



## Keynote Speaker

Wednesday 22 June: 15:30 – 15:45 (15 min)

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### Lead by

Safia Minney MBE FRSA | Founder and Director,  
Fashion Declares & People Tree

**PEOPLE TREE**  
Truly Conscious Clothing

**FASHION  
DECLARES!**



- The fashion industry's worth is set to reach \$1.7 trillion in 2022
- Fashion generates between 4 to 10% of GHG and is set to rise to 25% by 2050
- How can the fashion industry move from being highly exploitative to highly socially impactful and regenerative?



ORGANIC +

FAIR TRADE

=  
COTTON



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# Plastic fibres found in tap water around the world, study reveals

**Exclusive:** Tests show billions of people globally are drinking water contaminated by plastic particles, with 83% of samples found to be polluted

● **We are living on a plastic planet. What does it mean for our health?**



**Damian Carrington** *Environment editor*



**How can I make products with the lowest possible environmental impact and the highest possible social impact?**

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## ORGANIC COTTON

- Organic and Fair Trade cotton has helped to reduce water consumption by over 60% in Gujarat. (Through drip irrigation and increased water holding capacity of the soil)
- Organic farming and a fair price can help farmers escape the poverty trap and develop their communities.

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People Tree is the first company to achieve certification (GOTS mark) on a product made in the developing world.

People Tree is the first fashion company to achieve World Fair Trade Organisation (WFTO) mark to guarantee Fair Trade throughout supply chain.



PEOPLE TREE  
GUARANTEED  
FAIR TRADE



**Fairtrade  
Certified  
Cotton**



**Soil  
Association  
Organic  
Textile  
Standard**



Global Organic  
Textile Standard



**Certified  
Organic  
Cotton**



**Hand  
Woven**



**Hand  
Knitted**



**Hand  
Embroidered**



**Hand Block  
Print**

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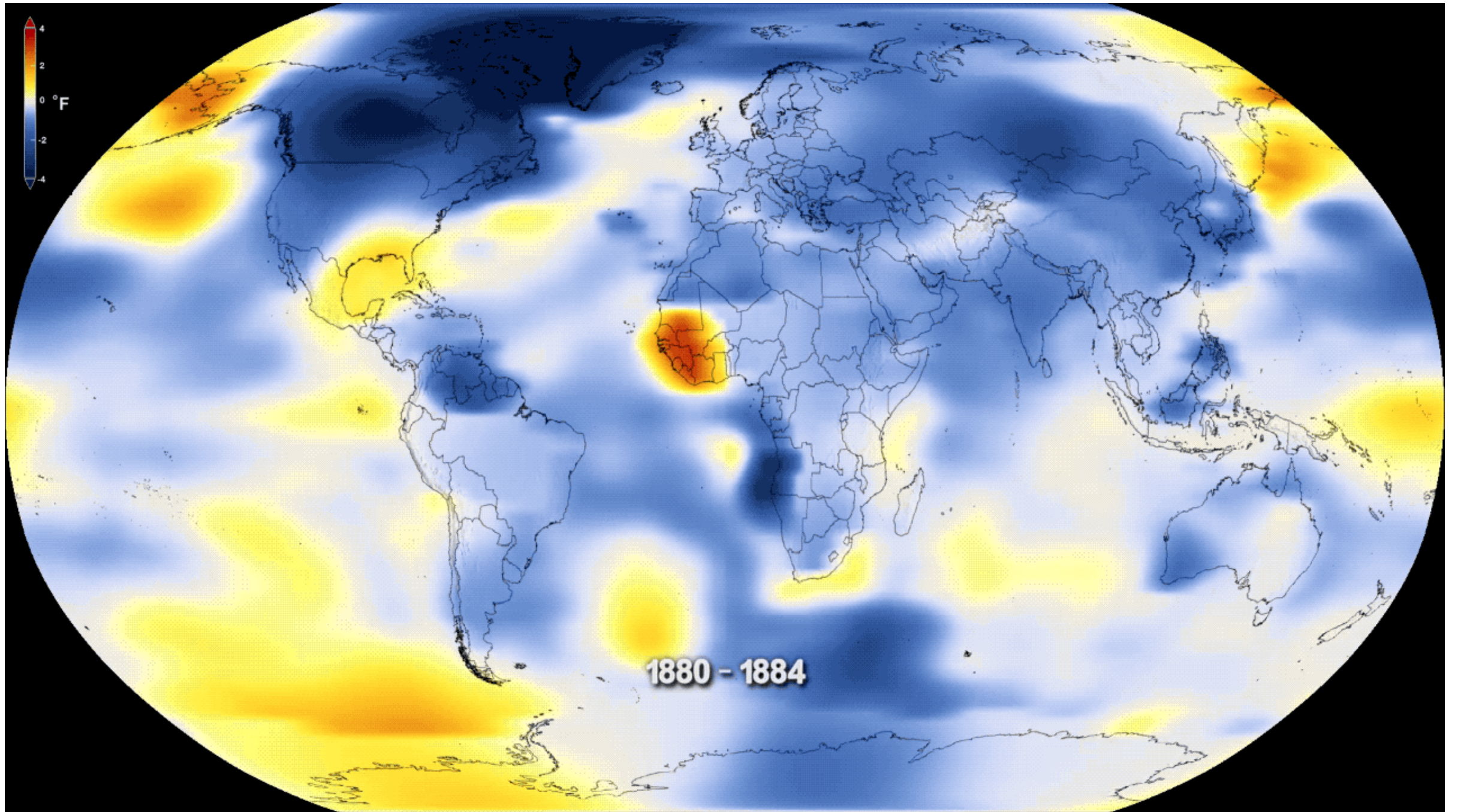






