



#### Urban Agenda Platform

*The global platform for sharing progress, action and knowledge on the implementation of the New Urban Agenda to achieve sustainable urban development.*

# Fashion for Good initiative

Region	Europe and Central Asia
Award Scheme	Shanghai Manual
Themes	Local Economic Development Waste Management
Sustainable Development Goals	Goal 9 - Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation Goal 10 - Reduce inequality within and among countries Goal 11 - Make cities and human settlements inclusive, safe, resilient and sustainable Goal 12 - Ensure sustainable consumption and production patterns

## Summary

The Fashion for Good initiative is a pioneering effort aimed at transforming the fashion industry into a more sustainable, low-carbon, and environmentally responsible sector. Established in 2017 by a group of idealistic young visionaries, the initiative aimed to promote sustainable fashion practices through a unique approach that integrates education, innovation, and community engagement.

## Background and Objective

The fashion industry has long been one of the most resource-intensive and environmentally damaging sectors globally. The industry's linear "take-make-waste" model has led to excessive energy consumption, resource depletion, environmental pollution, and high carbon emissions. In light of these challenges, there has been growing pressure for the industry to shift toward more sustainable practices. Fashion for Good was created to meet this need, aiming to shift the fashion sector toward a more environmentally friendly future by educating, inspiring, and empowering individuals and organizations to adopt sustainable practices. The museum's mission was to promote this shift by engaging the public, educating them on the importance of sustainable fashion, and catalysing innovation within the industry.

## Actions and Implementation

Fashion for Good implemented a range of initiatives to promote sustainable fashion. One of the core strategies was to provide an interactive and educational experience for museum visitors, where they could engage with the sustainability themes through technology and hands-on activities. Visitors were given personalized wristbands that tracked their interaction with exhibits, such as pledging to avoid buying new clothes for a month or designing their own sustainable T-shirts. This personalized journey was designed to deepen visitors' understanding of sustainability while motivating them to adopt more sustainable behaviours in their daily lives.



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In addition to interactive exhibits, the museum also organized a variety of temporary exhibitions and educational programs. These included collaborations with young designers and interdisciplinary experts to explore topics such as the relationship between cotton and fashion, and the role of innovation in sustainable textile production. Furthermore, Fashion for Good expanded its educational outreach through workshops, exhibitions, and programs aimed at students and industry professionals. The museum's educational initiatives reached thousands of young people, embedding the values of sustainable fashion and low-carbon consumption into their minds and behaviours.

## Outcomes and Impacts

The Fashion for Good initiative achieved substantial success in terms of public engagement and education. With over 115,000 visitors over seven years, including 8,000 students from more than 200 schools, the museum created a significant impact in raising awareness about the environmental challenges facing the fashion industry. The museum's interactive experiences led to behavioural changes in 98% of participants, as they became more aware of their consumption habits and committed to making more sustainable choices. Through its educational programs, the initiative contributed to a broader cultural shift toward sustainability, especially among younger generations. Additionally, the museum's educational toolkit was made available online, further amplifying its impact and allowing a global audience to access its resources. Regarding innovation, Fashion for Good's Innovation Platform has supported over 2,994 environmental innovators and initiated more than 570 experimental projects, with a total investment of over EUR 1.9 billion. These efforts are helping to drive significant changes in the fashion supply chain, focusing on areas such as low-carbon production technologies, sustainable materials sourcing, and environmental impact reduction across the fashion lifecycle.

## Sustainability and Scalability

The sustainability of the Fashion for Good initiative is embedded in its strategic focus on long-term change within the fashion industry. By fostering a community of innovators and engaging in deep cross-industry collaborations, the initiative has helped accelerate the development of sustainable solutions and ensure the scalability of its impact. While the museum closed in 2024, the innovation platform continues to provide critical support to the next generation of sustainable fashion leaders, ensuring that the movement toward low-carbon fashion is sustainable and capable of scaling globally. The open-access educational toolkits and online resources also support the broader dissemination of knowledge, making sustainable fashion practices accessible to a wider audience beyond those who visited the museum in Amsterdam.

## Gender and Social Inclusivity



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The initiative's efforts to promote sustainable fashion are inclusive in nature, focusing on a wide range of audiences, including young people, professionals in the fashion industry, and educators. The museum's outreach to students, particularly young women aged 18-35, demonstrates an intentional effort to empower the next generation of designers and fashion leaders to embrace sustainability. The museum also reached a broader demographic through its digital platforms, ensuring that people from various socio-economic backgrounds and geographical locations had access to educational content on sustainable fashion. By targeting diverse groups, Fashion for Good played a crucial role in making sustainability a universally accessible and engaging concept.

### **Innovative Initiative**

The innovative nature of the Fashion for Good initiative lies in its ability to integrate cutting-edge technology with education, consumer behaviour change, and industry innovation. The use of interactive exhibits, such as personalized wristbands, digital design tools, and immersive installations, set the museum apart from traditional exhibitions. Moreover, the creation of a dynamic Innovation Platform, which supported disruptive solutions to reduce the fashion industry's environmental footprint, represents a forward-thinking approach to tackling the climate crisis within the sector. By creating a space where innovation, education, and public engagement converge, Fashion for Good has positioned itself as a leader in transforming the global fashion industry.

### **Resources devoted to delivery**

A significant investment of time, expertise, and resources was dedicated to ensuring the success of Fashion for Good's mission. The establishment of the museum itself, along with the development of interactive exhibits, educational programs, and digital content, required collaboration across various fields including design, technology, education, and environmental science. Over the years, the museum attracted global media attention and secured investments for its innovation platform, ensuring the continuation of its mission after the museum's closure. The museum also established partnerships with academic institutions, industry leaders, and environmental innovators to maximize its reach and influence.

### **Conclusion**

Fashion for Good has demonstrated the transformative power of combining education, innovation, and community engagement to drive sustainability in the fashion industry. Through its interactive exhibitions, educational outreach, and innovation platform, the initiative has inspired a global audience to rethink their consumption habits and embrace sustainable practices. While the physical museum has closed, its legacy continues through the ongoing work of the innovation platform, which remains a key player in the movement toward a greener, more sustainable fashion industry. The initiative has successfully positioned itself as a model for how cultural institutions and industry stakeholders can collaborate to create lasting



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environmental change, ensuring that fashion will become a force for good in the future.