

COPENHAGEN FASHION WEEK

powered by zalando

ANNUAL SUSTAINABILITY REPORT

Progress in 2022

INTRODUCTION

During 2022 Copenhagen Fashion Week focused heavily on engaging with existing partners, especially regarding our [Sustainability Requirements](#). While we acknowledge the significance of doing our own due diligence by achieving the targets we set for ourselves, we are certain that partnerships that foster industry alignment and support brands to meet the Sustainability Requirements have the most meaningful impact.

This year we successfully met 13 out of the 14 targets we set. Though proud of this achievement, we are dissatisfied with not meeting our goal to reduce our carbon emissions by 50% compared to 2019.

To remain accountable on our journey, this document is being issued to report openly on the Year 3 targets in our [2020–2022 Sustainability Action Plan](#). Our first [Annual Sustainability Report](#), released in January 2021, reported on Year 1 targets, and the next one on [Year 2](#) in January 2022, which means this document is the last report on targets in our current action plan.

Divided into two main parts this report reflects the structure of our 2020–2022 Sustainability Action Plan by focusing on 1) the event, which relates to fashion week itself, and 2) the industry, which highlights our ability and the opportunities available to contribute to positive change in the industry.

Moving forward we will report on the new targets set in our 2023–2025 Action Plan, to be released in the beginning of 2023.

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REDUCING CLIMATE IMPACT

Status

	2020	Status	2021	Status	2022	Status
Continue to offset the carbon emissions from our own operations for every edition of fashion week	●	Completed	●	Completed	●	Completed
Measure the carbon emissions of a representative sampling of shows to determine a baseline for average show emissions	●	Completed				
Offset the carbon emissions of all shows and presentations through higher fees or require documentation for compensation	●	Postponed	●	Completed	●	Completed
Reduce our own carbon emissions by 20% by replacing existing services and features with climate-friendly alternatives; baseline of 45 tonnes CO2 (measured at the August 2019 edition of fashion week)	●	Completed				
Explore digital solutions to disseminate shows to a wider audience to minimise carbon emissions from travel	●	Completed				
Identify event venues that comply with green energy standards			●	Completed		
Engage in local community building and awareness raising by promoting or offering venues that comply with green energy and building standards			●	Completed	●	Completed
Reduce our carbon emissions by 35% based on the August 2019 baseline by replacing existing services and features with climate-friendly alternatives			●	Not Reached		
Reduce our carbon emissions by 50% based on the August 2019 baseline by replacing existing services and features with climate-friendly alternatives					●	Not reached
Create a new baseline for reduction of carbon emissions in 2023 – 2025					●	Postponed

Carbon footprint of our own events

Since 2019 Copenhagen Fashion Week has collaborated with [Climaider](#), a certified, gold standard carbon offset provider, to measure, reduce and counteract our CO2 emissions. At the August 2019 edition of fashion week 45 tonnes of CO2 emissions was measured and since then we have worked to reduce our emissions in all areas of our event production, such as catering, ground transportation, print material, merchandise and flights and have succeeded in all areas but flights.

As such, the average carbon footprint per guest for catering has been reduced by 77%, while the total carbon footprint for catering was reduced by 16% due to more events taking place in 2022 compared to 2019. Serving only vegetarian/vegan food at our events has been crucial to achieve this reduction.

By driving electric cars only and introducing an electric shuttle bus service, the CO2 emissions of the show shuttle services have been cut by 100%.

By reconsidering the use of printed material, we have reduced our carbon emissions in that area by 55%.

Finally, by completely excluding the production of merchandise, 100% of carbon emissions have been cut out in that category.

One area remains a challenge: Travel. We were unsuccessful in reaching a 50% reduction of the carbon emissions relating to flights, which is an area that accounts for nearly 90% of our total event emissions.

The reason we did not reach this goal is because we believe that our ability to impact the global industry to accelerate its sustainability efforts is interlinked with our position as an internationally visited and acknowledged fashion week. As an agenda-setting fashion week whose sustainability efforts are looked at and recognised by the wider industry, Copenhagen Fashion Week has deliberately chosen not to reduce the number of international guests at our events, even though doing so would immediately and significantly lower our carbon emissions due to fewer flights and allow us to reach our initial climate goal.

We did introduce initiatives for hospitality guests from neighbouring countries to switch to train travel and provided guests with guidelines for travelling mindfully in the coming seasons to further reduce emissions where possible.

Because of the continued high level of carbon emissions from flights, in 2022 our total emissions for the summer edition of Copenhagen Fashion Week in 2022 resulted in 46.9 tonnes compared to 45 tonnes in August 2019.

Moving forward we need to strike a balance between our emission targets and manifesting our relevance within international fashion weeks by having industry-shaping buyers and press attend.

