

# COPENHAGEN FASHION WEEK

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## GUIDE TO A MORE RESPONSIBLE SHOW

15 easy steps





The influence of the fashion industry goes far beyond the way we dress and what the eye can see. As a highly resource-intensive industry, fashion's environmental and social impact is substantial, turning sustainability into one of the industry's most debated topics.

As a global industry with an immense impact, the fashion world needs to move forward. Copenhagen Fashion Week acknowledges our influential role on this journey and developed an ambitious framework of sustainability requirements that show brand must live up to as of AW23. To help drive change we are working to increase awareness and inspire others to take as much action as possible.

That's why we urge you to be a part of our quest to put sustainability at the core of what we do.

A more responsible show can be a small but important step. Every choice matters – from how we design and produce over how we execute our events and fashion shows to how we talk and communicate as an industry. We must commit to being part of positive change.

This guide presents fifteen actionable steps towards achieving a more responsible show. We encourage you to employ as many of them as possible.

We hope you will find this guide useful!

### **1. SPONSORS AND SUPPLIERS**

Prioritise companies with an ambitious sustainability strategy and actions. Engaging with responsible collaborators furthers sustainability values and fosters long-term relationships.

### **2. FLIGHTS & ACCOMMODATION**

Reduce your carbon footprint when inviting international guests and/or models by selecting airlines and hotels with a greener profile and by offsetting/insetting related CO2 emissions.

Register on Goodwings.com to offset hotel and flight carbon emissions. Our official hotel partner, SKT. Petri is ISO 14001 certified.

### **3. FOOD AND SNACKS**

Prioritise organic and fair-trade options for catering. For an even bigger impact, go vegetarian or vegan and use local suppliers and regional products. Pay attention to packaging and challenge suppliers about single-use items.

### **4. SINGLE-USE PLASTIC**

Kindly respect Copenhagen Fashion Week's ban on single-use plastic bottles and be aware that single-use plastic hangers, garment bags and other types of single-use plastic clothing protectors and materials backstage at show and presentation venues are banned. Choose reusable, recyclable or biodegradable cups and bottles. Check if pitchers and glassware are available at your venue or check out Copenhagen Fashion Week's services for shows. The water in Denmark is among the world's cleanest.

EU restrictions on certain single-use plastics: From 3 July 2021, single-use plastic plates, cutlery, straws, balloon sticks and cotton buds cannot be placed on the markets of the EU Member States. In addition, the same measure applies to cups, food and beverage containers made of expanded polystyrene, and all products made of oxo-degradable plastic.

You can find more information [here](#).

### **5. INTERSECTIONALITY**

Being inclusive goes beyond the model cast and should be reflected by the backstage staff as well. Ensure to be aware of models' physical capabilities and to respect any religious or spiritual belief systems.

## **6. MODELS**

To appear on the official schedule you must be a signatory of the Danish Fashion Ethical Charter, which also means you promise to follow its general rules on the wellbeing of models by adhering to the age limit, serving a healthy diet and paying wages.

## **7. HAIR AND MAKEUP**

Collaborate with makeup and hair artists who use natural or organic hair and makeup supplies and who are experienced in working with models of all skin and hair types. Place workstations to allow makeup and hair artists to share products. Pay fair wages and provide good working conditions for everyone on the team.

## **8. WASTE**

Focus on reducing waste, especially in terms of food. Order judicious amounts and arrange to have leftovers delivered to local homeless shelters, or partner with initiatives like Too Good to Go or Fødevarerbanken food bank. Set up dedicated collection and recycling bins to facilitate separation and collection of waste after the show.

## **9. MERCHANDISE**

Reduce or eliminate merchandise. If you decide to offer merchandise, select merchandise for your staff and/or guests that is made of environmentally friendly fabrics and dyes. To promote wearability and longevity choose items that can be used for multiple seasons or that people will include in their own wardrobes afterwards.

## **10. GOODIE BAGS**

Reassess whether goodie bags are necessary. If they are, prioritise content from partners that work strategically on their sustainability efforts and consider the usefulness and relevance of the items. Encourage recipients to regift items they don't want.

## **11. PAPERLESS**

Use digital instead of paper invitations and consider switching to servers running on renewable energy. Avoid distributing printed material to reduce waste and save on paper and ink.

## **12. GROUND TRANSPORT AND CARRIERS**

Go by bike instead of car whenever possible. Choose electric cars for rentals and select carrier and delivery services that use environmentally friendly options such as bikes or electric cars. Use Viggo to order cabs.

### **13. VENUE**

Select and scout for venues that comply with green building standards, focus on using renewable energy or implementing energy efficiency measures. Easily accessible venues close to public transport also help reduce CO2 emissions.

### **14. FURNITURE/SCENOGRAPHY OR SET DESIGN**

Keep reuse, second life and repurposing in mind when selecting a show's physical features. Prioritise easy disassembly, correct reuse and recycling. Reach out to other brands to share production and rental options to reduce the overall environmental impact and save money.

### **15. COMMUNICATION**

Disseminate information about your brand's actions on sustainability to increase general awareness and to help the press ask the right questions.

If you have additional ideas or tailored advice about what to do, please don't hesitate to reach out to our Sustainability Manager via [gizem@copenhagenfashionweek.com](mailto:gizem@copenhagenfashionweek.com).

Knowledge and research on sustainability are continuously growing, which means we will update the guide every season to ensure that it always provides peak insights.

Thank you for supporting our efforts and be sure to reach out to us with your ideas and suggestions.

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THANK YOU!

