

# ACCELERATING AND SCALING SUSTAINABLE INNOVATION

FIVE YEAR PROGRESS REPORT  
JULY 2022



# FASHION FOR GOOD

# CONTENT

## Fashion for Good 5 Years In

- Our Approach 5
- 5 Years In Numbers 6
- Measuring Our Progress & Impact 7
- Our Partners 8
- Looking Back & Looking Forward 9

## Investments 29

- Early Stage & Case Studies 31
- Mid Stage: VC Fund 35
- Late Stage: Good Fashion Fund 36
- Investor Network 37

## Insights from the first 5 years 47

## Innovation Platform 10

- Programme 11
- Innovators 13
- Implementations 17
- Projects 18

## Convening for Change 38

- Amplification & Media 39
- Reports & Resources 40
- Fashion for Good Museum 45
- Museum Exhibit: GROW 46

## Team 54

“

**FASHION FOR GOOD ENABLES THE  
FASHION INDUSTRY TO EMBRACE  
INNOVATION, CHANGE ITS  
BUSINESS MODELS **AND** ADOPT A  
TOTALLY NEW MINDSET.**

— WILLIAM MCDONOUGH, CO-FOUNDER OF FASHION FOR GOOD

”

## **FASHION FOR GOOD**

### **A NOTE FROM OUR MANAGING DIRECTOR**

In 2017, we started Fashion for Good with a bold ambition to make all fashion a force for good.

This was a big undertaking and we knew that business as usual could not achieve this. Fundamentally, we believed that innovation was one of the key levers required to shift the industry. Building on this, significant effort went into creating a movement that would transition the industry through bringing innovations to scale via collaboration and community.

Five years ago the sustainable innovation space was practically nascent; and collaborative innovation in a pre-competitive space was non-existent.

Five years in, we are proud to say Fashion for Good has established itself as the pioneer of collaborative innovation, with a focus of practical action and an entrepreneurial approach.

Much of this progress is reflected in this report, specifically highlighting our innovation platform, investments, and convening activities across our global footprint. We also reflect on the biggest lessons we have learned over the past 5 years.

We feel our results to date are early indicators of the wider change that we expect to unfold. We look forward to our shared journey, driving impact in order to enable the transition of an evolving industry.

**Katrin Ley**

*Managing Director, Fashion for Good*



## FASHION FOR GOOD SNAPSHOT

### OUR APPROACH

Sitting at the intersection of innovation and industry, Fashion for Good brings together the entire fashion system - brands, retailers, suppliers, innovators, and funders – in a pre-competitive space as a pioneer of collaborative innovation.

Our global **Innovation Platform** scouts and screens the next generation of sustainable solutions fostering a deep understanding of the technical landscape and associated hurdles to widespread adoption. Through our various validation activities such as collaborative pilots and consortium projects we create a safe space for collaboration. This work enables the financing and scaling of these critical innovations.



#### SCOUT & SCREEN

Map the Landscape/  
Pipeline

Select the Winners  
(Due Diligence)

Understand the  
Hurdles



#### VALIDATE

Bespoke Support for  
Innovators

Drive Pilots &  
Consortium Projects

Assess & Quantify  
Impact



#### SCALE & ADOPT

Finance Scalable  
Solutions

Facilitate Integration  
into Supply Chain

Amplify  
Success Stories

## FASHION FOR GOOD SNAPSHOT

### 5 YEARS IN NUMBERS

Our Innovation Platform surfaces, invests, and scales startups in the most challenging and impactful areas of the supply chain.

Since 2017, we have scouted over 2,834 innovators and supported 165 directly through our programmes and projects.

This work has led to more than 219 individual/collaborative pilots with Fashion for Good Partners which validate solutions and lay the basis for 184 commercial implementations to date.

**2,834**  
INNOVATORS  
SCOUTED

**165**  
INNOVATORS  
SUPPORTED

**219**  
PILOTS & PROJECTS  
CONDUCTED

**184**  
IMPLEMENTATION  
CASES

**30**  
CATALYTIC  
INVESTMENTS

**€600M+**  
CAPITAL  
COMMITTED

# FASHION FOR GOOD SNAPSHOT

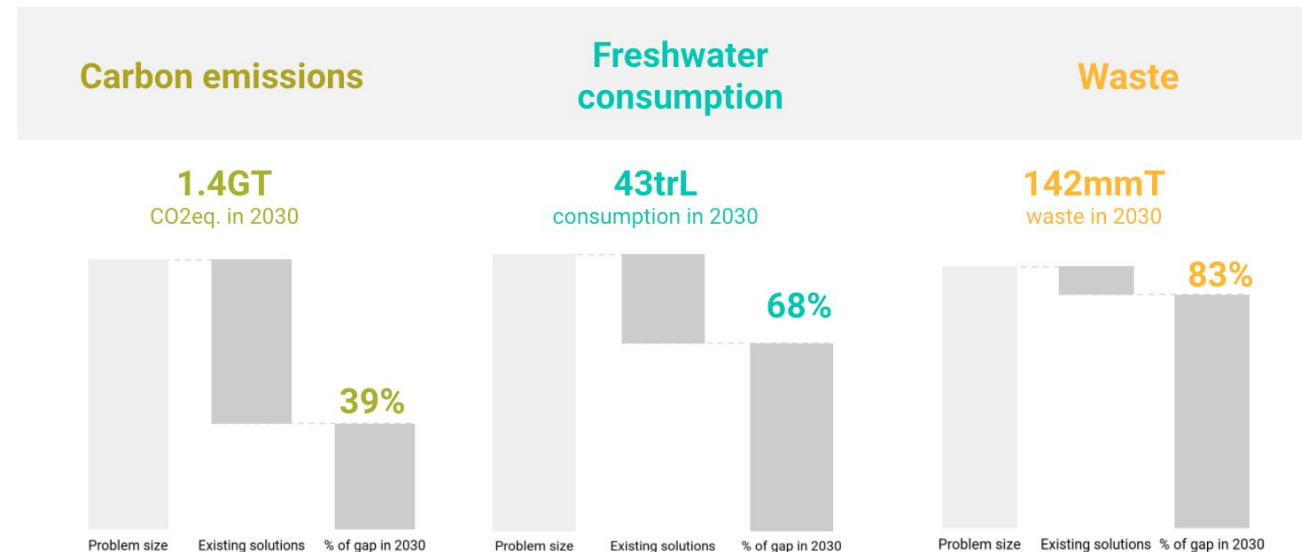
## MEASURING OUR PROGRESS AND IMPACT

The “Good” in Fashion for Good is based on the [The Five Good’s™ Framework](#). We use this approach as a integral lens to assess the impact of our innovator’s solutions. Since the start, we have worked to capture baseline and annual projections for their solutions in order to quantify and catalyse their important work.

We’ve done much work to highlight the substantial innovation gap on the road to a climate positive environment that can not be addressed by leveraging existing solutions. We are committed and confident that closing this gap requires significant scaling of our innovator’s next generation solutions.

Special attention is placed on carbon emissions, waste, and water as the guiding areas where innovations and opportunities have emerged to enable the transition to a system that is restorative and regenerative by design.

### THE INNOVATION GAP



Sources: Textile Exchange 2021, WRI/AII 2021, FFG/AII 2021, Quantis 2018, Higg data, FFG estimates. Note: Waste includes textile waste only i.e. excludes other waste streams such as agricultural waste

## FASHION FOR GOOD SNAPSHOT

### OUR PARTNERS

In 2017, Fashion for Good was launched with Laudes Foundation as founding partner and co-founder William McDonough.

Over the past five years, the partner base has grown to **22 organisations acting in a trusted collective dedicated to practical action.**

Our dynamic partner group represents key decision makers at the brand and retail level, as well as across the supply chain, working to jointly shape the strategic direction of the industry through pre-competitive collaboration and bold action.

Laudes ———  
— Foundation



BESTSELLER®

C&A

CHANEL

K E R I N G  


LEVI STRAUSS & CO.

