



NEW ZEALAND
**FASHION
WEEK 23**
KAHURIA



SUSTAINABILITY
STRATEGY
2023-2027



OPENING STATEMENT

Since 2001, New Zealand Fashion Week (NZFW) has been celebrating the best of Aotearoa's fashion industry, catapulting our homegrown talent onto the international stage. However, we're acutely aware of the large footprints we leave behind and acknowledge the need for a deeper commitment to championing a circular ecosystem and honouring our roots.

We're bringing back NZFW with a reimagined vision - to be a leading, globally recognised fashion, arts, and culture event. To guide our aspirations and ensure they align with our values, we've crafted a five-year action plan with the help of our Sustainability Partners at Go Well Consulting.

This plan outlines our objectives and goals in curating an event that embodies mindfulness and responsibility, with a profound respect for people, communities, and our planet. We're thrilled to invite you along as we embark on this transformative journey, seizing the chance to shape a better future through fashion.



HOW WE WILL ACTION THIS STRATEGY

United Nations Sustainable Development Goals (SDGs)

The SDG's were "adopted by all United Nations Member States in 2015, (to provide) a shared blueprint for peace and prosperity for people and the planet, now and into the future. The 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth - all while tackling climate change and working to preserve our oceans and forests." - sdgs.un.org/goals.

We have reviewed and recognised the SDG's as a benchmark for sustainable business practices across the globe, and we are aligning our strategy to these goals. We have identified five goals we feel we can have the biggest impacts on, while also ensuring we are not negatively contributing to any others. We have included the relevant target(s) within that SDG for each applicable SDG and set them out beside our goals in this strategy. You can see the full explanation of the relevant SDGs and specific targets in the appendix.



OUR EXISTING PRACTICES (BUSINESS AS USUAL) OR COMMITMENTS



Below are actions / policies / initiatives relating to sustainability that we have already undertaken, or continue to undertake as part of our business as usual:

- 2023 event being held at the Viaduct Events Center which is a 5 Star Green Rating building. It uses harbour water for heating and cooling instead of chillers or cooling towers, and uses rainwater for sanitary purposes.
- NZFW to start communicating a shift from the physical goody bag to a digital goody bag for future years, eliminating waste.
- NZFW has a partnership with the Ministry of Social Development to help provide work experience for volunteers.
- Partnering with Ngāti Whātua Ōrākei Trust to ensure representation of iwi at this year's event.
- NZFW has showcased Māori designers through a specialised runway show for the past few years.
- Food and beverages will be sourced from local providers.

STRATEGY SNAPSHOT

Our Impact Areas

Our Goals

SDG Alignment

A Sustainable Event

To be a carbon positive and zero waste event by 2027.



Platform for Purpose

To use our platform to educate, inform, and inspire the fashion industry and local communities.



GOALS AND TARGETS

Outlined below are our high level goals for the next 5 years for each impact we identified as material, and the corresponding annual targets.

Our Impact Area A Sustainable Event

Our Goals To be a carbon positive and zero waste event by 2027.

The Challenge Our event involves many different stakeholders with varying degrees of engagement, and commitment to sustainability. This makes it difficult to provide an event on limited resources, that delivers to the expectations of all our stakeholders, while generating no waste or emissions.

SDG Alignment



CATWALK TO CARBON POSITIVE

Materials to Landfill/ Emissions/Circularity

Aware of the fashion industry's heavy environmental footprint on our planet, we at New Zealand Fashion Week are stepping up to transform our impact.

We're shifting our focus to include environmental stewardship in fashion - proving that creativity and sustainability can peacefully coexist. Setting our sights on becoming a carbon positive event by 2027, we're reshaping the way we operate our event and organisation, treading lightly but boldly towards a regenerative future.



CY2023 TARGETS

Materials to Landfill

CY2023 Targets

Ensure collections are in place for all major material streams: landfill, recycling, organics.

Ensure our waste management provider can provide data on waste and recycling outputs.

Obtain data on all streams following this year's event, and set landfill reduction target for CY24.

Review internal bin systems to ensure they are fit for purpose, well-located, and have appropriate signage.

Connect with venue cleaning staff to understand their process for managing discarded materials.

CY2024 Targets

Set up a soft plastics collection on site and collect data on usage.

Achieve landfill reduction target for CY24 and set target for CY25.

Conduct a bin audit during or after the event to establish contamination rates and set a reduction target for CY25.

Train and position volunteers at major bin stations to help attendees sort their waste/recycling correctly.

Inform venue cleaning staff of any changes to collections and how they can engage in any new systems.

