

Inaugural Meeting
All-Party Parliamentary Group on Ethics and Sustainability in Fashion
With Greeting by Baroness Young of Hornsey

Date: Thursday 25 February 2020, **Time:** 17:30 p.m

Location: House of Lords, Committee Room 2A

Introductions

Scope Group's First Official Meeting. Establish the Group formally and ready to be registered

Nominations

Officer's Role	Officer's Name	Party Affiliation	Nominated by	Seconded by
Chair & Registered Contact (mandatory role)	Catherine West	Labour (MP for Hornsey and Wood Green)	Baroness Young of Hornsey	Lord Tony Young of Norwood Green John McNally
Co-Chair	Baroness Young of Hornsey	Cross-bench peer	Catherine West	Lord Tony Young of Norwood Green
Vice-Chair	Dr Lisa Cameron	SNP MP for East Kilbride	Catherine West Baroness Jenkin of Kennington	John McNally
Vice-Chair	Laura Farris	Conservative MP for Newbury	Baroness Young of Hornsey	Lord Tony Young of Norwood Green
Vice-Chair	John McNally	SNP MP for Falkirk	Lord Tony Young of Norwood Green	Baroness Young of Hornsey
Treasurer	Baroness Anna Jenkin of Kennington	Conservative Peer	Baroness Young of Hornsey Catherine West	Catherine West
Secretariat	Lord Tony Young of Norwood Green	Labour Peer	Baroness Lola Young	All

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Presence

Name	Party Affiliation	Tick if Present
Baroness Young of Hornsey	Crossbench Peer	x
Lord Young of Norwood Green	Labour Peer	x
Baroness Anna Jenkin of Kennington	Conservative Peer	x
Laura Farris	Conservative MP for Newbury	x
Siobhan Baillie	Conservative MP for Stroud	x
John McNally	Scottish National Party MP for Falkirk	x
Catherine West	Labour MP for Hornsey and Wood Green	x
Sharon Hodgson	Labour MP for Washington and Sunderland West	x
Dr Lisa Cameron	Scottish National Party MP for East Kilbride, Strathaven and Lesmahagow	
Nickie Aiken	Conservative MP for Cities of London and Westminster	

Present Stakeholder Organizations

Tamara Cincik and team, Founder and CEO – Fashion Roundtable FRSA (Apolitical)

Trewin Restorick and Kirstie Brittain from environmental charity, Hubbub

James from advisory firm on critical issues, Brunswick Group

Dilys Williams, Professor of Fashion, Design and Sustainability, Director Centre for Sustainable Fashion (CSF)

Minutes:

Speaker: Baroness Young of Hornsey

Introduces the APPG and outlines the aim of the meeting: following up on the House of Commons Environmental Audit Committee (EAC) report 'Fixing Fashion: Clothing Consumption and Sustainability' and recommendations, to think how to get this back on the agenda.

Speaker: James Baker

- Businesses are willing to do more and that the industry is behind a lot of the recommendations of the EAC report, meaning there is a big chance for the recommendations of this APPG to go back to government, and following legislation will likely be accepted by the industry
- Plans to reach out to Phillip Dunn, the new leader of the EAC to include new recommendations and move agenda forward
- The industry wants to move forward and get this done.

Speaker: Trewin Restorick

- Hubbub has completed polling of 2000 people from the general public on what they want and think about the recommendations of the EAC report, and found overwhelming support by the public
- Hubbub also spoke to 15 business (from both ends of the spectrum including Misguided, Burberry, Asos, H&M, Arcadia, ASDA) about the recommendations and out of this they got out a series of 4-5 recommendations that have been forwarded for thought-check and he will refer them to the APPG to have them enforced
- He aims to have the report on Call of Evidence to APPG members by end of March / April

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- Trewin Restorick clarifies that large businesses were consulted, not SME's.

Speaker: Catherine West

- February 26th the government will have the second reading of the Environmental Bill which will be a good opportunity to show disappointment in the EAC recommendations and they also want to bring up the issue, drafting support from other members.

Speaker: James Baker

- Another way to approach this is through the back and front benchers from the **caucusus (not sure we noted correctly)**, with a lot of environment supportive peers
- The Conservative Environment Group / Association, benches to be involved.

Speaker: Baroness Young of Hornsey

- Many people who focus on environment and sustainability don't associated fashion with these issues at present, however this could be reinforced by experts.
- Briefings could be produced to reinforce this
- The Conservative Network and Peers for the Planet could work together whenever a bill is being assembled, to share the workload
- Proposes to share the briefings that we produce with Peers For the Planet.

Speaker: Tamara Cincik

- Notes the importance of SME's for fashion businesses. Suggests a survey to be administered outside of Parliament Rooms to get the sectors engaged, notes that fashion is eager to change but does not know how to.

Speaker: Dilys Williams

- Notes that SME's are important to generating new forms of growth and prosperity, especially as we aim to stay within the Paris Agreement boundaries.
- She advises creating reports on the importance of SME's in this context

Speaker: Baroness Young of Hornsey

- APPG focus should be solutions focused. It's not about consumer responsibility. Ethics is in the name due to previous focus on modern slavery act – good labour practice is a really important part of sustainability. This was not the main focus of the EAC report but it is mentioned.

