

## **NICE**

### **Nordic Initiative Clean and Ethical**

*NICE is a new and ambitious Nordic partnership initiative with the overall objective to lead the Nordic fashion industry towards a stronger focus on responsible, ethical, and sustainable production. NICE includes a number of projects and partners across the Nordic countries – the Nordic fashion industry being the focal point of the initiative. NICE was kicked off in November 2008 in Riga.*

#### **Purpose**

The overall objective of the initiative is to lead the Nordic fashion industry towards a stronger focus on responsible, ethical, and sustainable production.

NICE will contribute to this ambition by:

- Providing the Nordic fashion industry and educational institutions with knowledge, reliable services and tools for implementation of social and environmental initiatives
- Promoting the Nordic fashion industry as working towards a more responsible, ethical, and sustainable production
- Providing advice and recommendations in relation to the fashion industry and social and environmental responsibility

#### **Partners collaborating on NICE**

The partners collaborating on NICE has formed a network organization named Nordic Fashion Association (NFA). NFA and the partners collaborating on NICE are:

- Swedish Fashion Council
- Oslo Fashion Week
- Icelandic Fashion Council
- Helsinki Design Week
- Danish Fashion Institute

In order to obtain an equal partnership and collaboration across the Nordic countries, NFA is lead by Board of Directors, consisting of a member from each of the partnering institutions. The Board of Directors have appointed a project manager responsible for the overall management of NICE.

Besides NFA, a number of institutions, organizations, companies and educational institutions are collaborating and participating in the different projects that NICE consists of. These project teams will be responsible for the day-to-day management of the different projects.

From Denmark, the following partners are participating:

- Federation of Danish Textile and Clothing (DTB)
- Copenhagen Business School, CBS-CSR Center
- Danish Chamber of Commerce (DE)

All Nordic fashion companies are invited and strongly encouraged to participate in NICE projects. In order to accommodate and include the Nordic fashion companies in the projects, an advisory board has been set up that will advise and inspire the board of Directors. Besides the advisory board consisting of members from Nordic fashion companies, a panel of experts will be set up. The panel of experts will consist of experts within the field of CSR, business development and fashion. The panel of experts will have an advisory role in relation to the Board of Directors.

### **Projects and deliverables**

NICE consists of six main projects, each with individual objectives and deliverables:

#### **1. Nordic Look Riga**

Nordic Look Riga is a collaboration between Nordic Council of Ministers and Nordic Fashion Association. Nordic Look Riga took place during Riga Fashion Week on the 4<sup>th</sup> and 5<sup>th</sup> of November 2008 and marked the starting point for NICE. Nordic Look Riga was dedicated to sustainable and ethical fashion. During Nordic Look Riga, challenges and opportunities in regard to sustainable and ethical fashion were discussed between the Nordic fashion industry and the Baltic industry. The project aims at motivating an increase in sustainable production and ethical fashion.

A number of activities were scheduled at Nordic Look Riga, including fashion shows showcasing leading Nordic designers, workshops on ethical and sustainable fashion and production, as well as a conference on the theme.

#### **2. Nordic Fashion Code of Conduct and a 10-year plan of action**

The project will identify the need among Nordic fashion companies for a joint set of ethical, social and environmental basic principles and guidelines called Code of Conduct, and recommendations for a 10 year plan of action on where the Nordic fashion industry will position itself on selected ethical, social and environmental areas. The project specifically takes into consideration the needs and challenges of the fashion industry. The aim is to make companies across the Nordic Fashion industry endorse a joint Code of Conduct, and a 10-year plan of action. It is not within the project to develop

a Nordic labelling system on its own, but the project will explore pros and cons of existing international labelling systems.

### **3. Fashion Summit 2009**

Fashion Summit 2009 is a Nordic conference, taking place parallel to the United Nations Climate Change Conference in Copenhagen 2009 (COP15). The idea is to take advantage of the COP15 as a show window for NICE and the Nordic Fashion industry.

The aim of Fashion Summit 2009 is:

- 1) A signed Code of Conduct
- 2) A 10-year plan of action containing the Nordic fashion industry's position on environmental preservation, sustainable energy, and a sustainable and ethical production etc.
- 3) To find new and creative solutions to some of the major social and ethical challenges in the fashion industry.

A number of activities have been planned for Fashion Summit 2009 and will be disclosed in the following months.

### **4. [www.nicefashion.org](http://www.nicefashion.org) website**

Nicefashion.org is a website about social responsibility in the fashion industry and will be launched simultaneously with Fashion Summit 2009.

The purpose of establishing the website is to create a key site for the fashion industry providing knowledge, information and a toolbox about CSR in the fashion industry. As such, it is the purpose that the website should be used by companies in the process towards becoming responsible and sustainable. The website will serve as a primary information outlet in relation to the overall NICE project.

### **5. Educational program**

An educational program will be set up aimed at Nordic fashion companies and educational institutions. The purpose of the educational program is to distribute gained knowledge from the NICE project and secure implementation of knowledge. Last but not least the educational program has the purpose of engaging employees from Nordic fashion companies in the NICE project.

### **6. Scientific research project**

A 3-year research project led by the CSR Center at Copenhagen Business School in collaboration with the other Nordic business schools, will kick off in January 2009. The research project aims at mapping current practice on social and environmental responsibility within the Nordic fashion and textile industry. The research project will investigate current CSR practices in a number of Nordic

companies. The project will focus on Nordic multinational companies as well as small and medium sized enterprises within the fashion and textile industry. The study will investigate CSR policies, codes of conduct, documentation and reporting, sourcing practices, supply chain management, supplier dialogue, leadership, organizing, etc. The study will deliver analytical models, theory building and normative recommendations with the ambition of serving the interests of researchers, corporate managers and policy-makers primarily in the Nordic countries but also with an ambition of reaching beyond the Nordic countries.

**Contact:**

For further information on NICE and NFA please contact: Danish Fashion Institute, at [info@danishfashioninstitute.dk](mailto:info@danishfashioninstitute.dk) or +4570203068