CY2025 Targets

Investigate opportunities to expand our recycling collections for unique materials, i.e. electronics, make up bottles.

Achieve landfill reduction target for CY25 and set target for CY26.

Conduct a bin audit during or after the event. Achieve the contamination reduction target, and set a new target for CY26.

Decrease the amount of landfill bins by 50%.

CY2026 Targets

Achieve landfill reduction target for CY26 and set zero waste to landfill target.

Conduct a bin audit during or after the event. Achieve the contamination reduction target, and set a new target for CY27.

Decrease the amount of landfill bins by 75%.

CY2027 Targets

Achieve zero waste to landfill.

Conduct a bin audit during or after the event. Achieve the contamination reduction target, and set a new target for CY28 (<5%).

Remove all landfill bins from event. Communicate this change online prior to the event.

CY2023 TARGETS

Materials to Landfill

CY2023 Targets

CY2024 Targets

CY2025 Targets

CY2026 Targets

CY2027 Targets

Conduct a review of designer goodie bags, and identify the amount of single-use and non-recyclable items.

Set up a table at the venue for unwanted goodie bag items to be returned.

Investigate organisations who can take leftover food and drinks from events.

All recoverable leftover food and drink to be donated to chosen organisation.

All non edible food to be composted locally.

Discuss with venue alternatives to offering disposable cups at water refill stations.

No single-use drink bottles or cups to be distributed at event.

Investigate alternatives to provided single-use water bottles and cups.

CY2023 TARGETS

Emissions

CY2023 Targets

Start to collect mandatory data for measuring emissions - i.e. fleet fuel, electricity, transport (freight, couriers, staff business travel, waste).

NZFW team to attend an emissions mapping workshop.

Confirm venue energy provider and percentage of renewable energy used.

Investigate possibility of using 100% renewable energy for the event.

Investigate digital platforms for shows to be screened live virtually to help avoid travel emissions.

CY2024 Targets

Start to investigate the additional value chain emissions.

Connect with emissions mapping specialists and develop a GHG inventory plan and carbon reduction plan.

CY2025 Targets

Fine tune data and include all relevant event scopes.

Achieve carbon reduction plan goals.

Event is powered by 100% renewable energy.

Investigate lighting systems that use LED or energy efficient lighting.

All shows to be available on a virtual platform.

CY2026 Targets

Achieve carbon reduction plan goals.

Investigate carbon offset projects/opportunities.

CY2027 Targets

Achieve carbon positive certification.

CY2023 TARGETS

Emissions

CY2023 Targets

Promote low-emissions travel to attendees and provide details about public transport options around the venue, as well as alternatives like bike or scooter sharing programmes.

Contact Auckland Transport to discuss a public transport discount for show attendees.

Investigate a way to track the engagement on public transport.

CY2024 Targets

Contact Auckland Transport to discuss free public transport for show attendees.

Offer parking for bikes at venue.

CY2025 Targets

CY2026 Targets

CY2027 Targets

CY2023 TARGETS

Circularity

CY2023 Targets

Hold a panel to educate attendees on the circular economy of the fashion industry.

Hold a “stitch it” workshop for attendees on how to repair their garments.

CY2024 Targets

Set up a donation area in collaboration with a charity to encourage visitors to drop off wearable, good quality clothing.

Investigate the resources needed to create a resale shop at next years event.

CY2025 Targets

Hold a resale event at NZFW.

CY2026 Targets

CY2027 Targets



CY2023 TARGETS

Procurement

CY2023 Targets

CY2024 Targets

CY2025 Targets

CY2026 Targets

CY2027 Targets

Develop a Procurement Policy for all vendors for next year's event.

All vendors to meet our Procurement Policy guidelines.

Investigate providers of props that use recycled or repurposed materials.

All props to be from reused, recycled, or repurposed materials.

Investigate catering options, looking for providers who use local, in season, and/or FairTrade ingredients.

All food and beverage served at NZFW to be locally sourced, in season, and/or FairTrade.

50% or more of catering offered is vegetarian.

75% or more of catering offered is vegetarian.

Investigate caterers that provide reusable service ware options.

No disposable service ware used for catering.

Give volunteers the option to return or keep their NZFW uniform.

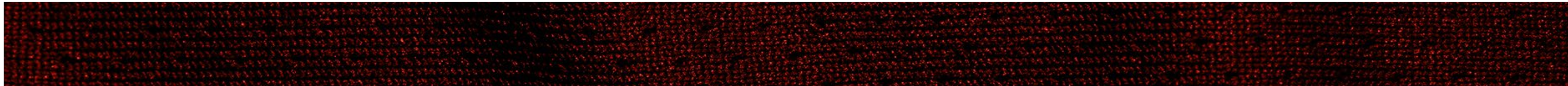
All NZFW uniforms to be procured through a supplier that has ethical and sustainable policies.

