

ANNUAL REPORT 2024

STICHTING FASHION FOR GOOD



FASHION FOR GOOD

PREFACE

"I am delighted to present the key achievements of the Fashion for Good Museum, culminating in its activities throughout 2024. As previously announced in 2023, 2024 marked a pivotal transition for Fashion for Good, and the museum successfully evolved into a blended-use co-working and event space.

We reflect on a significant period that concluded the museum's legacy with a deep focus on circularity and innovation, featuring its final exhibition, WHAT COMES AROUND GOES AROUND (25 January 2024 - 5 June 2024). This exhibition showcased renowned and emerging designers and cutting-edge innovations.

Interactive elements and a comprehensive programme of events and activations deeply engaged diverse audiences, welcoming a 7,000 visitors during this period, with a 30% student mix, underscoring strong engagement from younger audiences.

While the museum space has now closed, its impact continues through legacy-sharing initiatives and educational toolkits. Moving forward, Stichting Fashion for Good will continue in a targeted way, focused on supporting industry-spanning demonstrative Innovation Projects to drive systemic change in circularity and decarbonisation.

As we enter this new chapter, we carry forward its legacy with renewed purpose and commitment to driving industry transformation."

Albert Brenninkmeijer, Chair of the Board.

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REPORT FROM THE BOARD

OUR MISSION

The aim of Stichting Fashion for Good continues to be to promote and stimulate a resilient and responsible clothing industry, which means clothing produced with attention to the impact on people and the planet. Stichting Fashion for Good seeks to achieve this goal through various activities and initiatives. Specifically, collaborating with parties who have innovative ideas regarding the future of the apparel industry as well as developing and educating a global community of like-minded individuals in order to catalyse a movement with reach far beyond the foundation. We believe that changing fashion is only possible when individuals as well as the industry are activated for change.

While the physical museum in Amsterdam has evolved into a co-working and event space, the Stichting continues its educational role through other means. The museum's legacy, including its resources, is [being preserved and made permanently accessible](#) through a website redesign. The impact of the museum also persists through legacy-sharing initiatives and educational toolkits.

2024 OVERVIEW: MUSEUM

FINAL EXHIBITION WHAT COMES AROUND GOES AROUND (25 January 2024 - 21 June 2024)

The exhibition explored the theme of circularity in fashion, featuring both renowned and emerging designers, including Marga Weimans, Botter, Ronald van der Kemp, Yuima Nakazato, Atelier Reservé, The Patchwork Family, Nicole McLaughlin, and Cypherloom. Additionally, the exhibition showcased cutting-edge innovations from Circ, Living Ink, Renewcell, and more.

Interactive elements such as the library, circle of influence, and reflection wall engaged visitors deeply, driving discussion and awareness around innovation and fashion. The exhibition received strong press visibility and was positively received by the audience.



A comprehensive programme of events and activations was also organised to support the final exhibition and engage diverse audiences. These included:

- **January - Opening Event:** The exhibition launch featured a new film by Atelier Reservé and a catwalk show from The Patchwork Family.
- **March - Cypherloom Event & Hackathon:** Unveiling of Cypherloom's new digital fashion installation, complemented by a hackathon workshop on CLO3D.
- **April - Beauty and Circularity + Screening:** Makeup artist and programmer Timothy Aarons hosted a screening of *The Beauty of Blackness*, followed by a discussion with Janice Deul.



- **May - Runway Rhythms + Clothing Swap (in collab with T-REX):** Featuring self-taught designer Jazzmon Vos' *Ancestral Echoes* fashion show, a live performance by YOUANDI, and a DJ set by DIORA. A clothing swap and workshop were hosted in collaboration with T-REX.
- **June - Final Event:** Themed around 'coming to an end' and regeneration, this closing celebration showcased iconic designs from Karim Adduchi, Tricia Nganga Mokosi, NINO DIVINO, and The Gang is Beautiful. Reflection moments were led by Shaquille Shaniqua Joy, with a performance by Perry Gits.



AUDIENCE OUTREACH

We have continued to strengthen our local outreach and awareness. In 2024, the museum welcomed 7,000 visitors, with a notable 30% being students, indicating strong engagement with younger demographics. To further connect with younger audiences, the Stichting distributed educational toolkits and also extended its reach through festival activations, collaborating with Lowlands Festival.