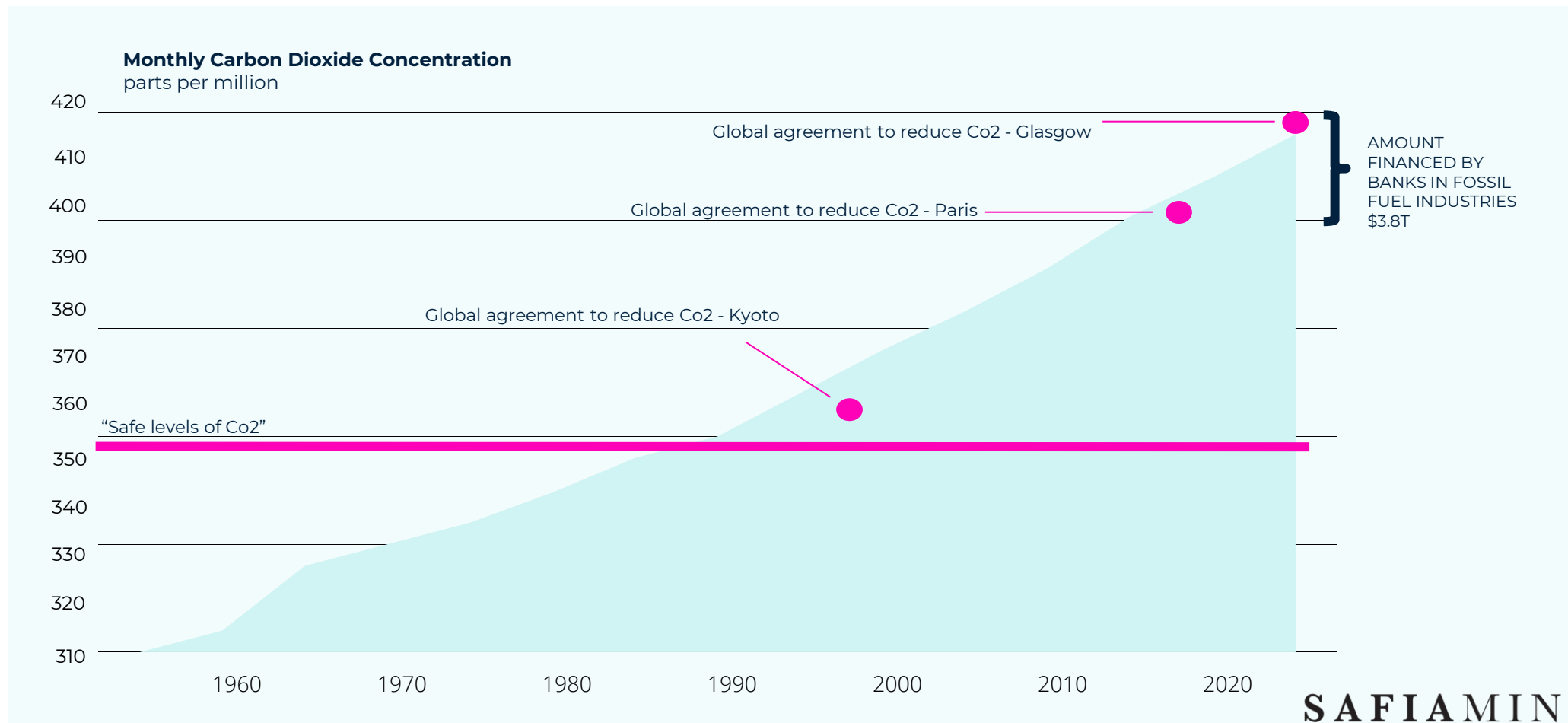






# WE ARE IN AN EMERGENCY

AND ARE WAY OFF TRACK IN ADDRESSING IT



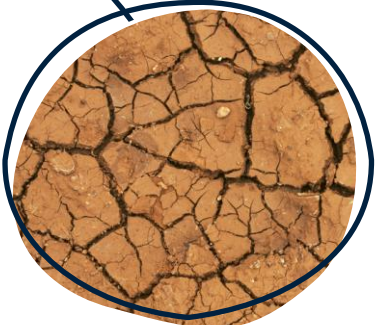
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**MORE FREQUENT, EXTREME WEATHER PATTERNS**



