

VLOG Storyboard

1. The business sustainability leadership challenges within the fashion industry overview • Increased pressure to have GDP scale • No clear universal standards • A lack of educational frameworks due to the subject being under research compared to other areas	2. Leadership challenge Leading in a VUCA world Global Economy Living with the Virus Diminished Demand Consumer Shifts Digital Sprint Seeking Justice Fashion System Less is More Work Revolution	3. Leadership challenges, internal & External + Sustainable Values External (coming from people and situations) • Lack of funding • Systemic changes/changing behaviour • Public criticism, crises, disaster, collaborations • Internal (stemming from the self) • Fear (changing to a new way of working) • Lack of confidence or knowledge • During transitions/endings • Feedback 360's etc	4. Leadership challenge Environmental issues, Lack of transparency Ethics & People management • (Human) supply chain • The issues of such a varied supply chain • Cheaper labour
5. The current major players within the landscape of Fashion Business talking about the challenges sustainability leadership • BoF • Drapers • CSF • Fash Rev • Fash Roundtable • Ellen MacArthur Foundation	6. Benchmarking & excellence • Although there is the United Nations SDG's that have goals set for 2030. • Currently, there is no single worldwide regulatory body for the fashion and textiles industry	7. Comparing the ISF to the CIM & CMI • Educate • Standards • Regulation • Membership • Validate • Co-create • Collaborate • Events • Legislation • Activism	END

Link to VLOG

<https://youtu.be/saorb-nT3MA>

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Identification of a Business Sustainability Leadership (SL) Challenge within the Fashion Industry

23 March 2021 – Kelly Darcy

The business sustainability leadership challenges within the fashion industry – a broad overview

- Increased pressure to have GDP scale

United Kingdom

The domestic market value of fashion: \$ 94.1 billion

Employment in fashion: 555,000

- No clear universal standards or regulations

Unlike the food industry, there is a lack of regulations leading to exploitations of human rights and environmental issues.

- A lack of educational frameworks due to the subject being under research compared to other industries.

The industry suffers as a whole with research grants and education due to STEM and Covid-19 being the focus.



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Fashion Leadership challenge ; Leading in a VUCA world

Global Economy

- Living with the Virus
- Diminished Demand

Consumer Shifts

- Digital Sprint
- Seeking Justice

Fashion System

- Less is More
- Work Revolution



Leadership challenges, internal & External + Sustainable Values

External (coming from people and situations)

- Lack of funding
- Systemic changes/changing behaviour
- Public criticism, crises, disaster, collaborations

Internal (stemming from the self)

- Fear (changing to a new way of working)
- Lack of confidence or knowledge
- During transitions/endings
- Feedback 360's etc



Leadership challenge Environmental issues, Lack of transparency Ethics & People management

- (Human) supply chain
- The issues of such a varied supply chain
- Cheaper labour / Exploitation
- Waste Management
- Throwaway Culture



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The current major players within the landscape of Fashion Business talking about the challenges sustainability leadership



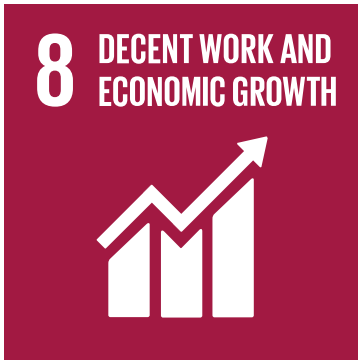
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- Business of Fashion (BoF)
- Drapers
- Centre for Sustainable Fashion (CSF)
- Fashion Revolution
- Fashion Roundtable
- Ellen McArthur Foundation

Benchmarking & excellence

Although there is the United Nations SDG's that have goals set for 2030.

Currently, there is no single worldwide regulatory body for the fashion and textiles industry



So what is the solution to the SL Challenge?



"The Institute for Sustainable Fashion is a professional membership for sustainable fashion professionals globally, similar to the likes of Chartered Marketing Institute (CIM) or the Chartered Management Institute (CMI) we aim to educate, standardise and collaborate with a membership base dedicated to raising the standards within sustainability and fashion."

Kelly Darcy

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Educate
Standards
Regulation
Membership
Validate
Co-create
Collaborate
Events
Legislation
Activism



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