

## Ansøgning om tilskud til bæredygtigt event og bæredygtige tiltag under Copenhagen Fashion Week

Ansøger

Copenhagen Fashion Week  
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Copenhagen Fashion Week (CPHFW) ansøger hermed Kultur- og Fritidsudvalget i Københavns Kommune om tilskud til et kulturelt event under modeugen, showcaser og oplyser om koblingen mellem mode og bæredygtighed, samt øvrige nye bæredygtighedstiltag, der skal mindske modeugens miljø- og klimaaftryk på byen.

### Baggrund

Med ny ledelse i Copenhagen Fashion Week (pr. 1. november 2018) blev bæredygtighed forankret som omdrejningspunktet for hele modeugens nye strategi. Ambitionen er, at modeugen skal udvikle sig til den mest bæredygtige på internationalt plan.

Gennem flere nye indsatser, der understøtter CPHFW's nye strategiske arbejde med FN's Verdensmål 10, 12, 13 og 17, herunder et forbud mod engangsplastikflasker samt kortlægning af CPHFW's CO2 udledning og efterfølgende klimakompensation, er CPHFW på kort tid lykket med at blive fremhævet i flere medier som "best practice" modeuge i forhold til at integrere bæredygtighed. Senest i det internationale modedefagmedie *The Business of Fashion*, der fremhæver Copenhagen Fashion Week som førende i forhold til de ellers traditionelt set mest indflydelsesrige modeuger i Paris, Milano, London og New York. Se bilag 1.

Igennem et partnerskab med Københavns Kommune ønsker CPHFW at styrke historiefortællingen om København som grøn modemetropol ved at igangsætte nye projekter og initiativer, der gavner den dagsorden.

### Hvorfor bæredygtighed?

Copenhagen Fashion Week har, som toneangivende aktør i modemiljøet, en pligt til at udspille sin rolle til størst gavn for en mere bæredygtig agenda. Som stor kultur- og branchebegivenhed har modeugen mulighed for at inspirere både borgere og branche til hhv. et mere bæredygtigt forbrug samt en mere bæredygtig forretning. Med den globale klimakrise samt det faktum, at mode er en af de mest klimabelastende industrier i verden (både i produktions- og i forbrugsfasen), er det essentielt at begivenheden lægger sit fokus her og påtager sig et ansvar og en rolle.

En bæredygtig modeuge er en to-strengt indsats, der dels handler om, 1) hvordan CPHFW som event kan produceres mere bæredygtigt og dermed minimere sit miljø- og klimamæssige aftryk på byen, men også 2) hvordan CPHFW som platform kan motivere både brands til mere bæredygtig produktion samt borgere til mere bæredygtigt forbrug.

### Status nu

Første spadestik til en mere bæredygtig modeuge blev taget, da Copenhagen Fashion Week i januar 2019 kunne offentliggøre et bæredygtigheds advisory board, bestående af eksperter fra både den danske og internationale modebranche samt Kultur- og fritidsborgmester Franciska Rosenkilde. I løbet af foråret er der blevet søsat flere mindre initiativer, herunder en 15-trins guide til en mere bæredygtig showproduktion, et forbud mod engangsplastikflasker på modeugen samt en CO2-kortlægning af CPHFW's egne aktiviteter med det resultat, at CPHFW klimakompenserede og gjorde aktiviteterne klimapositive. Herudover indgår CPHFW primært partnerskaber med leverandører med en bæredygtig profil, dvs at al mad (og drikkevarer), der serveres både på åbningsmiddagen og i løbet af modeugen er økologisk og vegetarisk, bilflåden består af elbiler, t-shirts til frivillige er Fairtrade og økologisk produceret og så fremdeles.

Men det er intet quick fix og en modeuge bliver ikke bæredygtig af udelukkende en mere grøn eventproduktion. Copenhagen Fashion Week skal derfor nu i gang med at udarbejde en 3-årsplan med udgangspunkt i FN's verdensmål, som skal munde i at der indføres minimumsstandarder for, at man som brand overhovedet kan holde show under modeugen.

