7 Intensive training modules per day, delivered by expert speakers
- The opportunity to set up one to one sessions with some of the sectors leading experts

EXCELLENCE in Ethical Fashion is delivered by the Ethical Fashion Forum (EFF). The EFF is the industry body dedicated to a sustainable future for fashion, representing thousands of members in over 100 countries.

A not for profit organisation, the 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.

# DAY 1: SOURCING EXCELLENCE

## Maximising supply chain sustainability...



Fair trade jamdani weavers in Bangladesh

### 09.00: REGISTRATION

#### 09.15:

**Sustainable sourcing: A global overview:**  
This module offers participants an introduction to the global opportunities and challenges in relation to the sustainable sourcing and production of fashion products. Includes an overview of latest developments, unique opportunities and product focuses in each continent, focusing more in depth on several leading locations of particular importance to the manufacture of fashion products and sustainability goals. Take advantage of this training module to help inform your current and future sourcing and production decisions.

#### 10.15:

**Managing supplier relationships:**  
How to build effective partnerships with suppliers that will take your business forward and progressively increase positive benefits for workers and reduce impact on the environment. Including consideration of suppliers in different parts of the world, cultural issues and with reference to best practice.

### 11.15: BREAK

#### 11.30:

**Certification and standards masterclass:**  
A practical and focused introduction to the options for fashion businesses of all sizes in relation to certification and standard for fashion related products. Includes an overview of which certification and standards options have proved successful for different types of businesses, and how leading businesses have successfully integrated the management of certification and standards at the heart of their business practices.

### 12.30- 14.00: LUNCH AND NETWORKING

#### 14.00

**Low carbon supply chains:**  
How to minimise the environmental impact of your production processes from raw material to final product and packaging- and save on costs at the same time. Draws from brand leaders, both SME's and big businesses that have proven what is possible in relation to minimal energy use throughout the production process.

#### 15.00

**Sourcing Excellence- Asia:**  
Focuses upon the challenges and opportunities for sourcing and production to high ethical standards from India. Grounded in practice, reviewing latest developments, and evaluating examples of businesses that are sourcing and producing fashion products to ethical standards in India, this module offers valuable inside information for any business currently sourcing from India or planning to do so.

### 16.00: BREAK

#### 16.15:

**Sourcing Excellence – Latin America:**  
Focuses upon the challenges and opportunities for sourcing and production to high ethical standards in a number of countries in Latin America.

#### 17.15

**Sourcing Excellence – Africa:** Focuses upon the challenges and opportunities for sourcing and production to high ethical standards from a range of locations in Africa

# DAY 2: MARKETING AND SALES EXCELLENCE

## Understand the market, maximise sales...



Design by Ada Zanditon, EFF INNOVATION Award winner

### 09.00: REGISTRATION

#### 09.15: **Branding master class**

How to build a successful brand that will drive profile and sales. Drawing from branding success stories for businesses with and without an ethical focus. Looking in particular at the branding opportunities associated with social and environmental messages, and effective communication of these in the creation of a "lifestyle" brand

#### 10.15: **Marketing and sales strategy**

How to build an effective marketing and sales strategy for your business. This draws from successful examples of marketing strategies in the mainstream and by leading ethical fashion businesses and offers a step by step guide to how you can build this into what you do, including an introduction to the different sales platforms and options now available. This covers brands which have a sustainability message across their product range as well as businesses launching or marketing an ethical line.

### 11.15: BREAK

#### 11.30: **Market expertise**

Market expertise: A comprehensive introduction to the market for fashion products, including product sector, geographic, customer profile and other analysis- with a focus on the opportunities for sustainable and ethically produced ranges.

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### 12.30- 14.00: LUNCH AND NETWORKING

#### 14.00 **Online success**

An introduction to the opportunities to succeed with online sales for fashion products, with a focus on sustainable product ranges. Including an overview of a range of successful online multi-brand retailers and how to get your brand selling through them.

#### 15.00 **Maximising sustainable sales**

Learn from the leaders: This module introduces and analyses a range of successful fashion businesses, including those with an ethical focus and those without. Offering an insiders view into why these businesses have succeeded with sales.

### 16.00: BREAK

#### 16.15: **Retail Expertise, UK**

An introduction to the make up of the current retail environment for fashion products in the UK, with a focus on products with a sustainability message and goals. Including an overview of independent and High St shops.

#### 17.15 **Buyer master class**

How to connect with the right buyers for your brand, what you need to do to build sustainable partnerships –and how to avoid some of the most common mistakes by fashion businesses in their liaison with buyers. With a specific focus on the opportunities and challenges of selling products with sustainability goals.

# DAY 3: BUSINESS EXCELLENCE

## Be a business leader - financially and sustainably



Design by Komodo

### 09.00: REGISTRATION

#### 09.15:

##### **Funding for ethical fashion initiatives:**

This module offers an introduction to the range of funding and finance currently available for fashion businesses and initiatives with social and environmental goals. Including an overview of grant funding options and how to access them, finance for social enterprise, securing sponsorship, social investment, raising funds through patrons, sponsors, events, and other means.

#### 10.15:

##### **Social investment masterclass**

Learn how you can effectively raise funds for your business or organization through Social Investment, including looking at a range of different social investment options such as Crowd Funding. Draws from successful models in the ethical fashion sector and offers a step by step guide.

### 11.15: BREAK

#### 11.30:

##### **Phase 2 finance- financing growth:**

Focusing on the specific needs of businesses which are beyond start up funding and seeking larger amounts of funding to finance growth and expansion and manage cashflow. This module looks at the options available and how to access them, grounded in practice and drawing from how other fashion businesses have succeeded with finance for growth.

### 12.30- 14.00: LUNCH AND NETWORKING

#### 14.00

##### **Ethical Fashion Business Success:**

Learn from the leaders: Comprehensive introduction to some of the fashion businesses that are leading the sector. Insider view into how they were set up, how they turned challenges into opportunity, their business model, structure, financial model, marketing and sales strategy.

#### 15.00

##### **Business models for Ethical Fashion:**

Introducing and analyzing the range of business models behind some of the most successful fashion businesses- and how these have integrated ethical with commercial goals and created the basis for sustainable growth.

### 16.00: BREAK

#### 16.15:

##### **How to engage patrons who will open doors for you:**

Find out how other businesses have engaged high profile figures to open doors for them, how to approach the right people for your business or project, building a board, advisory panel or steering group to help you to achieve your goals.

#### 17.15

##### **Success through partnership**

Learn how some of the most successful business models, particularly those at the cutting edge of the sustainable fashion business sector are building partnerships which open doors and transform opportunities.