**UNINHABITABLE LAND**



**FOOD AND WATER SECURITY**



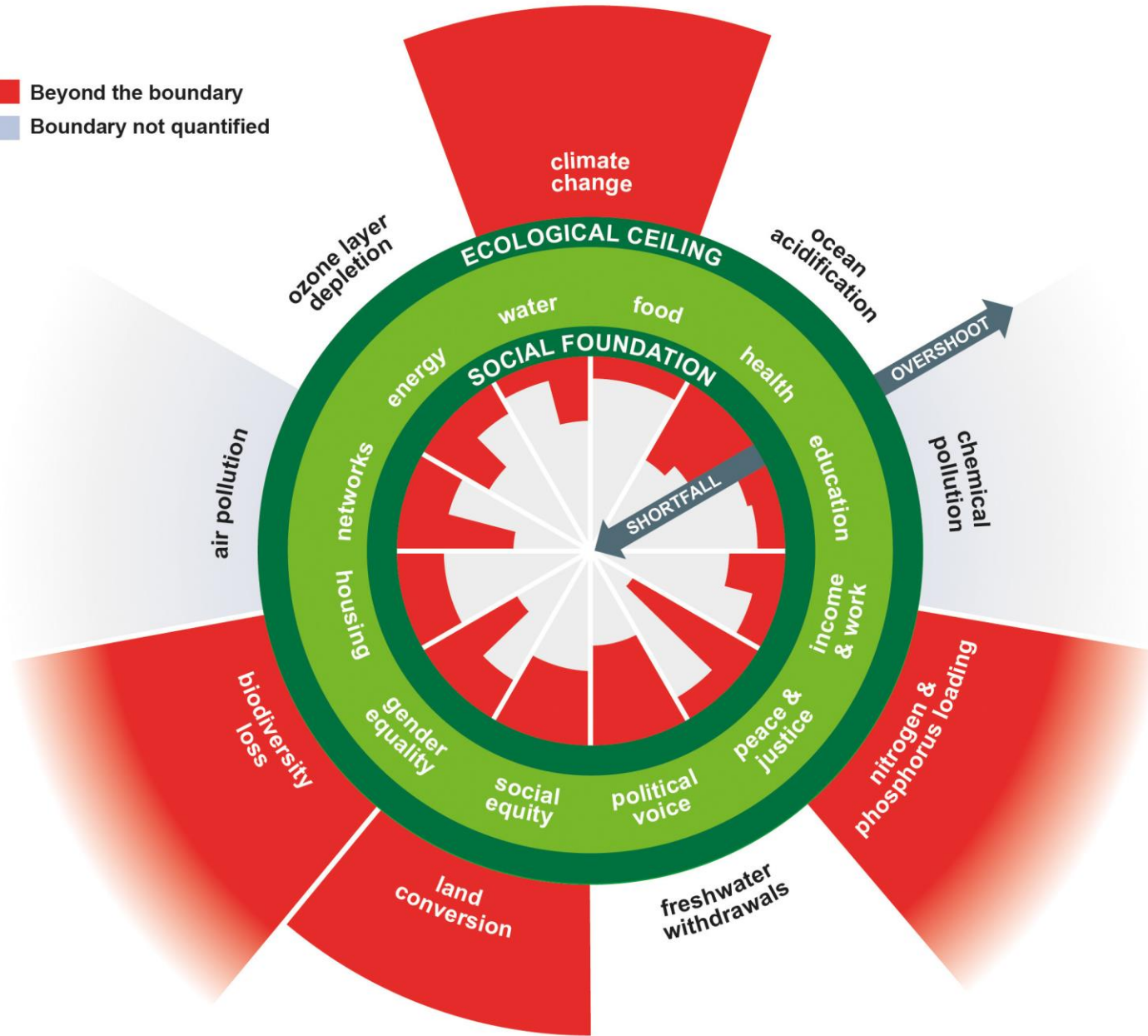
**LOSS OF BIODIVERSITY**



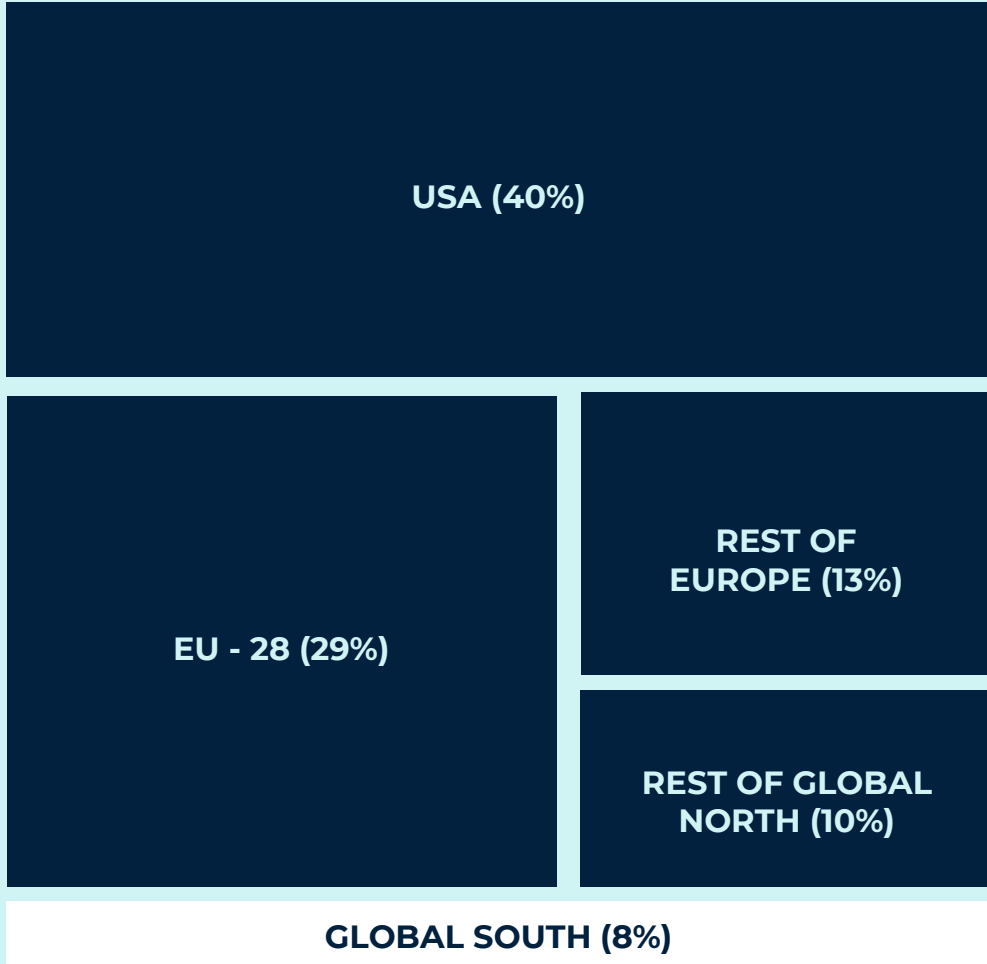
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- Beyond the boundary
- Boundary not quantified



## RESPONSIBILITY FOR CLIMATE BREAKDOWN



**THE IMPACT OF THE  
CRISIS IS UNFAIRLY  