All NZFW uniforms to be reused.

All NZFW uniforms to be reused.

All NZFW uniforms to be reused.

NZFW uniforms to be developed to be reused in following years.



CY2023 TARGETS

Procurement

CY2023 Targets

Investigate lanyards that can be reused in following years.

CY2024 Targets

Reuse lanyards.

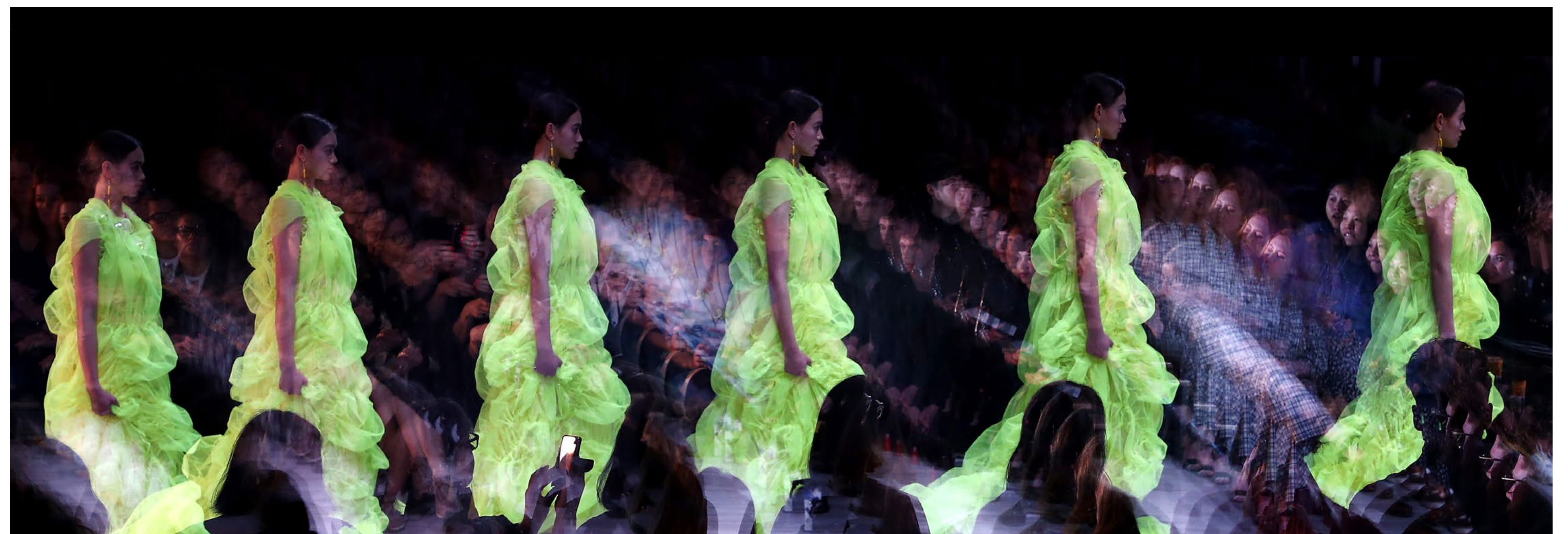
CY2025 Targets

Develop a process for onboarding designers and sponsorship partners to ensure they meet our sustainability values.

CY2026 Targets

All designers and sponsorship partners to meet our onboarding requirements.

CY2027 Targets



CY2023 TARGETS

Health & Wellbeing

CY2023 Targets

CY2024 Targets

CY2025 Targets

CY2026 Targets

CY2027 Targets

	Investigate the requirements of being a Living Wage NZ employer.	If viable, to become Living Wage NZ certified.		
Investigate a nine-day fortnight for full time employees.	Implement a nine-day fortnight for full time employees.			
	Investigate service providers that could partner with NZFW to offer full time employees and volunteers a wellness service.	All employees and volunteers offered a health or wellness service post event.		
Conduct a survey at the close of 2023's event to measure the health and wellbeing of all employees and volunteers, and set a target for improvement for 2024.	Meet improvement target for employees and volunteers and set a target for improvement for 2025.	Meet improvement target for employees and volunteers and set a target for improvement for 2026.	Meet improvement target for employees and volunteers and set a target for improvement for 2027.	Meet improvement target for employees and volunteers and set a target for improvement for 2028.
	Investigate wellness events that could integrate into NZFW event schedule.	Launch wellness events into NZFW schedule.		

