

TAKE ACTION:

#FASHIONULTIM8UM

IMAGINE A FUTURE WHERE THE HEALTH AND WELL-BEING OF OUR NATURAL AND HUMAN ENVIRONMENT ARE EMBEDDED IN A CIRCULAR ECONOMY, SUPPORTED BY LEGISLATIVE AND CIVIL ENFORCEMENT TO ENSURE FULL TRACEABILITY. THE UN WILL COORDINATE A SHARED KNOWLEDGE BASE WHERE A HYBRID COALITION BETWEEN FASHION INDUSTRY STAKEHOLDERS, SUPPORTING ORGANIZATIONS, NGOs, AND GOVERNMENT CONTRIBUTE THEIR EXPERTISE TO REGULARLY COLLATE RESEARCH AND SUPPORT SCALING OF KEY TECHNOLOGIES. THIS KNOWLEDGE WILL BE AMPLIFIED ON A "GLOCAL" SCALE, PROMOTING SUSTAINABLE AWARENESS AND INFLUENCING CONSUMER ENGAGEMENT WITH THE CIRCULAR ECONOMY.

WE DEMAND YOUR PARTICIPATION IN A "GLOCALISED" HYBRID ORGANISATION. THROUGH SYSTEMATIC SHARING OF KNOWLEDGE WE WILL FOSTER TRACEABILITY & CIRCULARITY THROUGHOUT THE VALUE CHAIN, ENSURING THE HEALTH & WELL-BEING OF NATURAL AND HUMAN RESOURCES.

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WE - THE YOUTH - DEMAND THAT THE FASHION INDUSTRY TAKES RESPONSIBILITY TO ENSURE THE HEALTH AND WELL-BEING OF ALL SUPPLY CHAIN PARTICIPANTS.

WE DEMAND THE FASHION INDUSTRY CO-CREATES A BETTER SYSTEM LEAVING NO ONE BEHIND. WE BELIEVE EVERYONE SHOULD CARE, LISTEN, EMPATHIZE, AND HOLD THEMSELVES ACCOUNTABLE.

IN THE NEXT 2 YEARS, YOU AS THE DECISION MAKERS WILL COMMIT TO UPLIFT THE PHYSICAL AND MENTAL HEALTH AND WELL-BEING OF ALL SUPPLY CHAIN WORKERS.

WE UNDERSTAND THAT THE LIVING WAGE QUESTION IS COMPLEX. WE BELIEVE THAT BUILDING NEW FRAMEWORKS WILL TACKLE THESE ISSUES. HOW? BY BRINGING FULL TRANSPARENCY OF WORKERS' VOICES BY DISCLOSING STANDARDIZED INFORMATION ABOUT THE HEALTH AND WELL-BEING OF EVERY PARTICIPANT IN THE FASHION SUPPLY CHAIN. FRONTRUNNERS ALREADY SHARE TIER 1 SUPPLIERS, BUT DO NOT FORGET THAT AFTER 1 COMES 2, 3 AND FURTHER THROUGH TO THE RAW MATERIAL STAGE.

IN 5 YEARS WE SEE THESE STRATEGIES FULLY INTEGRATED. WE SEE CONSUMER TRUST REBUILT ON AUTHENTIC COMMUNICATION.

WE SEE COLLABORATION BETWEEN ALL STAKEHOLDERS THAT CREATES VALUE FOR PEOPLE AND BUSINESSES ALIKE.

THE COLLECTIVE IS DEPENDENT ON US. LET'S CO-CREATE A SUSTAINABLE WORLD.

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WORKING TOWARD GENDER EQUALITY AND EMPOWERMENT, WE NEED YOU TO CREATE, ACTIVATE AND IMPLEMENT CHANGE WITHIN THE CULTURES CONNECTED TO THE SYSTEM.