Pressen – og den øvrige omverden - har allerede taget utrolig godt imod det nye bæredygtige fokus, der placerer CPHFW og København helt i front:

*“Copenhagen Fashion Week is winning the Scandi drive for sustainability”*  
– VOGUE, august 2019

*“Denmark, like all Scandinavian countries, is particularly concerned about the environment, not least when it comes to fashion.”*  
– Wallpaper, februar 2019

*“Sustainability Took Front Row Seat at Copenhagen Fashion Week”*  
– Drapers, februar 2019

Copenhagen Fashion Week ønsker at bibeholde og styrke denne position. Dette skal ved at fortsætte og øge arbejdet med den overordnede bæredygtige strategi, herunder styrke positioneringen og historiefortællingen om København som grøn modemetropol.

### **Ansøgning om partnerskab**

Copenhagen Fashion Week ansøger hermed Kultur- og Fritidsudvalget om et tilskud på 550.000 DKK, der skal støtte specifikke initiativer i 2020.

Tilskuddet fra Københavns Kommune vil bl.a. gå til følgende aktiviteter:

### **Bæredygtigt event for borgere, august 2020**

CPHFW ønsker under sommermodeugen den 4.-7. august 2020 at invitere Københavns borgere til et stort bæredygtighedsevent med både modeshow og talks.

På showet vises kun bæredygtig mode frem. Både ny mode fra bannerførende bæredygtige brands (der fx anvender bæredygtige tekstiler i deres kollektioner), men også genbrugstøj netop for at signalere og legitimere, at det er ”cool” at mixe nyt med gammelt. Showet indledes med en åbningstale ved fx Kulturborgmesteren og efterfølges af en paneldebat og/eller foredrag om, hvordan man som forbruger kan opbygge en mere bæredygtig garderobe og generelt bruge tøj mere bæredygtigt - og dermed tage et større medansvar – særligt i kampen mod klimaforandringer – ved at oplyse klart og tydeligt om koblingen mellem mode og bæredygtighed.

I tråd med det nye bæredygtige fokus for modeugen, skal eventet afvikles bæredygtigt, dvs at produktion af selve showscenen opbygges ud fra bæredygtige principper så som zero waste og klimaneutralitet. Dvs. at alt set-design, herunder catwalk og stole/bænke, bygges i bæredygtige materialer og med fokus på genbrug/genanvendelse, der anvendes ingen engangsplastik, al forplejning til gæster, staff samt modeller er økologisk/vegetarisk/lokalproduceret, der bruges kun grønne produkter til hår og makeup, der uddeles ingen goodiebags/flyers mv.

### **Bidrag til CPHFW’s strategiske arbejde for en mere bæredygtig modeuge**

For at partnerskabet funderes seriøst i CPHFW’s bæredygtighedsstrategi og strategiske indsatser, vil Københavns Kommunes bidrag desuden gå til tre helt centrale projekter vedrørende modeugens bæredygtige udvikling:

1. Copenhagen Fashion Week’s treårs plan (2020-2022), som kommer til at løfte sløret for bl.a. hvilke minimumsstandarder showbrands skal leve op til for at måtte deltage på modeugen fra 2022. Arbejdet med treårsplanen påbegyndes i 2019. Der nedsættes en arbejdsgruppe og der søges involvering fra en række forskellige fagekspertter (inden for fx tekstiler, kemikalier, vand, klima, tech mv) og fra CPHFW’s bæredygtigheds advisory board samt øvrige interessenter både fra ind- og udland. Som medafsender på CPHFW’s treårsplan, der i øvrigt bliver den første af slagsen

internationalt set, vil det være en vigtig signalværdi, at Københavns Kommune bakker op om og bidrager til den bæredygtige omstilling for en så toneangivende og efterhånden international begivenhed som Copenhagen Fashion Week er.