DISTRIBUTED**

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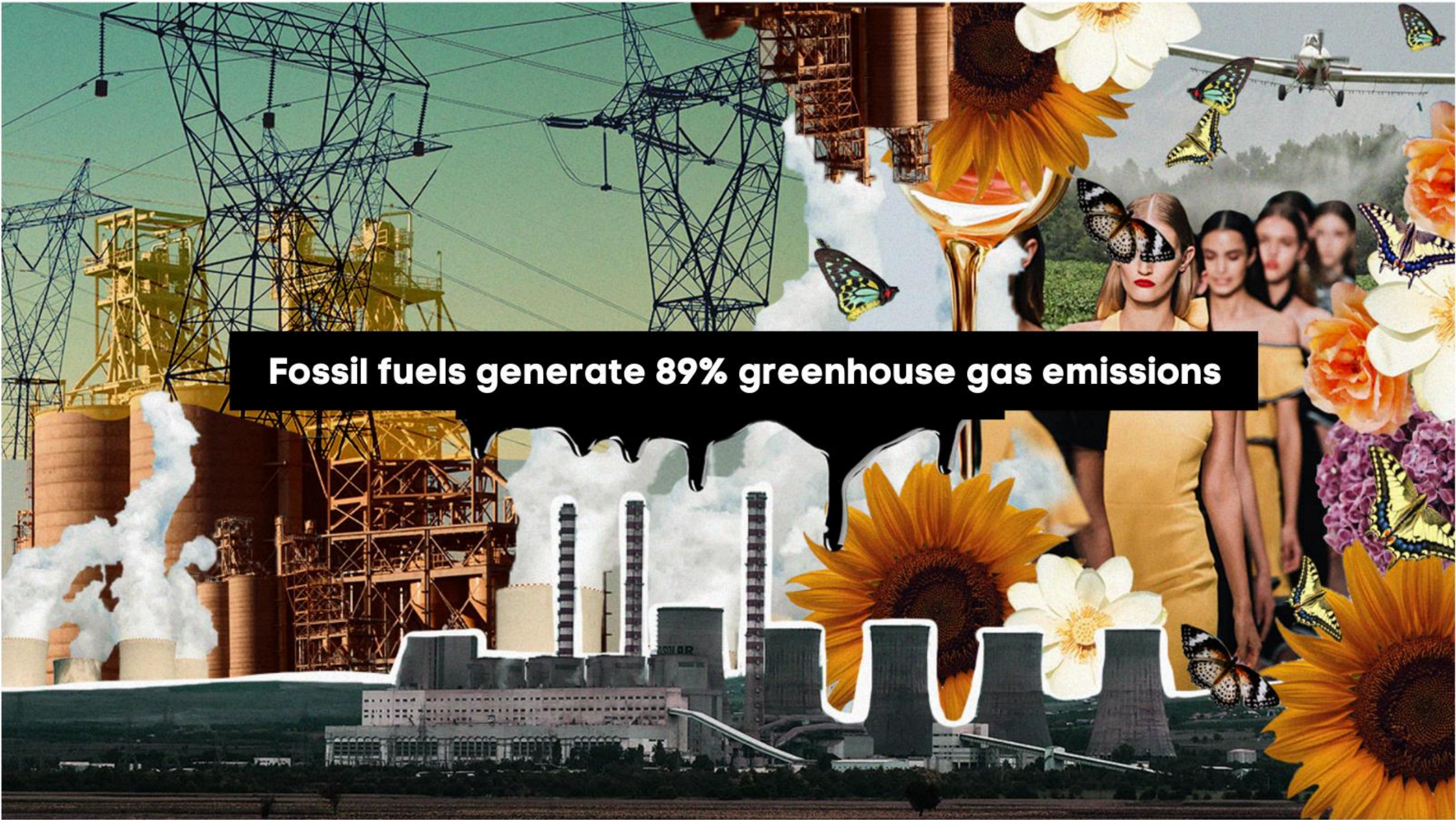
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The global south (88% of the world's population) accounts for 8% of the climate breakdown yet bears 82% of the cost of climate breakdown