Speakers: Laura Farris & Lord Young of Norwood Green

- Spreading Best Practice on labour practices should be have attention and this should be on the agenda.

Speaker: Laura Farris

- Points out the importance of social media and how it perpetuates overconsumption of fashion clothing (discarding daily outfits). She notes how consumers have been dramatically changing diets to more vegetarian / vegan. Same could happen in fashion. She therefore thinks that consumers are very important to focus on. For example a minimal wardrobe could be campaigned for via social media.

Speaker: Dilys Williams

- This cultural change can happen very quickly, with the adoption of a minimal wardrobe.
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Speaker: Trewin Restorick

- Hubbub research has shown that young people are very influenced by social media and specifically their self-image and identity. Social media puts pressure on young woman to drive consumption.

Speaker: Sharon Hodgson

- EAC recommendations were too spread out. Instead she suggests separating recommendations out into smaller working groups.
- Asks James Baker if there is so much goodwill within the industry, if there is something that fashion can achieve without government? Perhaps 3 things.

Speaker: James Baker

- There is willingness but it needs to be a level playing field, some companies are more willing than others and that is where government needs to step in. It needs to create a level playing field.
- Mentions new law in France that forbids the burning of clothes, if this were adapted in Britain it would create huge shift as some brands such as Burberry have stopped this practice but the position of others is unclear.

Speaker: Tamara Cincik

Notes that above issue is about brand dilution and common practice within the industry which also causes oversaturation of charity shops. Suggests formation of smaller domicile manufacturing clusters. Currently this is not possible because of visa issues but building this out to scale would be an exciting opportunity.

Speaker: Dilys Williams

- Speaks on the introduction of the Fashion Act in France which was introduced by President Emmanuel Macron. The idea is that business comes up with agreements together that will be sanctioned and implemented by the government. Details on specific topics it will cover and metrics are still being discussed.

Speaker: Laura Farris

- Suggests the APPG and British Government aims to replicate something similar.

Speaker: James Baker

- Agrees and suggests that it should be ready to be put forward for the UNFCCC COP26.

Speaker: John McNally

- Fashion has a huge responsibility. Clothing needs to be labelled properly. He believes in public humiliation, we cannot wait for government legislation forever.
- He is convinced that the industry is supportive of sustainability and ethics, but things need to be done locally and globally.

Speaker: Baroness Young of Hornsey

- Suggests a visit to Jenny Holloway's Fashion Enter, a social enterprise garment factory in North London. She notes that Jenny is struggling, however.

Speaker: Lord Young of Norwood Green

- Notes that he is trying to support Jenny Holloway as well, trying to get larger companies to manufacture in her factory.
- Mentions the issue of shoes and how sneakers have become a very big thing for younger consumers. It's not only about apparel but also shoes.

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- It's about consumer education on the environmental impact but it's another thing to educate them on where our clothes come from.

Speaker: Fashion Roundtable Team Member

- Considering the vegan movement having a landmark annual march, it could be a good example to organise a march for awareness about fast fashion. She notes the opportunity of using social media to engage key influencers, also aiming to get young people involved.

Speaker: Baroness Young of Hornsey

- Her own generation is under pressure to look good in public domains, they should engage them as well as young people.

Speaker: Baroness Anna Jenkin of Kennington

- APPG can really get behind a campaign on minimal wardrobes and consuming less clothing in general.
- Suggests getting Greta Thunberg involved to say that we need to stop buying new clothing.

Speaker: Kirstie Brittain – Hubbub

- The organisation is launching a wear-again challenge with sustainable and non-sustainable influencers. The winner of the competition will win a session with the stylist of Love Island, who will go back into the winner's wardrobe and style the clothing in a new way.

Speaker: Jodi Mutter-Hamilton – Fashion Roundtable

- If launching any campaign one needs to be mindful of the different people that make up the fashion consumers, from highstreet to luxury – all of these need to be involved in the campaign and competitions.

Speaker: Laura Farris

- Notes that Mumsnet is a powerful platform. Instagram is a drug today selling the perfect life.

Speaker: Baroness Young of Hornsey

- Returns are increasing through social media, resulting in more deliveries. Consumers just take one picture and then send it back which has a huge impact on the environment – estimates returns at alarming 70% today.

Speaker: Siobhan Baillie

- Questions what companies would do without government, their independent collaborations and actions.

Speaker: Tamara Cincik

- Retailers are asking designers to put up money upfront and forces them to take much more risk – seller return. Designers are worried about this for obvious reasons, it is a huge issue and for many designers means bankruptcy.

Speaker: Dilys Williams

- It's a power imbalance, big retailers are taking advantage of small designers and brands.

Speaker: Baroness Young of Hornsey

- Concludes the meeting
- Core members need to sit down and think about how we are going to address these issues and organise the next meetings. We want to come back and bring an outline proposal for a wider group as well

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- She also suggests the setting-up of another Swishing Event (clothes swapping supported by Futerra Organisation).

KEY TAKEAWAYS:

- Breaking up the EAC recommendations
- Looking into G7 Fashion Pact with potential to replicate in the UK
- Creating a new culture using social media as a platform to promote less consumerism
- Focusing on environmental aspects but also labour issues
- Businesses are willing, encourage more dialogue on what they need from government

End