

SOGFASH



Social Growth
for Circular
Fashion



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Impact Models & Collaborations



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Module: 1: Circular Fashion- Partnership Collaboration

Course Objectives:

- To provide what an effective collaboration looks like and advises on the skills required to successfully collaborate in a team.
- To ensure that the business is successful and everyone involved in the business works to help in making it run successfully.
- To describe the main forces behind collaboration and partnership in the context promoting and showcasing circular fashion.
- To examine the advantages of cooperative and partnership techniques.

Course Contents:

- Partnership definition
- Partnership in Context of SDGs
- Stakeholder mapping in fashion industry
- Partnership agreement



1.1 Partnership definition

The UN system defines partnerships for the SDGs as follows: *‘Partnerships for sustainable development are multi-stakeholder initiatives voluntarily undertaken by governments, intergovernmental organizations, major groups and other stakeholders, whose efforts are contributing to the implementation of inter-governmentally, agreed development goals and commitments.’*

According to Wikipedia, collaborative partnerships are agreements and actions made by consenting organizations to share resources to accomplish a mutual goal. Collaborative partnerships rely on participation by at least two parties who agree to share resources, such as finances, knowledge, and people. Organizations in a collaborative partnership share common goals. The essence of a collaborative partnership is for all parties to mutually benefit from working together.

1.1.1 Partnership in the Context of SDGs

Our world has limited resources – whether financial, natural, or human – and as a society it's our responsibility to use limited resources in an efficient way. The fundamental core of good partnerships is to use their ability and diverse resources in ways that can together achieve more: more impact, greater sustainability, and increased value to all.



Source: <https://rainmaking.io/sustainability/sdg-compass/>



Sustainable Development Goal 17: Partnership for goal. It strengthens the means of implementation and revitalizes the global partnership for sustainable development in 2030.

Multi-stakeholder partnerships are recognized as important vehicles for mobilizing and sharing knowledge, expertise, technology, and financial resources to enhance global partnerships and support the achievement of sustainable development goals in all countries.



EU trend of SDG 17 on partnerships for the goals. [Source](#)

Through good partnership collaboration, partnerships and partners are able to focus their energies, and expertise and optimise the way they work to ensure they deliver the greatest value, also agreeing not to work together in areas where maximum output is not being created.



Source: UN (2019),pg:10



1.2 What is meant by promoting and showcasing?

Promotion: It is an attempt to make a product or event successful, especially by advertising. In marketing, promotion means any type of marketing communication that is used to inform people's target audience about the benefit of a product, event, project, or brand.

It's a way of providing information to the audience about upcoming products, informing them about relevant advantages, and services to involve them with a product or services.

Showcasing: this could mean exhibiting, showing or presenting something in an attractive way to draw the attention of people. It's an act of displaying things or items to beautify their features to the audience.

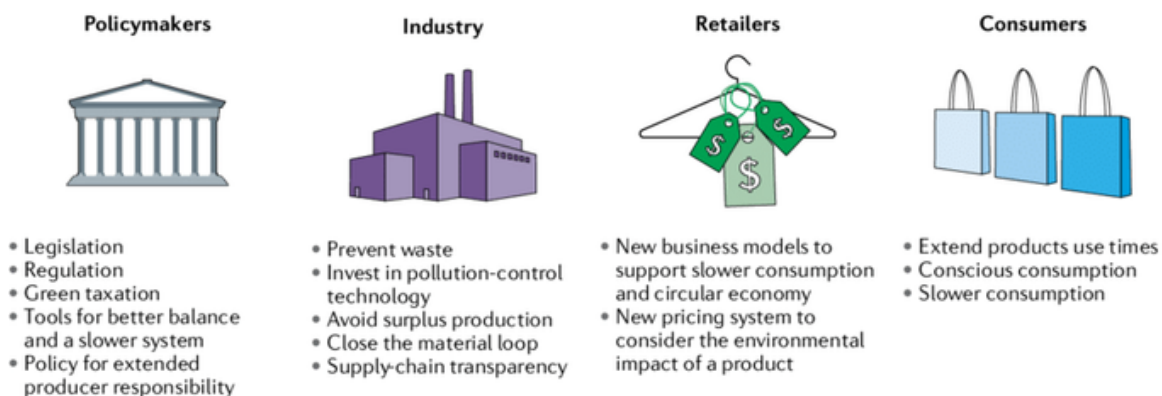
Promoting and showcasing in the context of circular fashion could be addressed:

- to increase circularity is to keep our clothing in use (and out of landfills) for as long as feasible
- by recycling used clothing to create new fibers or materials that can be used to create new items, whether they are upgraded to become new clothing or downgraded to another textile-based item.

To accomplish genuine fiber-to-fiber recycling, the industry must overcome various obstacles. Numerous technologies are now being researched, but to scale them up, large-scale infrastructure and fiber sorting skills are required.

1.3 Stakeholder mapping in fashion industry

Stakeholders: A stakeholder is a group of people that has a similar interest in a company and can either affect or be affected by the business. The primary stakeholders of any typical business are investors, employees, customers, and suppliers.