*otto group*

**patagonia®**



Reformation

STELLA McCARTNEY



 zalando

Arvind



NORRØNA 

PANGAIA

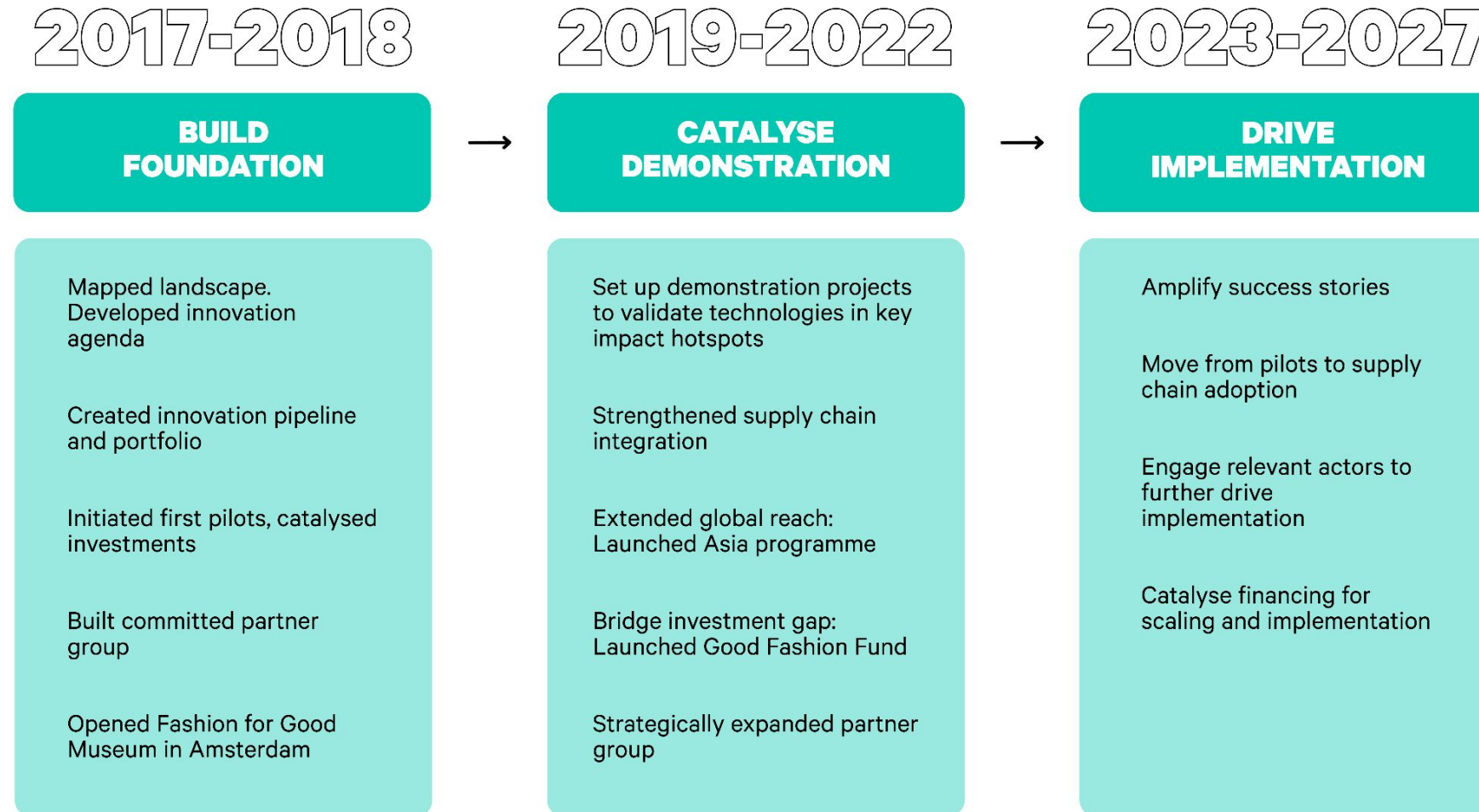


TEIJIN FRONTIER CO., LTD.

 WELSPUN INDIA  
HOME TEXTILES

# FASHION FOR GOOD SNAPSHOT

## LOOKING BACK AND LOOKING FORWARD





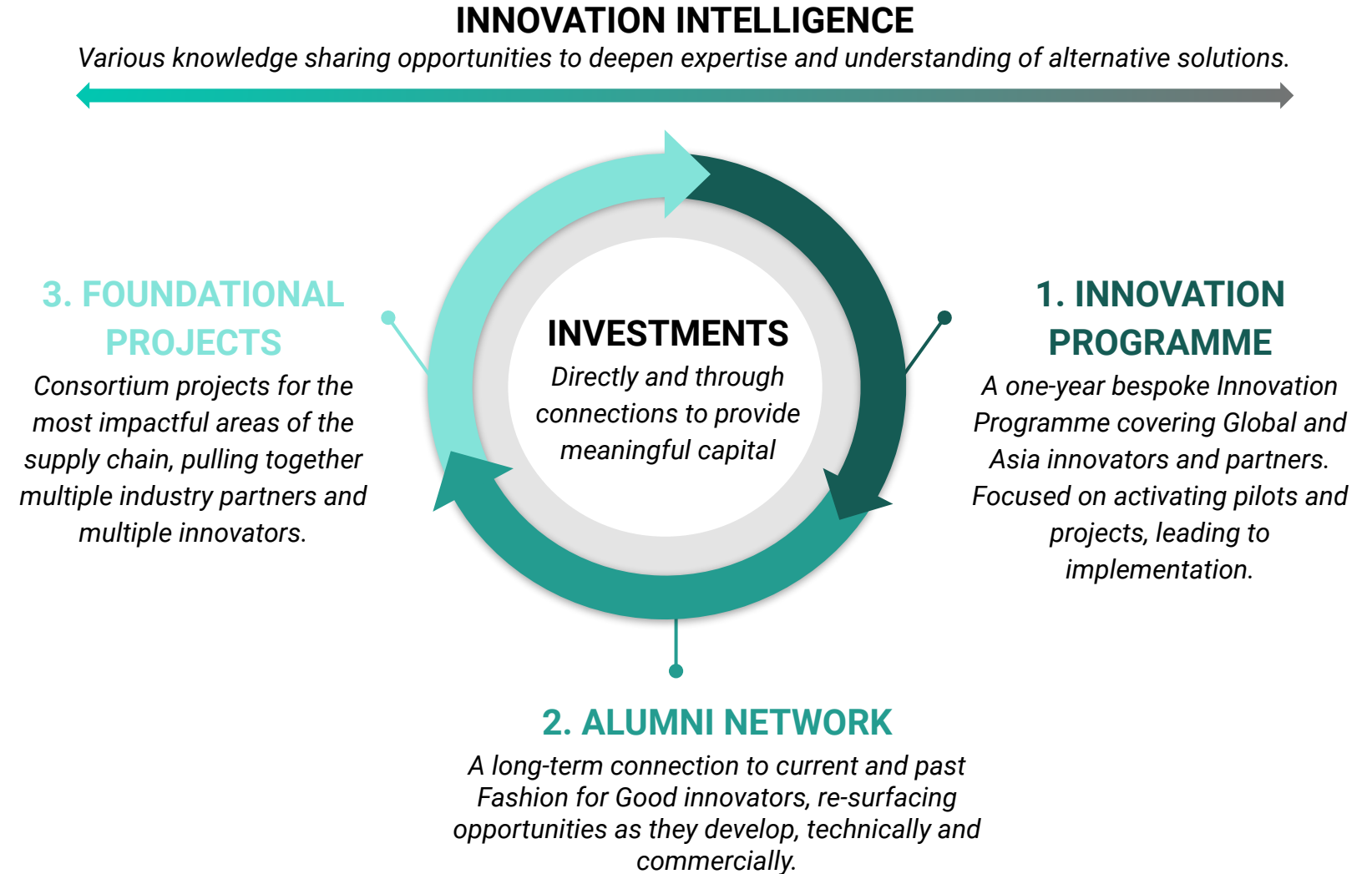
# **INNOVATION PLATFORM**

# **FASHION FOR GOOD**

## INNOVATION PLATFORM HOW WE WORK

Our Innovation Platform is the core of Fashion for Good. We take a holistic, end-to-end approach to surfacing and scaling solutions that are moving the industry forward.

Our innovators are paired with relevant industry partners through tangible implementation opportunities with access to capital enabling them to scale.



## INNOVATION PLATFORM

### OUR FOCUS AREAS

Innovation challenges the industry to rethink every step of how apparel and footwear are made and consumed.

Our team scouts, screens, and fosters meaningful connections, investments and growth for innovators working across the supply chain.

#### RAW MATERIALS



Replacing standard materials with new innovative alternatives. Exploring new agricultural techniques to sustainably and reliably increase yield.

#### PROCESSING



Alternative methods, technologies and chemicals for more sustainable pretreatment, dyeing, and finishing of textiles, and reduced contamination of waterways.

#### MANUFACTURING



Automating manufacturing through digital design tools, additive technology, production and customisation techniques, and zero-waste solutions.

#### RETAIL AND USE



New models to keep products and packaging in circulation for longer and reduce overall waste to landfill, be it factory, retail or consumer level. Solutions involve circular business models, sustainable packaging, and digital tools that enhance consumer engagement.

#### END OF USE



Extending use and reuse of clothing through recycling technologies, infrastructure, waste mapping and matching platforms.

#### TRANSPARENCY AND TRACEABILITY



Product marking, identification and tracing technologies and platforms that accurately and publicly disseminate information to increase supply chain accountability. Ensuring that living and working conditions across the supply chain are just, safe and dignified.

# INNOVATION PLATFORM

## OUR INNOVATORS

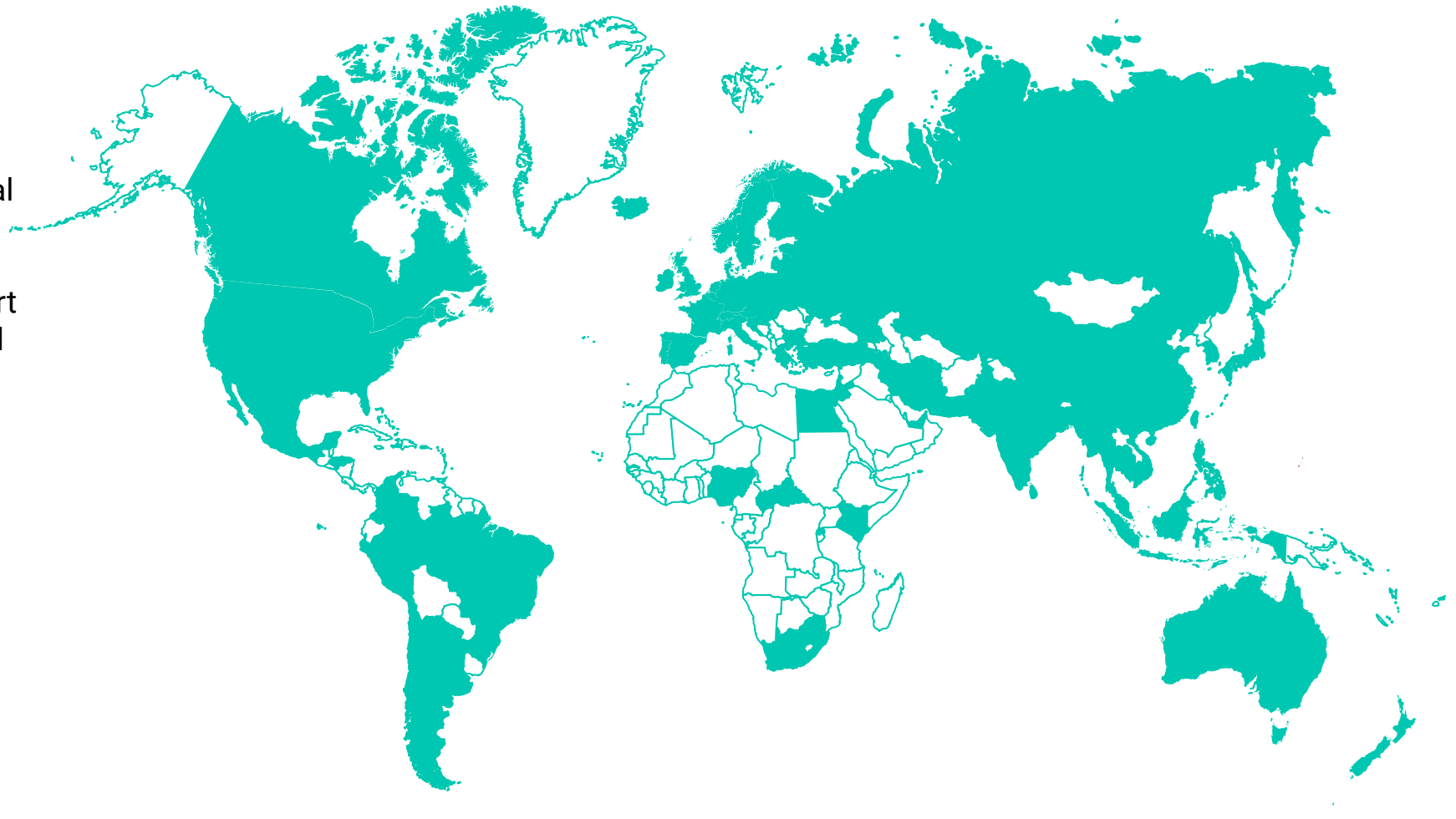
Since the start of our programme, we have supported **165 innovators**, enabling valuable connections and deep engagements with brands, retailers, and funders to validate and implement their solutions.