We organised several external events with local brands and like-minded organisations, as well as workshops on sustainable fashion.



LEGACY SHARING INITIATIVES

In 2024, Fashion for Good focused on broad legacy sharing initiatives as the museum transitioned. This involved contributing to multiple global and local platforms to share best practices in sustainability and visitor engagement. Key examples include an interview on the Museumvereniging blog, case studies on ACTIE als Cultuur and ATLAS of Future Exhibitions, participation in a roundtable at the ATLAS Meetup, an essay in *Amsterdam Museum Journal #3*, a chapter in *Care-ful Museology*, a conference talk at the Pasold Research Fund Conference, and articles on ICOM Voices and MuseumNext.

The museum's website was also redesigned to ensure permanent access to its legacy and resources. These efforts aimed to ensure the museum's impact continued beyond its physical closure.



2024 OVERVIEW: INNOVATION PROJECTS

Stichting Fashion for Good supports projects through various means, including by enabling consortium projects that aim to scale new innovations and help the industry achieve its environmental targets. This is achieved by facilitating collaboration between brands, manufacturers, innovators, and investors.

Furthermore, the Stichting plays a catalytic role by moving beyond public-facing activities to focus on behind-the-scenes work that drives systemic change, through the orchestration of feasibility studies, testing, and the dissemination of key learnings to the wider audience.