Stakeholders and actions for a more sustainable fashion industry. [Source](#)



1.4 Major stakeholders in fashion industry

Fashion Designers

Designing clothes is a key function of the fashion industry. Fashion designers are the biggest minds behind those creative decisions of clothing. They create designs based on various themes, seasons, festivals, and colors. They explore art and colors and make the best output from fabric. Designers' clothes have huge demand in the market, and the best design can represent a brand or fashion retailer as well as a designer.

Suppliers

Supply is the key to running any industry and the supply chain is an integral part of an industry. It is the same for the fashion industry. All the materials required for producing a cloth are supplied by different suppliers. It works like a chain. If one breaks the production may hamper. The design of the garment is not enough to make a product. There are many other things that go into making it. Some suppliers supply Fabric, dye products, some equipment, machinery, etc.

Pressure Groups

Pressure groups are also important stakeholders in the fashion industry. Pressure groups are groups of people, associations, or bodies, who can influence public policy work for the public interest. In recent times, environmental and social issues have gained importance among consumers. This has resulted in the rise of many pressure groups. These groups try to influence fashion companies to be more sustainable and responsible.

Pressure groups may exist in different forms and shapes. Some are very vocal, and others are more discreet but influence businesses behind the scenes. Some of the famous pressure groups in the fashion industry are Greenpeace, Clean Clothes Campaign, Rainforest Action Network, WWF, and Oxfam.

Retailers

The retailers sell fashion items products to the customers. They determine and figure out what customers will like or are interested in. They also need to decide what to do with the unsold garments after the sale season is over. Without them, the fashion industry cannot function at all. The top fashion retailers in the world are Zara, H&M, UNIQLO, GAP, Limited Brands, and Calvin Klein. Besides, the selling product they have to also consider the social, economic, and environmental impact they are making.



Customers: are the most important stakeholders in the fashion industry. The fashion industry is running because customer wants to have their clothes made. They decide which garments to buy from the retailers. They actually create the demand for garments. They buy garments for different reasons and for different occasions. For example, they buy warm clothes for winter and cool clothes for summer.

Employees: at different levels, there are different employees working in the fashion industry. From designing the clothes to fixing the button and putting tags. The employees work at all levels in the fashion business. They work in design, retail, marketing, and other departments. They have a wide range of skills and knowledge. Without them, retailers and suppliers can not deliver what they have promised.

Community Group: are small and big communities of people who can influence the fashion industry by influencing people, fashion trends, or raising awareness. Nowadays, sustainability in fashion has grown interesting in many young minds, there are many communities who talk about fashion, both positive and negative aspects, and talk about labour rights and the environmental impact of the fashion industry. Some examples are Clean Clothes Campaign, Fashion Revolution, Fashion for Good, etc.

Government: is an important role in the fashion industry. In every country, they have some national and international laws for protecting rights, and environments. The textile industry is a source of major income for many countries. The government set laws, policies, and regulations for different aspects of the industry. They decide what can be done and what cannot be done. However, it is worth mentioning that in a mixed economy, the government does not interfere much with the industry.

Fashion Magazine: plays a crucial role in the fashion industry. What a fashion magazine does is highlight major fashion trends, Celebrity styles, and fashion choices, and they can influence many minds and fashion enthusiasts who want to follow the trend. Fashion magazines also attract people by providing different styles, looks, and fashions of the current world.

Fashion Models: are vital contributors to the fashion industry. They represent the brand. They do not only wear clothes, they are skilled in flaunting their attractiveness in a way that appeals to target customers. Models are as important to the fashion industry as long as marketing plays a crucial role in any business development. There are modelling agencies that give their clients suitable models. These models receive clothes from the brand and work with stylists and photographers to create pictures for advertisements, promotions, and campaigns.



Photographers: are those who specialize in fashion photography. Their prowess is shown in how fashion items are represented in campaign materials. They work in studios or any desired location for the kind of shoot they want to have. Branding is the heart of fashion photography, which is why fashion photographers would consider clothing items, models, props, and concepts in order to get the perfect shot and brand identification.

1.4.1 Stakeholder Engagement

The stakeholder engagement process could include these six steps:

- Identify stakeholders to understand their relevance to our objectives and material issues.
- Prioritise your most important stakeholders.
- Analyse each stakeholder and consider their perspective to determine the appropriate level of engagement.
- Maintain an active dialogue with our most relevant stakeholders to understand their views.
- Include your stakeholders in the implementation process of new strategies and programs.
- Incorporate their feedback where appropriate to help us continually improve our strategy.

A fashion company has to deal with a number of stakeholders as they directly impact the business. To ensure effective collaboration and transparency between stakeholders, mapping out an engagement process is important.

1.4.2 Identifying common interests among all stakeholders

This provides the process of mapping common interests among partners such as:

fashion designer and customers,
photography and fashion models,
Fashion designer and photographer,
Fabric makers and fashion designers.

There are many kinds of projects and activities in the fashion industry and garment factories. Depending on the type and size of organisation there are several departments. The picture below depicts the possible type of sections or departments in a garment factory. The several divisions of clothing factory could be divided into several sections or units. The organisation of departments is based on the range of tasks that will be carried out by a group of workers.