## INNOVATION PLATFORM

### DIVERSITY, EQUITY AND INCLUSION

Our scouting process takes on a global lens. We are constantly refining our practices by using a diversity and inclusion framework to expand support and opportunities in underrepresented groups and regions.





## INNOVATION PLATFORM TECHNICAL MATURATION

Our work supports innovators in progressing their technology and capabilities through capacity building, expert introductions, financing opportunities, and market connections. Technology Readiness Level (TRL) refers to the maturity of an innovation, from concept to prototyping to market ready.

**101**

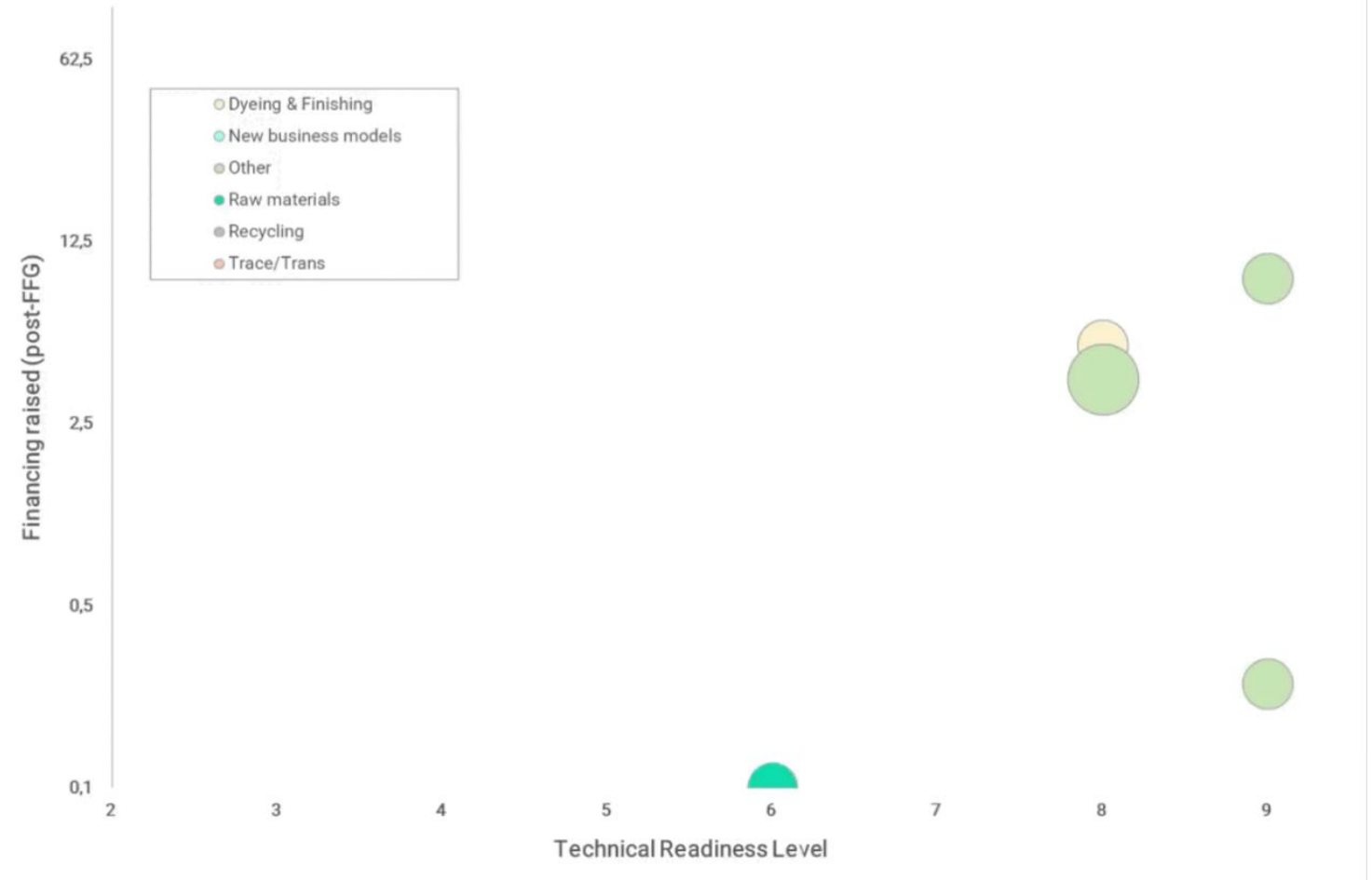
TRL PROGRESSIONS REALISED\*

**€600M**

CAPITAL COMMITTED\*

\*Realised by innovators since joining the Fashion for Good Innovation Programme  
Status: December 2021

Oct 2017



## INNOVATION PLATFORM TECHNICAL MATURATION

Our work supports innovators in progressing their technology and capabilities through capacity building, expert introductions, financing opportunities, and market connections. Technology Readiness Level (TRL) refers to the maturity of an innovation, from concept to prototyping to market ready.

**101**

TRL PROGRESSIONS REALISED\*

**€600M**

CAPITAL COMMITTED\*

\*Realised by innovators since joining the Fashion for Good Innovation Programme  
Status: December 2021

Feb 2022



## INNOVATION PLATFORM COLLABORATIVE PILOTS

Finding ways to leverage efficiencies and work together across our innovator and partner group is integral to the work that we do.

Collaborative pilots pull together more than one industry partner to work with an innovator in a streamlined manner to quickly validate the technology and move closer towards implementation. Two examples of collaborative pilots are shown here.

### MYCELIUM-BASED LEATHER ALTERNATIVE

This collaborative pilot with Ecovative, a 100% bio-based mycelium, is creating high-end consumer products with their ready-to-finish material free of plastic scrims and petroleum-based coatings. The material has the ability to be custom grown with various tensile strength, density, and fibre orientation.



*"Mycelium provides us with an opportunity to respond to growing consumer interest in lower impact products while supporting quality and design that meet the needs and expectations of our consumers – in this case, made with 100% bio-based resources."*

*– Rebecca England, VP Innovation of PVH Corp Europe*

*"Through this project we will be able to test our farming approach in India, working closely with farmers on the ground to design and implement real-time data tracking. Working with these partners enables us to draw on a wealth of industry experience, looking to move beyond the pilot to full scale implementation."*

*– Edward Brial, CEO of Matterna*

### RESOURCE EFFICIENT COTTON FARMING

A two-year project to pilot a radically resource-efficient cotton farming technology with innovation in precision agriculture, environmental control, and real-time data tracking. This pilot leverages a local network and knowledge of a 1.5 hectare farm in Gujarat, India. The cotton produced will be used by brands to produce garments in 2023.



## INNOVATION PLATFORM IMPLEMENTATION

We have tested and validated innovations across the entire supply chain over the past five years.

**46 of our 165 innovators** have moved beyond piloting, into full-fledged implementation with brands and manufacturers across the fashion industry.

This represents a total of **184 implementation cases** across various supply chain verticals.

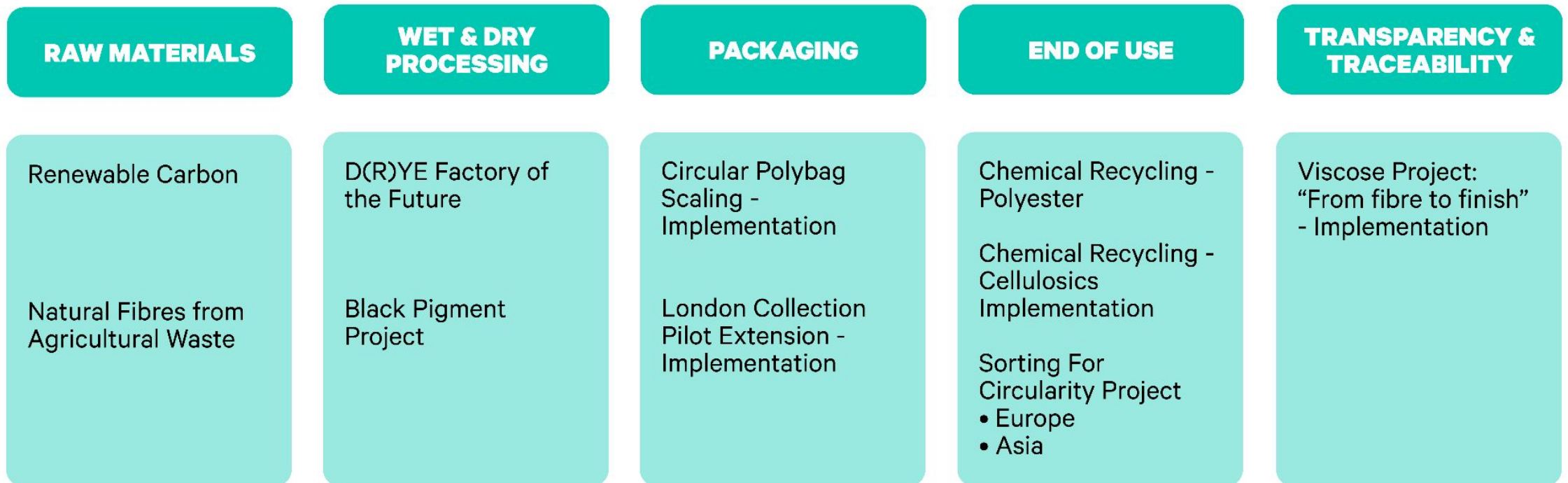


# INNOVATION PLATFORM

## FOUNDATIONAL PROJECTS

In 2019, we launched the first of our Foundational Projects, which are unique in their structure and scope.

