

# **FASHION** **FOR** **GOOD**

**Fashion for Good Foundation  
Policy Plan**

January 2022

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*This policy plan covers the period from 2022-2023*

## **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 the Fashion for Good Museum, where we tell our visitors about the role that fashion and clothing plays in our culture and society, both now and in the past and we contribute to the changes that the world needs today.
- Collaborating with like-minded organisations, innovators, artists, designers and social enterprises to strengthen our mission and expand our reach beyond the foundation.
- Providing grants for the establishment, development and implementation of initiatives in the field of sustainable and responsible clothing production;
- Developing a community of like minded individuals in order to catalyse a movement whose reach extends far beyond the foundation;
- 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 Museum, the world's first interactive museum for sustainable fashion innovation, in Amsterdam. At the Fashion for Good Museum we tell our visitors about the role that fashion and clothing plays in our culture and society, both now and in the past and we contribute to the changes that the world needs today. We want visitors to leave the Museum with a better understanding of the challenges around the fashion system, as well as available solutions and how they can contribute to those through their daily activities. We want visitors to leave the Museum with a feeling that we can do this together, with clear and actionable steps forward.

Clothing plays an important role in expressing our identity and therefore has a crucial role in our culture. Fashion interprets, inspires, connects, explains and records history. In stimulating a more sustainable fashion industry, we must take into account the multifaceted role of fashion. By taking the visitor into the past, present and future of fashion, we consciously bring them into contact with cultural heritage that is so tangible they carry it with them every day.

As a museum, we see the importance of observing and documenting the continuous transition of fashion, but documenting alone is not enough. With climate change as an urgent global problem, we feel responsible for making the visitors aware of the impacts of the fashion system and even more to enable them to contribute to a better world. Visitors all play a role in the global fashion system, with consequences to their consumption habits. Fashion for Good aims to make audiences aware of the consequences of their consumer behaviour by suggesting small changes which can be adopted in daily routines. These not only have a positive impact on a personal level but ultimately on the environment as well. To achieve this we take an educational approach and a cultural approach, by inviting artists and designers to join us in creating immersive exhibitions for visitors. This is what makes our museum unique; not only do we introduce audiences to the future of fashion by introducing them to innovations in the field, but we place them in the narrative, challenging them to consider their ongoing role which stretches beyond the confines of the museum building.

As the first museum about sustainable fashion and innovation worldwide, we hold a unique position in the Netherlands, reaching both a local and international public. Although we don't fit into the mould of traditional museums, characterised specifically by a scientific, cultural history or contemporary art model, we are part of a new generation of hybrid organisations, focused on the future. For example, the Museum encourages touch and interaction with objects, which is uncommon in fashion and art museums, and thereby bridges traditional cultural- and science-museum displays. Fashion for Good Museum acknowledges a plural model addressing equally a contemporary art, cultural history, and scientific approach to storytelling, exhibition development, and public engagement. The Netherlands has a long-standing history and relationship with emerging artistic practice and new thinking in the creative industry including fashion. The

Netherlands is also one of the world's leading examples in the circular economy which makes it the right location for our Museum.

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.

The entire Fashion for Good Museum 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 Museum concept, including periodic updates to the permanent exhibition. The Museum experience contains different elements that focus on raising awareness to the sustainability challenges of the fashion system 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 and temporary exhibitions to raise awareness and showcase innovations/ solutions for the fashion industry's key sustainability challenges;
- Collaboration with other (like-minded) organizations on a project-specific basis, focused on promoting a good 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 is responsible for setting strategic direction and steering the general course of affairs. The term of appointment is set at a maximum of four years. The Board meets at least two times per year.

The daily activities of the Museum are managed by the General Manager Museum and the operational team, who have the following responsibilities:

- Planning & implementation of themes, education, collection, events, and special programmes
- Engaging and managing relationships with stakeholders and Donors
- Execution and monitoring of Experience KPI's
- Preparation of reporting requirements

## SOURCES OF FUNDING

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

- Donations from (family) foundations;
- Donations from public entities;
- Donations / Sponsoring from private companies and other organisation;
- Income from tickets for the Museum and events

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 years. Note: The budget refers to our fiscal years which run from January to December.

<u>Amounts in Euro x 1.000</u>	<b>Actuals 2020</b>	<b>Forecast 2021</b>	<b>Budget 2022</b>	<b>Budget 2023</b>
Grant Museum	1,344	515	950	950
Grant Innovation Projects	300	1,044	-	-
Income Museum (e.g. tickets, tours, events)	35	84	179	231
<b>Total Revenue</b>	<b>1,679</b>	<b>1,642</b>	<b>1,129</b>	<b>1,181</b>
Operating Expenses	-582	-650	-775	-815
Overhead	-427	-264	-379	-395
Innovation Projects	-133	-560	-500	-500
<b>Total Expenses</b>	<b>-1,142</b>	<b>-1,474</b>	<b>-1,654</b>	<b>-1,710</b>
<b>Result Stichting Fashion for Good</b>	<b>537</b>	<b>169</b>	<b>(525)</b>	<b>(529)</b>
<b>Appropriation fund</b>	<b>535</b>	<b>169</b>	<b>-525</b>	<b>-529</b>
<b>Result after appropriation fund</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>

Commentary on Innovation Projects: Fashion for Good Foundation received funding to accelerate innovation around critical themes such as plastics, transparency, recycling etc. The Innovation Projects bring together innovators, brands, suppliers to collaboratively assess innovations and drive implementation across the fashion supply chain. Funding received for those projects is passed through to innovators & service providers managing those projects.