

**FORT FASHION
COUNCIL**

SUSTAINABLE PROTOCOL

coming soon

The logo for Fort Fashion Council, featuring the text "FORT FASHION COUNCIL" in a white, serif, all-caps font centered on a black rectangular background.

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INTRODUCTION

Fort Fashion Council aims to strengthen the global reach and impact of Middle East designer community and Dubai Fashion Industry. As global citizens, we want to pledge commitment to emerging and established designers by providing support, education, opportunities and partnerships

FFC stands as the world's first innovative sustainable and technological non profit fashion organization with core aim of sustainable future for Dubai fashion industry and its Middle East designers. We faced with the challenge of rethinking design system for the future of the planet and our industry.

As leading platform, efforts are being made to promote sustainable fashion through both domestic production and collaborations with other fashion councils. We are in support with United Nations Sustainable Development Goals to a global vision.

Through our own partnerships, programs, communication and education on key social, environmental and economic issues, to bring a positive change. Together we can maximize the impact of Middle East fashion designers and Dubai fashion industry globally.

To broaden awareness, and to support a path to sustainability and more resilient business futures, we offer our protocol as a pledge to our members, partners and the industry

FFC sustainable protocol

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UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



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EDUCATION

INFORMATION AND AWARENESS

Education enables upward socioeconomic mobility and is a key to escaping poverty.

Educate fashion designers and fashion institutes to use the knowledge to create and archive sustainable impact. Comprehend the value of social purpose and still make profits.

Aiming to;

- Brands reducing impact, material impact fibers + fabrics
- Ensure coordinated responses and avoid overlapping efforts;

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TRANSPARENT COMMUNICATION

Make sustainability evident internally and externally

Internally Communicate the why's behind your sustainability commitments by Provide transparent information about commitments and performance to communicate results, progress, and challenges within the fashion industry and how to empower sustainability.

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PARTNERSHIPS

Revitalize the global partnership for sustainable development

A successful development agenda requires inclusive partnerships — at the global, regional, national and local levels — built upon principles and values, and upon a shared vision and shared goals placing people and the planet at the center.

After having an understanding of sustainability and its impacts, the designer and leadership teams should spend time discussing key areas of focus most aligned with the company's mission, vision, and objectives. Aligning on a meaningful and strategic purpose and co-creating commitments and priorities will bring about optimal results.

Connecting brands, manufactures, fashion organization, SDGS and government programs for partnership mergers.

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SUSTAINABLE CONSUMPTION AND PRODUCTION

Ensure sustainable consumption and production patterns to lower carbon print

Sustainable consumption and production is about doing more and better with less. It is also about decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles.

Sustainable consumption and production can also contribute substantially to poverty alleviation and the transition towards low-carbon and green economies



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EMPOWER SUSTAINABLE FASHION DESIGNERS

Ensure access to affordable, reliable, sustainable and modern resources.

Empower and supporting Middle East designers in the market with resources, tools, knowledge to achieve sustainable goal for their brands.

- Keep vulnerable consumers connected;
- Increase reliable, uninterrupted, and sufficient production in preparation for a more sustainable economic recovery

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CLIMATE ACTION

2019 was the [second warmest year on record](#) and the end of the warmest decade (2010- 2019) ever recorded.

The fashion industry produces 2-4 percent Carbon dioxide (CO2) levels annually and other [greenhouse gases in the atmosphere](#) rose to new records in 2019.

Create a blueprint for the company's sustainable growth strategy that clearly articulates how the company's success is ultimately tied to the success of sustainability commitment and production. Highlight a higher purpose by creating and activating positive change that empower Middle East fashion designers and Dubai fashion industry.

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ACTION FOR CAUSE

- CHARITY WORKS
- SUSTAINABLE SCHOLARSHIP FUNDS

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SUSTAINABLE FASHION EDITION AND TALKS

Empowering sustainable designers and brands

Introducing the first sustainable fashion week with Dubai fashion industry and its Middle East designers.

SUSTAINABLE FASHION WEEK	JANUARY	JUNE 2022
SUSTAINABLE TALKS	JANUARY	JUNE 2022

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