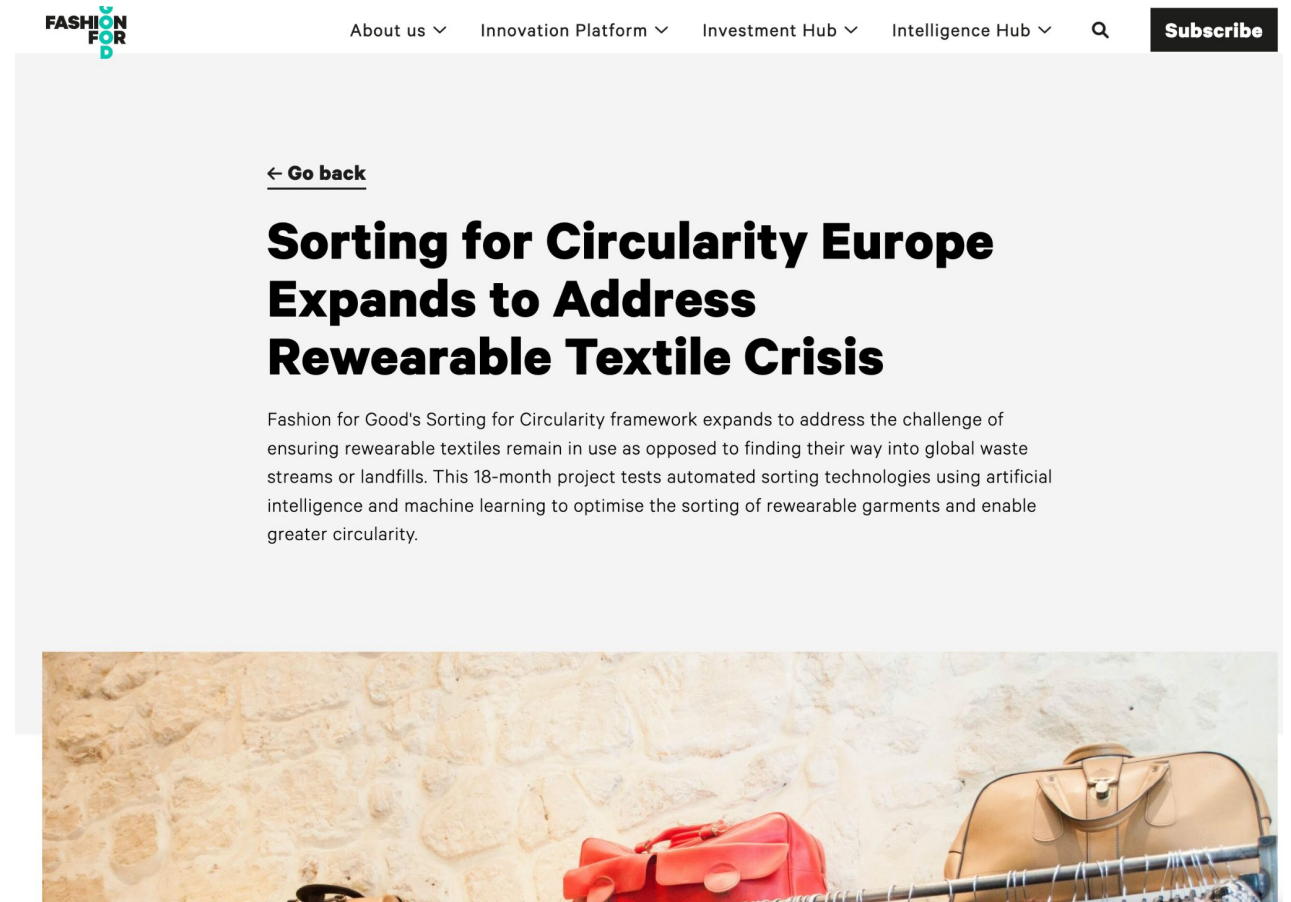


FOUNDATIONAL PROJECT

SORTING FOR CIRCULARITY: REWEAR

The project increases the reuse of textiles by improving sorting processes, with a focus on utilising artificial intelligence (AI) and machine learning technologies to automate the sorting of rewearable garments, ensuring they remain in circulation rather than ending up in landfills or waste streams. This effort builds upon the existing Sorting for Circularity framework, extending its scope to address the challenges associated with rewearable textiles.

The project announced an expansion to its focus in January 2024, available [at this link](#).



FOUNDATIONAL PROJECT

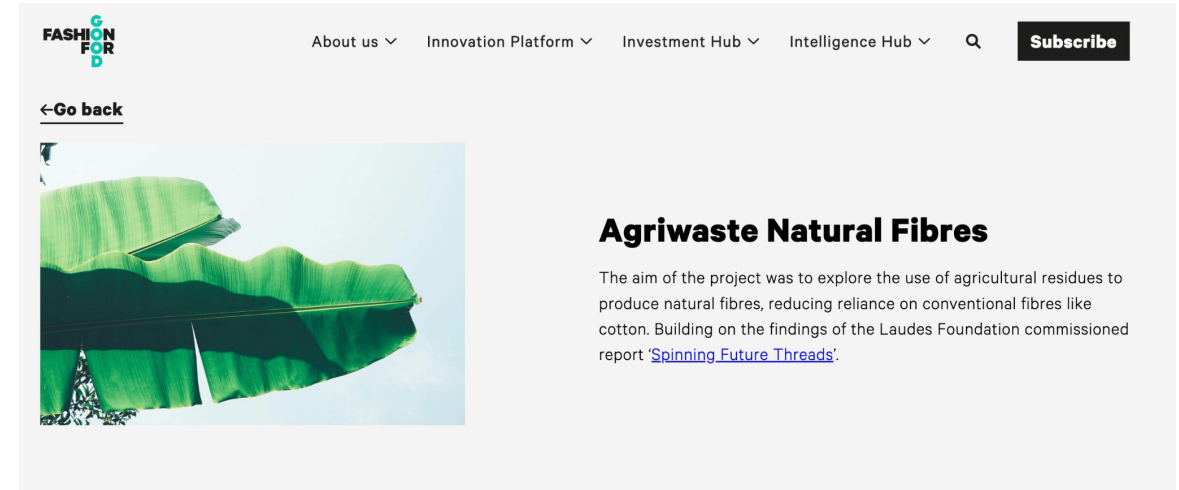
RAW MATERIAL AGRI WASTE

The project used agricultural waste feedstocks to create and scale natural fibres for the fashion industry. By tapping into residues such as banana, hemp, and pineapple, the project explores alternatives to conventional fibres.

Project Goals:

- Identify innovations to convert agricultural residues into sustainable fibres.
- Measure the environmental impact of these alternative fibres.
- Address challenges such as fibre coarseness and drop-in feasibility for spinning.
- Scale up these innovations through collaboration between brands and supply chain partners.

The project concluded in March 2024. Key results are available [at this link](#).



Problem Statement

Agricultural residues, often burned due to their low economic value, contribute to environmental harm and climate change. Simultaneously, the fashion industry's reliance on resource-heavy fibres like virgin cotton exacerbates water and pesticide usage, as well as greenhouse gas emissions.

The "Spinning Future Threads" report commissioned by Laudes, highlighted the potential of various agri-residues, such as banana.