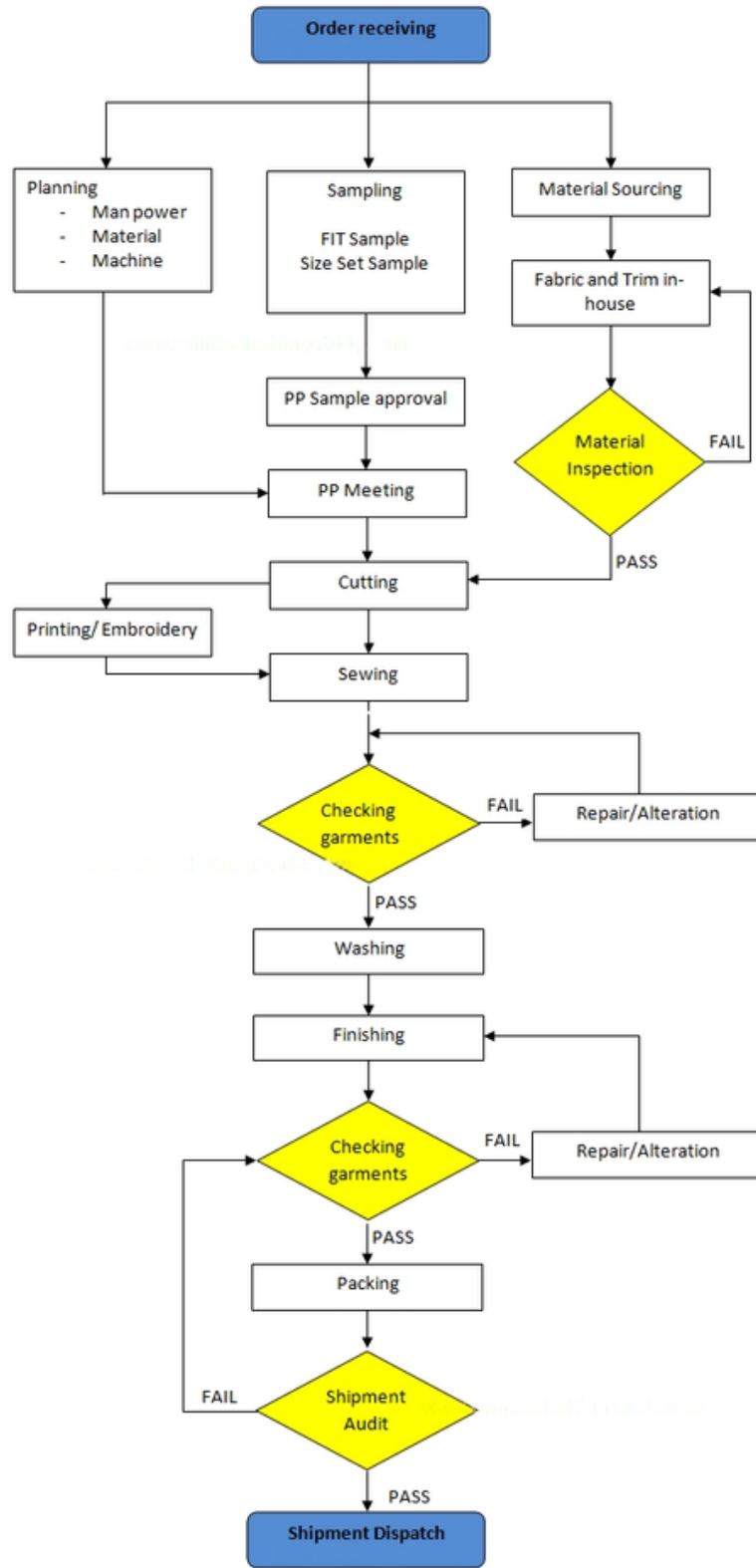




Different departments of a garment factory. [Source](#)

If we examine how each department in a garment unit does its varied tasks, for example, the process of making clothes begins with the creation of samples and ends with the delivery of the finished products to the customers.





Process flow chart for garment manufacturing activities in an organisation. [Source](#)



However, understanding that each part shares common interests is important for the company to grow and succeed. Typical common interest between stakeholders

Stakeholders	Shared Interests
Fashion Designer and Customers	Satisfaction and confidence
Photography and Models	Showcasing - Brand Representation
Fabric Makers and Fashion Designers	Quality raw materials
Fashion Magazine, Photographer, and Models	Content creation - online and social promotion
Models and Consumers	Mutual feeling of Identity
Supplier and Retailers	Logistics, Expansion
Community groups and Customers	Campaign, Engagement, word-of-mouth marketing
Retailers and Consumers	Understanding and serving target audience fashion needs
Government and Business Owners	Adherence to laws and regulations
Fashion Designer and Employees	Alignment and synchronisation of intention/purpose

1.4.3 Activities to be carried out by identified common interest

The fashion industry is fast evolving with innovation and creativity. Therefore, it is expected that stakeholders communicate regularly to stay abreast of trends in the fashion industry. Communication and collaboration are important activities that must be implemented to avoid misunderstandings and set everyone on track with deliverables.



