

# IMPLEMENTATION OF THE SUSTAINABILITY REQUIREMENTS

## BERLIN FASHION WEEK

Details & Timeline



# IMPLEMENTATION OF THE SUSTAINABILITY REQUIREMENTS

**IN EARLY JUNE, FASHION COUNCIL GERMANY AND THE BERLIN SENATE DEPARTMENT FOR ECONOMIC AFFAIRS, ENERGY AND PUBLIC ENTERPRISES ANNOUNCED THAT BERLIN FASHION WEEK (BFW) WILL ADOPT THE SUSTAINABILITY REQUIREMENTS DEVELOPED BY COPENHAGEN FASHION WEEK (CPHFW) AND INTRODUCED IN 2020. THESE REQUIREMENTS AIM TO REDUCE THE EVENT'S CLIMATE IMPACT, RESOURCE CONSUMPTION AND WASTE GENERATION, WHILE BOOSTING THE SUSTAINABILITY EFFORTS OF BRANDS. THE MOVE OF IMPLEMENTING THE SUSTAINABILITY REQUIREMENTS ACKNOWLEDGES THE SIGNIFICANT INFLUENCE FASHION WEEKS HAVE WITHIN THE BROADER FASHION ECOSYSTEM.**

## WHAT ARE THE SUSTAINABILITY REQUIREMENTS AND WHAT DOES IT MEAN FOR FASHION BRANDS?

The minimum sustainability requirements serve as a framework for the application process of the BFW Schedule and are not a certification or similar. The existing Sustainability Requirements from CPHFW, were developed using existing guidelines, tools, codes of conduct, standards, certifications and agendas, ensuring a shared focus in the fashion industry. They contain the Minimum Standards, that need to be fulfilled to be listed in the Schedule and Additional Actions, which serve as inspiration for further sustainable development of the company.

Additionally, a location-specific requirement regarding transparency and traceability in the value chain has been included for BFW, reflecting Germany's supply chain law. Furthermore, BFW will implement its own code of conduct, emphasizing Diversity, Equity, Inclusion and Belonging (DEIB) topics in the fashion sector.

Brands wishing to participate in BFW must fill out a survey with approximately 100 questions, regarding the sustainability requirements. The survey will be filled out by each brand - self-assessment is the process of evaluating one's own performance, abilities, or qualities. Surveys completed by each individual brand will be audited by the agency STUDIO MM04 – not by Fashion

Council Germany. This involves a precise examination of the survey submissions from each brand. During this process, the Audit agency might contact some brands asking for a more detailed answer regarding a question if they feel the explanation is not sufficient. After the agency carefully reviewed the survey, each brand will be assigned a score based on their sustainability efforts. This score will determine whether the brands are eligible to participate and showcase their collections at BFW.

During the pilot phase\*, this scoring system will only serve as information and provide brands with an understanding of their sustainability standing.

Important to know: the competition BERLIN CONTEMPORARY is linked to the Requirements. Brands not fulfilling the Requirements will not be eligible for the competition.

\*Duration of pilot phase is 2 seasons, February 2025 (AW) and July 2025 (SS)

# TIMELINE 2024

## SEPTEMBER / OCTOBER: (REGISTRATION OPEN FOR BFW)

Publication of the BFW concept competition and the Schedule registration. Brands receive a survey with questions regarding the Sustainability Requirements, which they must submit together with the other required documents.

### BRIEF DESCRIPTION OF THE SURVEY

The survey refers to the 20 Sustainability Requirements. Brands must evaluate themselves and be honest as to where they stand regarding the questions asked in the survey. For each question, you can check:

- Yes
- No / I don't know / In progress

If the answer is yes, detailed explanations must be given as to how this is being implemented. Here is an example of a survey question (from a previous season at CPHFW) with two responses that received positive feedback:

## OCTOBER / NOVEMBER: (AUDIT ROUND)

The audit agency for Berlin Fashion Week "STUDIO MM04", will review the completed surveys to determine whether the questions have been answered sufficiently or whether the brands need to provide additional details. If all information is complete, STUDIO MM04 will decide – based on predefined criteria - if the minimum standards for a Schedule entry are reached.

1. We work strategically with embedding sustainability and international standards on human rights (e.g., ILO), environment and climate (e.g., UNFCCC) into our business.

