

IMPLEMENTATION OF THE SUSTAINABILITY REQUIREMENTS

BERLIN FASHION WEEK

Details & Timeline



IMPLEMENTATION OF THE SUSTAINABILITY REQUIREMENTS

IN EARLY JUNE, FASHION COUNCIL GERMANY AND THE BERLIN SENATE DEPARTMENT FOR ECONOMIC AFFAIRS, ENERGY AND PUBLIC ENTERPRISES ANNOUNCED THAT BERLIN FASHION WEEK (BFW) WILL ADOPT THE SUSTAINABILITY REQUIREMENTS DEVELOPED BY COPENHAGEN FASHION WEEK (CPHFW) AND INTRODUCED IN 2020. THESE REQUIREMENTS AIM TO REDUCE THE EVENT'S CLIMATE IMPACT, RESOURCE CONSUMPTION AND WASTE GENERATION, WHILE BOOSTING THE SUSTAINABILITY EFFORTS OF BRANDS. THE MOVE OF IMPLEMENTING THE SUSTAINABILITY REQUIREMENTS ACKNOWLEDGES THE SIGNIFICANT INFLUENCE FASHION WEEKS HAVE WITHIN THE BROADER FASHION ECOSYSTEM.

WHAT ARE THE SUSTAINABILITY REQUIREMENTS AND WHAT DOES IT MEAN FOR FASHION BRANDS?

The Sustainability Requirements serve as a framework for the application process of the BFW Schedule and are not a certification or similar. The existing Sustainability Requirements from CPHFW, were developed using existing guidelines, tools, codes of conduct, standards, certifications and agendas, ensuring a shared focus in the fashion industry. They contain the Minimum Standards, that need to be fulfilled to be listed in the schedule and Additional Actions, which serve as inspiration for further sustainable development of the company.

[Link for Sustainability Requirements CPHFW](#)

Additionally, a location-specific requirement regarding transparency and traceability in the value chain has been included for BFW, reflecting Germany's supply chain law. Furthermore, BFW will implement its own Berlin Fashion Week Charter, emphasizing Diversity, Equity, Inclusion and Belonging (DEIB) topics in the fashion sector.

Brands wishing to participate in BFW must fill out a survey with approximately 120 questions, regarding the Sustainability Requirements. The survey will be filled out by each brand - self-assessment is the process of evaluating one's own performance, abilities, or qualities. Surveys

completed by each individual brand will be audited by the agency STUDIO MM04 – not by Fashion Council Germany. This involves a precise examination of the survey submissions from each brand. After the agency carefully reviewed the survey, each brand will be assigned a score based on their sustainability efforts. This score will determine whether the brands are eligible to participate and showcase their collections at BFW.

During the pilot phase*, this scoring system will only serve as information and provide brands with an understanding of their sustainability standing.

Important to know: the competition BERLIN CONTEMPORARY is linked to the Requirements. Brands not fulfilling the Sustainability Requirements will not be eligible for the competition.

*Duration of pilot phase is extended to 3 seasons, February 2025 (AW), July 2025 (SS) and February 2026 (AW)

TIMELINE 2024

SEPTEMBER/OCTOBER: (REGISTRATION OPEN FOR BFW)

Publication of the BFW concept competition and the schedule registration. Brands receive a survey with questions regarding the Sustainability Requirements, which they must submit together with the other required documents.

BRIEF DESCRIPTION OF THE SURVEY

The survey is divided into two sections: 1) minimum standards and 2) additional actions. Brands must evaluate themselves and be honest as to where they stand regarding the questions asked in the survey. For each question, you can check:

- Yes
- No / I don't know / In progress

If the answer is yes, detailed explanations must be given as to how this is being implemented. Here is an example of a survey question (from a previous season at CPHFW) with two responses that received positive feedback:

We do not destroy unsold clothes and samples from previous collections and have a process in place for leftovers.

The destruction of unsold clothes also includes landfill. Though, for consumer health reasons, it at times may be necessary to eliminate clothing (e.g., if chemically not compliant).

Please describe your process for handling unsold clothes, samples and leftovers incl. any partners you might work with. *

- Yes

We always keep our designs till we sell them. We still sell items from 2015 because we believe that our design really can overdue trends and time. Our customers are still buying older collections and we simply appreciate the well-made products. We also do not offer any sales. Only on samples, which were used for photoshootings and shows.

- No / I don't know / In progress

OCTOBER / NOVEMBER: (AUDIT ROUND)

The audit agency STUDIO MM04, will review the completed surveys to determine whether the questions have been answered sufficiently or whether the brands need to provide additional details. If all information is

complete, STUDIO MM04 will decide, based on predefined criteria, if the minimum standards for a Schedule entry are reached.

NOVEMBER / DECEMBER: (RESULTS)

During this phase, brands will be informed of their eligibility to enlisting their show on the official BFW Schedule based on their survey scores. In the pilot phase, the focus is solely on assessing the brands' current sustainability standing. It won't affect their listing for February 2025 but should give a first feedback where the brand stands in terms of the fulfillment. This evaluation identifies the brands "weak points" and determines the support needed for them to successfully pass the survey when it is officially implemented for BFW in July 2026.

TIMELINE 2025

FEBRUARY:

Berlin Fashion Week (AW)

FEBRUARY TO JULY: (SUPPORT FOR BRANDS)

Offer of training, debriefings with brands and joint optimization regarding the identified weak points. This could be from workshops, group or individual coaching, online training to group discussions.