1.4.4 Activities of some stakeholders

Fashion Designers: Collaboration with other craftspeople in the industry like embroiderers, seamstresses, and tailors. They promote their clothes to not only retailers but also the media

Suppliers: They are solely responsible for the logistics part of the fashion industry. They make sure fabric and other collections are available to other arms from design to production, packaging, and distribution.

Retailers/online stores: They buy clothes and sell them to customers. Traditionally, clothes are sold in bricks-and-mortar, however, with the advent of social media to promote business, especially since the COVID period, fashion businesses can use a website or e-commerce platform like Etsy, Shopify, amazon, etc. to promote and sell their products. One of the advantages for consumers to buy fashion items online is seeing new brands - they get to browse through a host of varieties, there is also the ability to personalise, customise, and see an increased range of items beyond just the narrow range sold in stores with limited space. It also allows brands to sell directly to consumers and for smaller brands to compete. Fashion sold over the internet has even begun to evolve into digital fashion sold in digital fashion stores.

Design houses/brands: they visualise an idea, and use computer-aided material or traditional methods like drawing to show mood boards to clients. They guide all steps of the design process, create varieties based on the theme, and stay up-to-date with trends in the industry. At the end of the day, they are supposed to create appealing and distinctive fashion designs that meet the satisfaction of customers.

Model Agencies: Supply of models that supports diversity and inclusion, hair stylists, stylists, photographers, and other non-fashion businesses that all make up a larger fashion ecosystem. In general, they work with fashion designers to be responsible for the whole fashion marketing process.



1.4.5 How to interact with one another for messaging and approaches to the channels of communications?

Understanding is paramount. The involvement of stakeholders and proper communication of expectations will go a long way in risk mitigation. For instance, how stakeholders communicate with product suppliers is quite different from how you interact with your community members. It's understandable that there has to be a reasonable level of synchronisation; however, the approach to interaction with these stakeholders is different. While social media engagement does not require a higher level of stakeholder involvement, however, fashion companies must understand that social impact greatly influences brand representation and sales.

1.7.1 Message

Messages should reflect the tone of the brand and all brand properties should carry the brand signatures like logo, colour, style, etc. Effective communication leaves a lasting impression on the parties involved. It establishes the brand values and sets the tone for the business.

Channels of Communication

- Direct communication
- Emails
- Calls
- Online platforms: Facebook, Instagram, TikTok, Telegram, LinkedIn, Pinterest, etc
- Work-of-mouth marketing
- Referral marketing
- Networking event



1.5 Partnership Agreements

The Fashion Industry Partnership Agreements should put into account things like: working conditions, hiring practices, forced labour, salaries and benefits.


- A Strong Workplace Code of Conduct that all parties will voluntarily adopt and require their contractors to adopt, which includes:
 1. The prohibition of employing any persons under the age of 15 (unless permitted by the country of manufacture to be 14);
 2. Laws against any worker abuse or harassment and discrimination;
 3. The recognition and respect for workers' rights of freedom of association and collective bargaining;
 4. The requirement that employers pay at least the minimum or prevailing industry wage, whichever is higher, and provide mandated benefits;
 5. The requirement that workers be provided with a safe and healthy working environment;
 6. A cap on mandatory overtime to 12 hours per week and the regular work week of the country (or 48 hours, whichever is less); and requiring a day off in every seven day period; and
 7. The requirement that overtime be compensated for at the premium rate required in the country or at least equal to their regular hourly compensation.
- **Independent External Monitors** who will conduct independent reviews of participating company policies and practices; provide company employees and contractors' employees with secure communication channels to report concerns of noncompliance; audit production records and practices to ensure compliance; conduct employee interviews and site visits; and verify that the company is in compliance with its obligations and commitments under the Code of Conduct.
- **An Internal Monitoring System** that outlines the obligations each company will undertake to ensure that the Code of Conduct is enforced in its facilities and its contractors' facilities both domestically and internationally.



A Commitment to Form an Association over the next six months that will:

1. Recruit new member companies which also will abide by the Code and implement independent monitoring;
2. Develop a reliable, independent means to provide for public confidence that the above obligations are being met; and
3. Develop a mechanism or seal of approval informing consumers about which companies abide by the Code and monitoring.

The collaboration Canvas presented below shall be discussed during the workshop. It shall serve as a tool to test and validate partnerships collaboration for promoting and showcasing opportunities in the sustainable fashion industry.