In 2010 this was \$571b and by 2030 this will be 92% of \$954





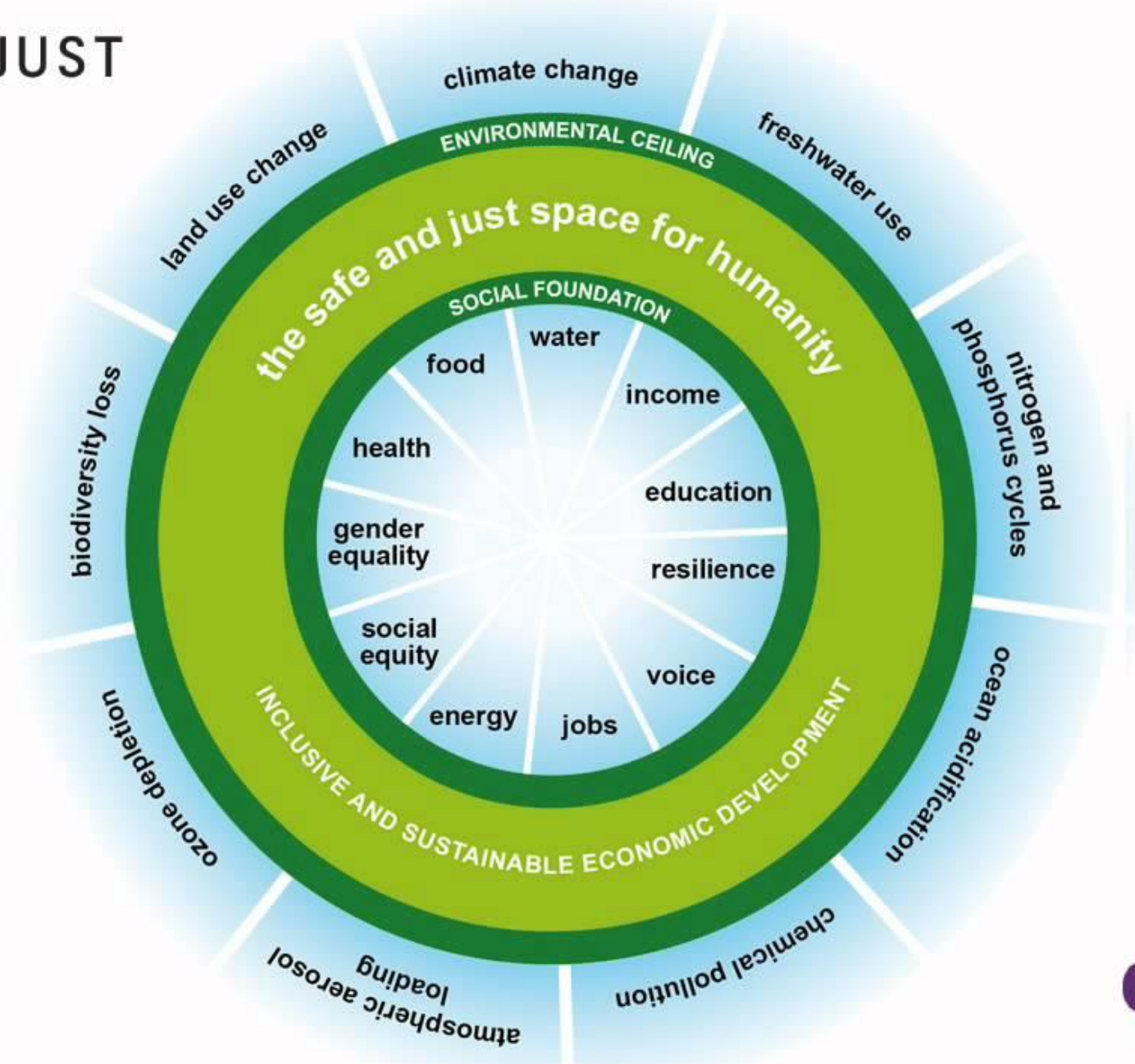
**Fossil fuels generate 89% greenhouse gas emissions**