Sustainability fee for brands

As of February 2023 all brands on the official show schedule must offset or inset their show emissions to be eligible to showcase during Copenhagen Fashion Week as part of the Minimum Standards described in our Sustainability Requirements. In 2022 we introduced a carbon offsetting fee to ensure that the carbon emissions of all brands on the official show schedule were at least offset through Climaider. Brands who independently offset or inset their show emissions, get a refund for this fee. Since the SS23 edition Copenhagen Fashion Week also added a mandatory trash sorting fee as part of the sustainability fee to ensure proper recycling through our partner Junkbusters.

Event venues

In our Brand Handbook, we provide a non-exhaustive overview of venues that live up to various criteria stipulated by UN Environmental Sustainability Management, Green Key, Nordic Swan Label, EU Ecolabel, ISO14001, EU Green Building, IHG Green Engage and DGNB Gold Certification. The City of Copenhagen's Technical and Environmental Management unit and Wonderful Copenhagen helped draw up the list given to participating brands.

In addition we entered a partnership with SPACE10, a research and design lab on a mission to create a better everyday life for people and the planet. Kicking off the partnership we hosted an information session for brands at SPACE10 to talk them through future processes, relevant updates and news relating to the Sustainability Requirements. Brands had the opportunity to ask the Copenhagen Fashion Week team questions, discuss challenges gain clarity on what was coming next for them. Requirements. Brands had the opportunity to ask the Copenhagen Fashion Week team questions, discuss challenges gain clarity on what was coming next for them.

REDUCING RESOURCE CONSUMPTION AND WASTE CREATION

Status

	2020	Status	2021	Status	2022	Status
Continually update the <i>Guide to a More Responsible Show</i> to reflect newly gained knowledge and insights	●	Completed	●	Completed	●	Completed
Pursue partnerships for sustainable service (cutlery, tableware and straws) for all shows and presentations	●	Completed				
Pursue partnerships for collection of show waste for all shows and presentations	●	Completed				
Ban single-use plastic hangers, garment bags and other types of single-use plastic clothing protectors and materials backstage at show and presentation venues			●	Completed		
Provide guidance for show brands to support them in executing zero-waste shows, e.g. through seminars, toolkits and/or a list of recommended suppliers			●	Completed		
Ban single-use materials in any part of the show and event production, unless documentation shows they will later be repurposed/reused					●	Completed
Achieve zero waste for Copenhagen Fashion Week’s own activities					●	Completed

*A zero-waste event means that we appropriately reuse or recycle materials used at events

This section addresses the waste creation and resources used in our operations during fashion weeks. The targets for this area also focused on how Copenhagen Fashion Week can help brands to achieve a less resource-intensive show, from food to staging.

Guide to a more responsible show

As in the previous seasons, we updated the guide to a more responsible show which is now incorporated in our Brand Handbook that summarises all relevant deadlines, information or partner services for each fashion week for show brands. On page 11 you can find more details about this year’s updates!

Ban on single-use plastics and materials

Since launching our action plan we gradually phased out the use of single-use materials. Starting with a ban on single-use plastic cutlery in 2020 we now have banned all single-use materials in any part of the event production for brands on the official show schedule and for our own events.

Zero waste event

Since the SS23 edition of fashion week brands must sign up for mandatory trash sorting to support our goal to establish a zero-waste event. Our own activities are and will remain zero waste due to our continued effort to reduce and reuse resources.

INNOVATING THROUGH PARTNERSHIPS AND GOVERNANCE

Status

	2020	Status	2021	Status	2022	Status
Continue to work with suppliers and partners who integrate sustainability at the core of their business	●	Completed	●	Completed	●	Completed
Develop a code of conduct for suppliers, sponsors and partners : including promotion of carbon footprint reduction and resource/waste reduction	●	Postponed	●	Completed		
Pursue partnerships with trade fairs with the aim to achieve aligned climate and waste objectives	●	Completed				
Pursue partnerships with other fashion weeks and organisations to further accelerate the sustainable development of fashion weeks globally	●	Postponed	●	Completed		
Develop and publish an annual sustainability report	●	Completed	●	Completed	●	Completed
Pursue partnerships with sustainable event venues			●	Completed		
Set new internal and external goals for our sustainability work moving forward					●	Completed
Launch three-year action plan for 2023 – 2025					●	Completed
Share knowledge with our community on social justice, inclusivity, anti-racism and intersectionality through e.g. webinars, newsletters and our digital universe			●	Completed	●	Completed
Partner with at least one NGO or organisation that alligns with our strategic focus on environmental and/or social sustainability			●	Completed	●	Completed

While this section of our report focuses on our engagement with external stakeholders, Copenhagen Fashion Week prioritises partners who have a strategic sustainability frameworks in place.