<h1>COLLABORATION CANVAS</h1>			DATE <input type="text"/>
Think outside the box!			
PARTNERS: (who is involved in the collaboration and what are their roles)	CONCEPT: (objective, what to do together, purpose, outline, needs, what kind of problems the collaboration is solving)	TEAM: (who is involved in the collaboration, which kind of role will they have?, how to communicate, how to engage with the team, deal with conflict and celebrate milestones)	
RESOURCES: (budget and resources to make the collaboration happen)	TIMELINES: (kick-off date, duration, milestones)	LEGAL: (confidentiality, IP co-ownership, right of use, competition, patents, license)	
EXPECTATIONS: (define objectives per partner)	IMPACT: (sustainable development goals, balanced economy actions, customer benefits and changed in the industry, number of businesses in the value chain impacted)	TOOLS: (co-working app, messaging tool, video conference, software tools, social media)	
			https://collabwith.co Copyright©Jara Pascual https://platform.collabwith.co

Reference

- UN(2019). Maximising the impact of partnerships for the SDGs. A practical guide to partnership value creation. : The Partnering Initiative and United Nations Department of Economic and Social Affairs.

https://sustainabledevelopment.un.org/content/documents/2564Maximising_the_impact_of_partnerships_for_the_SDGs.pdf

- Apparel Industry Partner

https://training.itcilo.org/actrav_cdrom1/english/global/guide/apparell.htm

- European Citizens' Initiative (ECI) on Living Wages in the garment, footwear and textile sector

Module 2: Business skills

Course Objectives:

- To discuss business skills and opportunities in the circular fashion industry
- To provide the understanding and the concept of Business Model Canvas (BMC)
- To develop and practicalize the BMC on any business aspect discussed during the session.

Course Contents:

Business Model Canvas



2.1 Business skills

All professionals might benefit from having a basic understanding of key business concepts and tools. For instance, in order to ensure that daily operations move well and that corporate objectives are met, it is crucial for business owners to guarantee that every person of their organisation is equipped with abilities like critical thinking, time management, and effective communication. Presented below are some of the major business skills anyone should focus on developing to grow their business skills.

A graphical presentation of skills presented below:



Source

2.2 Business Model Canvas

A strategic management tool for creating new business models and cataloguing current ones is the business model canvas. It provides a visual chart with components that describe the value proposition of a company or a product, as well as its infrastructure, customers, and finances. By highlighting potential trade-offs, it helps firms coordinate their efforts.

Based on his Ph.D. research on business model ontology, which was overseen by Yves Pigneur, Alexander Osterwalder first presented the nine "building blocks" of the business model design template that eventually became known as the Business Model Canvas in 2005. Since Osterwalder's book was published in 2008[6], the authors have created complementary tools like the Value Proposition Canvas and the Culture Map, and other canvases for certain market niches have also appeared.



Project name: SOGOFASH		<i>Designed for:</i> Life Learning Development e.V.	<i>Designed by:</i> Life Learning Development e.V.	<i>Date:</i>	<i>Version:</i>
Key Partners <ul style="list-style-type: none"> Textile companies Companies into digital marketing Printing companies 	Key Activities <ul style="list-style-type: none"> Create and sell sustainable fashion wears Raw materials acquisition Observe environment friendly products and outsourcing Educate on sustainable fashion products 	Value Propositions <ul style="list-style-type: none"> Sustainable living Quality wears Positive vibes Ethical apparel for positive people Smiley imprints use of eco-friendly materials for product production Accessibility 	Customer Relationships <ul style="list-style-type: none"> Loyalty Positive word-of-mouth Quality product assurance Instant response to enquiries Discount based on referral using referral codes 	Customer Segments <ul style="list-style-type: none"> Middle class Working class men and women Modern wearer Environmentalists Fashion enthusiasts 	
	Key Resources <ul style="list-style-type: none"> Capital Research materials Human power: Suppliers, retailers, printers, marketers, web designer, software developer 				Channels <ul style="list-style-type: none"> Boutiques E-Commerce store/Website Social networks: Twitter, Snapchat, Instagram, TikTok, Pinterest, etc.
Cost Structure <ul style="list-style-type: none"> Manufacturer cost Advertisement Raw materials Website development Employees Logistics Miscellaneous 			Revenue Streams <ul style="list-style-type: none"> Product sales Re-invest profit from business 		



Module 3: Impact Model and Collaboration

Course Objectives:

To examine how the procedure is carried out

To make decisions that would help to define the vision, purpose, goals and method

To execute and monitor objectives and strategies

Course Contents:

What is impact model?

What is sustainable fashion?



3.1 What is Impact Model?

Simply said, it is purpose combined with a business strategy to make a positive impact. We can also say that it is a type of business model involving a long-term strategy to make a difference in our world and have a sense of fulfillment. It is about having a revenue model that generates income for an establishment or company and at the same time having products and services that provide a positive impact on our society. Such a model is beneficial as it provides a sense of purpose in its day-to-day operations, thereby preventing burnout.

Shortly, we will look at the case study of the fashion industry in this handbook. I know you are excited, this material will give you an insight into the world of impact models for sustainable fashion and how you can also apply the concept to other areas of social entrepreneurship.

Furthermore, the impact model provides the pathway for successful management and growth of businesses and organizations depending on a holistic perspective, understanding of the business, and the importance of each individual's contribution to the operation. The management's job is to decide what policies should be established in each major area and to explain those policies in a clear, unambiguous manner. Inside this framework, the management of the company involves and engages everyone within the organization in putting all of their attention toward reaching the intended outcome. The linkages are made straightforward, understandable, and evident using the Impact model. It is a tool for developing a shared understanding of how the operation should be carried out. Additionally, it empowers everyone to contribute to successful outcomes.