**WE NEED TO CUT PRODUCTION BY 75-95%**



# A SAFE AND JUST SPACE FOR HUMANITY



150 BILLION NEW GARMENTS



1. 2021 (WORLD POPULATION 7.7 BILLION)

120 BILLION NEW GARMENTS



2. 2025 (WORLD POPULATION 8.2 BILLION)

60 BILLION NEW GARMENTS



3. 2030 (WORLD POPULATION 8.5 BILLION)

60 BILLION GARMENTS



4. 2035 (WORLD POPULATION 8.8 BILLION)

36.7 BILLION NEW GARMENTS



1970 (WORLD POPULATION 3.683 BILLION)

55 BILLION NEW GARMENTS



1985 (WORLD POPULATION 4.8 BILLION)

72 BILLION NEW GARMENTS



2000 (WORLD POPULATION 6.1 BILLION)

120 BILLION NEW GARMENTS



2015 (WORLD POPULATION 7.3 BILLION)

# Secondhand Resale Platforms

**depop**

## GRAILED

<p>about 10 hours ago</p> <p>CARHARTT x VINTAGE M Vintage Carharrt Forest Gr... \$40</p>	<p>about 11 hours ago</p> <p>JAPANESE BRAND x S... M Vintage 80's Minimal Grey ... \$48</p>	<p>about 15 hours ago</p> <p>DICKIES 32 Shut Up™ Dickies Work P... \$50</p>
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**Re Fashion**

OUR MISSION

Re-Fashion believes the future of fashion is circular and wants to eliminate clothes waste. For good.

[Learn more](#)

**Vinted**

Join our Fashion Activist community

Search by brand, article...

**Vestiaire Collective**

New In Designers Women Men We Love Vintage Bags Watches & Jewellery Lifestyle Express Delivery Direct Ship

Daily Deals Most Wanted Talking Fashion Exceptional Pieces

PROFESSIONAL SELLERS FREE

Hot Bags Under 500€ SHOP THE EDIT

Shop with Free Returns SHOP UP TO 50% OFF

## Vestiaire Collective

**1** NO POVERTY

**2** ZERO HUNGER

**3** GOOD HEALTH AND WELL-BEING

**4** QUALITY EDUCATION

**5** GENDER EQUALITY

**6** CLEAN WATER AND SANITATION

**7** AFFORDABLE AND CLEAN ENERGY

**8** DECENT WORK AND ECONOMIC GROWTH

**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE

**10** REDUCED INEQUALITIES

**11** SUSTAINABLE CITIES AND COMMUNITIES

**12** RESPONSIBLE CONSUMPTION AND PRODUCTION

**13** CLIMATE ACTION

**14** LIFE BELOW WATER

**15** LIFE ON LAND

**16** PEACE, JUSTICE AND STRONG INSTITUTIONS

**17** PARTNERSHIPS FOR THE GOALS

**SUSTAINABLE DEVELOPMENT GOALS**





Living the  
1.5 Degree  
Lifestyle



*Why Individual Climate Action  
Matters More than Ever*

— Lloyd Alter —

**LESS**  
↓ ↓ ↓ IS ↑ ↑ ↑  
**MORE**

**HOW DEGROWTH  
WILL SAVE  
THE WORLD**

**Jason Hickel**

Foreword by Kofi Klu and Rupert Read of  
**EXTINCTION REBELLION**

**Legislation and regulation are coming.  
Stakeholder expectations are rapidly changing.**

**S A F I A M I N N E Y**

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## REGENERATIVE FASHION

Fashion has been inspired by nature for centuries, yet its impacts are now devastating people and planet. As our climate, ecological and social crises converge, urgent action is needed to maximize our chances of survival. A new commercial approach is possible but it requires a systemic shift, with companies learning to operate as part of a wider 'ecosystem', allowing fashion to restore what it has taken.

*Regenerative Fashion* presents a roadmap for new ways of doing fashion. To keep our planet safe, we must cut production and end our dependency on fossil fuels. We must also create dignified livelihoods for the millions of people working in the industry. By using natural resources, paying factory workers and farmers a living wage, and scaling up craft production, we can not only rebuild soils, ecosystems and biodiversity, but also support decarbonization, regenerate communities and ensure a just transition for all.

Part guide and part manifesto, this book shares stories of our interconnectedness with the natural world and each other. Fully illustrated throughout, it features interviews from best-practice designers and businesses around the world, as well as thought pieces from leading campaigners within the industry.