FOUNDATIONAL PROJECT

SORTING FOR CIRCULARITY (USA)

The project assessed the potential for fibre-to-fibre recycling in the United States. The project evaluated consumer behaviour around textile disposal and analysed post-consumer textile waste to determine its suitability for recycling. This work promotes circularity by improving textile collection systems and supporting the development of recycling infrastructures and technologies.

Project Goals:

- Identify improvements to collection systems to increase the recovery of textiles suitable for fibre-to-fibre recycling.
- Provide data on consumer disposal behaviour to inform programme optimisation.
- Analyse fibre composition of post-consumer textiles to assess the feasibility of scaling recycling technologies.
- Develop insights to guide investment in textile recycling infrastructure and close the loop on textile waste.

The project concluded in December 2024. The report was shared in May 2024, available with the project findings [at this link](#).



MAY 2024



SORTING FOR CIRCULARITY USA

A COMMERCIAL ASSESSMENT OF FIBRE TO FIBRE RECYCLING IN THE U.S.

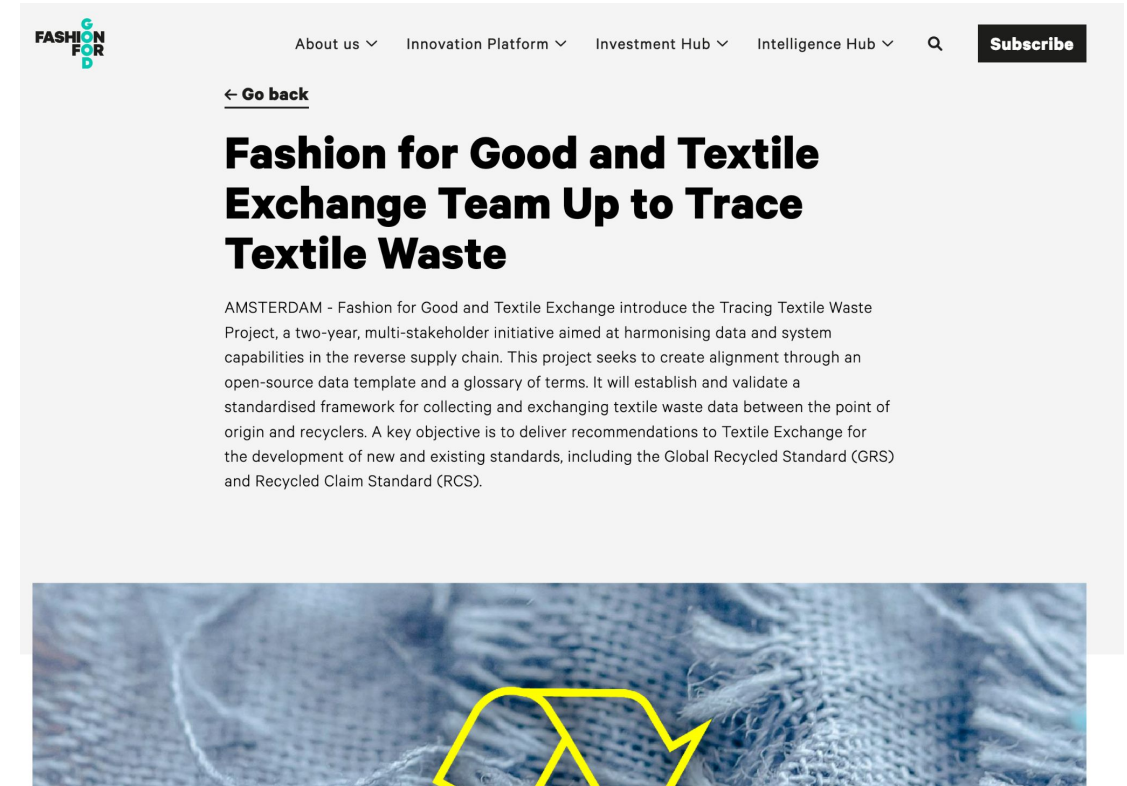
FOUNDATIONAL PROJECT

TRACING TEXTILE WASTE

The aim of the project is to enhance transparency and traceability in the textile industry's reverse supply chain. By developing a standardised, open-source data framework, the project seeks to improve the collection and exchange of textile waste information from its origin to recyclers.