Moreover, there is another aspect that has to do with the impact business model Canvas. This is a framework for visualizing, evaluating, and refining your business model to achieve both social and financial value.

3.1.1 Impact Business Model

Your Venture:

Your Legal Structure Hypothesis:

Problem Statement				
Mission Statement				
Key Partners	Key Activities	Value Proposition	Stakeholder Relationships	Stakeholder Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	
Intended Impact				

3.2 Impact Model For Sustainable Fashion?

With so many issues in the news these days on climate change, plastic pollution, deforestation, loss of coral reefs and biodiversity, water shortages, just to mention a few - the fashion business is not necessarily in the mind for most people as a problem or a solution. Unfortunately, the garment business is filthy and contributes significantly to environmental and human damage. In terms of the use of chemicals, terrible working conditions of their workers, abuse of animal welfare, etc. The manufacturers do not necessarily care, as long as they can meet their demands. This type of fashion is known as fast fashion unlike slow fashion that is sensitive to human, animal and our collective environmental welfare.



3.3 What exactly is Fast Fashion ?

Fast fashion is described as low-cost, trendy apparel that takes inspiration from the catwalk or celebrity culture and transforms it into items sold in high-street retailers at neck-breaking speed to fulfill customers' demands. It is also defined as a type of mass-produced fashion that is employed globally to copy and generate consumer versions of the newest fashion trends as quickly as possible.

The growing production of fast fashion puts a lot of strain on the environment. Increased carbon footprints, increased water waste, increased clothing, and fabric waste- all of these things increase when a person is exposed to fast fashion and prefers fast fashion apparel. On the other hand, slow fashion also known as sustainable fashion develops well-made and sustainable items that have very minimal environmental effects no matter how many are produced.

Slow fashion is socially conscious, it takes a comprehensive approach to social justice and environmental awareness, which means that their clothing creation is also meant to change and adapt to environmental and social awareness issues. Slow fashion facilitates people's clothing journeys while also keeping your community in mind.

There is less labour protection in fast fashion. Many fast fashion employees are hourly hires working in multinational apparel manufacturers in Bangladesh, Cambodia, and Indonesia. These nations provide fewer overall worker protection or fair working regulations for employees, and salary standards, as well as needed breaks or time off, are much lower. This type of fashion encourages modern slavery.

An example of such a saddening situation happened in 2013 when the Dhaka garment factory collapsed at the Savar Upazila of Dhaka District, Bangladesh, when an eight-story commercial building known as Rana Plaza fell with a death toll of 1,134, around 2,500 wounded persons were rescued. It was the deadliest garment-factory disaster in history, and the biggest industrial tragedy in Bangladesh's history. Despite earlier warnings from the government that were issued to the factory on structural defects, the owners turned a blind eye due to their greed and lack of sensitivity. Fast fashion causes significant environmental damage by increasing carbon emissions and garment waste, as well as requiring up to three times the amount of water and other natural resources in their manufacturing cycle. Fast fashion is an exploitative kind of business that should be discouraged.

If we understand the distinction between fast and slow fashion, we will be able to understand the dynamics that influence our decision on what we wear and be able to move towards healthier and more ethical clothing alternatives such as slow fashion.

3.4 What is the difference between Fast Fashion and Slow Fashion?

Fast and slow fashion refers to two distinct techniques of developing and manufacturing fashion goods. Many people appreciate fast fashion because it provides accessible and stylish replicas of high-couture products at affordable costs. However, the strain placed on the environment and the fashion industry by fast fashion drives damaging consequences deeper into the fashion sector.

Slow fashion, however, is the opposite of fast (quick) fashion: it is a conscientious shopping experience that searches for items manufactured using sustainable materials and manufacturing practices, addresses environmental and social implications as part of its manufacturing process.

Slow fashion is often significantly more expensive because it is to increase quality in both materials and manufacturing methods.

Slow fashion or sustainable fashion implies that you are deliberately investing in a high-quality product that is purposefully meant to help the environment and everyone involved in its development.

3.5 Sustainable Fashion?

What exactly is Sustainable Fashion?

Sustainable fashion manufacturers design clothing with people and the environment in mind. It encompasses all goods, processes, actions, and the stakeholders working toward a carbon-neutral fashion sector based on equity, social justice, animal welfare, and ecological integrity. Sustainable fashion tackles the complete process of producing and the projected usable life of the product before entering the landfill. This movement seeks to offset fast fashion's high carbon footprint by lowering the environmental effects of fashion, such as air pollution, water pollution, and general climate change.

Now, the good news is that sustainable fashion solves many of these concerns in unexpected ways. The amazing benefits of sustainable fashion are therefore stated below:

3.6 Benefits of Sustainable Fashion

1. A Sustainable Fashion Is Better For People And The Planet

Fast fashion goods frequently go through a lengthy and intensive chemical procedure. To dye, bleach, and wet treat clothing, around 8,000 distinct synthetic chemicals are used. And all these go into our environment. These substances frequently cause sickness or even fatalities among farmers, as well as major birth abnormalities in their offspring. Some of these chemicals are also hazardous to our health since our skin absorbs everything we put on it, including the chemicals in our clothing. Always wash new clothes before wearing them for the first time, and look for chemical content certification labels such as OEKO-TEX®, GOTS, or BLUESIGN®.