**SAFIA MINNEY MBE** is an award-winning social entrepreneur, speaker and advisor. She has over 20 years' experience as global CEO of the company she founded, People Tree, developing the first sustainable and Fair Trade supply chains and standards, and she has various advisory roles with businesses, networks and charities.



## REGENERATIVE FASHION

SAFIA  
MINNEY



# REGENERATIVE FASHION

A NATURE-BASED  
APPROACH TO  
FIBRES, LIVELIHOODS  
AND LEADERSHIP



SAFIA  
MINNEY

# FASHION ! DECLARES!

a Climate, Ecological & Social Emergency

# Fashion Declares Advisors



**Tom Berry**  
Global Director of Sustainability,  
FARFETCH



**Kerry Bannigan**  
Fashion Impact Fund, Conscious Campaign,  
SDG Media zone



**Olivia Windham Stewhart**  
The Industry We Want



**Ben Tolhurst**  
Business Declares



**Mariusz Stochaj**  
Head of Product & Sustainability,  
Continental Clothing



**Dounia Wone**  
Chief Sustainability and  
Inclusion Officer,  
Vestiarie



**Sarah Compson**  
Soil Association



**Kalkidan Legesse**  
Sanchos, Shwap



**Mike Barry**  
Strategic Advisor,  
Speaker & Commentator on  
Sustainable Business



**Debbie Luffman**  
ThinkCircular, Hubbub

## Individuals that have signed

- **Tom Berry**, Global Director Sustainable Business FARFETCH, UK
- **Debbie Luffman**, ThinkCircular, Hubbub, UK
- **Mike Barry**, Strategic Advisor, Commentator on Sustainable Business, UK
- **Mariusz Stochaj**, Head of Product and Sustainability at Continental Clothing
- **Ben Tolhurst**, Director Business Declares, Fashion Declares, UK
- **Kalkidan Legesse**, Founder and CEO Shwap, Director Sancho's, UK
- **Lauren Bartley**, Sustainability Director, GANNI, Denmark
- **Kerry Bannigan**, Executive Director, Fashion Impact Fund, US
- **Tasmin Lejeune**, CEO Common Objective, UK
- **Vincent Stanley**, Head of Philosophy, Patagonia, US
- **Kathleen Talbot**, CSO & VP Operations, Reformation, US
- **Nishanth Chopra**, Founder and Director, Oshadi, India
- **Liz Ricketts**, Co Founder and Director, The OR Foundation, US
- **Patrick Grant**, Director, Community Clothing, UK
- **Dax Lovegrove**, Sustainability Professional, UK
- **Sophie Slater**, Co-founder/ CEO, Birdsong, UK
- **Kresse Wesling CBE**, Co-founder, Elvis and Kresse, UK
- **Javier Goyeneche**, President & Founder, Ecoalf, Spain
- **Christine Goulay**, Global Director, Pangaia B2B, PANGAIA and Founder, Sustainabelle Consulting, France
- **Nancy Johnston**, CEO and Founder, Tengri, UK
- **Dame Zandra Rhodes**, UK
- **Vanessa Jacobs**, CEO, The Restory, UK
- **Deborah Barker**, Founder, Southeast England Fibreshed
- **Vanessa Jacobs**, CEO, The Restory, UK
- **Kunal Kapoor**, CEO, The Luxury Closet, United Arab Emirates
- **The Industry We Want**
- **Ayesha Barenblat**, Founder & CEO, Remake, US
- **Trewin Restorick**, Founder, Hubbub, UK
- **Sarah Compson**, Intl Dev Manager, Soil Association & World Board Member, IFOAM Organics International
- **Fashion For Good**
- **Fashion Revolution**

# 1. Speaking Out for Urgent Action

- We will speak out for urgent action in the fashion industry to galvanise an industry-wide debate on tackling the climate, ecological and social crisis.
- We do not believe that voluntary agreements are sufficient to address this current crisis. We, therefore, call for fashion leaders to speak out publicly in support of laws and binding, mandatory agreements which hold companies to account, regionally, nationally and internationally, in line with recognised and science-based standards (such as SBTis, UNGPs, SDGs, etc.)
- As an industry, we will promote and share best practices to inspire and support companies to adopt radical and accelerated actions to urgently tackle the climate, ecological and social crisis.

## 2. Decarbonisation, Restoration of Ecosystems & Biodiversity

- The fashion industry must reach net-zero carbon by 2030 through rapid emissions reduction, with minimal and diminishing use of off-setting. We urge a radical cut in the industry's use of energy, water and toxic chemicals.
- We call for a shift to low impact materials. The industry must cease using virgin synthetic fibres and instead adopt recyclable, biodegradable materials. We urge the industry to use natural materials produced through the principles of Regenerative Organic Agriculture, favouring small-scale and local producers. This will radically promote soil health, restoration of ecosystems, biodiversity, carbon drawdown and the development of carbon-neutral handcraft production. These materials should be independently recognised or certified.
- In line with the circular economy, we call for product longevity and the promotion of resale, rental and repair, to extend the useful life of existing items and so reduce the need for virgin resources. We also call for the recycling and reuse of existing synthetic fibres.