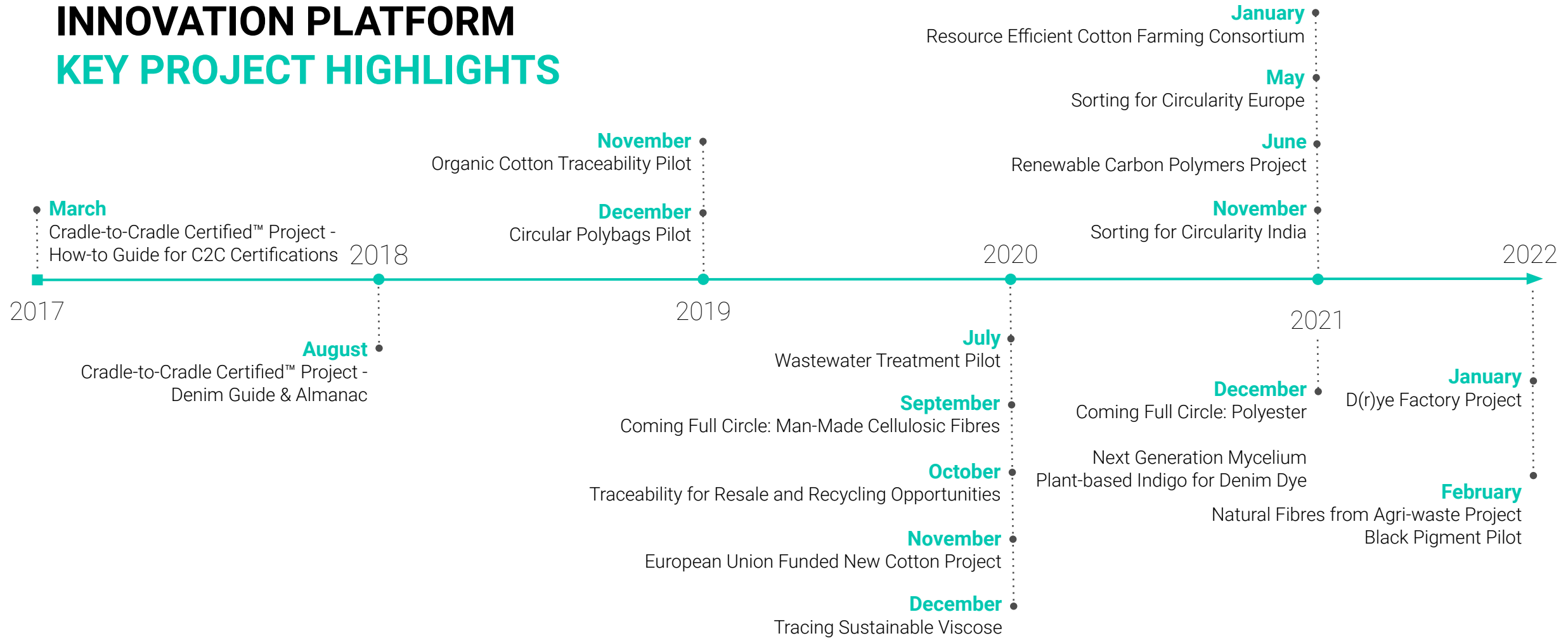
By focusing on a consortium style approach, we thread together all of the necessary players to advance on the most challenging and meaningful areas of impact across the supply chain.





# INNOVATION PLATFORM

## KEY PROJECT HIGHLIGHTS



## FOUNDATIONAL PROJECT

### CIRCULAR POLYBAG, 2019-2020

**The first industry initiative that explored a solution to reduce use and impact of virgin polybags in the fashion industry.** The polybags consisted of 100% recycled content and demonstrated that circular polybags have 80% less negative impact compared to virgin polybags. In all, this project tested and validated a truly circular and closed-loop solution for polybags produced at a quality and clarity at an acceptable level for the industry and consumers.

#### OPPORTUNITY FOR DISRUPTION

Around 180 billion polybags are produced each year to store transport, and protect fashion items. Existing recycled polybags mostly use pre-consumer offcuts and shrink wrap waste, which is not a circular solution as it depends on sourcing high-quality waste. Consequently, roughly less than 15% of all polybags in circulation are collected for recycling. This project validated a circular solution for polybags and is now exploring the infrastructure necessary to collect polybags.

ORCHESTRATOR



CATALYTIC FUNDER



INNOVATORS



PARTNERS



# FOUNDATIONAL PROJECT

## TRACING SUSTAINABLE VISCOSE, 2020-2021

**A traceability solution to verify sustainable viscose fibres along the fashion supply chain.** The project successfully traced 23,000 product units across 25 suppliers in seven countries on the Textile Genesis platform. The three proof points that made this project successful are the platform's *flexibility* in capturing real-world complexity through its blockchain technology, *interoperability* in combining digital and physical traceability tools, and *scalability* through its rapid onboarding and ease of use. Due to the success of this project, the Textile Genesis platform and solution will be scaled with Fashion for Good brand partners beyond viscose to include fibres such as organic cotton and recycled polyester.

### OPPORTUNITY FOR DISRUPTION

Approximately six million tonnes of viscose are used to produce garments annually. An estimated 30% of viscose is sourced from endangered forests, making it crucial to verify the origin of sustainably-sourced fibres. The platform extends its solutions to trace other sustainably-sourced fibres.

#### ORCHESTRATOR



#### INNOVATOR



#### BRAND PARTNERS



#### MANUFACTURING PARTNERS



## FOUNDATIONAL PROJECT

### FULL CIRCLE TEXTILES - SCALING CELLULOSICS RECYCLING, 2020-2022

**A first-of-its-kind consortium project to validate and scale promising technologies in chemical recycling cellulosic fibres.** The pulp, fibre and yarn produced by the innovators met technical requirements, thus validated a closed-loop system for converting textile waste of cotton and cotton-blend materials into new man-made cellulosic fibres. The project is now focused on scaling cellulosic chemical recycling by improving technical development for large-scale roll out of technologies, increasing recycled content in fibres and yarns, and supporting funding and offtake support to advance roll out of technology. Dive into cellulosic recycling and the project outcomes [here](#).

#### OPPORTUNITY FOR DISRUPTION

Circularity in textile-to-textile recycling is a complex challenge in the fashion industry based on the technology available today. Mechanical recycling presents drawbacks such as insufficient quality and reduced fibre strength. Chemical recycling is able to address these shortcomings, however, it faces barriers such as a lack of financing, small-scale output, and limited offtake commitment from brands.



## FOUNDATIONAL PROJECT

### FULL CIRCLE TEXTILES - SCALING POLYESTER RECYCLING, 2021-2023

Following the success of the Full Circle Textiles Cellulosics consortium, a similar project focused on scaling **textile-to-textile recycling of polyester**. The innovators will be producing chemically recycled polyester for use in fabric and garment production from post-consumer textile waste. This project aims to validate the chemical recycling technologies and the scaling potential of the innovations. The results will be used to prompt further implementation and offtake agreements to drive chemical recycling in the industry, and mobilise more funding into the technology.

#### OPPORTUNITY FOR DISRUPTION

As the most common fibre in the world, polyester represents 73% of textiles that are landfilled or incinerated annually. Continued use and production of polyester perpetuates the reliance on fossil fuels. Textile-to-textile chemical recycling is crucial for operating in a closed loop system and reducing environmental impact of textile waste.

#### ORCHESTRATOR



#### CATALYTIC FUNDER

Laudes ———  
— Foundation



#### INNOVATORS



#### BRAND PARTNERS



BESTSELLER  zalando

#### SUPPLY CHAIN PARTNERS





# FOUNDATIONAL PROJECT

## SORTING FOR CIRCULARITY - EUROPE, 2021-2023

This first-of-its-kind, 18-month project strives to create a greater link between textile sorters and recyclers to stimulate a recycling market and infrastructure for unwanted textiles in Europe and India. This initiative works to analyse textile waste using Near Infrared (NIR) technology, while also mapping the capabilities of textile recyclers. This research will lead to an open digital platform to match textile waste from sorters with recyclers, enabling alignment and infrastructure needed for circularity.

### OPPORTUNITY FOR DISRUPTION

Amounts of discarded textiles is increasing annually across the world. Although some of this waste is reused, a significant portion is diverted for recycling. To create the necessary infrastructure to effectively recycle these textiles, an understanding of the material composition is needed. The current textile sorting system relies heavily on manual input resulting in inconsistent insights and lacks tracing capabilities to understand the textile waste flows.

#### ORCHESTRATORS



#### CATALYTIC FUNDER



#### TEXTILE SORTERS AND WASTE MAPPERS



#### BRAND PARTNERS



#### SUPPORTING MEMBERS



## FOUNDATIONAL PROJECT

### SORTING FOR CIRCULARITY - INDIA, 2021-2023

**Building on the European Sorting Project, the Sorting for Circularity India project takes on a broader scope with pre- and post-consumer textile waste.** The project aims to achieve three goals: understand the textile waste supply chain, identify and pilot traceability technologies, and provide recyclers with access to textile waste feedstocks. This provides an incentive to scale the required traceability and recycling technologies in India, to build an infrastructure for circularity.

