

Collective Fashion Justice

2021 – 2022

impact report +
strategic plan review





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Message from the Director

This year, we come to the end of our 2021 – 2022 strategic plan: our first strategic plan period, and the first two years of our work as a not-for-profit organisation. This means that while in 2021 we shared an annual review of our work, this year, we will be looking not only at our key achievements from the past 12 months, but at the targets we set for ourselves in our strategic plan. One of Collective Fashion Justice's core values is 'impact', and ensuring we are being driven by what is effective, not just what might look good, or be easy. Another of our values is transparency, and by publicly sharing a review of our strategic plan and work, we ensure that we are honest about the direction of our work, anything that may have changed, and where we can improve. Of course, we are also proud to share our many achievements.

Thank you for being here with Collective Fashion Justice on our journey to create a total ethics fashion system. We look forward to taking even greater strides towards our goal of fashion which puts people, animals and the planet before profit.



Emma Hakansson





2022 key achievements

1. Contributed to the release of documentary film SLAY

SLAY explores fashion's use of fur, leather and wool, and how this impacts animals themselves, as well as people and our shared planet. Directed by Rebecca Cappelli, Collective Fashion Justice was the primary partner organisation for the film. Two of our board members – Joshua Katcher and Emma Håkansson – feature in it, and they are credited as core researchers for the film. Our organisation contributed footage, and our director also worked as line producer for the wool portion of the film, before travelling Europe with Rebecca screening SLAY to and engaging with decision-makers in the fashion industry.

Impact:

- Hundreds of thousands of views and counting
- Most watched film of all time on Waterbear Network
- Nearly 20 cinema screenings
- 1,000 students at screenings
- 53 media outlets covering the film

Our favourite outcome: before watching SLAY, just 37% of students said they thought the use of animal skins in fashion was unacceptable. After viewing, that number rose to 93%. 97% of students said they would avoid the use of animal-derived materials in their work following SLAY.



2. Built allies

We built our allyship further, engaging with and working alongside organisations including Fashion Revolution, Good On You, Remake, Fashion Act Now, the United Nations, Conscious Fashion and Lifestyle Network, Waterbear Network, the United Nations Environmental Programme, and many more.



**FASHION
REVOLUTION**



**FASHION ^{x♥}
ACT NOW**



 **conscious
fashion +
lifestyle
network**



UN 
environment
United Nations
Environment Programme




good on you



**WORLD
ANIMAL
PROTECTION**



 **waterbear**

3. Released reports to fill industry knowledge gaps

Over the past year, we released 3 reports which are continually shared with brands, policy and decision makers, as well as the public through simplified social content.

- **Cruelty is Out of Fashion**, in collaboration with World Animal Protection and highlighting the exploitation of wild animals for fashion
- **Under their skin: leather's impact on people**, in collaboration with Fashion Act Now
- **Under their skin: leather's impact on the planet**, in collaboration with Defend the Wild and the Center for Biological Diversity



4. Shaped the future of fashion with educational partners

We've engaged and developed partnerships with a growing number of fashion schools and universities, including London College of Fashion, Institut Francais de la Mode, Parsons, Swinburne and more.

- We've provided print and digital resources to students across three continents
- We've lectured at five respected universities, with invitations for further engagement
- We have offered work experience to students at two universities, and worked with universities to embed our projects into units for course credits
- We're now exploring the creation of courses on total ethics fashion with schools

ual: london college
of fashion

institut
FRANÇAIS
de la
MODE

THE NEW SCHOOL
PARSONS

SWIN
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5. Got total ethics fashion into the global conversation

Our founder travelled Europe meeting with fashion week organisers, luxury brands, fashion schools and European parliament members to discuss total ethics fashion and steps towards such an industry.

- Consultation with 5 major brands and 2 fashion councils commencing as a result
- Invitations to be involved in policy-work and guideline creation extended to CFJ
- Invitations to return to Europe for inclusion in major fashion events, panels and forums, to discuss total ethics fashion and the overlooked treatment of animals for fashion



6. Worked for successful policy progress towards total ethics fashion

By engaging with fashion week sponsors and organisations with World Animal Protection, and working alongside the Animal Justice Party, we've made positive progress which benefits wild animals exploited in fashion, and the environments impacted by this harm.