2. Copenhagen Fashion Week kortlagde i forbindelse med modeugen i august 2019 CO2 aftrykket for CPHFW's egne aktiviteter. Nu ønsker organisationen at få kortlagt den samlede CO2 udledning for samtlige modeugeaktiviteter – dvs. også messerne, de i alt ca. 40 shows og alle øvrige events på den officielle kalender. Kortlægningen af Copenhagen Fashion Week's CO2 aftryk skal dels bruges til at vurdere, hvor organisationen skal fokusere dens indsats samt etablere et datagrundlag til KPI'er og videreudvikling. Derudover skal CO2 kortlægningen kunne anvendes som best practice til øvrige events, der afholdes i København, så vi sikrer, at byens kulturudbud alle arbejder henimod et reduceret klimaaftryk uden at gå på kompromis med essensen af deres events.
3. Copenhagen Fashion Week arrangerer to halvårslige seminarer i Rådhushallen (i foråret og i efteråret, dvs. "mellem modeuger") med nyt overliggende tema hver gang fx "Klima og mode", "Plastik og mode", "Bæredygtigt forbrug" mv. Seminarerne, der også skal være åbne for borgerne at deltage i, ledes af bæredygtighedskonsulenterne fra InFuturum med et program, der indeholder talks og debatter med velkendte profiler fra modebranchen samt fx politikere, miljøaktivister m.v.

Se detaljer i bilag 3: Budget for 2020.

## BILAG 1

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INTELLIGENCE

### Glitz, Glamour & Garbage: Why Fashion Week Needs to Clean Up Its Act

BY SARAH KENT  
SEPTEMBER 4, 2019 05:20

With scrutiny on fashion's environmental impact mounting, the excess of major fashion weeks is increasingly at odds with the public commitments of major brands to operate more sustainably.

**LONDON, United Kingdom** — 54 London catwalk shows; 32,000 car miles; 20,000 cups of espresso; 5,000 glasses of prosecco. These are among the statistics for last September's London Fashion Week published by the [British Fashion Council](#) to underscore the event's vitality. But the numbers also tell another story: that of the waste and excess of staging fashion weeks at a time of mounting scrutiny from regulators and consumers.

"Fashion month is a party," said Orsola de Castro, co-founder and creative director of non-profit Fashion Revolution, which advocates for a more ethical and sustainable fashion industry. "It's huge fun, but it's the kind of fun that is no longer funny."

International flights and hired cars are obvious signs of the toll that fashion week events take on the climate. But there are also show sets, which are often erected for a matter of hours and then sent straight to landfills; goody bags full of disposable free samples; and don't forget the clothes themselves, which are transported to shows wrapped in plastic.

"Events are temporary, but the waste you leave behind is not," said Nick Marks, founder and managing director of sustainable production company Ecoboost.

It's hard to know exactly how severe the environmental impact of fashion weeks is. The groups that organise the events in London, New York, Milan and Paris — the BFC, The [Council of Fashion Designers of America](#), Camera Nazionale della Moda Italiana and La Fédération de la *haute couture* et de la Mode respectively — don't collect data on the amount of waste generated by the shows, and haven't yet conducted an analysis of the events' climate impact.

All four say sustainability is high on their agenda and they are taking steps to drive change. The BFC said it has reviewed all of its suppliers to make sure it is using the most sustainable products available, and has always sought to hire and reuse materials wherever possible. As of September 2019, it will promote designers focused on positive fashion at its London Fashion Week Designer Exhibition, and it has built sustainability into its designer support programmes.

[Pascal Morand](#), executive president of France's Fédération de la Haute Couture et de la Mode, said the organisation's sustainability commission is working with members to establish a set of shared tools to help brands producing shows. In Italy, the CNMI published a sustainability manifesto in 2012, focusing on the industry's big social and environmental issues. During fashion week, it uses recycled materials and avoids the use of plastic at events it hosts and in all its locations. The CFDA has put together an extensive sustainability guide and toolkit that includes a section on events. They also point out that it is the brands, not the organisers, who put on and produce the shows.

For years, the fashion world has operated with little mind for the environmental impact of fashion week. But a backlash against extravagant shows that seem detached from the publicly-stated sustainability ambitions of major brands and their parent companies is growing. In June, [Saint Laurent's](#) menswear show on a hidden beach on the coast of Malibu [drew the ire of local residents and officials](#) — and unwanted media attention — for disrupting the local environment. Megabrands like [Louis Vuitton](#), Dior and [Chanel](#) are equally known for their opulent shows.