### 3. Social Justice & The Just Transition

- We demand that the fashion industry treats all workers fairly and with dignity. We will speak out for workers' rights, a living wage, freedom of association, gender equality, and challenge systemic racism and other forms of abusive power.
- We advocate for adherence to existing best-practice frameworks to protect workers within the supply chain, such as but not limited to Fair Wear, WFTO, and the Modern Slavery Act. We will call for new binding, enforceable and auditable agreements and legislation whenever necessary.
- We call for direct and long-term partnerships with suppliers to invest in the supply chain, community and climate resilience globally. Suppliers are partners in the transformation of our industry and must be active participants in decision-making. We convene thinking and practice on low-carbon, e.g. hand production and craft-based livelihoods at fair wages, towards a Just Transition.

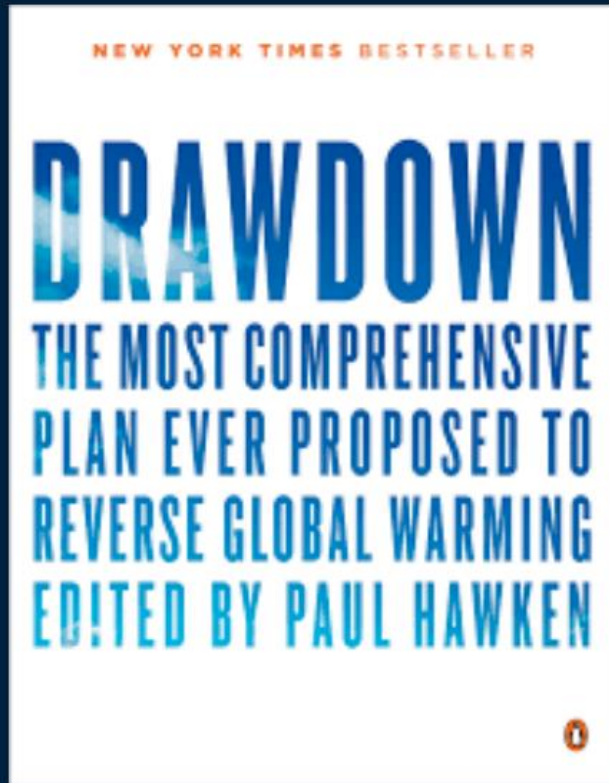
## 4. Radical Transparency & Corporate Governance

- We demand board-level engagement and role modelling, with all business decisions being assessed with respect to the climate, ecological and social impacts, to put the planet and people alongside profit.
- Companies should know who works in their supply chains and should deliver full public disclosure of tiers 1, 2 and beyond. We demand that companies take responsibility for human rights due diligence and that they ensure living wages for supply chain workers, the right to unionisation, and gender & racial equity. We call for companies to meet their commitments and engage with all stakeholders, not only shareholders.
- We call for standardised industry-wide methodology and measurement criteria, underpinned by a common language and consistent reporting of social and environmental impacts. Companies must pay their fair share of tax, and promote diversity, inclusion and gender equality and stakeholder engagement on boards.

## 5. The Regenerative Fashion Model

- With rapidly increasing pressure from citizens, employees, investors and the inescapable reality of the climate crisis, brands must acknowledge that the existing economic model based on infinite growth on a planet with finite resources must stop.
- We call for a commitment to transition to a regenerative model for the fashion industry. Fashion can become a positive force for good in restoring our ecosystems, biodiversity and climate, whilst empowering communities, democracy and health.
- We call for all fashion companies to take rapid action immediately to manage their operations within planetary boundaries whilst transforming their models to one that is fair to all.

# GLOBAL TOP 10



REDUCED FOOD WASTE

HEALTH AND EDUCATION

PLANT-RICH DIETS

REFRIGERANT MANAGEMENT

TROPICAL FOREST RESTORATION

ONSHORE WIND TURBINES

ALTERNATIVE REFRIGERANTS

UTILITY-SCALE SOLAR PHOTOVOLTAICS

IMPROVED CLEAN COOKSTOVES

DISTRIBUTED SOLAR PHOTOVOLTAICS

# BUSINESS LEVEL - TOP 5

**Raise awareness** - educate staff and clients, employee activism

**Rapid decarbonisation** - clear targets and plans on scope 3 emissions, potentially driven through setting a carbon budget/carbon pricing and monitoring it

**Scrutinise supply chain** - truly understand it and look at every business process/decision through climate/ecology/social lens

**Shift away from ecological destructive industries** - (e.g. Beef, synthetic fabrics, aviation) and transition jobs away from these industries to new jobs

**Embrace and drive circular economy** - end planned obsolescence

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# Thank you for listening.

## Join us at Fashion Declares!

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[www.safia-minney.com](http://www.safia-minney.com)



Twitter - @SafiaMinney



Instagram - @safia\_minney



Safia Minney

**Follow Fashion Declares**

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Fashion Declares





Cotton +  
Climate Action

Thank you