- Melbourne Fashion Week extended their policy to better protect all wild animals skinned for fashion, and invited us to hold an event as part of the program
- City of Sydney banned the sale of fur, exotic skins and feathers in their markets, and banned the exhibit of such materials in City sponsored events, including Sydney's Fashion Week
- Copenhagen Fashion Week banned fur to protect animals and the environment
- The state of Victoria is several steps closer to a ban on fur sales, following our joint investigation with Andy Meddick MP's office into mislabelling of faux and other 'fur'





Strategic plan review

What we wanted to do

Get animal supply chains on the map

How we wanted to do it

ONE: 2 campaigns highlighting abattoir and farm workers as fashion supply chain workers. 100% of campaigns must be featured in at least 5 media publications

What we did:

Our major focus on this has been postponed due to the upcoming release of a related project we are supporting. While we would like to have achieved more on this goal, in order to be more strategic we felt this decision was best, and look forward to sharing more information upon its release. In the meantime, we have:

Released the first in our **leather report series**, which highlights farm and slaughterhouse workers. This report has been shared with students across Marist College and Swinburne University. It has been discussed in the Clothes Horse Podcast, featured by Fashion Revolution, and a number of industry newsletters including Techstyler and KYNA Intel. While this report received less traditional media engagement than we hoped for in our strategic plan, our engagement with students, as well as industry organisations and outlets is something we are proud of, and which continues to benefit the total ethics fashion cause.

Built an ongoing campaign for people to consider the question: 'who killed for my clothes?'. Output from this campaign saw a number of articles exploring the issue released, including 2 features on Good On You, as well as features in Antagonist and Moss Magazine. The plight of these workers has also been discussed in lectures and panels at the London College of Fashion, Swinburne University and more. Our 'total ethics fashion primer' resource, provided to over 1,000 students and members of the public, also highlighted these issues.

Outcome:

Our related report and ongoing campaign were featured across 6 media communication outlets, as well as in a number of schools, provided resources and more.

What we wanted to do

Get animal supply chains on the map

How we wanted to do it

TWO: Deliver at least 1 campaign which demonstrates animal violence as inherent to producing animal materials, funded by brands and consumers. Must be led by industry footage and receive substantial media attention. At least 1,000 supporters should sign a petition and demand change.

What we did:

Contributed to the release and promotion of the **Drop Croc campaign** from Kindness Project, featuring Farm Transparency Project investigative footage of crocodiles in luxury fashion house owned factory-farms. This campaign saw over 95,000 emails sent to Hermès urging them to stop using crocodile skins. Thousands more people engaged in another campaign call from World Animal Protection, calling on the government to halt the development of an additional crocodile farm.

CFJ proudly contributed research, aspects of the campaign video, printed resources provided to the public at demonstrations, and other works for this campaign. While progress with the brand itself has not been met, this campaign allowed us to engage with a number of other brands and fashion weeks to discuss bans on crocodile skin. This included AfterPay, which has agreed to work together to create a policy opposing fashion's use of fur and exotic skins, impacting AfterPay Australian Fashion Week.



What we did:

We released the first ever investigative footage of cruel mulesing in the state of New South Wales, where most of the Australian wool industry exists. As a result, nearly 3,000 people signed our parliamentary petition to ban mulesing after watching our campaign – which also explored the reality of wool as a slaughter industry. This campaign is ongoing.

We are a proud member of the Fur Free Europe initiative, currently headed to 1.2 million signatures in support of a ban on all fur farms and farmed fur products across the EU, highlighting the cruelty inherent to fur production. Footage from fur farms in SLAY has been used to promote this campaign, and we have provided support and assets to grassroots groups in Europe, working to collect signatures.

Outcome:

We have received far beyond the 1,000 signatures for campaigns which feature investigative footage, and are proud of the work we have contributed to this space.



What we wanted to do

Get animal supply chains on the map

How we wanted to do it

THREE: Create at least 1 paper regarding animal supply chains in fashion, focussing on the environmental impact of these. CFJ must be recognised in the publication of 1 peer-reviewed paper.