CY2023 TARGETS

Diversity, Equity, & Inclusion

CY2023 Targets

Develop our definition on what a 'diverse and inclusive' event means to us.

Investigate partnering with an organisation championing diversity in New Zealand.

Review accessibility of venue and create a plan to address issues next year.

Review imagery and branding used at this year's event, and set targets for increasing diversity of models and imagery used for 2024.

Connect with iwi to find out how NZFW can be more inclusive of te ao Māori.

Review iwi's environmental plan to ensure that NZFW does not impede on progress.

Discuss with iwi about holding a Karakia at the commencement of NZFW onsite.

CY2024 Targets

Create Diversity, Equity and Inclusion policy for staff and volunteers.

Address identified accessibility issues.

Meet target set for diversity of models and imagery used, and set target for 2025.

Investigate offering te reo Māori translations on our website and on our comms.

Investigate cultural competency training for all staff.

CY2025 Targets

Provide DEI training to all staff.

Meet target set for diversity of models and imagery used, and set target for 2026.

NZFW to have te reo translation on the website.

All NZFW full time staff to have attended cultural competency training.

CY2026 Targets

CY2027 Targets

Hold an event in NZFW that champions diversity of NZ communities.

GOALS AND TARGETS

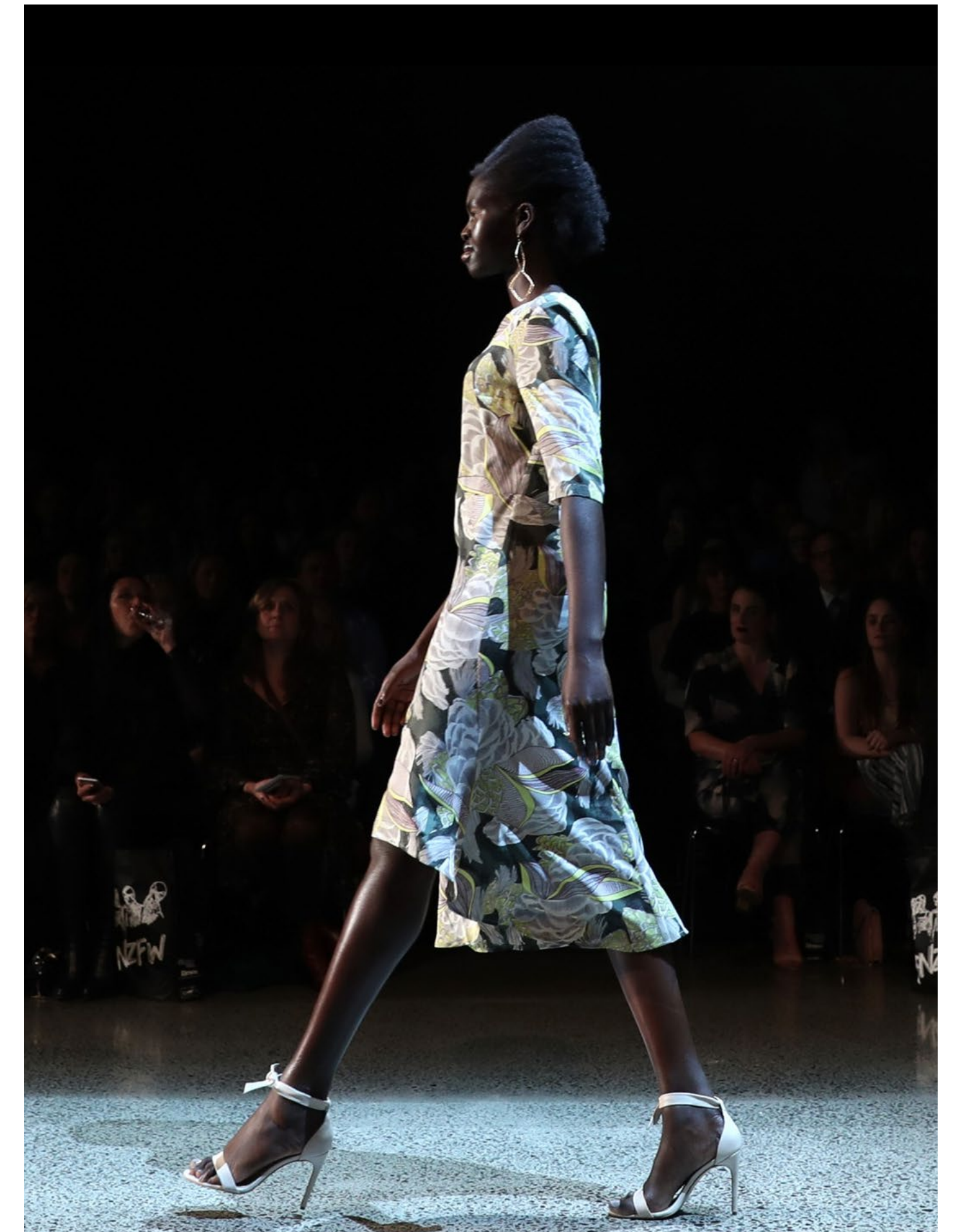
Outlined below are our high level goals for the next 5 years for each impact we identified as material, and the corresponding annual targets.