This effort supports the evolution of existing standards like the Global Recycled Standard (GRS) and Recycled Claim Standard (RCS), facilitating more efficient and credible recycling processes.

The project was announced in July 2024 [at this link](#).



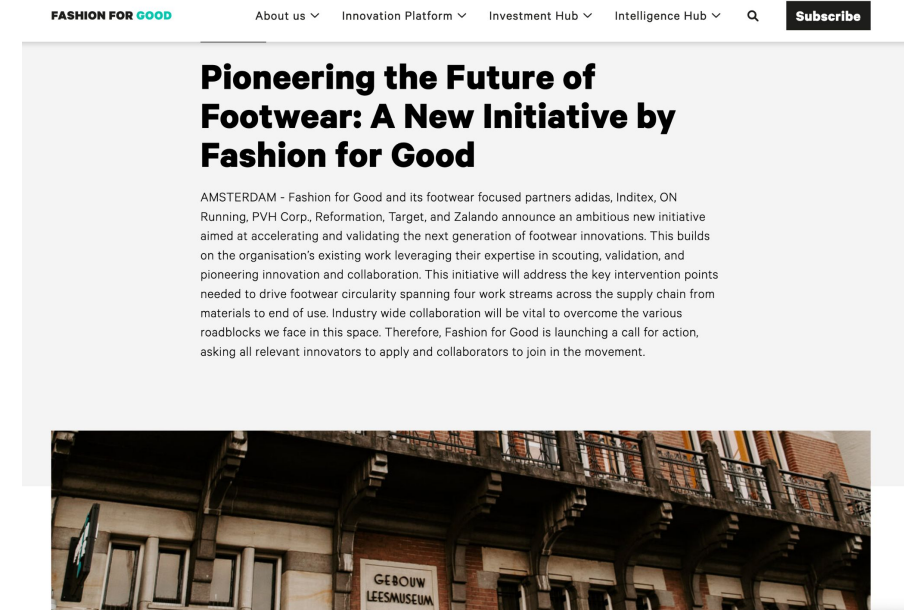
FOUNDATIONAL PROJECT

CLOSING THE FOOTWEAR LOOP

A bold initiative aimed at accelerating circularity in the footwear industry. With nearly 24 billion shoes produced annually, the project aims to transform how footwear is designed, made, and managed at end-of-life. The initiative focuses on four key areas:

- Design – Defining circular design in the footwear space and collectively driving guidelines to build a circular infrastructure
- Materials – Scouting and validating sustainable alternatives for footwear materials
- End of Use: Developing a comprehensive data set on post-consumer footwear waste flows
- Traceability – Laying the foundation by amalgamating a footwear traceability data protocol

The public announcement went live in August 2024, and can be found [at this link](#). Pioneering the Future of Footwear laid the groundwork for [Closing the Footwear Loop](#), which was born out of the initiative and launched in Q1 2025.