What we did:

- We released **Shear Destruction: Fashion, Wool and the Biodiversity Crisis** with the Center for Biological Diversity, peer-reviewed by Faunalytics. This report has been shared with many brands, and we continue to consult with a number of these brands, with hopes to announce commitments to move beyond wool in the new year.
- We released **Under their skin: leather's impact on the planet**, in collaboration with the Center for Biological Diversity and Defend the Wild, peer-reviewed by Faunalytics. This report will be used for consultation and industry engagement in the new year, released at the end of November.
- A paper written by one of our student volunteers receiving course credit for their work is currently in peer-review for journal publication, and explores green-washing by the leather industry.

Outcome:

While we are yet to have an article published in a peer-reviewed journal, two of our reports have been peer-reviewed by external organisations, and have focussed on the environmental impact of wool and leather respectively. The rigour of our referencing and research has given brands and media trust in our work.



What we wanted to do

Collaborate diversely,
strengthen allyship

How we wanted to do it

ONE: Partner with a significant environmental organisation for at least 2 forms of advocacy and foster an ongoing relationship. Success will be measured by partnership review, happy to consider us for future projects

What we did:

We have collaborated with the Center for Biological Diversity on three reports – two on the use of wool in fashion, and one on leather – with further projects together in progress.

We joined the **Defend the Wild** initiative, alongside the Victorian Forest Alliance, Wildlife Victoria, WIRES (Australia's largest wildlife rescue organisation), Balu Blue Foundation and other organisations in the environmental space. We contributed information and articles regarding wool industry impacts on native dingoes and the ecosystem for a major campaign by Defend the Wild, highlighting biodiversity destruction and native animal slaughter. Further collaboration as a part of this initiative is in progress.

We reviewed and contributed to the United Nations Environmental Programme's greenwashing guidelines, due for release in 2023. We are developing ongoing relationships with those involved in the project.

We worked and engaged with nearly 25 different organisations, parties, councils and initiatives in the past two years.

Outcome:

Our partnerships in the environmental space have been fruitful and only continue to strengthen – we look forward to ongoing and additional work with organisations in the space.



What we wanted to do

Collaborate diversely,
strengthen allyship

How we wanted to do it

TWO: Amplify the voices of fashion's animal supply chain workers in human-focussed campaigns which receive industry and media attention

What we did:

SLAY explores human rights issues in animal supply chains, alongside animal and environmental impacts. While this was not solely human-focussed, a deep exploration into the fate of tannery workers was included, featuring interviews and some CFJ-contributed research. The film resulted in 2.7M estimated views of related articles, and engagement with 10 leading luxury retailers and brands following release

Our **#WhoKilledForMyClothes** campaign features shocking new insights from interviews with an ex-slaughterhouse and ex-farm worker. These stories have been included on our website, in resources we have provided to brands, and in our report.

Our report '**Under their skin: leather's impact on people**' highlights the voices and plight of farm, tannery, slaughterhouse and garment workers, as well as environmental defenders, Indigenous peoples and communities impacted by the destruction and pollution caused by leather production. This report has been shared within the industry, at fashion schools and on a podcast.

Outcome:

We need to ensure further industry attention is given to the plight of these workers in coming years, and that in turn, further media attention amplifies these voices. We are proud of this work, but have more to do.



Who made
your
clothes?

(Leather jackets, bags and shoes edition)

Collective
Fashion
Justice

What we wanted to do

Collaborate diversely,
strengthen allyship

How we wanted to do it

THREE: Offer new data on the wellbeing and rights of fashion supply chain workers, collaborating with at least 1 group on research-driven campaign

What we did:

Our collaborative research and report with **She's A Crowd** is a work in progress, and explores gender-based violence in fashion supply chains, including in animal-derived material supply chains. It is led by survey responses from members of the industry.

While the data in our **'leather's impact on people'** report is not new it is curated to show the breadth of harm caused to humans across the leather supply chain in a way which has not been revealed before. Fashion Act Now partnered with us for this report, and previously had not highlighted these voices.

