

THE NICE CONSUMER

**Workshop on
"European Fashion industries"
13 April 2012, Brussels**

Danish Fashion Institute



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DanishFashionInstitute



Danish Fashion Institute is a network organisation working to promote Danish fashion, created by and for the Danish fashion industry.

Our purpose is to facilitate an extensive network that shall promote, market and drive Danish fashion forward.

We aim to position Danish fashion on the international fashion scene, to gain international recognition for its design, quality, and aesthetic values. Danish Fashion Institute further wishes to contribute to innovation, an increase in exports and to gain international interest in Danish Fashion.

NICE

Nordic Initiative, Clean and Ethical is a joint commitment from the Nordic fashion industry to take a lead on social and environmental issues. Make sure that we try hard enough at www.nicefashion.org

NORDIC INITIATIVE CLEAN AND ETHICAL (NICE) AN EDUCATIONAL PROCESS

HOW TO BE NICE, Code of Conduct

THIS IS NICE, 10-year plan of action

NICEFASHION.ORG, website

**NICE ESSENTIALS, Executive
education programme**

Fashion Summits 2009, 2012, 2014

Sustainable Production

NICE Consumer Project



The NICE Consumer Project

Overview

The NICE Consumer project aims to change the path of fashion consumption so that consumer intentions and behavior are aligned.



The main phases of the project constitute:

1. Assembling the NICE CONSUMER **Advisory Group**
2. **Researching** how to empower and influence consumer choices and behavior
3. Creating a "**NICE CONSUMER change framework**" which outlining the possible roles and actions by consumers, industry, government and other stakeholders
4. Running a **consultation process** to get crowd-sourced input and feedback on the framework
5. Launching the framework and **delivering the results to the Danish EU Presidency**
6. **Promoting the framework during Rio+20 UN Conference on Sustainable Development**

Working Definitions

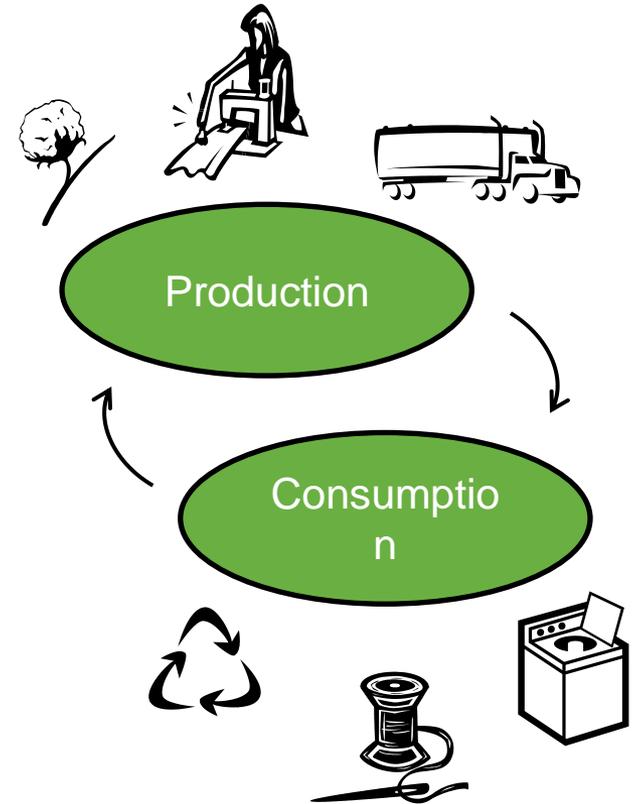
As a first step, we need to agree on the definitions we use:

Sustainable Fashion:

An emerging set of design philosophies and business practices for managing triple bottom line impacts (economic, social and environmental) linked to the lifecycle of apparel, footwear, accessories and other fashion goods.

Sustainable Fashion Consumption:

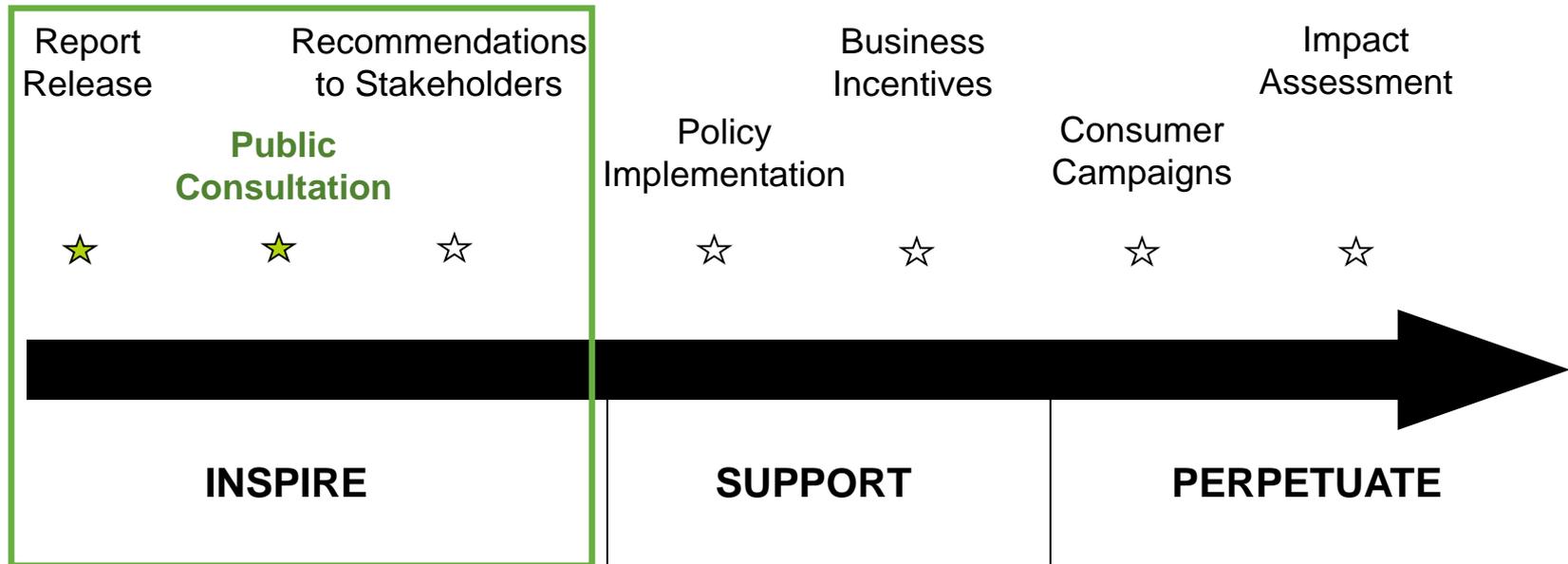
The use of clothing for purposes beyond utilitarian needs, for purposes that include “identity making,” and which is achieved without jeopardizing the ability of future generations to meet their needs.



*Contribute to our Wikipedia definition update.
Send your thoughts to niceconsumer@bsr.org.*

The Road to Sustainable Fashion Consumption is long...

NICE Consumer Project



The NICE Consumer project occurs during the first phase of this roadmap.

NICE Consumer Mid Point Consultation Recap

What we need to achieve
sustainable consumption

How we will get there

Priority 1:
Change the business
model

Priority 2: Understand
and educate
consumers

NICE Consumer Behaviors

Conscious Shopping

Wearing, Caring and Repairing

Closing the Loop / the Fashion
Afterlife / Recycling

Enabling Activity

By Industry

By Policy Makers

By Civil Society

Four Keys to Unblocking Consumers' Contribution to Sustainable Fashion Consumption

- **Re-Think**: Sustainability becomes a core part of consumer mindset (e.g. while dressing and shopping)
- **Reduce**: Decrease impacts related to production and consumption stages
- **(Re-)Use**: Better wardrobe stewardship and increased sharing / swapping and re-selling of garments
- **Recycle**: Extend useful lives of garments and divert garments from landfill

- We have developed careful descriptions of how government, industry and civil society can influence these four areas.

Government Policy Options for Unblocking the NICE Consumer

Approaches to changing the system

Potential industry commitments

Re-Think

Increase fashion literacy
 Increase product quality and longevity
 Change attitudes toward previously used products

Fund the development of secondary education
Partnerships to run consumer campaigns using gamification / trend-setting
Standardize and require labels on quality (& average life of garments)
Incentivize warranties

Reduce

Production
 Environmental and social impact accounting
Consumption
 Better care and repair

Legislate product transparency
Tighten regulation of chemicals
Improve/ Standardize care labels and reinforce manuf. Adherence
Fund the development of primary education / skills / craftsmanship

Re-use

Enable social exchange and upgrade second-hand markets and shops

Develop markets / instruments for exchange
Develop programs for small business assistance

Recycle

Recycling and upcycling
 Re-manufacturing

Incentivize collection of unwearable garments
Develop markets / instruments for recovered materials

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COPENHAGEN FASHION SUMMIT CONSUMER FOCUS

2 MAY ACTIVITIES

PRE-FASHION SUMMIT

Gathering 75-100 key industry players, NGOs and experts to agree upon the NICE Consumer Framework and to be handed over to the Danish EU Presidency, on stage at the Summit on 3 May.

YOUTH FASHION SUMMIT

Students and teachers from 13 European Design and Business Schools have been challenged to develop the students' best ideas for consumer engagement in a sustainable fashion industry.

Format is case competition with jury panel. Outcomes to be presented on stage on 3 May





COPENHAGEN FASHION SUMMIT 2012 |

TAILORING A SUSTAINABLE FUTURE

MAY 3 | 2012 |

THE COPENHAGEN OPERA HOUSE

UNDER THE PATRONAGE OF

HER ROYAL HIGHNESS

CROWN PRINCESS MARY OF DENMARK

Hosting the world's largest conference on sustainability and fashion, Copenhagen continues to set the global agenda on environmental, social, and economically sustainable solutions in collaboration with United Nations Global Compact.

WWW.COPENHAGENFASHIONSUMMIT.COM

NORDIC**FASHION**ASSOCIATION

THANK YOU! STAY INVOLVED!

Attend the Copenhagen Fashion Summit on May 3

- <https://www.copenhagenfashionsummit.com>

Follow @NiceConsumer on Twitter

Like us on Facebook

- <https://www.facebook.com/pages/NICE-Fashion/275437152524901>

Email us at NiceConsumer@bsr.org

Join the discussion on 2degrees website:

- <http://goo.gl/7MxhL>

Download the NICE Consumer report:

- <http://bsr.org/en/our-insights/report-view/nice-consumer-research-summary>