

For immediate release:

Global Fashion Agenda releases *CEO Agenda 2019* highlighting the urgency of combating climate change during the World Economic Forum

The second edition of the *CEO Agenda* presents eight sustainability priorities that every fashion CEO needs to address – because sustainability is no longer just a trend, it’s a business imperative.

Today, 23 January 2019, Global Fashion Agenda releases *CEO Agenda 2019* at Davos House during the World Economic Forum’s Annual Meeting, with Her Royal Highness the Crown Princess of Denmark in attendance as Global Fashion Agenda’s patron. Developed in collaboration with leading fashion players ASOS, BESTSELLER, H&M group, Kering, Li & Fung, Nike, PVH Corp., Sustainable Apparel Coalition and Target, *CEO Agenda 2019* has been updated to reflect global developments, highlighting climate change as a core priority. Fashion has increasingly been working on issues such as chemicals, circularity and equality but must also further address its impact on climate change. Currently total greenhouse gas emissions from textile production amount to 1.2 billion tonnes annually, according to new research from UNFCCC. This is more than the emissions of all international flights and maritime shipping combined.

“Climate change is an unprecedented threat to people and the planet. We only have 11 years to rectify the catastrophic impact we’ve had on our planet or we’ll miss the objective of the Paris Agreement to keep global warming below 1.5 degree Celsius. We know that change is not easy, but overall progress is too slow, and we simply can’t afford to lose another year. The fashion industry is one of the world’s largest and most powerful industries. Therefore, we need to take leadership to secure the future of our industry – and our planet,” explains Eva Kruse, CEO and President of Global Fashion Agenda.

Decision-makers gather in Davos for *CEO Agenda 2019* launch

The release event in Davos gathers CEOs from fashion and interconnected industries to discuss how fashion can transition towards being more sustainable, at an accelerated pace. This will require a collaborative effort across the value chain and engaging in a dialogue with external stakeholders, who play an integral role in creating this change.

“The *CEO Agenda* is the fashion industry’s contribution in Davos to shaping the global sustainability agenda. As one of the most resource intensive industries, it is vital that the industry transforms the way fashion is produced, marketed and consumed. I’m proud to be patron of an organisation that calls for industry collaboration, insisting that the only future for the fashion industry is a sustainable one,” states Her Royal Highness the Crown Princess of Denmark.

Now more than ever, it is clear that fashion companies need to take action to future-proof their businesses. Social and environmental issues such as climate change, microfibre pollution, growing population and automation will affect the future business model of the industry. Projections from the *Pulse of the Fashion Industry 2018* report, co-authored by Global Fashion Agenda and The Boston Consulting Group, state that by investing in sustainability, fashion brands will be able to reduce their social and environmental footprint whilst improving their bottom line, with a potential increase in EBIT margins.

In the past year sustainability has risen on the corporate agenda. The *CEO Agenda* has become a reference for implementing sustainability measures, guiding corporate strategies, policymaking and investments. While many CEOs are already stepping up their work to address these shifts, half of the industry has yet to take action on sustainability. This will require top-level engagement from fashion brand CEOs, who can lead the transformation of not only their own companies but also the entire industry.

What's on the agenda?

The *CEO Agenda 2019* details eight priorities that should be top of mind for CEOs in fashion right now.

Four core priorities for immediate implementation:

- Supply chain traceability
- Combating 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 [CEO Agenda 2019](#)

A word from leading fashion players

Nick Beighton, CEO, ASOS

“We’re supporting Global Fashion Agenda’s *CEO Agenda* because we believe it’s only by working together that we will be able to deliver a systemic shift in the way our industry tackles urgent sustainability challenges and proactively design a future we can all believe in.”

Dorthe Scherling Nielsen, Head of Corporate Affairs, BESTSELLER

“The *CEO Agenda* outlines essential priorities for companies to take their game to the next level, whether they are leaders or in the beginning of their sustainability journey. Individual company visions and contributions on sustainability are essential, but only as a collective industry and through pre-competitive collaboration can we truly make a difference.”

Karl-Johan Persson, CEO, H&M group

“The fashion industry is going through a transformation that poses many challenges we as an industry need to collaborate on. The transition towards a circular and climate positive business model is key, as is ensuring that the jobs created along our value chains are fair and equal.”

François-Henri Pinault, Chairman and CEO, Kering

“A modern corporation has to have a dimension of purpose or it won’t last.”

Spencer Fung, Group CEO, Li & Fung

“Li & Fung supports the *CEO Agenda* because we want to play a part in securing the future of our industry and the future of our planet. Creating a sustainable fashion industry is only possible if the industry collaborates to drive the right efficiencies and innovation that lead us to real solutions to address the bigger picture.”

Mark Parker, CEO, Nike

“We believe that the world needs to urgently work towards creating a sustainable future - one where everyone thrives on a healthy planet and a level-playing field. We are committed to innovating our way into that future, both within Nike and in partnership with others.”

Emanuel Chirico, Chairman and CEO, PVH Corp.

“We believe in holding ourselves accountable to the highest standards, setting ambitious Corporate Responsibility goals that drive fashion forward – for good. *CEO Agenda 2019* encourages leaders across the industry to do the same. The issues our industry faces are complex and global, they require collaboration, and no single organization can solve these challenges alone.”

Amina Razvi, Interim-CEO, Sustainable Apparel Coalition

“The *CEO Agenda* offers apparel industry leaders the opportunity to learn how peers are addressing the sustainability challenges we face today. It is urgent that we demonstrate leadership to scale solutions that address climate change and social disparity in the supply chain. Through collaboration we will create true impact and transform our industry.”

Bill Foudy, President, Sourcing Services, Target

“At Target, we’re committed to using resources responsibly and believe the circular economy is one of the biggest opportunities we have to design a sustainable future. As a Strategic Partner of the Global Fashion Agenda, alongside other industry leaders, we support the *CEO Agenda* as we take on some of the fashion industry’s most important challenges together.”

About Global Fashion Agenda

Global Fashion Agenda, a non-profit organisation, is the foremost leadership forum for industry collaboration on sustainability in fashion. In partnership with a group of Strategic Partners, currently counting the industry leaders 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. In addition to the annual *CEO Agenda*, Global Fashion Agenda publishes the yearly *Pulse of the Fashion Industry* report in collaboration with The Boston Consulting Group. Global Fashion Agenda is also behind Copenhagen Fashion Summit, the leading business event on sustainability in fashion, since 2009.

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