*Tick yes if social and environmental sustainability is discussed formally at management level in defined and regular intervals, there is clear ownership of tasks/responsibilities, and the sustainability strategy is approved by management and revised when needed.*

Yes. Please describe how and share your strategy document/link and/or specific targets/commitments covering both environmental and social sustainability. You can submit either specific targets for social and environmental sustainability and/or a CSR/sustainability/responsibility report or a formalised strategy (PDF or link to website). Sign-ups to international commitments such as the WEP, SBTI' etc. can also be used for documentation:

No / I don't know / work in progress

#### Example answers

*„For a number of years, we have worked on our CSR-strategy, focussing on both human rights, environment, and climate. We have implemented several of UN's SDGs, and furthermore focus strategically on the following three areas: SUSTAINABILITY (continuous optimizing of our business, products, and supply chain), FEMALE EMPOWERMENT (supporting gender equality and women's rights, as well as the Danish Women's Society), ART (supporting female artists and various art projects around the world).“*

*„Our Code of Conduct, our annual Responsibility Paper (which is published on our website) and we are working with OECD guidelines for Due Diligence“.*

## NOVEMBER / DECEMBER: (RESULTS)

During this phase, brands will be informed of their eligibility to enlisting their show on the official BFW Schedule based on their survey scores. In the pilot phase, the focus is solely on assessing the brands' current sustainability standing. It won't affect their listing for February 2025 but should give a first feedback where the brand stands in terms of the fulfillment This evaluation identifies the brands "weak points" and determines the support needed for them to successfully pass the survey when it is officially implemented for BFW in February 2026.

# TIMELINE 2025

## FEBRUARY:

Berlin Fashion Week (AW)

## FEBRUARY TO JULY: (SUPPORT OF BRANDS)

Offer of training, debriefings with brands and joint optimization regarding the identified weak points. This could be from workshops, group or individual coaching, online training to group discussions

## MARCH: (REGISTRATION OPEN FOR BFW)

Publication of the Schedule registration. Brands that did not participate in BFW during February 2025 must complete the survey form and go through the same process as the brands did in October/ November. Brands that participated in February 2025 do not have to fill out the survey again. This is only to be done once a year per brand, to give enough time for optimize the weak points from the last survey. The “new” brands in the Schedule will run through the exact same process until BFW in July 2025.

## JULY:

Berlin Fashion Week (SS)

## AFTER BFW:

The pilot phase has concluded. Going forward, the same procedure will be followed, but brands that do not meet the minimum sustainability requirements will not be included in the BFW Schedule. Nonetheless, FCG will continue to support brands and encourage them to strive towards meeting the sustainability requirements.

# MINIMUM STANDARDS

**TO BE ELIGIBLE FOR A SHOWCASE ON BERLIN FASHION WEEK'S OFFICIAL SHOW SCHEDULE, BRANDS MUST COMPLY WITH THE MINIMUM STANDARDS OUTLINED BELOW OR THEY WILL NOT BE CONSIDERED FOR PARTICIPATION. BRANDS MUST BE ABLE TO CONFIRM THE FOLLOWING STATEMENTS, SUPPORTED BY DOCUMENTATION WHERE NEEDED.**

FOCUS AREA	MINIMUM STANDARDS
STRATEGIC DIRECTION	<p>We have a formally approved sustainability strategy in place, covering both environmental and social considerations.</p> <p>We have guidelines and structures in place to provide equal opportunities and hiring processes for greater diversity and inclusion in our office(s), especially for management positions.</p> <p>We do not destroy unsold clothes and samples from previous collections and have a process in place for leftovers..</p>
LOCATION SPECIFIC	<p>We use our platforms to discuss and communicate the traceability and transparency of our value chain.</p>
DESIGN	<p>We have criteria in place to ensure the quality and longevity of our products and inform our customers about the value of longevity.</p> <p>We implement circular design principles to our products considering their reparability, recyclability, upgradability and reusability as well as the inclusion of recycled content.</p>
SMART MATERIAL CHOICES	<p>At least 60% of our collection is either certified, made of preferred materials or deadstock fabric.</p> <p>We have a preferred materials list in place.</p> <p>We have a list of restricted substances in place, following the EU REACH Directive, and have a test programme in place to ensure compliance from our suppliers.</p> <p>Our collection is free from virgin fur, wild animal skins and feathers, also referred to as exotics.</p>
WORKING CONDITIONS	<p>We have a Code of Conduct in place according to international guidelines and standards and work with our suppliers via e.g. self-assessments, third party audits or training to build their capacity to meet the CoC.</p> <p>We implemented control measures to prevent contributing to harm through our purchasing practices.</p> <p>We have concrete guidelines and processes in place to operate a safe, healthy and respectful working environment for employees in our office(s), free from harassment and discrimination and where everyone enjoys equal opportunities regardless of gender, ethnicity, age, political/religious/ sexual orientation, physical appearance and ability.</p>
CONSUMER MANAGEMENT	<p>Our in-store and online customer service staff is well informed about our sustainability strategy through training programmes and/or educational material.</p> <p>We educate and inform our customers about our sustainability practices on at least two platforms.</p> <p>We are constantly working to reduce the environmental footprint of our packaging in-store and for online orders.</p>
SHOWS	<p>Our showcase and backstage production does not produce/use single-use props for the showcase, prefers rental options and finds a long-term second life for all props that are not rented.</p> <p>No single-use plastic packaging will be used to produce our showcase and waste will be sorted according to Danish waste sorting requirements.</p> <p>We support emission reduction/insetting activities through CPHFW's climate actions.</p> <p>We comply to the Berlin Fashion Week Charter</p>

**DO YOU HAVE  
FURTHER  
QUESTIONS?**

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