Action Plan 2023–2025

In the beginning of 2023 we will launch our 2023–2025 Action Plan, which covers the next three years and continues to heavily emphasise the projects and targets we introduced in our previous three-year action plan, though we do aim to broaden their scale and further intensify our collaborative approach with external stakeholders.

Zalando Sustainability Award

As one component of our strategic partnership with Zalando, 2022 marked the third and fourth iteration of the Zalando Sustainability Award. During the AW22 edition of Copenhagen Fashion Week the prize was awarded to Copenhagen-based brand ISO. Poetism by Tobias Birk Nielsen for their ambitious goals regarding e.g. their choice of raw materials or circularity. For the SS23 edition the prize was awarded to the London/Reykjavík-based brand Ranra for their creative and innovative designs when exploring modular garments, natural materials and dyeing techniques. One of the aims of the Zalando Sustainability Award is to celebrate best practice and provide financial support to further strengthen the winning brand's business.

Knowledge sharing – social justice, inclusivity and anti-racism

This year we shared insights on social responsibility as part of our talk programme during the AW22 and SS23 editions of Copenhagen Fashion Week. At AW22, Aram Ostadian-Binai, CEO and founder of [The Soufuls](#); [Mica Oh](#), founder of Brave Space and Denmark's Intersektionelle Højskole; Robin Douglas Westling, creative director of the [Swedish Fashion Council](#); and [Veronica D'Souza](#), advisor and speaker discussed the role of mentorship and equal opportunity. At SS23 moving from diversity to equity was debated by Moussa Mchangama, co-founder of In futurum; Silas Adler, creative director of [Soulland](#); and Mona Ali, founder and CEO of [Fiiri Agency](#), and editor at [Vogue Scandinavia](#).

Partnership with WGSN

Copenhagen Fashion Week continued its strategic partnership with global trend forecasting authority [WGSN](#) to provide creatives with information to drive sustainability in the fashion industry. The partnership leverages the respective strengths of both organisations to produce valuable information for brands, consumers and wider communities. This year the partnership is set to offer support to Copenhagen Fashion Week's talent scheme, CPHFW NEWTALENT supported by Circulose[®], a social media collaboration, a podcast episode, an exclusive digital event and other events for the wider fashion community.

Partnerships with NGOs

This year, we partnered with the [Danish Refugee Council](#) who had an exhibition stand at the trade fair [Cliff](#) to showcase their campaign on sanitary supplies for refugees. They also ran their campaign during the SS23 edition of fashion week on CPHFW digital platforms.

Reporting on our 2022 targets: Part 2 – The Industry

ACCELERATING THE INDUSTRY

Status

	2020	Status	2021	Status	2022	Status
Include sustainability descriptions on our website in brand biographies based on self-reporting, to create transparency	●	Completed	●	Completed	●	Completed
Develop point system for the Sustainability Requirements	●	Completed				
Develop the technical implementation of the Sustainability Requirements in an online application	●	Completed				
Carry out pilot test of Sustainability Requirements online application with all show applicants for the fashion week in January 2021	●	In process	●	Completed		
Assess the Sustainability Requirements with show brands to create a baseline and gather feedback	●	In process	●	Completed		
Establish a sustainability committee to screen admission applications	●	Postponed	●	In process	●	Completed
Facilitate biannual seminars in collaboration with experts and knowledge partners on the requirement focus areas	●	Completed	●	Completed	●	Completed
Host networking sessions for fashion brands in collaboration with relevant experts and knowledge partners to discuss challenges and share knowledge and ideas			●	Postponed	●	Completed
Only accept applicants for fashion week in January 2023 who obtain the required score and comply with the minimum standards in each focus areas					●	Completed
Develop industry guidelines to promote diversity and inclusion in organisations					●	Completed

Copenhagen Fashion Week acknowledges our ability to influence the industry and the enormous responsibility and opportunities that comes with it to push for industry-wide change. The targets in this section focus on how Copenhagen Fashion Week can leverage its platform to help generate positive impact in the industry.

Sustainability Requirements

To assist brands participating in Copenhagen Fashion Week we conducted individual meetings in spring and autumn 2022 to discuss our expectations concerning our Sustainability Requirements with brands, guiding them through the process and acquainting them with the steps involved and relevant deadlines. The meetings also allowed us to further explain why brands on the official Copenhagen Fashion Week schedule were required to complete the Sustainability Requirements survey as part of the application process for AW22 and SS23. Brands were not yet required to meet the Minimum Standards in 2022 but completing the survey was mandatory to help ensure timely adherence once they come into effect.

Based on the surveys submitted during AW22 and the findings from the Grøn Genstart project, Copenhagen Fashion Week revised the requirements once more in spring 2022, ensuring that constructive feedback was incorporated, that the learnings from the pilot studies were considered and that the requirements reflected state-of-the art industry developments prior to becoming admission criteria for Copenhagen Fashion Week. During this process, the decision was made to ban fur as a new minimum standard to emphasise the importance of animal welfare.