Outcome:

This is still a work in progress, but we are pleased to have collaborated with two groups which have diverse goals, in order to achieve this outcome.



What we wanted to do

Begin the transformation
of fashion

How we wanted to do it

ONE: Offer information and consultation on material ethics to brands, of which at least 10 must switch at least some products to the use of total ethics materials instead

What we did:

- We have consulted with and provided resources to a large number of brands, including **RM Williams, GANNI, Stella McCartney, Dior, Kering, Pangaia, Farfetch, Vivienne Westwood, Elk, Nique, Dead Pretty, Citizen Wolf, Kuwaii, SIR, and many others.** A number of these conversations are ongoing and involve policy review.
- **Dead Pretty** has shifted away from all animal-derived materials as a result of our engagement, instead using Piñatex instead of leather and Tencel instead of wool.
- After watching **SLAY**, designer **Diane Kroe** removed all wool from her collection.
- We continue to engage with **GANNI** and look forward to sharing more.
- Following our **investigation** with the Animal Justice Party, exploring fur sales at Victorian markets, a number of Melbourne market stalls stopped selling all fur.
- **Policies** impacting Copenhagen, Sydney and Melbourne Fashion Week have all been created following our work alongside World Animal Protection Australia. While fashion weeks are not brands, they send a wider signal to the fashion industry, and impact brand activities.



What we did:

Following our **engagement**, City of Sydney's market policy banning fur and exotic skins now also bans the sale and exhibition of all exotic feathers, including from farmed wild animals, therefore banning feathers such as ostrich, peacock and flamingo feathers. This similarly impacts a wide number of brands.

Our progress towards a ban on fur sales in Victoria is promising. The **Fur Free Europe ECI** citizen's initiative has reached 1.1 million signatures, surpassing the required number for the European Parliament to look at a move to ban all fur farming and farmed fur sales.

Our consultation on and **testimony** in support of NYC's Textile Purchasing Bill helped to see the passing of legislation which demands the City to only purchase more environmentally sustainable materials, with a focus on the environmental outcomes animal-derived materials are particularly responsible for, such as biodiversity loss and climate change.

Outcome:

Our targets moved, as our aim of 10 brands was focussed on smaller brands, and as we explored our potential paths for effective change, we shifted towards engagement with larger industry players. These efforts take longer but have more impact, and the same is true for engagement at a government level. We look forward to sharing outcomes from this engagement, and are pleased with progress by fashion weeks, as well as at a legislative level. Our work here is not done.



What we wanted to do

Begin the transformation
of fashion

How we wanted to do it

TWO: Urge brands to stop using unjust materials, producing at least 1 project addressing an unjust material and promoting alternatives to it

What we did:

- Our [report on wool](#), our [leather report series](#), and our [report Cruelty is Out of Fashion](#) with World Animal Protection all set targets for the fashion industry to shift beyond the use of animal-derived materials, highlighting the availability of more innovative, sustainable and ethical alternatives.
- Our short film [Willow and Claude](#) explores the issues around both wool and synthetic knitwear, before highlighting a proof of concept supply chain that is totally transparent, plant-based, ethically made and more sustainable. This short film won multiple awards, including a gold Good Design Award, and was praised for showing the fashion industry that ethics is not only possible for fashion, but appealing.
- We have written and rewritten 7 material guides for [Good On You](#), highlighting the intertwined harms caused by animal-derived materials, and alternatives to them. Good On You is partnered with Farfetch for their Conscious strategy, and CFJ will now be listed as an organisation brands should speak to should they want to move beyond these materials.



willow & claude



Outcome:

We have achieved far more towards this goal than we aimed to, and will continue to use these resources to promote alternatives to unjust materials going forward.