FOUNDATIONAL PROJECT

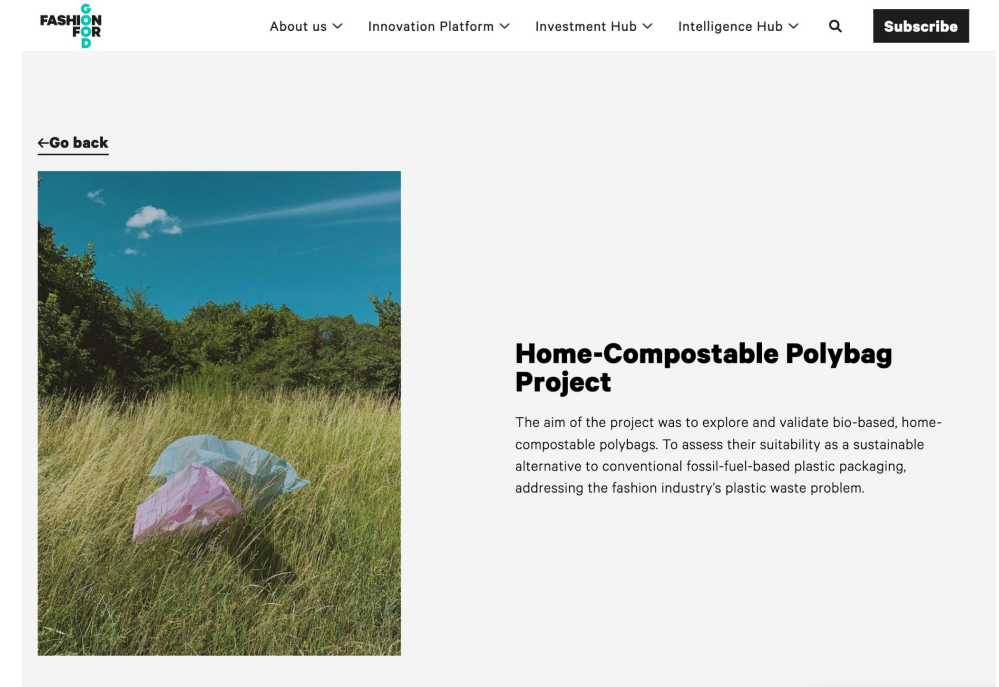
HOME COMPOSTABLE POLYBAG

The aim of the project was to explore and validate bio-based, home-compostable polybags. To assess their suitability as a sustainable alternative to conventional fossil-fuel-based plastic packaging, addressing the fashion industry's plastic waste problem.

The project's goal included:

- Test the functionality and end-of-use claims of home-compostable polybags.
- Identify and validate bio-based polybag solutions that are home-compostable.
- Assess the environmental impact of home-compostable polybags through third-party testing and certifications.

The project concluded in September 2024. Key findings are available [at this link](#).



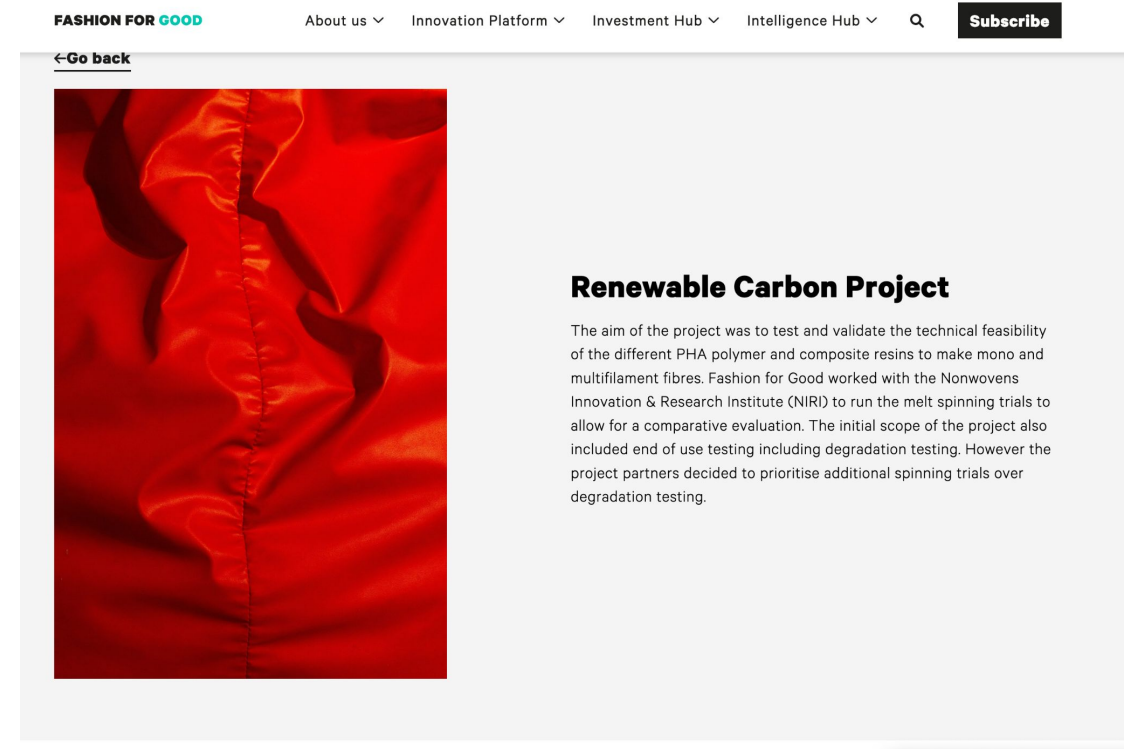
FOUNDATIONAL PROJECT

RENEWABLE CARBON

The aim of the project was to test and validate the technical feasibility of the different PHA polymer and composite resins to make mono- and multifilament fibres. The goals of the project:

- Conduct a qualitative and quantitative due diligence assessment
- Test the technical feasibility of using PHA polymers and blended composites to make monofilament and multifilament fibres with a third party institute
- Assess the end of use pathways for the PHA polymers and blended composites by conducting degradation testing with a third party institute

The project concluded in December 2024. Key results are available [at this link](#).