To support brands in living up to our Sustainability Requirements Copenhagen Fashion Week established a new partner service with consultants trained to walk them through the survey and answer any questions, especially regarding our Minimum Standards.

These recommended partners include In futurum, as well as Sourcing House, Transition and Tekstilrevolutionen, all of whom have worked with the requirements previously and undergone additional onboarding. Working with a consultancy does not guarantee brands a slot on the official show schedule because they must meet our Minimum Standards to be eligible.

Subsequently we established an accelerator programme for newcomers and returners. This counts brands who last took part at Copenhagen Fashion Week in AW21 or before and brands who have not been on the schedule before SS23. These two groups are not expected to live up to the requirements immediately but must commit to enrolling in the accelerator programme to help them meet our requirements within two seasons.

Sustainability Requirements: Committee

Copenhagen Fashion Week established an external Sustainability Committee to screen and validate whether brands on the official show schedule live up to our Minimum Standards. Rambøll plays a leading role on the committee, which includes Dansk Fashion and Textile and In futurum as advisors. For AW23, Rambøll screened each brand to ensure that it had met every standard and that all required documentation was adequate. If this was not the case brands were given two weeks to submit more information. If the committee subsequently determined that the Minimum Standards still had not been met, the brand was not admitted to the official show schedule this season. Declined brands are given the chance to reapply for the next season.

Knowledge sharing activities

This year Copenhagen Fashion Week held a webinar on our Sustainability Requirements for partners and their brands in Norway and Sweden in spring 2022. In futurum hosted two webinars for our show brands to give them final hands-on guidance on how to live up to selected Minimum Standards. Towards the end of 2022 a webinar was held on sustainability communication jointly with Dansk Fashion & Textile for brands to learn about guidelines from the Danish Consumer Ombudsman and upcoming regulations. The aim was to increase awareness and improve knowledge on greenwashing and sustainability claims aimed at end consumers and stakeholders in general.

Other activities included Fashion for Good hosting a free online tour of its current exhibition, Fashion Week: A New Era, to explore the past, present and future of fashion weeks across the globe with Copenhagen Fashion Week's wider community.

As one of the 24 founding members of the European Fashion Alliance, Copenhagen Fashion Week took part in the first edition of the European Fashion Alliance Summit, a two-day event that invited members to define key actions for its first year of operations to advance the mutual vision of pursuing positive change in the fashion industry. In addition to various networking activities the summit hosted mission-driven speakers, experts, presentations and workshops. Copenhagen Fashion Week CEO Cecilie Thorsmark gave a best-case presentation on our Sustainability Requirements and Minimum Standards at the summit.

Industry guidelines on diversity and inclusion

In 2022 the guide to a more responsible show was incorporated into our Brand Handbook that summarises all relevant deadlines, information or partner services for each fashion week for show brands. This year it has been updated to further emphasise inclusivity to reflect new insights and to provide inspiration for brands. Moreover, the consultancy Brave Space wrote a report for Copenhagen Fashion Week providing insights on social sustainability based on the SS23 shows that were then transformed into industry recommendations that are included in the guide.

LOOKING AHEAD

Our new 2023–2025 Action Plan to be released in the beginning of 2023 will map out Copenhagen Fashion Week’s pathway in the next three years. Based strongly on the 2020–2022 plan it will **EXPAND** on areas with additional potential while also setting **NEW** targets for us as an organisation as well as our community.

OUR VISION is to continue being an agenda-setting platform that uses its voice to accelerate sustainability efforts in the fashion industry. Copenhagen Fashion Week approaches sustainability holistically by focusing on environmental and social challenges and by acknowledging cultural and behavioural aspects that are crucial in the long run to reinventing and innovating business models. That is why Copenhagen Fashion Week aspires to **LEAD BY EXAMPLE** by being not just an inspirational fashion event but an organisation that comprehensively addresses sustainability not only for our benefit but that of the brands and partners we work with.

We are excited to share our continuous strategic effort on sustainability with you soon and we hope it will inspire you to take action.

THANK YOU

Copenhagen Fashion Week would like to thank all the fashion brands that share our vision and that have heavily supported our sustainability efforts.

Thank you to our partners, sponsors and suppliers for your invaluable support.

Our sincere gratitude to the Executive Board of Copenhagen Fashion Week, Dansk Fashion and Textile, WEAR, CIFF, Revolver and to our Advisory Board for constructive dialogue and feedback.

We would like to thank WGSN for our successful partnership in sharing our knowledge and insights with a broader audience.

A final thanks to our Knowledge Partner In futurum and our Technical Partner Rambøll.

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