

FASHION **FOR** **GOOD**

**Stichting Fashion for Good
Policy Plan**

December 2020

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This policy plan covers the period from 2020 – 2022

PURPOSE

The aim of the Fashion for Good Foundation is to: promote and stimulate a sustainable and responsible clothing industry, which means, clothing produced with attention to the impact on people and the environment and, also, directly or indirectly related to or for this purpose or may be beneficial to this, everything in the broadest sense of the word, provided that it is in the general interest.

The foundation seeks to achieve this goal, amongst others, by:

- Establishing one or more exhibitions, expositions and / or museums, where the developments and innovations in the clothing industry are brought to the attention of a wide audience;
- Collaborating with parties that have innovative ideas regarding the clothing industry;
- Providing grants for the establishment, development and implementation of initiatives in the field of sustainable and responsible clothing production;
- and performing all such legitimate activities that are necessary, useful or desirable to promote, establish or achieve the objectives of the foundation.

KEY ACTIVITIES

Fashion for Good Foundation develops and maintains The Fashion for Good Experience, the world's first interactive museum for sustainable fashion innovation, in Amsterdam. The Experience packages the different endeavours from innovators and other multi-stakeholder organizations all over the world and engages via an inspirational, educational and transformative experience. We want visitors to leave the Experience with a better understanding of the challenges around the fashion industry, as well as available solutions and how they can contribute through their daily activities to a more sustainable future. We want visitors to leave the Experience with a feeling that we can do this together, with clear and actionable steps forward.

The average consumer doesn't always know what happens behind the scenes to create their clothes, unaware of the environmental and social impacts of the fashion value chain. Fashion for Good Foundation wants to change that by educating consumers and explaining the journey of their clothes through the whole value chain from raw materials to end of use. The Fashion for Good Experience aims to create audience transformations towards more sustainable consumption by creating a series of experiences where visitors can actively touch, listen, and play.

We seek to access our audience by creating a diverse array of different programming options—from hands-on workshops to symposiums, lectures, and panels, to product presentations, community events, fashion shows and more. No matter how much our visitors know about the environment and social impacts of the fashion industry or how much they are engaged in sustainability related causes, our goal is that these programming events both inform and inspire them, ultimately moving people from apathy to action.

We present visitors with an alternative to the business as usual practices by showcasing innovations, sustainable clothes and designs and by giving them a hands-on experience where they are able to make their own products through targeted workshops using more sustainable technologies. Furthermore, we aim to have an education track where our Experience is used by both fashion students and school aged students.

The entire Fashion for Good Experience serves as a lab for the future of fashion, showcasing the latest sustainable innovations and actively inviting visitors to interact, reflect and share their thoughts and reactions to these ideas and innovations.

Key activities include:

- Development and implementation of the Experience concept, including periodic updates to the permanent exhibition. The Experience contains different elements that will focus on raising awareness to the sustainability challenges of the fashion industry as well as showcasing innovations that address these challenges. It provides visitors with clear ideas on how to contribute to a more sustainable future through their purchase decisions and choices when using and discarding garments;
- Development and presentation of concepts and products that showcase sustainable fashion innovations;

- Development and implementation of an educational curriculum together with fashion institutions to support a sustainability focused curriculum for the designers of the future as well as local schools to support a future with more conscious consumers;
- Execution of educational programmes together with partner institutions;
- Organization of theme-based events to raise awareness and showcase innovations/ solutions for the fashion industry's key sustainability challenges;
- Collaboration with other (like-minded) organizations in the sustainable fashion space on a project-specific basis, focused on promoting a more sustainable fashion industry.

OUR GOVERNANCE STRUCTURE

Fashion for Good Foundation has a Board with five members:

- Albert Brenninkmeijer (Chair);
- Leslie Johnston (Vice chair)
- Siebe Weide (Secretary);
- Stefan Hafner (Treasurer).
- Jose Teunissen (General Board Member)

The Board of Fashion for Good Foundation performs these roles without receiving any remuneration. The Board sets the strategic direction and decides upon the overall activities of Fashion for Good Foundation. The Board meets at least two times per year.

The Board provides the strategic direction for the daily activities, which will be executed by an Experience Manager. The Experience Manager and the operational team have the following responsibilities:

- Planning & implementation of themes, events, and special programmes
- Engaging and managing relationships with Donors
- Execution and monitoring of Experience KPI's
- Preparation of reporting requirements (e.g. Board meeting documents)

SOURCES OF FUNDING

The funding for Fashion for Good Foundation come from the following (possible) sources:

- Donations from (family) foundations;
- Donations from public entities;
- Sponsoring from private companies and other organisations.

All funding will be used to support the daily activities of the Fashion for Good Foundation and will be managed by a bank.

BUDGET AND EXISTING FUNDING

The table below presents our actual financial results and a projected budget summary for the upcoming three years. Note: The budget refers to our fiscal years which run from January to December.

Amounts in Euro x 1.000	Actuals 2017/2018	Actuals 2019	Forecast 2020	Budget 2021	Budget 2022
Grant Museum	980	257	951	952	911
Grant Innovation Projects	1,500	-	100	100	100
Income Museum (e.g. tickets, tours, events)	12	132	26	80	150
Total Revenue	2,492	389	1,076	1,132	1,161
Operating Expenses	-443	-816	-567	-662	-708
Overhead	-530	-412	-433	-712	-695
Total Expenses	-973	-1,227	-1,001	-1,373	-1,403
Result Stichting Fashion for Good	1,519	(838)	76	(241)	(243)
Details on Innovation Project					
Plastics Project costs	-	-215	-74	-241	-242
Transparency & Circularity Project grant			100	100	100
Transparency & Circularity Project costs	-	-	-50	-100	-100
Result Museum (w/o Innovation Projects)	19	(623)	99	0	(0)

Note: 2017/2018 relates to the timeframe October 2017 to December 2018. From 2019 onwards the financial year and the book year are aligned.