[LVMH Moët Hennessy Louis Vuitton](#), which owns Louis Vuitton and Dior, has had guidelines in place for several years to help its stable of luxury brands produce events in a more sustainable manner. Chanel said it is committed to recovering, recycling, reusing and/or repurposing the materials used in its shows wherever possible, adding that the iceberg it famously trucked from Sweden in to the Grand Palais for a 2010 show would not fly today. "Given how times have changed, it is unlikely we would choose it today," said a spokesperson for the brand.

Meanwhile, in London, where [Burberry](#) Group Plc is one of the few brands to stage a large-scale show, environmental activist group Extinction Rebellion has called on the British Fashion Council to "cancel London Fashion Week" and is planning a series of disruptions throughout the September event.

"The reason to target fashion weeks is that they're seen as cultural hubs, and culture has a responsibility," said Sara Arnold, founder of fashion rental site Higher Studio and Extinction Rebellion activist. "We need to understand that if we show all this excess, it shows that we're not taking this problem seriously."

Burberry said it has been reviewing the environmental footprint of its upcoming show, and among other steps that are still being finalised, it plans to offset the carbon impact of models and guests travelling to London exclusively for its show.

To be sure, the environmental footprint of even the major fashion weeks represents a tiny fraction of the industry's [overall impact](#). By far, the biggest culprit is the sector's manufacturing supply chain, which spews out a toxic mix of carbon and polluting chemicals with little oversight.

However, fashion weeks — and particularly the main ready-to-wear shows in New York, London, Milan and Paris — are significant because they are some of the most prominent moments on the fashion calendar. And with the rise of social media, they increasingly function as a way for brands to communicate directly with consumers. But to date, the sustainability and climate concerns brands are [increasingly eager to talk about](#) when discussing long-term targets and goals, rarely feature during fashion week.

And yet, from a sustainability standpoint, fashion week shows and events themselves represent [relatively low-hanging fruit](#). And while the impact is smaller than manufacturing, even for a small show the amount of waste generated can be staggering.

Up-and-coming fashion hub Copenhagen is already grappling with the challenge. Among other things, the organisation has banned single-use plastic bottles at fashion week events and started to offset the emissions generated by the international guests it hosts, as well as the catering, logistics, branding and manufacturing associated with the parts of the event it organises directly. Later this year, it will lay out a three-year plan introducing minimum sustainability standards for brands that want to show in Denmark. It's a delicate balance.

"We're talking about ambitious targets," said Copenhagen Fashion Week Chief Executive Cecilie Thorsmark. But "if we aim too high, then there's the risk that we don't get the industry involved, and if we don't get the industry involved, then there's no impact."

With awareness of the issues only growing, brands big and small are increasingly taking independent steps to manage their shows more responsibly. One small, but significant, sign of change is that few now send out paper invitations, an expensive and wasteful hangover from a time before the internet.

LVMH's show guidelines include directions to avoid air transport for goods and equipment, and a requirement to use energy-efficient LED lighting. They prioritise recycled materials for decoration and stipulate their end life should be considered in the design phase to ensure they can be reused or recycled again. The appendix includes a list of seasonal fruit and vegetables for catering purposes.

The guidelines aren't compulsory, but there are prominent examples of them being put into practise. For instance, Louis Vuitton's latest menswear collection was shown in Place Dauphine, with the set a pastiche of café life. The company said the whole thing was "almost zero waste." All of the set elements, including a bright orange LV-branded bouncy castle that was sold on to a client, were re-purposed for use elsewhere. Many were items found on location anyway.

There are also easy, but surprising, wins. When Copenhagen Fashion Week measured its own impact, it discovered that the second most carbon-intensive aspect of its operations after international flights was the 100 T-shirts it makes up every season for staff to wear. Going forward, it plans to make T-shirts without branding that could date them so they can be taken back and re-used each season. "It's eye-opening," said Thorsmark. "It proved how heavy the impact of the fashion industry is."

Norwegian brand [Holzweiler](#), which shows in Copenhagen, repurposed the marquee it used as a venue last summer into tote bags. This August, it used energy-efficient lighting to create a sense of space and atmosphere, rather than building a set. It also provided all backstage crew and models with steel water bottles and bamboo coffee cups when they first arrived. The waste generated by the entire show was just 1 metre of gaffer tape, said creative director Susanne Holzweiler.