What we wanted to do

Begin the transformation
of fashion

How we wanted to do it

THREE: Make totally ethical fashion
more accessible, following consultation

What we did:

Our engagement with our and other online communities, as well as our reading of relevant literature, highlighted two major barriers to total ethics fashion: cost and knowledge. As a result, we did the following:

- Organised a clothing swap at Fed Square with Fashion Revolution and Global Fashion Exchange, to encourage a circular economy where people could swap clothes freely. This eliminated the cost barrier to engaging with total ethics fashion, and helped to educate people that the best way to dress ethically and sustainably is to make the clothes that already exist last longer.
- Through our website and social media channels, we have produced free educational content explaining that total ethics fashion includes wearing what you have, repairing your clothes, buying less, swapping, and buying pre-loved (all things which are affordable, if not free!).
- Worked on a certification, which we will be releasing in 2023. Our 'base values certification' aims to help citizen consumers better understand how to find products and brands which adhere to the base values of a total ethics fashion system: no animal inputs, living wages at tier one, and more responsible materials, among other important considerations.

Outcome:

Our event allowed for community building and achieved the goal of making total ethics fashion accessible. Our education, which shows that cost is not a barrier to total ethics fashion continues online. Finally, while our certification is not yet launched, this will help eliminate the barrier of knowledge for many people.



Additional work for a total ethics fashion system

We've highlighted our key achievements for the year, and the works outlined as responses to our strategic plan goals, but there's more, too. Many of these achievements we did not think possible for our first two year period:

- We have contributed feedback on legislation such as The Fashion Act, and written **submissions** to parliamentary inquiries and consultation periods, including regarding the Animal Care and Protection Act in VIC and the Kangaroo Wellbeing Inquiry in NSW.
- We released new and peer-reviewed data, allowing for better understandings of the impact of wool and leather, through our **CIRCUMFAUNA** initiative. These numbers featured in SLAY, as well as in a number of articles regarding fashion's impact.
- Our work received **media coverage** across Forbes, The Guardian, Earth Island Journal, Vogue Business, Fashion Journal, Apparel Insider, WWD, Yahoo, Euro News, The Age, Herald Sun, and many other quality outlets.

Our foundations for success

In our strategic plan, we promised to build our work off of a number of foundations.

✓ **We hoped to engage with a diverse range of members of the public, and we did:**

Our social media and website content is viewed by people across the world: over 65,000 people have viewed our website content, with our ten largest audiences across the United States, Australia, United Kingdom, Canada, India, Germany, France, Italy, Netherlands and Singapore.

People from 101 different countries have engaged with our work online, and on social media, we have strong audience engagement from people 18 to 54 years old. The majority of our audience is made up of women, though this is not surprising given fashion's perception as a 'feminine industry.'

✓ **We aimed to produce effective and thoughtful social and digital content to connect with consumers, industry members and advocates.**

We knew that the key to this content's success was by sharing quality, often little known information and data with a strong but welcoming voice and slick design. Across our social channels we have nearly 23,000 followers, and have over 500,000 likes and content views of nearly 3.2M.

Our foundations for success

✓ **We aimed to build an empowered, passionate, satisfied and motivated collective of people who volunteer with us**

We measured these positive feelings through an anonymous survey and found that

- **100%** of our surveyed volunteers want to continue working with us
- **Over 85%** our surveyed volunteers feel strongly that their work contributes to the creation of a total ethics fashion system, and that they enjoy that work
- **Over 85%** our surveyed volunteers feel very 'totally comfortable, welcome and happy' within the organisation

At the beginning of the next year, we will be engaging with all volunteers to build on what they've shared with us (anonymously) about how we can improve the culture of the organisation, and their engagement with us. We have already begun implementing some of the suggestions volunteers shared with us, such as more meetings between international team members for a stronger sense of community.

Our foundations for success

✓ **To ensure longevity and enough time to powerfully build our work, we aimed to obtain funding for at least 1 paid part-time member of CFJ, as well as 3 paid freelancers.**

- In this two year period, we have paid 10 freelancers.
- From 2023, we will have 3 people paid to work part time each week for the organisation.

We continue to believe that continuous research of effective activism is critical, and regularly review the work of other organisations to see what we can learn, as well as reading perspectives from academics and activists.

We promised to hold ourselves accountable to our goals, and we have done so by sharing our yearly reviews, our strategic plan overviews, and our financial reporting with the relevant authorities.

Looking forward

Thank you for your support over these past two years.

We are keen to continue this work going forward, and you can learn more about our goals for the next two years, in our 2023 – 2024 **strategic plan**.





www.collectivefashionjustice.org