IN 2030, WE ENVISION A FASHION INDUSTRY WHERE CULTURALLY SENSITIVE EDUCATION PROGRAMMES ARE DEEPLY ROOTED. SOLUTIONS FOR GENDER EQUALITY ARE CRAFTED IN AWARENESS OF CULTURAL NARRATIVES AND CUSTOMS, ENGAGING THE CURRENT AND COMING GENERATIONS.

THE FOUNDATIONS OF COLLABORATION AND TRANSPARENCY CAN BE BUILT WITH ACCESS TO EDUCATION AS A CATALYST AND TECHNOLOGY AS A PARTNER. FACILITATING THE ONGOING SHIFT IN MINDSETS LEADS TO A FUTURE WHERE, THROUGH THE ACKNOWLEDGEMENT OF (UN)CONSCIOUS BIASES, EQUAL HUMAN RIGHTS ARE A REALITY AND GENDER RELATED DISCRIMINATION HAS BEEN ELIMINATED.

WE DEMAND GENDER EQUALITY THROUGH PARTNERSHIPS FOR THE IMPLEMENTATION OF CULTURE-SPECIFIC EDUCATION WITH THE AID OF EFFECTIVE MEASUREMENT SYSTEMS STARTING AT THE CORPORATE LEVEL.

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WE ARE APPROACHING A CROSSROAD IN THE FOURTH INDUSTRIAL REVOLUTION WHERE THERE IS OPPORTUNITY TO REDESIGN SYSTEMS, TECHNOLOGIES, AND METHODOLOGIES WITH EMPATHY FOR ALL MEMBERS OF THE VALUE CHAIN WHICH WILL GO BEYOND PROFIT MOTIVATION.

THIS FUTURE MUST BE BUILT UPON COMMUNICATION AND COLLABORATION AT ALL LEVELS THROUGH OPEN INNOVATION PRACTICES, STRATEGIC AND DEMOCRATIC PARTNERSHIPS, AND INFORMATION SHARING ACROSS THE INDUSTRY.

METHODOLOGIES MUST BE DESIGNED WITH AGILITY AND ADAPTABILITY AT THE CORE IN ORDER TO MEASURE AND ENSURE PROGRESS AND DEMAND ACCOUNTABILITY FROM KEY DECISION MAKERS.

WE DEMAND NEW METHODOLOGIES ARE BUILT UPON EMPATHY AND IMPLEMENTED BY DECISION MAKERS WHO PRIORITIZE THE HEALTH AND WELL-BEING OF ALL MEMBERS WITHIN THE VALUE-CHAIN.

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WE ARE DONE WITH YOUR BULLSHIT.

AS ADVOCATES FOR GENDER EQUALITY AND EMPOWERMENT OF ALL, WE ARE FRUSTRATED WITH THE DISPARITY BETWEEN POLICIES AND SUPERFICIAL PROFIT MOTIVATED MARKETING. THE FUTURE IS A DEMOCRATIC COMMUNITY WHERE TRANSPARENCY, OPPORTUNITY AND EQUALITY TRANSCEND GENDER. YOU ARE ACCOUNTABLE FOR UPHOLDING SOCIAL VALUES HOLISTICALLY THROUGHOUT THE VALUE CHAIN, ACKNOWLEDGING THE DISCONNECT BETWEEN PRACTICES AND PROMISES. SURPASS SURFACE LEVEL BRAND APPEARANCE AND EMBODY SOCIAL SUSTAINABILITY AND GENDER EQUALITY.

STOP LYING, STOP APOLOGIZING, AND TAKE ACTION!

WE DEMAND AN END TO EXPLOITATION AND SYMBOLIC ANNIHILATION THROUGH THE EQUAL REPRESENTATION OF ALL GENDERS, EXTENDING BEYOND THE CORPORATE COMMUNITY AND TO THE SPHERE OF MEDIA AND ADVERTISING.