#### OPPORTUNITY FOR DISRUPTION

As a manufacturing and consumption market of textiles, India is left with streams of textile waste that face several challenges such as low recycling rates and mostly downcycling applications, the absence of sorting technology, and a lack of traceability and data to understand waste, quantities, and composition. This project addresses these challenges and aims to build an accessible infrastructure for manufacturers, sorters, collectors, waste handlers and recyclers in India.

#### ORCHESTRATOR



#### CATALYTIC FUNDER

Laudes ———  
— Foundation

#### INNOVATOR



#### BRAND PARTNERS



PVH

LEVI STRAUSS & CO.



Birla Cellulose  
Fibres from nature



## FOUNDATIONAL PROJECT

### RENEWABLE CARBON TEXTILES, 2021-2022

This pioneering consortium aims to accelerate the development of PHA polymer fibres, a promising biosynthetic alternative to fossil-based fibres to greatly reduce carbon emissions in the fashion supply chain. This project aims to validate the technical feasibility of the production of PHA polymer fibres to provide key learnings for bringing these innovative technologies to scale. It also includes degradation testing in marine, soil, freshwater, and landfill environments to assess the fibres' biochemical properties and ability to biodegrade.

#### OPPORTUNITY FOR DISRUPTION

The production of virgin fossil-based polyester fibres are responsible for increased greenhouse gas emissions and release of microplastics into the natural environment. PHA polymers provide a bio-based, marine and soil compostable solution to reduce a brand's carbon footprint and plastic pollution.

#### ORCHESTRATOR



#### CATALYTIC FUNDER

Laudes ———  
— Foundation

#### INNOVATORS



#### BRAND PARTNERS



#### FEASIBILITY TESTING PARTNERS



## FOUNDATIONAL PROJECT

### UNTAPPED AGRICULTURAL WASTE, 2022-2023

**A consortium project that transforms agricultural waste into sustainable textile fibres.** The project aims to assess the technical feasibility of fibres made from agricultural waste such as rice husks, hemp, wheat straw, banana and pineapple. Birla Cellulose will work closely with the six innovators to prepare technology and new materials for wider adoption in the fashion supply chain, while participating brand partners will support the testing and scaling of next generation fibres.

#### OPPORTUNITY FOR DISRUPTION

Agricultural waste poses significant waste management challenges in South and Southeast Asia. Up to 92 million tonnes of agricultural waste is burned annually in India alone, which led to a release of 149 million tonnes of CO<sub>2</sub> in 2017. Simultaneously, the extraction and processing of conventional and virgin fibres accounts for 39% of greenhouse gas emissions in the textiles supply chain. Therefore, the results of this project present a key solution to reducing emissions and decarbonising the fashion supply chain.



# FOUNDATIONAL PROJECT

## D(R)YE FACTORY OF THE FUTURE, 2022-2023

**A consortium project to accelerate the shift from wet to mostly dry processing in the textile supply chain** by bringing together innovations in textile pretreatment and colouration. This project aims to test innovative solutions in combination to validate their impact and potential to scale across the fashion industry. The technologies tested include plasma and laser treatments, spray dyeing, supercritical CO<sub>2</sub>, and foam dyeing. Learn more about textile processing in our guide [here](#).

### OPPORTUNITY FOR DISRUPTION

Textile processing is a resource and emission intensive process, it produces 52% of greenhouse gas emissions in the textile supply chain. The selected innovators in this project have the potential to reduce the emissions by up to 89%, and cut water consumption up to 95%.

#### ORCHESTRATOR



#### INNOVATORS



#### BRAND PARTNERS



#### SUPPLY CHAIN PARTNERS



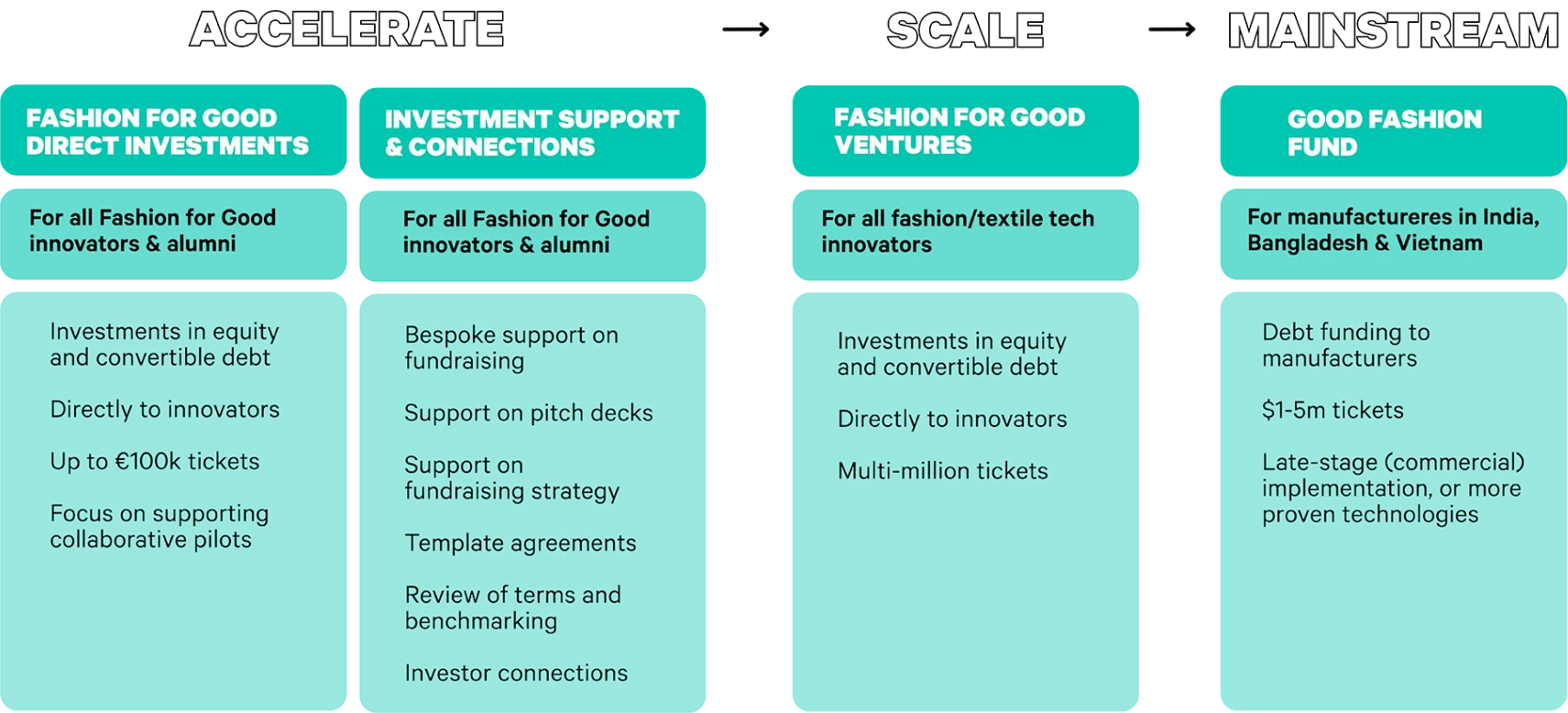
# **INVESTMENTS**

# **FASHION FOR GOOD**

# INVESTMENTS

## KEY ACTIVITIES

We realise financing is a crucial enabler to help innovators towards commercialisation. We've expanded our financial support over the years to better meet the innovations where they are as well as to overcome the challenges we see in the wider market to unlock financing.



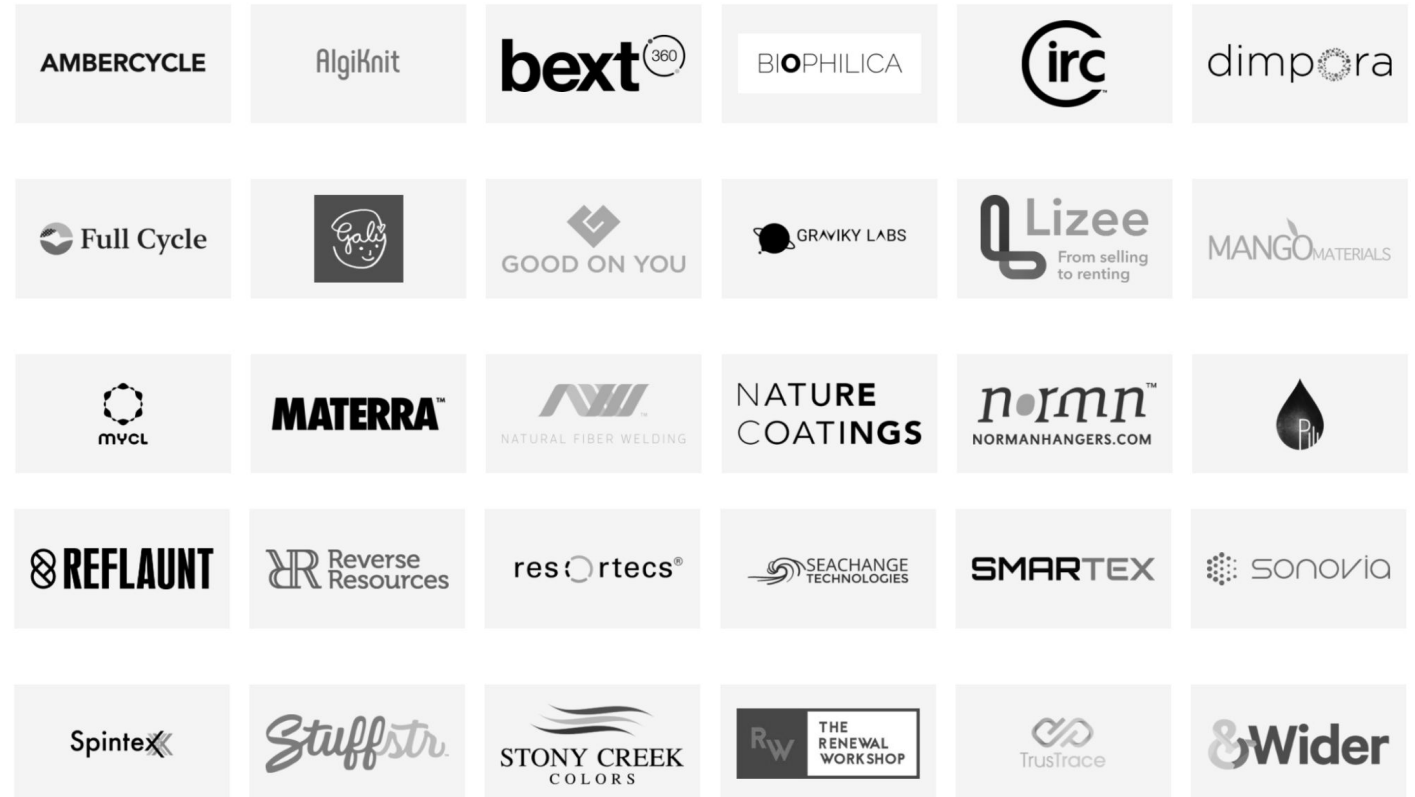
## INVESTMENTS

### EARLY STAGE

Over the past five years **we've invested €2.4M directly in 30 innovators**. Additionally, we play a strong catalytic role, having **introduced 4.5 more capital than we invested**.

