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*For immediate release:*

## **Fashion leaders author bold sustainability agenda released during World Economic Forum**

### **The agenda outlines key sustainability priorities for fashion executives and urges the industry to redesign growth**

Today, 21 January 2020, Global Fashion Agenda, the foremost leadership forum for sustainability in fashion, has released the [CEO Agenda 2020](#). Co-authored by renowned fashion companies – ASOS, BESTSELLER, H&M Group, Kering, Li & Fung, Nike, PVH Corp., Sustainable Apparel Coalition and Target – the *CEO Agenda* is a guide to support fashion leaders in prioritising areas on their journey towards environmental and social sustainability.

#### **Redesigning growth**

The 2020 edition has been updated with focus on one of the biggest issues of our time: Challenging the traditional concept of growth and prosperity. If the industry continues on its current trajectory, fashion production is expected to rise by 81% by 2030, further pushing our planetary boundaries beyond their limits. While we acknowledge that change involves industry collaboration and public-private cooperation, the *CEO Agenda 2020* urges industry leaders to be forerunners and to investigate entirely new business models and disrupt the current fashion system to drive change, implement innovation and tap into collaborative and progressive business opportunities.

Eva Kruse, CEO, Global Fashion Agenda, says, “We are living in a time of unprecedented overproduction and overconsumption, and we are simply pushing our planet beyond its limits. I urge fashion leaders to re-evaluate the current growth logic. This is not only essential to future-proof their business, but it’s also crucial for humanity to operate within planetary boundaries. I appreciate that this is not an easy task, which is why we have created the *CEO Agenda* as a tangible tool to help CEOs navigate sustainability, find solutions and protect generations to come.”

#### **Spotlighting biodiversity**

This year’s edition also includes a new spotlight on fashion’s impact on biodiversity. The industry’s increasing demand and utilisation of energy, land, water and natural resources results in a loss of ecosystems and species as well as microfibre pollution. As a result, biodiversity and the conservation and restoration of nature require urgent consideration.

#### **Bringing fashion to Davos**

The *CEO Agenda 2020* will be launched today during the World Economic Forum in Davos, Switzerland. Fashion executives from leading brands will join a roundtable alongside key players from industries such as logistics, transportation, software and chemicals who play a critical part in fashion’s value or supply chain and are important stakeholders in securing a sustainable future.

#### **What’s on the agenda?**

The *CEO Agenda 2020* details eight priorities that should be top of mind for CEOs in fashion right now.

Four core priorities for immediate implementation:

- Supply chain traceability
- Reversing climate change
- Efficient use of water, energy and chemicals
- Respectful and secure work environments

Four transformational priorities for fundamental change:

- Sustainable material mix
- Circular fashion system
- Promotion of better wage systems



- Fourth industrial revolution

Read the [CEO Agenda 2020](#)

### **Fashion CEOs weigh-in:**

“The scale of the environmental and social challenges currently facing the fashion industry are staggering. We’re working hard to change that, but with so much at stake and so much to do it can often be difficult to know what to tackle first. That’s what makes the *CEO Agenda* such an invaluable tool, assisting industry leaders – no matter where they are on their journey – in knowing where to focus their efforts within the important challenges we face, across areas as broad as supply chain transparency, climate change, resource use, and workers’ rights and protections.” — Nick Beighton, CEO, ASOS

“The *CEO Agenda* brings the fashion industry together to address the most essential sustainability priorities. We are fully supportive of integrating biodiversity as an important issue area to focus on going forward. Now more than ever, we need to accelerate our journey towards a sustainable reality.” — Anders Holch Povlsen, CEO, BESTSELLER

“The climate crisis requires urgent action. The fashion industry faces several challenges, but we also see a great opportunity to be part of the solution. To achieve sustainable growth, we need to systematically change how we make, consume and use fashion and we need strong leadership, innovation and collaboration between all players.” — Karl-Johan Persson, CEO, H&M Group

“If businesses join forces and act together, we can achieve more than we think. Given the challenges we face, collective action is the best way to find new solutions, to multiply the impact of our efforts and to make a real difference.” — François-Henri Pinault, Chairman and Chief Executive Officer, Kering

“Our industry must urgently transform to a sustainable model which supports economic growth while preserving natural resources. We must work together to make this happen. Li & Fung and Fung Group are supporting the *CEO Agenda* to establish critical priorities to address the environmental, social and economic issues of the communities in which we operate.” — Spencer Fung, CEO, Li & Fung

“The time for bold action is now. At a moment of true urgency, Nike’s commitment is to continue to lead – and the challenge of climate change requires relentless collaboration from us all. We’re proud to support Global Fashion Agenda’s efforts to advance our industry in acting with the energy required to protect our planet for future generations.” — John Donahoe, President and Chief Executive Officer, NIKE, Inc.

“The time is now for collective action to address the fashion industry’s social and environmental challenges. At PVH, we are using our position and scale to drive fashion forward – for good. We also know no one can do this alone. The *CEO Agenda* provides us a shared roadmap for action.” — Emanuel Chirico, Chairman and CEO, PVH Corp.

“We only have one planet. Leaders must commit to and foster values that center around social justice and environmental sustainability to make lasting systemic changes in the apparel industry and effectively address climate change. The *CEO Agenda* outlines how industry leaders can prioritize and scale sustainability efforts globally, and the time to act is now.” — Amina Razvi, Executive Director, Sustainable Apparel Coalition

“We’re committed to taking action throughout our business to care for the planet. As a Strategic Partner of Global Fashion Agenda, we know that making progress on the priorities outlined within *CEO Agenda 2020* will take collaboration across the industry; we’ll need to take on these challenges together to help create a more sustainable future.” — Bill Foudy, Senior Vice President and President, Owned Brand Sourcing and Development, Target



### **ABOUT THE *CEO AGENDA***

The first *CEO Agenda*, published in 2018, presented insights from a first-ever baseline of industry sustainability performance and was also based on the combined experience and insights of [Global Fashion Agenda's Strategic Partners](#). These quantitative and qualitative insights were combined with the perspectives of industry experts, representing various stakeholder groups, such as manufacturers, investors, academics and NGOs, to shape the *CEO Agenda*. The publication has become a valuable reference for implementing sustainability measures, guiding corporate strategies, policymaking and investments.

The *CEO Agenda 2020* has been updated with the latest findings to ensure it reflects where the industry stands today. The updates are based on the *Pulse of the Fashion Industry 2019* update, as well as on consultations with Global Fashion Agenda's Strategic Partners and other industry experts.

### **ABOUT GLOBAL FASHION AGENDA**

Global Fashion Agenda is the foremost leadership forum for industry collaboration on fashion sustainability. As a thought leadership and advocacy organisation focusing on industry collaboration and public-private cooperation, the non-profit organisation is on a mission to mobilise and guide the fashion industry to take bold and urgent action on sustainability.

Global Fashion Agenda is behind the renowned business event on sustainability in fashion, Copenhagen Fashion Summit, which has been leading the movement for over a decade. The organisation considers brands and retailers at the core of securing comprehensive change and increasing the industry's sustainability performance across the value chain to ensure that sustainability is a strategic priority.

In partnership with Strategic Partners ASOS, BESTSELLER, H&M Group, Kering, Li & Fung, Nike, PVH Corp., Sustainable Apparel Coalition and Target, Global Fashion Agenda spearheads the fashion industry's journey towards a more sustainable future. For more information, visit [globalfashionagenda.com](http://globalfashionagenda.com).

### **Note to editors**

Images of the roundtable and *CEO Agenda* launch event will be shared tomorrow.

### **Contact information**

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