SDG 5



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WE DEMAND THAT CEOs PRIORITISE GENDER EQUALITY IN ALL BUSINESS OPERATIONS BY PUTTING PEOPLE BEFORE PROFIT AND COMBINING TECHNOLOGY AND EDUCATION TO EMPOWER WOMEN.

WE IMAGINE A FUTURE WHERE THE FASHION INDUSTRY MOVES FIRST TO IMPLEMENT GENDER EQUALITY AND WOMEN EMPOWERMENT TO BENEFIT THE VALUE CHAIN, IN WHICH BUSINESSES, GOVERNMENTS AND SOCIETY ENSURE EQUAL TREATMENT AND OPPORTUNITIES, VOID OF DISCRIMINATION, WITHIN A SAFE WORKING ENVIRONMENT. IN THIS NEW WORLD, PROFIT DRIVEN GOALS ARE SECONDARY AND GENDER EQUALITY IS VIEWED AS A VALUABLE INVESTMENT. WE PROPOSE MERGING TECHNOLOGY AND EDUCATION AS TOOLS TO REDEFINE EXISTING NARRATIVES, GENDER ROLES, AND CULTURAL NORMS.

THE FASHION INDUSTRY HAS THE POWER TO INSPIRE INNOVATION TO DRIVE SYSTEMIC CHANGE.

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TRUTHENTICITY AS A GLOBAL MOVEMENT RESTORES THE TRUE, AUTHENTIC VALUE OF HUMAN CONNECTION WITH NATURE AND OTHERS.

ENGAGING WITH TRUTHENTICITY MEANS THAT EVERY PERSON OWNS HER SHARE OF RESPONSIBILITY AND IS ACCOUNTABLE FOR HER ACTIONS.

FUELLED BY THE POWER OF COLLABORATION AND EMPATHY, TRUTHENTICITY CULTIVATES INCLUSIVENESS AND A RESPECTFUL RELATIONSHIP WITH THE ENVIRONMENT.

THE SEEDS OF TRUTHENTICITY TAKE ROOT WITHIN THE VALUES OF RESPECT, APPRECIATION, CREATIVITY AND HONESTY.

WE DEMAND TRUTHENTICITY: A SOCIETY AND AN INDUSTRY THAT RESPECTS DIFFERENCES, APPRECIATES NATURAL RESOURCES, ENSURES HONEST COMMUNICATION, AND ALLOWS ALL INDIVIDUALS TO UNLEASH THEIR CREATIVE SELVES.

JOIN US [#TRUTHENTICITY_THEMOVEMENT](#)

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BY 2030 THE FUTURE OF FASHION IS TRANSPARENT, FOCUSING ON SOCIAL AND ENVIRONMENTAL JUSTICE THROUGH A COLLECTIVE IMPACT, WITH RESPONSIBLE LEGISLATION AS A FIRST STEP.

HUMAN HEALTH, BOTH PHYSICAL AND MENTAL, IS RESPECTED AND PROTECTED. WELL-BEING IS INTERCONNECTED TO A HEALTHY ENVIRONMENT AND THE CONSCIOUS USE OF RESOURCES.

MULTI-STAKEHOLDERS COLLABORATE FROM COMPANIES ALL THE WAY TO CONSUMERS, REACHING A SHARED VISION THAT VALUES HUMAN HEALTH AND WELL-BEING ACROSS ALL INDUSTRIES.

UNBIASED STANDARDS ARE ENFORCED THROUGH GOVERNMENT LEGISLATION AND NGOs ALLOWING COMPANIES TO CRITICALLY REFLECT UPON THEIR ACTIONS TO ENSURE THE HEALTH AND WELL-BEING OF ALL.

WE DEMAND THE INDUSTRY TO TAKE RESPONSIBILITY AND COLLABORATE WITH GOVERNMENT AND NGOs, THROUGH LEGISLATION AND ENFORCEMENT, TO ENSURE THE HEALTH AND WELL-BEING OF INDIVIDUALS.

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