By providing direct funding to select innovators, we are able to support their journey to commercialisation. These investments also enable the important and tactical pilot and implementation projects across the supply chain modeling the future of the industry.

The Fashion for Good Direct Investments portfolio has proven to generate both impact and financial returns (with four completed IPO and a number of large fundraisers following our initial investment), further demonstrating the large opportunity that textile innovation brings.





# INVESTMENTS

## EARLY STAGE IMPACT STORY: DIMPORA

2019

Dimpora joins 5<sup>th</sup> batch of the Fashion for Good Innovation Programme

2019

Dimpora gets second prize in Global Change Awards competition by H&M Foundation

2020

Dimpora collaborates on first pilot collection with Rotauf.

2021

Dimpora raises over CHF 2.1m (~EUR 2m) from a.o. High-Tech Gründerfonds, Safer Made, Closed Loop Partners and Fashion for Good

**Dimpora** develops fluorine-free, fully microporous – highly breathable and waterproof membranes. The hydrophobic porous system provides complete rain protection whilst allowing sweat transport to the outside. The technology uses no PFC, no PTFE, and no DMF solvent. The company is working on circular, bio-based and biodegradable membranes.

***“The introductions by the Fashion for Good team played a key role in generating our current smart money investor structure.”***

**-Mario Stucki, Founder and CEO**

## INVESTMENTS

### EARLY STAGE IMPACT STORY: AMBERCYCLE

2018

Joins Fashion for Good Scaling Programme  
Receives prize from H&M Global Change Award

2019

Fashion for Good invests alongside H&M CO:LAB

2021

Launches recycling pilot with the city of Rotterdam

2022

Raises \$22M Series A from H&M CO:LAB, KIRKBI, Temasek, BESTSELLERS Invest FWD, and Zalando

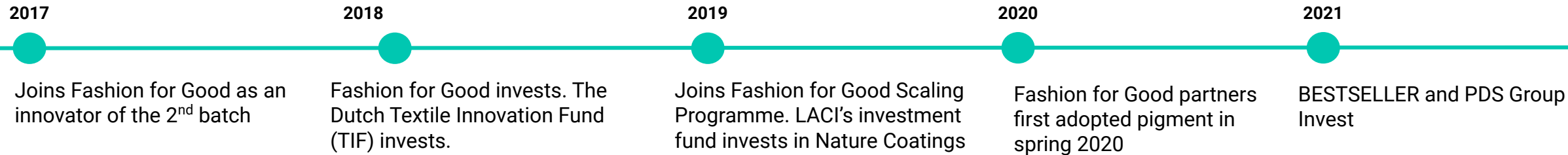
**Ambercycle** focuses on turning post-consumer textile waste into new fibres. Ambercycle fibres are used as a direct replacement for traditional polyester. This technology enables the designers and manufacturers of clothing to truly embrace circular production models without sacrificing quality or cost.

***“With every passing day, circularity is becoming increasingly apparent as the system and set of tools required for fashion to decarbonise”***

- Shay Sethi, Founder and CEO

## INVESTMENTS

### EARLY STAGE IMPACT STORY: NATURE COATINGS



***"Fashion for Good's investment and support have been critical to Nature Coatings' success. They are valuable advisors on many topics, and they have introduced us to several of our additional investors. We are very grateful for Fashion for Good!"***

- Jane Palmer, Founder and CEO

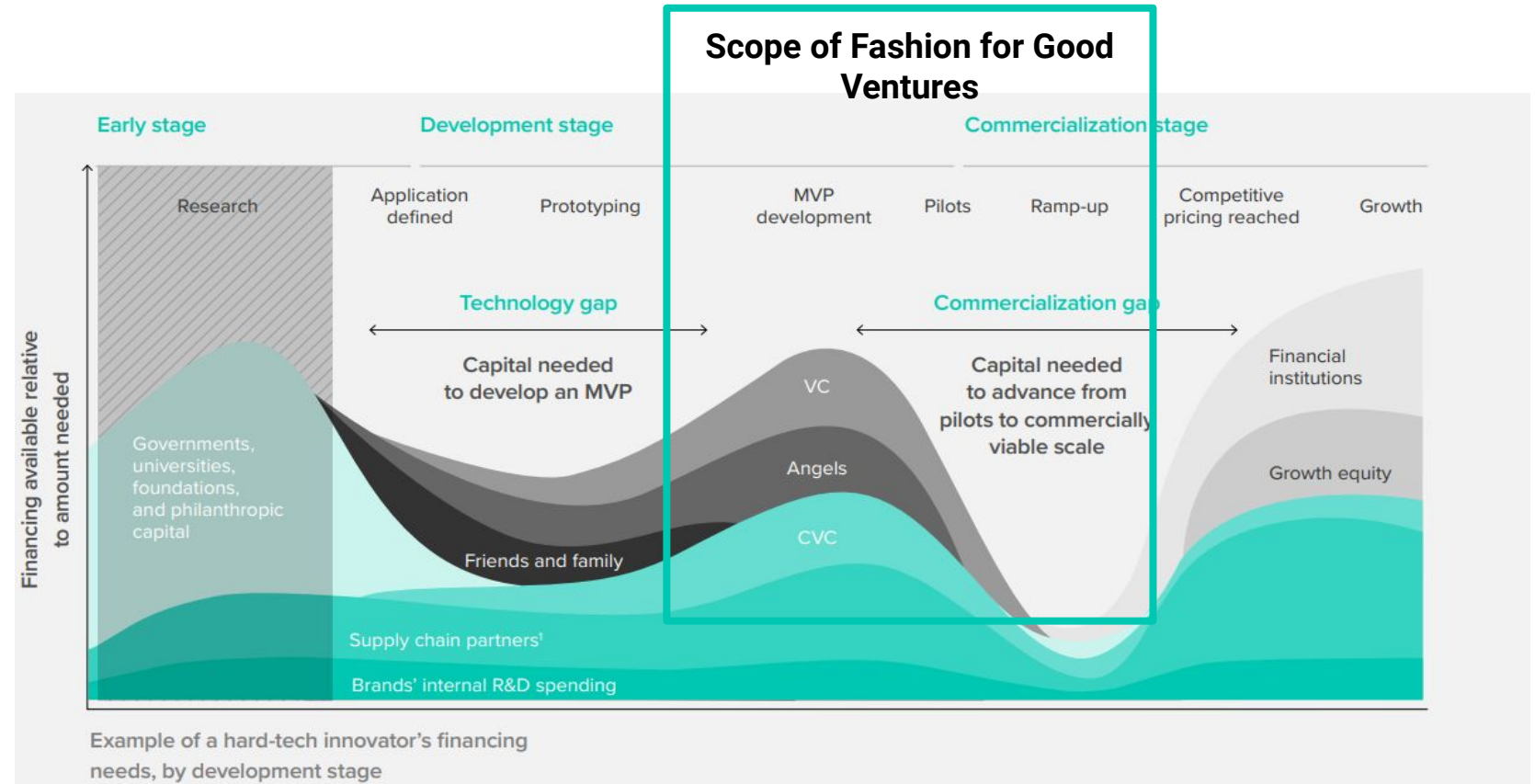
**Nature Coatings** transforms wood waste into high performing and cost competitive black pigments. They are a direct replacement for petroleum based carbon black pigments. Their pigments do not contain toxic substances, known as PAHs, and are manufactured in a closed loop system that emits negligible amounts of CO<sub>2</sub> or other GHGs.

## INVESTMENTS

### MID STAGE: FASHION FOR GOOD VENTURES

Besides unlocking financing in the early stages, we are committed to solving the financing gap so many innovators face in the crucial mid stage growth period.

As such, we are partnered with bold investors to initiate a Venture Capital Fund for investments in the textile tech space that will open up larger ticket sizes in both hard-tech and soft-tech solutions.



## INVESTMENTS

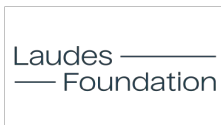
### LATE STAGE: THE GOOD FASHION FUND

The Good Fashion Fund launched in 2019 focused on financing the implementation of highly impactful and disruptive production technologies in Asia. Target investments are long term USD debt in textile and apparel manufacturers predominately in India, Vietnam and Bangladesh. This work is led by Fount as the fund manager with Fashion for Good acting as sub-advisor.

For their first investment, the Good Fashion Fund signed a deal with Pratibha Syntex Limited. The \$4.5 million, long-term loan, supports capital expenditures for the replacement of machinery and expansion of sustainable equipment in their spinning, processing and garment divisions.



