

**Submitting Country, Organization, Company** Health and Environment Justice Support (HEJSupport)

**If Organization or Company, please indicate the approximate number of employees** 10

**Title of the action** Sustainable Fashion

**Upload an image**



**Relevant Website** <https://sustainfashion.info/>

**Type of initiative** Civil society initiative

**Description of action**

Our new website, Sustainable Fashion, is designed to inform people about all sustainability-related topics in the textile and fashion industry and how sustainability works to minimize environmental impact at every level of the product lifecycle, from design to waste management and recycling, often in conjunction with the promotion of ethical manufacturing. The website provides a platform for all individuals – manufacturers, retailers, nongovernmental organisations (NGOs), consumers and more – to share their vision and ideas on different aspects of sustainability in the textile and garment industry. The website is part of the ongoing project entitled “Textiles: Creating a resilience -- for consumers and producers”.

**Type of action** Transparency

**Please select the specific area/s of the action** Awareness and Education

## Scope of the action, including a description of the value chain processes that are covered

### Objective

The objective is to inform people about the sustainability-related topics in the textile and fashion industry and how sustainability works to minimize environmental impact at every level of the product lifecycle, from design to waste management and recycling, often in conjunction with the promotion of ethical manufacturing.

### Commitments

The website provides opportunities to learn more every day, to find answers to the most urgent questions and pressing issues, and to foster inspiration and share thoughts and ideas on how to ultimately achieve a truly sustainable textile and garment industry at the global, national and community levels.

### Value chain scope

The textile and fashion sector

## Timeframe and/or milestones for the action

The website was launched in July 2021

## Reference instruments and sources used

Sustainability standards in the textile industry

## Expected benefits and impact for the stakeholders involved

Enhanced visibility of compliance with sustainability requirements by industry actors/partners along the entire value chain

## Stakeholders involved

Consumers and consumer associations

Intergovernmental organizations

Non-governmental organizations (NGOs)

Scientific and technological community

## Key performance indicators for the action

Number of visitors per day;  
Number of guest blogs published.

## Good practices

<https://sustainfashion.info/>

## How has this UNECE-UN/CEFACT Call to Action contributed to strategic engagement and/or public awareness in support of your commitment?

Maria Teresa Pisani, Economic Policy Officer at the Economic Cooperation and Trade Division of UNECE  
Maria Teresa Pisani, Economic Policy Officer at the Economic Cooperation and Trade Division of UNECE, published a guest blog on our website.

**Link to relevant goal(s) and specific target(s) of the United Nations**