2. Sustainable Fashion Does Not Support Child Labor

According to recent UNICEF estimates, around 170 million children are involved in some garment labor, which is defined as "employment for which the kid is either too young - work done below the required minimum age" - or employment that, due to its harmful nature or conditions, is completely inappropriate for minors and is forbidden." This is a huge red flag, and the idea of sending children to factories and subjecting them to work that resembles modern-day slavery to suit the fashion needs of their clientele is just intolerable.

Brands that actually adhere to sustainable and ethical practices are open about it, providing information about the facility, working conditions, and the production process. Check for items with certification labels such as Fair Wear Foundation, Fair Trade Certified, Ethical Trading Initiative, or Certified B Corporation to evaluate a fashion brand's ethical element. These organizations safeguard garment workers' rights in global supply chains and guarantee that there is no child labor. Furthermore, they ensure that workers are paid properly for their job, typically beyond market rates, and that they work in safe settings.

3. Saves Animal Lives

This may not surprise you, but the fashion business enjoys killing for fashion. Leather, for example, is commonly misunderstood as a by-product of the meat business. However, this has not always been the case. The leather business alone is expected to murder and kill around 430 million animals every year. Sustainable fashion brands embrace the use of cruelty-free alternatives for nearly every piece of fashion material, including polyester made from ocean trash, bags made from recycled seatbelts, plant-based compostable sneakers, and silk made from yeast, and bio-fabricated vegan wool. However, one of the most popular leathers substitutes these days is pineapple. The leaves are used to make the cloth of pineapples during the harvesting process, repurposing by-product waste.



4. Less Water Is Required For Sustainable Fashion

Water is a critical resource in the garment business. It is used in practically all clothing dyeing and finishing processes. A single T-shirt requires an amazing quantity of water: 2,700 litres. Cotton, in particular, is very dependent on water, but it is typically cultivated in hot and arid places where water is already scarce. Organic cotton, on the other hand, consumes 91% less water than conventional cotton. Sadly, barely 1% of worldwide cotton output is organic. Other sustainable fabrics that use little to no water throughout the manufacturing process include linen, hemp, and recycled fibres such as recycled cotton.

5. Reduction Of Carbon Footprint

The worldwide fashion business releases a significant quantity of greenhouse gases each year, actively contributing to global warming. A Reason is that the great majority of our cherished garments, such as polyester, acrylic, and nylon, are petroleum-based and derived from fossil fuels. These materials demand far more energy to manufacture than natural or recycled fibers. Alternatively, sustainable businesses frequently employ materials made from natural or recycled fibers that require little to no chemical treatment, minimal water, less energy, and no fertilisers or pesticides for growth. Most organic textiles are biodegradable, including linen, hemp, organic cotton, and TENCEL™ (produced from sustainable wood pulp). These eco-friendly materials are environmentally friendly and an excellent sustainable option.

6. Sustainable Fashion Promotes Better And Safer Working Conditions

Believe it or not, modern-day slavery exists such as minimum wage, interminable working hours, deplorable health and safety conditions such as the garment factory in Bangladesh mentioned earlier, and the restriction of worker unions are the realities for most garment workers in the fast fashion business. Furthermore, verbal and physical abuse is still endemic in many areas of the sector. Eco-ethical businesses fight for humane working conditions, health care, and fair compensation for their employees, which are often higher than the industry norm. Generally, they demonstrate a greater goal of developing economic possibilities for people in need to alleviate poverty. We all want to feel good about our clothing, and that includes feeling good about knowing how they were manufactured.



7. Natural Resources Are Saved By Sustainable Fashion

It has been reported that 97% of what goes into creating garments is fresh resources, with only 3% being recycled materials. This equates to an annual resource intake of 98 million tonnes, which includes oil used to make synthetic fibers, fertilisers used to grow cotton, and an unending array of chemicals used to colour and a polish cloth. Recycled fibers have shown to be a far more sustainable solution since they minimise the need for virgin resources and address the rising waste management issue. In comparison to the manufacture of virgin nylon, every 10,000 tonnes of ECONYL raw material used for our swimwear saves 70,000 barrels of oil and 57,100 tonnes of CO₂. Carbon benefits of ECONYL regenerated materials.

8. Sustainable Fashion Ensures That We Love Our Clothes Again

It's all too easy to gaze at a beautiful, completed item of clothes at a store and forget that it has a back story and a lifetime. The truth is that we are separated because the industry fosters it. However, being aware of all the negative aspects of this sector will hopefully lead to more mindful consumption. One that is good for the environment, animals, and humans. The impact model can also be of huge benefit in other economic sectors aside from the sustainable fashion industry that was discussed earlier. This model can be used in the corporate, social, and public sectors.