MARCH: (REGISTRATION OPEN FOR BFW)

Publication of the BFW concept competition and the schedule registration. Brands that did not participate in BFW during February 2025 must complete the survey form and go through the same process as the brands did in October/November. Brands that participated in February 2025 do not have to fill out the survey again. This is only to be done once a year per brand, to give enough time for optimize the weak points from the last survey. The "new" brands in the Schedule will run through the exact same process until BFW in July 2025.

APRIL / MAY:

(AUDIT ROUND)

The audit agency STUDIO MM04, will review the completed surveys to determine whether the questions have been answered sufficiently or whether the brands need to provide additional details. If all information is complete, STUDIO MM04 will decide, based on predefined criteria, if the minimum standards for a schedule entry are reached.

JUNE:

(RESULTS)

During this phase, brands will be informed of their eligibility to enlisting their show on the official BFW Schedule based on their survey scores. In the pilot phase, the focus is solely on assessing the brands' current sustainability standing. It won't affect their listing for July 2025 but should give a first feedback where the brand stands in terms of the fulfillment. This evaluation identifies the brands "weak points" and determines the support needed for them to successfully pass the survey when it is officially implemented for BFW in July 2026.

JULY:

Berlin Fashion Week (SS)

SEPTEMBER / OCTOBER: (REGISTRATION OPEN FOR BFW)

Publication of the BFW concept competition and the schedule registration. Brands that filled in the survey in September/October 2024, will have to fill out the survey again, since this has to be done once a year. Brands that filled out the survey in March 2025 do not have to fill out the survey for this season.

OCTOBER / NOVEMBER:

(AUDIT ROUND)

The audit agency STUDIO MM04, will review the completed surveys to determine whether the questions have been answered sufficiently or whether the brands need to provide additional details. If all information is complete, STUDIO MM04 will decide, based on predefined criteria, if the minimum standards for a Schedule entry are reached.

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TIMELINE 2026

FEBRUARY

Berlin Fashion Week (AW)

After February 2026, the pilot phase has concluded. Going forward, the same procedure will be followed, but brands that do not meet the minimum standards will not be included in the BFW Schedule. Nonetheless, FCG will continue to support brands and encourage them to strive towards meeting the sustainability requirements.

MINIMUM STANDARDS

TO BE ELIGIBLE FOR A SHOWCASE ON BERLIN FASHION WEEK'S OFFICIAL SHOW SCHEDULE, BRANDS MUST COMPLY WITH THE MINIMUM STANDARDS OUTLINED BELOW OR THEY WILL NOT BE CONSIDERED FOR PARTICIPATION. BRANDS MUST BE ABLE TO CONFIRM THE FOLLOWING STATEMENTS, SUPPORTED BY DOCUMENTATION WHERE NEEDED.

FOCUS AREA	MINIMUM STANDARDS
STRATEGIC DIRECTION	<p>We have a formally approved sustainability strategy in place, covering both environmental and social considerations.</p> <p>We have guidelines and structures in place to provide equal opportunities and hiring processes for greater diversity and inclusion in our office(s), especially for management positions.</p> <p>We do not destroy unsold clothes and samples from previous collections and have a process in place for leftovers..</p>
LOCATION SPECIFIC	<p>We use our platforms to discuss and communicate the traceability and transparency of our value chain.</p>
DESIGN	<p>We have criteria in place to ensure the quality and longevity of our products and inform our customers about the value of longevity.</p> <p>We implement circular design principles to our products considering their repairability, recyclability, upgradability and reusability as well as the inclusion of recycled content.</p>
SMART MATERIAL CHOICES	<p>At least 60% of our collection is either certified, made of preferred materials or deadstock fabric.</p> <p>We have a preferred materials list in place.</p> <p>We have a list of restricted substances in place, following the EU REACH Directive, and have a test programme in place to ensure compliance from our suppliers.</p> <p>Our collection is free from virgin fur, wild animal skins and feathers, also referred to as exotics.</p>
WORKING CONDITIONS	<p>We have a Code of Conduct in place according to international guidelines and standards and work with our suppliers via e.g. self-assessments, third party audits or training to build their capacity to meet the CoC.</p> <p>We implemented control measures to prevent contributing to harm through our purchasing practices.</p> <p>We have concrete guidelines and processes in place to operate a safe, healthy and respectful working environment for employees in our office(s), free from harassment and discrimination and where everyone enjoys equal opportunities regardless of gender, ethnicity, age, political/religious/ sexual orientation, physical appearance and ability.</p>
CONSUMER MANAGEMENT	<p>Our in-store and online customer service staff is well informed about our sustainability strategy through training programmes and/or educational material.</p> <p>We educate and inform our customers about our sustainability practices on at least two platforms.</p> <p>We are constantly working to reduce the environmental footprint of our packaging in-store and for online orders.</p>
SHOWS	<p>Our showcase and backstage production does not produce/use single-use props for the showcase, prefers rental options and finds a long-term second life for all props that are not rented.</p> <p>No single-use plastic packaging will be used to produce our showcase and waste will be sorted according to Danish waste sorting requirements.</p> <p>We support emission reduction/insetting activities through CPHFW's climate actions.</p> <p>We comply to the Berlin Fashion Week Charter</p>

**DO YOU HAVE
FURTHER
QUESTIONS?**

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BERLIN



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