

ACTIONS TO ENABLE SUSTAINABLE FASHION CONSUMPTION

**THIS DOCUMENT PUTS FORWARD
A SET OF POLICY OPTIONS ON THE TOPIC OF
SUSTAINABLE FASHION CONSUMPTION.**

**WE RECOMMEND THAT
THE EUROPEAN COMMISSION AND
THE DANISH EU PRESIDENCY DESIGN AND
IMPLEMENT POLICIES THAT ENABLE
SUSTAINABLE FASHION CONSUMPTION,
IN PARTNERSHIP WITH INDUSTRY
AND CIVIL SOCIETY.**

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 we try hard enough at www.nicefashion.org

MAY 3 | 2012

TO

CONNIE HEDEGAARD | CLIMATE ACTION COMMISSIONER | EUROPEAN COMMISSION
OLE SOHN | DANISH MINISTER FOR BUSINESS AND GROWTH | DANISH EU PRESIDENCY

FROM

NORDIC INITIATIVE, CLEAN AND ETHICAL

WITH THE SUPPORT OF BSR (BUSINESS FOR SOCIAL RESPONSIBILITY) AND
THE DANISH FASHION INSTITUTE

REGARDING

ACTIONS TO ENABLE SUSTAINABLE FASHION CONSUMPTION

We hereby request that the leaders of government institutions in Europe, including the European Union, support the drafting and implementation of policies to support the fashion industry to become a sustainable fashion industry and to enable sustainable fashion consumption.

The NICE Consumer project, which is a new joint initiative led by the Danish Fashion Institute and BSR under the Nordic Initiative, Clean and Ethical (NICE), conducted a broad-based consultation with industry, civil society and government agencies in the EU from January through May 2012. Through the consultation process and dialogue with fashion industry and civil society leaders, the NICE Consumer project team developed a vision and framework for sustainable fashion consumption described in the attached document.

Achieving a sustainable fashion consumption and production system requires a long-term transformation in attitudes, behaviours and business models. New partnerships are required to innovate and all stakeholders must take part. The NICE Consumer Framework describes actions that businesses can take to change their models, that consumers can take to enjoy fashion while reducing negative impacts, and that government can take to create incentives.

Government's role, including the European Union, in encouraging sustainable fashion is one of setting the stage by:

- Providing the regulatory and economic framework within which the fashion industry operates
- Promoting trade and innovation that protects the environment and ensures respect for human rights and labour standards
- Ensuring that consumers are provided with accurate information and price signals

The following policy options represent a recommendation from NICE that has been informed by a community of experts on the topic of sustainable fashion consumption. There are eight main policy options:

- 1– Encouraging the integration of sustainable fashion curriculum into pre-school, primary, secondary, university and vocational education and research
- 2– Supporting consumer engagement and behaviour change campaigns
- 3– Supporting expansion, standardisation, and accessibility of product transparency disclosures
- 4– Enforcing guidelines for product communications and marketing to discourage and penalize greenwashing
- 5– Stimulating voluntary agreements with industry covering extended producer responsibility
- 6– Providing economic incentives for sustainable fashion products and services
- 7– Restricting harmful substances
- 8– Developing a multi-stakeholder platform and provide funding for the exploration and implementation of the recommendations provided in this document

The community of experts that has come together through the NICE Consumer project is eager to engage with you and your colleagues—and with a broad cross-section of policy makers throughout Europe—about these policy options and opportunities for ongoing dialogue and collaboration.

We would like to see action taken and to measure results.

We thank you in advance for your attention and look forward to your support and further collaboration.