## INVESTORS





## INVESTMENTS

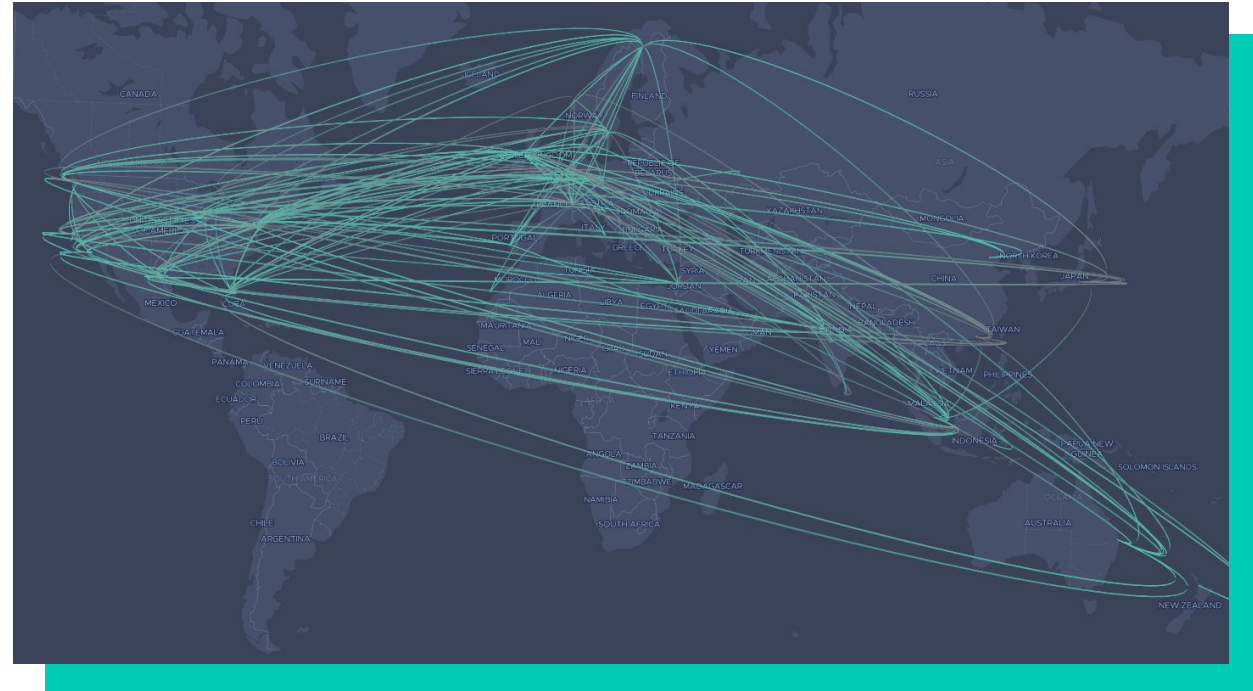
### INVESTOR NETWORK

Over the past five years, we have introduced 143 investors to 96 innovators. Fashion for Good maintains an active dialogue with 230 investors across 27 countries.

Since joining Fashion for Good, our innovators have raised over EUR 600m in funding.

There are an increasing number of VC funds, impact investors, and corporate investors showing serious interest in textile tech.

More about investing in textile innovation can be found in our overview [here](#). Additionally, Fashion for Good maintains a public database that contains most active textile tech investors [here](#).



# CONVENING FOR CHANGE

## FASHION FOR GOOD

## CONVENING FOR CHANGE

### AMPLIFICATION

We find ourselves sitting in a unique position often unpacking the nuanced challenges faced when trying to scale sustainable innovation.

We believe in an open sourced approach to knowledge sharing, working to educate the wider industry and provide proof points to catalyse innovation via our Museum in Amsterdam.

Over the past five years this important work has been highlighted around the world and amplified across our physical and digital community.

We have dug into the challenging topics of circular products and business models, financing the transition to a more sustainable future, as well as deep dives into important topic areas such as biomaterials - and have published these free for all and accessible via our website.

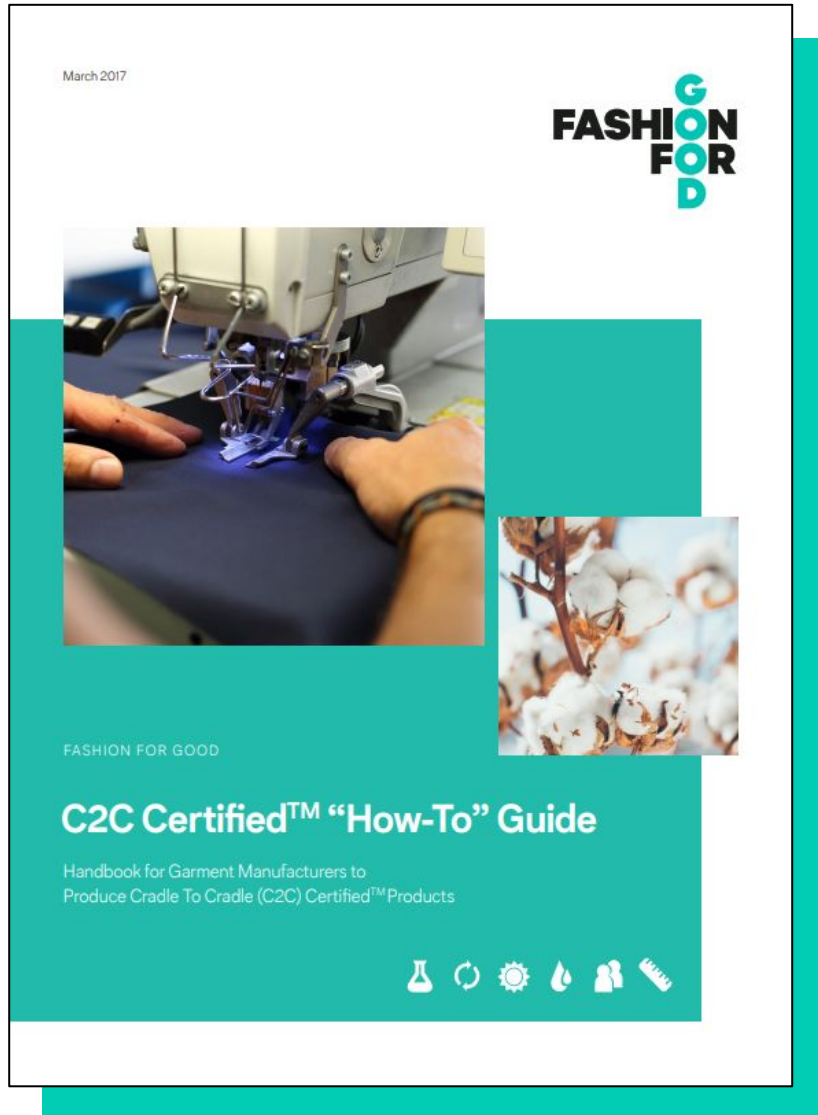
**27B** GLOBAL REACH VIA PRESS

**46M** WORTH EARNED MEDIA VALUE

**203k** ONLINE COMMUNITY

Source: Cision Media Report, aggregate 2017-2021 & Media value is ad equivalency,





## CONVENING FOR CHANGE

### CRADLE TO CRADLE (C2C) CERTIFIED™, 2018

**An industry-first comprehensive toolkit on the product development of C2C certified apparel products.** At first, the C2C How-To-Guide outlines process and steps towards creating C2C certified products, focusing on C2C Gold certified T-shirts, and then C2C Gold and Platinum certified jeans. The second resource, the “Assessed Materials Almanac” brings together lists of existing C2C Material Health assessed ingredients and products. Both these resources provides brands with a major shortcut towards development of C2C certified collections.

### IMPACT GENERATED

Identifying challenges and presenting solutions for the process of developing circular apparel products. This guide acts as a catalyst and shortcut for developing and producing C2C certified collections.

## CONVENING FOR CHANGE

### THE FUTURE OF CIRCULAR FASHION, 2019

This collaborative report by Fashion for Good and Accenture Strategy aims to accelerate the transformation to circular fashion by understanding the financial viability of circular models for established retailers. The report outlines financial analysis for rental, subscription-rental and recommerce business models across the Value Market, Mid-Market, Premium and Luxury segments.

#### IMPACT GENERATED

The findings discuss the financial viability for all three business models, presenting an opportunity to drive higher margin per garment compared to the current linear model. These new models also drive value by improving customer engagement and retention. The findings challenge retailers to innovate low-cost fulfilment channels, get better data on garment durability, implement changes in product design, and change perception of low-cost fashion as disposable.





## CONVENING FOR CHANGE FINANCING THE TRANSFORMATION IN THE FASHION INDUSTRY, 2020

**Innovations in the fashion industry present unprecedented investment opportunities, estimated between \$20 billion to \$50 billion annually.** This innovation must scale at a faster pace before 2030, therefore calling for investments to increase by a factor of three or more over their current levels.

### IMPACT GENERATED

The findings show that many innovators face a financing gap, that raw materials and end-of-use solutions have highest impact potential, consortiums are essential for innovations to find support and financing, brands benefit from commercialisation of innovations, and that financing will flow to fashion industry if all actors are involved in building conditions that promote attractive returns and measurable impact with manageable risk.