Our Impact Area Platform for Purpose

Our Goals To use our platform to educate, inform, and inspire the fashion industry and local communities.

The Challenge The fashion industry has been linked to environmental destruction and modern slavery, and our event is at risk of promoting ongoing unsustainable consumption.

SDG Alignment



CY2023 TARGETS

Communication & transparency

CY2023 Targets

Share our sustainability strategy and guidelines with all of our customers and stakeholders.

Publish our sustainability strategy on our website.

CY2024 Targets

Develop and publish a Progress Report and share with our stakeholders.

Share 3 social posts relating to progress on sustainability topics in NZ fashion.

CY2025 Targets

Develop and publish a Progress Report and share with our stakeholders.

Develop a case study to highlight one of our vendors who are going above and beyond in sustainability.

CY2026 Targets

Develop and publish a Progress Report and share with our stakeholders.

CY2027 Targets

Develop and publish a Progress Report and share with our stakeholders.

CY2023 TARGETS

Education

CY2023 Targets

Develop Sustainability Guidelines in conjunction with an industry body, such as Mindful Fashion for all participating designers for 2025 event.

CY2024 Targets

Hold two workshops in conjunction with an industry body, such as Mindful Fashion throughout the year for designers on key sustainability topics to help them with meeting our guidelines.

CY2025 Targets

Hold three workshops throughout the year for designers on key sustainability topics to help them with meeting our guidelines.

CY2026 Targets

Hold three workshops throughout the year for designers on key sustainability topics to help them with meeting our guidelines.

CY2027 Targets

Use our platforms to educate our local community on protecting the Hauraki Gulf.

Launch a social media campaign to encourage show attendees how to use public transport and what the benefits are.

Investigate marketing/partnership opportunities for transporting attendees from Britomart to the venue by EV to encourage public transport use.

Encourage all event attendees to bring reusables to the event.

Launch a social media campaign to highlight the risks of fast fashion and how people can engage in fashion responsibly.

Explore more ways to encourage responsible fashion consumption through social media.

Connect and collaborate with other fashion week events to support the sustainable development of fashion weeks globally.

CY2023 TARGETS

Community Partnerships

CY2023 Targets

Investigate developing a budget for charitable/community partnerships.

Investigate charity/community organisations that meet our new sustainability values.

Investigate charity/community organisations that are looking to clean up and protect the Hauraki Gulf.

CY2024 Targets

Form partnership with selected charity/community partnership.

Use our social channels to promote our chosen charity/community organisation.

Investigate adding a charity donation at ticket checkout for show attendees.

If viable, partner with one chosen charity/community organisation cleaning up the Hauraki Gulf.

All staff to get one paid day off to volunteer for our charity/community partnership.

CY2025 Targets

Develop a fundraising event to raise money for our charity/community partnership.

Use our social channels to promote our chosen charity/community organisation.

Review and report on our charitable contribution.

All staff to get one paid day off to volunteer for our charity/community partnership.

CY2026 Targets

All staff to get one paid day off to volunteer for our charity/community partnership.

CY2027 Targets

All staff to get one paid day off to volunteer for our charity/community partnership.

APPENDIX

SDG TARGETS WE HAVE ALIGNED TO

Our Impact Area	SDG Targets	SDG
A Sustainable Event	3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being	
	7.2 By 2030, increase substantially the share of renewable energy in the global energy mix	
	10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status	
	10.3 Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard	
	12.2 By 2030, achieve the sustainable management and efficient use of natural resources	
	12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse	
	13.2 Integrate climate change measures into national policies, strategies and planning	
Platform for Purpose	12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle	
	13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning	

THANK YOU

for your time and consideration.