3.7 Who Can Use Impact Model?

- Executives
- Entrepreneurs
- Consultants
- Educators
- Social Innovators

3.8 Questions To Be Asked When Creating An Impact Business Model For Sustainability?

We've seen so many firms transition to a philosophy where profit isn't the primary measure of success, but also about people and our planet in the last decade. This new success criterion has influenced a new wave of products and services that place giving back at the heart of what they do.

Now how can we create a perfect model for our product/service/industry that is both affordable and allows them to make a significant impact? The following key questions need to be answered:

Product/Service

- What to produce or service to be rendered
- What type of impact do we want to make with our programs, product or service?
- How do we intend to measure the impact?
- What are those key indicators we will be looking at?

What Value Proposition Do We Intend To Provide

- What Makes Us Unique?
- What makes our company better than other contemporaries?

Operations

- What are the resources needed?
- What skill(s) or talent do we need on our projects?
- How do we source resources?

Partners/Partnership

- Who do we collaborate with or who not to base on our goals, mission, and objectives?
- Support and funding?
- How do we network and get platforms?

Clientele Or Customers

- Who are our prospective customers or clients?
- How do we get them?

Revenue Model

- What revenue model are we adopting?
- How can our firm fund itself
- How can we incorporate multiple streams of income?

3.9 How Do We Take Into Account Potentially Disruptive Challenges For The Company Such As?

- Employingtherightpeople
- Gaining access to high-level talent
- Gaining access to funds
- Sustaining a devoted/loyal consumer base



3.10 Impact Making

The impact can be made by contributing a portion of corporate profits to impact partners. This is known as Profit (Giving): This entails maximising effect through strategic alliances with well-established organisations. These organisations have worked hard to build protocols and infrastructure to help individuals in the greatest need.

The impact made directly via the organization's day-to-day activities. This might be accomplished by employing an underrepresented group or community to perform the task. Or by the final product or service that is produced - where the materials utilised can have a significant beneficial influence.

According to the Global Impact Investing Network, \$228 billion has been invested in impact. Double the previous year's forecast. And, of course, your clients will adore you! You are providing them with excellent products or services as well as an opportunity to do well in the world at no additional expense. As a result, people will adore you. As a result; they will adore you and share your story for you! 58% of respondents stated that purchasing ethically produced goods made them feel good. 34% of consumers tell others when they feel a brand is acting ethically, or in an honest and fair manner.

The Following Three Good Examples of Social Entrepreneurs in the Sustainable Fashion Industry Who Are Doing Exploits Using the Impact Business Model

1. Wholesome Culture is on a mission to make the world a kinder and more sustainable place with their eco-friendly gear. Their designs are printed with water-based eco-friendly ink on 100% organic cotton, recycled plastic bottles, and bamboo. All orders are packaged in biodegradable or recyclable materials. They collaborated with local craftsmen in Bali to create their latest sustainable sportswear, which is made from recycled fishing nets and nylon. Furthermore, 10% of revenues are donated to animal rescues and environmental organisations such as ranches and sanctuaries.

2. Faithful the Brand is headquartered in Bali, Indonesia. Their Product lines include women's clothes, accessories, and bags. They collaborate with home sector suppliers that prefer handmade over mass manufacture, Use fewer machines to reduce energy emissions. Believing in community and family, the brand allows most sewers to work from home in husband/wife duos, allowing them to work while caring for their families. This serves to empower the underprivileged in Indonesian society. Each garment is created, sourced, and made in Bali utilising hand-dyeing and hand printing processes.

80% of the textiles they use are certified "Ecovero" fibres derived from renewable wood sources and produced in an environmentally friendly manner in accordance with strict environmental criteria. Also on their website, the business hopes to educate customers on appropriate clothing care and repairs in order to extend product life and thereby reduce negative environmental effects.



SOGFASH

3. Stella McCartney, London, United Kingdom they specialise in Women's and children's clothing such as Bags, Shoes, and Accessories. Stella McCartney's commitment to pushing for sustainable and ethical fashion has made her one of the most eco-friendly luxury brands on the market. The fashion label has long used eco-friendly materials, non-toxic colours, and polyester made from recycled plastic bottles. Eco-nylon derived from recycled fishing nets is on track to replace nylon. She uses organic cotton from farms established by social entrepreneurs, farmers, and non-governmental organisations that avoid the use of hazardous pesticides. They are also decreasing the usage of oil-based synthetics and working solely with suppliers that fulfill the brand's quality and environmental criteria.

Aside from fashion, impact models can be applied to other aspects of our business lives. You can consider the following for developing yours.

3.11 Consider The Following While Developing An Impact Model

The problem you want to tackle should be clearly related to what you do as a business. The importance of authenticity and alignment cannot be overstated. Without proper alignment, you run the danger of being labeled as a Cause washer or a green washer. Check all elements of your business and supply chain to verify that there are no inconsistencies. You do not want negative attention to your company.

When Can I Start?

It is not necessary to have a world-changing impact model or a game-changing impact model to get started. Simply get started. Profits should be invested in something that makes sense for your brand.

Collaborations

To have the desired impact, collaborate with an organisation that is already undertaking the task.

Brand Storytelling

Are you at a loss? There are organisations that can come to the rescue; they will be willing to assist your brand as long as you are making a positive impact through your products and services.



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