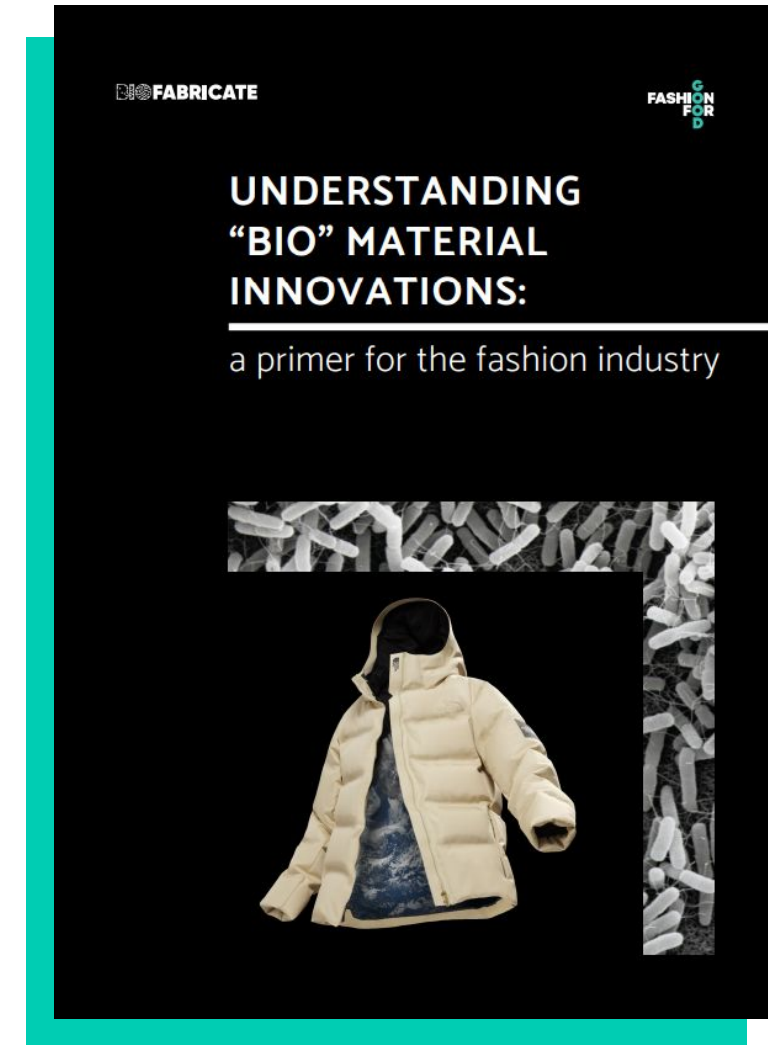
## CONVENING FOR CHANGE

### UNDERSTANDING “BIO” MATERIAL INNOVATIONS, 2020

The report, produced in collaboration with Biofabricate, provides the first comprehensive review and model to understand biomaterial technologies. It further explores the unique challenges in developing and scaling biofabricated materials.

#### IMPACT GENERATED

The lessons learnt from this study are invaluable for brands and innovators looking to implement sustainable solutions. This definitive research states that many materials can be described as biomaterials, but the “bio” prefix masks underlying differences in technologies and potential (un)intended consequences. Therefore, all “biomaterials” are not the same.





## CONVENING FOR CHANGE

### UNLOCKING THE TRILLION-DOLLAR FASHION DECARBONISATION OPPORTUNITY, 2021

This unique report, co-authored by Fashion for Good and Apparel Impact Institute and sponsored by HSBC, charts a trajectory for the fashion industry to meet the net-zero ambition, mapping integral levers across existing and innovative solutions. The report estimated \$1 trillion financing required to scale net-zero solutions.

#### IMPACT GENERATED

The report evaluates existing (e.g. renewable electricity, energy efficiency) and innovation solutions. Innovation solutions such as next generation materials, dry processing solutions represent ~ 40% of the reduction potential by 2050. As such this report highlights the critical contribution that innovations and the work of Fashion for Good innovators have towards reaching the net-zero ambition.



## OUR PARTNERS & ACCREDITATIONS

Laudes ———  
—— Foundation

**AE** amsterdams  
fonds voor de  
kunst



**KICKSTART  
CULTUUR  
FONDS**

Founding Partner



**VSBfonds,**  
iedereen doet mee

## CONVENING FOR CHANGE FASHION FOR GOOD MUSEUM

The Fashion for Good Museum is an interactive fashion museum for the future of fashion, where we tell the stories behind the clothes you wear and how your choices can have a positive impact on people and our planet.

In the museum, you learn where your clothes come from and discover the innovations shaping the future of fashion. Throughout the building, you can find concrete ways to have a positive impact, commit to taking action and shop sustainable products (that is, when you need to shop at all).

The museum is registered in the official Museumregister and part of the Dutch Museum Association (Museumvereniging).

**90K** VISITORS

**96%** BEHAVIOUR CHANGE  
14 DAYS AFTER VISITING



## CONVENING FOR CHANGE

### MUSEUM EXHIBITION: GROW (2021-2022)

Fruit skin fabric, mushroom 'leather', spider-silk, dye made by bacteria and algae; the GROW, exhibition explored biomaterials and cutting-edge innovations that are shaping the future of fashion.

What exactly are biomaterials? How sustainable are they? What makes them different from traditional fibres like cotton and hemp? For the year-long exhibition the Fashion for Good Museum explored biomaterials in depth.



As part of the exhibition, leading young talent created garments with materials from Fashion for Good innovators. A professional jury selected the talented designers (consisting of couturier Iris van Herpen, inventor and designer Daan Roosegaarde, creative directors of Nina Ricci Lisi Herrebrugh and Rushemy Botter, editor-in-chief NL Vogue Rinke Tjepkema). Additional garments were also on display from designers Iris van Herpen and Karim Adduchi.

# INSIGHTS FROM THE FIRST 5 YEARS FASHION FOR GOOD



# 5 LESSONS IN 5 YEARS

## 1 COLLABORATIVE INNOVATION REALLY MEANS HANDS-ON ORCHESTRATION

To drive change, coordination between innovators, brands, and supply chain partners is required. We approach this via “Targeted Consortia”, meaning hands-on orchestration to structure and drive these multifaceted relationships.

Successful engagements facilitate a level playing field with high degrees of agility and flexibility to de-risk and tackle a specific innovation area. It is also important to note that not all partners are created equal; the right partners have aligned risk tolerances and capabilities as well as an openness to sharing both learnings and success.

# 5 LESSONS IN 5 YEARS

## 2 THE BIGGEST IMPACT AREAS ARE THE MOST DIFFICULT TO UNPACK

We've learnt that solutions in the raw materials and processing space are vital in order to meet the net-zero ambitions so many in the industry have pledged to hit. The innovations with substantial impact typically sit deeply intertwined in the supply chain, which are relatively unfamiliar areas for brands to engage with.

To address this challenge, manufacturers across the supply chain must be engaged to further pressure test and implement the most impactful solutions, doing so in partnership with their brand and retail customers. Additionally, a pre-competitive circular infrastructure must be developed in partnership with sorters and recyclers to drive concrete action.

# 5 LESSONS IN 5 YEARS

## 3 FINANCING WILL FLOW IF THE RIGHT RETURNS AND IMPACT CONDITIONS ARE MET

When we started, investments in the sustainable fashion space were effectively nascent. Over the past five years we've shown how financing can be unlocked when the conditions are right. The need for investment to drive impact is greatest in value chain steps that often call for hard-tech innovation, which means different risk profiles and generally a longer time to market. This in turn requires more financing and support, especially at pre-revenue stages.

We built the business case as to why financing is essential and education of investors is required. Building on this work, we are excited to see the first IPO's and major Series D funding rounds across our innovator portfolio.

# 5 LESSONS IN 5 YEARS

## 4 THERE IS NO LACK OF INNOVATIONS, RATHER A LACK OF INNOVATIONS AT SCALE

Over the past five years we've looked at over 2800 innovators, 150 of these we've supported directly. And while we've enabled many pilots to test and validate solutions, the reality is that only a few will make it to scale and drive impact. To be successful, our innovator's solutions needs to be competitive on both performance and cost as well as have sufficient compatibility with the rest of the supply chain.

It is important to realise that even a handful of these innovations can have enormous positive environmental impact when scaled appropriately. This is why we need to double down on the winners with the understanding that this important work is often a marathon of effort, not a sprint.

# 5 LESSONS IN 5 YEARS

## 5 THE INDUSTRY MUST SHIFT FROM SHORT-TERM TO LONG-TERM ORIENTATION

The implementation of new technologies requires the development of two new behaviours - the first is to structure and execute longer-term commitments (e.g. in the form of corporate off-take agreements), and the second is a contribution to the sustainability premium.

This change to business as usual requires capacity building, an industry-wide approach to structuring and empowering corporate innovation, legislative interventions, and a shift in capital markets incentives.

“

**FASHION FOR GOOD HAS IGNITED  
COLLABORATIVE INNOVATION, UNLOCKED  
MUCH-NEEDED INVESTMENT AND  
CONVENED A CLOSE COLLECTIVE  
DEDICATED TO BOLD AND AMBITIOUS  
ACTION WITHIN THE FASHION INDUSTRY.**

**— LESLIE JOHNSTON, CEO LAUDES FOUNDATION**

”



**Katrin Ley**  
Managing Director



**Brittany Burns**  
Director of Strategy &  
Corporate Development



**Rogier van Mazijk**  
Investment Director



**Kathleen Rademan**  
Innovation Platform  
Director



**Georgia Parker**  
Innovation Platform  
Director



**Anne-Ro Klevant Groen**  
Marketing &  
Communications Director



**Priyanka Khanna**  
Head of Asia Expansion



**Dagmar Grote**  
Partnerships Manager



**Simone Hageman**  
Office Manager



**Souad Imhaouran**  
Controller



**Earl Singh**  
Communications Manager



**Sophie Rijkmans**  
Marketing & Events Manager



**Gwen Boon**  
General Manager Museum



**Lana Miller**  
Digital Marketing Manager



**Jana van den Bergen**  
Innovation Associate



**Charlotte Borst**  
Innovation Associate



**Nicole Wang**  
Innovation Associate



**Joy Massholder**  
Innovation Associate



**Max Easton**  
Innovation Associate



**Dolly Vellanki**  
Innovation Analyst



**Linda Bulic**  
Innovation Analyst



**James Crowley**  
Innovation Analyst



**Jothi Kanayalal**  
Innovation Associate (Asia)



**Khushbu Maheshwari**  
Innovation Analyst (Asia)



**Saatchi Doshi**  
Programme Analyst (Asia)



**Sophie van Duren**  
Curator & Exhibition  
Development Coordinator



**Alyxandra Westwood**  
Curator & Education Coordinator



**Carolina Abedova**  
Community Host



**Camilla Rama**  
Digital Marketing Coordinator



**Dionne Heuts**  
Events & Programming  
Coordinator



**Rosalie van der Harst**  
Marketing Coordinator



**Renée Buitendijk**  
Collection Coordinator



**Hester Mauduit**  
Fundraising &  
Development Coordinator



**Katya Komlach**  
Host Team Lead

# THE TEAM