



2022 United Nations Ocean Conference Side Event

Fashion Partnerships and Solutions Scaling up Ocean Action

June 30th 2022, 11AM EST, Zoom

Organized by: United Nations Conscious Fashion and Lifestyle Network, United Nations Office for Partnerships and the Fashion Impact Fund, PVBLIC Foundation

Background on the event

The Conscious Fashion and Lifestyle Network is a United Nations (UN) hosted online platform for industry stakeholders, media, Governments, and UN system entities to showcase and enable collaborations that accelerate the implementation of the Sustainable Development Goals. The Network is a joint initiative of the United Nations Office for Partnerships, the Division for Sustainable Development Goals - United Nations Department of Economic and Social Affairs, and the Fashion Impact Fund. This virtual discussion brought together industry leaders from the network to share their partnership initiatives and solution driven commitments contributing to cleaner oceans as well as advancing collective fashion industry global ocean action.

Key Issues discussed

- Addressing ocean plastic produced by the fashion and lifestyle sector
- How to use art and creativity for ocean activism
- How action for ocean health can contribute to other SDGs for multifaceted positive impacts
- Leveraging partnerships to advance and accelerate the SDGs
- The role of technology and innovation within the fashion and lifestyle sectors to spearheading major developments for ocean action

Key recommendations for action

- Education for global citizens
- Increased use of biomaterials and biotextiles to reduce microplastics
- Cross-industry collaboration for ocean action
- Use of media platforms to raise awareness, showcase initiatives and reach wider audiences
- Introduce more circularity in supply chains to dramatically reduce waste and close loops

Voluntary Commitments

The panellists of this discussion all contribute and commit to action for healthier oceans.

Runa Ray, Fashion Designer and Environmentalist, takes inspiration from the ocean by designing with materials such as seaweed to advocate for ocean health via creativity.

Commitment: <https://sdgs.un.org/partnerships/fashion-environment>

Neda Eneva, Chief Marketing Officer represents Arch & Hook who are a brand pioneering the use of biomaterials by making hangers out of organic matter to reduce plastic use.

Commitment: <https://sdgs.un.org/partnerships/arch-hook-transforms-fashion-and-retail-sustainable-materials>

Sergio Fernández de Córdova is a Chairman of the PVBLIC Foundation, the foundation leverages media and partnerships to publicise action and engage audiences in the SDGs; an example of this is supporting women entrepreneurs transforming fashion for people and planet.

Commitment: <https://sdgs.un.org/partnerships/conscious-fashion-campaign-new-york-2021>