

THE NICE CONSUMER

THE DANISH FASHION INSTITUTE, THROUGH THE NORDIC INITIATIVE FOR CLEAN & ETHICAL FASHION, AND BSR ARE WORKING TOGETHER TO CREATE A FRAMEWORK FOR ENGAGING CONSUMERS ON THE SUSTAINABLE CONSUMPTION OF FASHION

Consumers can play a pivotal role in transitioning the fashion industry towards more sustainable business models that significantly reduce the social and environmental impacts of the industry.

Key roles for consumers include:

- demanding more sustainable options
- making choices about what to buy and whom to buy from
- improving how they care for garments, and
- making decisions about post-consumption such as responsible recycling.

However, consumers are limited in their influence by several factors. Their awareness of clothing and other fashion products' impacts on society and the environment is limited. They lack transparency and access to balanced information about fashion products and their supply chains, which prevents consumers from making informed decisions. And there is a scarcity of more sustainable options. Unless consumers exercise a stronger demand for sustainable products and consumption, the fashion industry's transition to a more sustainable business model will be very challenging.

The NICE CONSUMER, which is a collaborative project run by the Danish Fashion Institute and BSR, will put forward a vision and framework for sustainable consumption of fashion, based on research and dialogue among stakeholders of the fashion industry. The project consists of six phases:

1. Assembling the NICE CONSUMER Advisory Group to contribute to and guide the project.
2. Researching how to empower and influence consumer choices and behavior.
3. Generating a "NICE CONSUMER change framework" outlining the possible roles and actions by consumers, industry, government and other stakeholders to support sustainable consumption of fashion.
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 EU Presidency held by the Danish government in the first half of 2012.
6. Promote the framework during the Rio+20 UN Conference on Sustainable Development taking place on 20-22 June 2012.

Contacts

For Danish Fashion Institute:

Jonas Eder-Hansen, Director of Development
at jonas@danishfashioninstitute.dk, tel. +45 29 86 66 69

For BSR:

Cody Sisco, Manager, Advisory Services, BSR
at csisco@bsr.org, tel. +33 1 46 47 28 06

The result will come into focus during the Copenhagen Fashion Summit in early May 2012.

- May 2, 2012 – Executives, opinion makers, government representatives, and experts will gather for an interactive workshop to discuss the framework and to generate commitments to put the framework into action.
- May 3, 2012 – The framework will be presented to the Fashion Summit attendees to inform and inspire them.
- May/June, 2012 – The recommendations to government to put the framework in action will be delivered to the EU Presidency via the Danish Ministers of Environment and Trade.

All stakeholders to the industry are invited to participate. Check the Copenhagen Fashion Summit website for updates or follow THE NICE CONSUMER on Twitter at #NICECONSUMER.

About BSR

A leader in corporate responsibility since 1992, BSR works with its global network of more than 250 member companies to develop sustainable business strategies and solutions through consulting, research, and cross-sector collaboration. With offices in Asia, Europe, and North America, BSR uses its expertise in the environment, human rights, economic development, and governance and accountability to guide global companies toward creating a just and sustainable world. Visit www.bsr.org for more information.

About Danish Fashion Institute and NICE

Danish Fashion Institute is a network organisation created by and for the Danish fashion industry to promote Danish fashion. Our purpose is to develop an extensive global network to support, market and drive Danish fashion forward. Since 2007 sustainability has been a strategic focus area to position Danish fashion globally. Launched in 2008, NICE (Nordic Initiative Clean and Ethical) is a joint commitment from the Nordic fashion industry to take a lead on social and environmental issues through knowledge sharing and development. Visit www.danishfashioninstitute.dk and www.nicefashion.org for more information.

DanishFashionInstitute