But change is slow and spotty. Brands and production companies still often prefer to build things from new because it's seen as cheaper and easier. The challenge for fashion weeks in an era of heightened environmental awareness is whether this attitude of business as usual is sustainable.

"I would stop looking at fashion weeks as an instrument for excess," said Fashion Revolution's de Castro. "Everything needs to be questioned right now because this system that we're in has proved to be toxic."

*Disclosure: LVMH is part of a group of investors who, together, hold a minority interest in [The Business of Fashion](#). All investors have signed shareholders' documentation guaranteeing BoF's complete editorial independence.*

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[Why Representation at Fashion Week Shouldn't Be a Fad](#)

[In Search of a Business Case for Sustainability](#)

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## **BILAG 2:**

### **OM COPENHAGEN FASHION WEEK**

Copenhagen Fashion Week er en non-profit organisation, som fungerer som paraplyorganisation for hele modeugen. Modeugen består af to store messer, showrooms, modeshows og borgerrettede events to gange om året i hhv. januar/februar og august. I 2018 deltog 135 virksomheder med shows, præsentationer eller showrooms og messerne havde omkring 4500 messedeltagere.

Det er Copenhagen Fashion Week's kerneforretning at drive en professionel og nyskabende modeuge, således at CPHFW forbliver interessant for skandinaviske brands, internationale indkøbere, presse og branchen generelt; såvel iværksættere og mindre vækstvirksomheder som etablerede modebrands drager nytte af den store opmærksomhed, der rettes mod København under modeugen.

### **DEL AF DESIGN SOCIETY**

Copenhagen Fashion Week har siden 2015 været en del af Design Society - en almennyttig organisation, der skal fremme design, mode og relaterede kreative erhverv med henblik på at understøtte og fremme vækst, markedsføre Danmark og bidrage til løsninger af samfundsmæssige udfordringer. Design Society er desuden moderselskab for Dansk Design Center, Index: Design to Improve Life og Global Fashion Agenda.

### **COPENHAGEN FASHION WEEK FINANSIERING**

Copenhagen Fashion Week er på nuværende tidspunkt er finansieret af 15% offentlige midler og 85% kommercielle partnerskaber. De offentlige midler kommer fra Erhvervsministeriet, der gennem Design Society støtter Copenhagen Fashion Week's bidrag til vækst i modebranchen og markedsføring af Danmark i tråd med Vækstteamets anbefalinger fra 2018, hvor Copenhagen Fashion Week fremadrettet i højere grad skal understøtte eksport af bæredygtig mode. Boozt.com er kommerciel strategisk hovedpartner frem til og med 2020.

### **LEDELSEN I COPENHAGEN FASHION WEEK**

Cecilie Thorsmark startede som ny adm. direktør den 1. november 2018. Hun kommer fra en stilling som kommunikationsdirektør i Global Fashion Agenda, og har en baggrund som cand.merc fra Copenhagen Business School. I april 2019 indtrådte hun i bestyrelsen for KCC for at fremme synergierne mellem modeugen og Københavns detailhandel.



**BILAG 3:**

**BUDGET FOR COPENHAGEN FASHION WEEK 2020**

*Baseret på estimerede tal*

<b>INDTÆGTER</b>	<b>2020</b>
Tilskud fra København Kommunes kultur- og fritidsudvalg *	550.000
<b>INDTÆGTER I ALT</b>	<b>550.000</b>
<b>PRODUKTIONS-/PROJEKTKOMKOSTNINGER</b>	
Bæredygtigt kulturevent (totalomkostning 400.000 DKK)	320.000
Treårsplan (totalomkostning 100.000 DKK)	60.000
Kortlægning af det samlede Co2 aftryk for alle shows, messer mv (totalomkostning 150.000)	110.000
To talks/seminarer (mellem modeuger) for branche og borgere (totalomkostning 100.000 DKK)	60.000
<b>PRODUKTIONS-/PROJEKTKOMKOSTNINGER I ALT</b>	<b>550.000</b>