FOUNDATIONAL PROJECT

PROCESSING D(R)YE FACTORY OF THE FUTURE

The project aimed at validating the most promising technology combinations in pretreatment and colouration processing steps to support the widespread adoption of mostly waterless innovations within the textile industry.

The project focused on 5 workstreams: cotton, denim, polyester, wool and blends.

The project launched in January 2022 and continued throughout 2024. Read more information, including key findings, by clicking on [this link](#).

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D(R)YE Factory of the Future

Fashion for Good [launched D\(R\)YE Factory of the Future](#) in January 2022 in collaboration with brand partners Kering, adidas, PVH Corp. and manufacturing partners Arvind Limited and Welspun India with the aim of validating the most promising technology combinations in pretreatment and colouration processing steps to support the widespread adoption of mostly waterless innovations within the textile industry.

Problem Statement

The apparel industry faces the challenge of meeting the stringent 1.5°C target set by the Paris Agreement. Emissions in the industry are estimated to represent 2-8% of global greenhouse gas output and collective action to reduce emission towards net zero by 2030 is

55%
Tier 2 accounts for 55% of the
total fashion value chain

FOUNDATIONAL PROJECT

FULL CIRCLE TEXTILE PROJECT - POLYESTER

The project aimed to validate and scale promising technologies in polyester chemical recycling and to encourage financing and offtake commitments in the fashion industry. Its goals:

- To understand the state of innovation in post-consumer textile to textile polyester chemical recycling of polyester by testing the outputs of the selected innovators and manufacturing demonstrator products to show the gaps and opportunities for integrating these materials in the supply chain.
- To validate the technologies and the scaling potential; prompting further long term commitments to drive chemical recycling in the industry and mobilise more funding into the technology.

The project launched in December 2021 and continued throughout 2024. Read more information, including key findings, by clicking on [this link](#).

Full Circle Textiles Project Focuses on Scaling Polyester Recycling

Fashion for Good launches the Full Circle Textiles Project - Polyester, with the ambition to validate and scale promising technologies in polyester chemical recycling and to encourage financing and offtake commitments in the fashion industry.



FOUNDATIONAL PROJECT

DYESTUFF LIBRARY PROJECT

The project aimed to create a digital tool enabling partners to choose sustainable dyestuff based on competitive performance and environmental metrics for commercial use. The library aims to accelerate the shift from harmful chemistry to more sustainable options by enabling visibility and access to innovations.

The project launched in April 2023 and continued throughout 2024. Read more information on the progress of the project, click on [this link](#).

Fashion for Good Develops a Sustainable Dyestuff Library

Today, Fashion for Good launches Dyestuff Library, a digital tool enabling partners to choose sustainable dyestuff based on competitive performance and environmental metrics for commercial use.



FOUNDATIONAL PROJECT

DYESTUFF LIBRARY PROJECT

The project's goal is to validate and scale black pigments derived from waste feedstocks such as industrial carbon, algae and wood that could replace synthetic dyes offering a more sustainable means of textile production with a lower carbon impact.

The project has two main workstreams covering man-made cellulosics and polyester dope dyeing, using a stage-gate approach to validate at a lab then pilot scale.

The project launched in February 2022 and continued throughout 2024. Read more information on the progress of the project, click on [this link](#).

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From Waste to Black Pigment

Fashion for Good launches the Black Pigment Pilot project together with partners BESTSELLER, Birla Cellulose, Kering and PVH Corp., in collaboration with Paradise Textiles, and innovators Graviky Labs, Living Ink and Nature Coatings.



EXECUTION OF FUNDING

The Museum's activities would not have been possible without the financial support of our founding partner Laudes Foundation. In addition, project-based financial support was provided by the Bio-based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme, Amsterdam Fonds voor de Kunst, FONDS 21, Het Cultuurfonds, Kickstart Cultuurfonds, Stichting Zabawas, Stimuleringsfonds Creatieve Industrie, VSB Fonds.

The Innovation Projects orchestrated through Stichting Fashion for Good in 2024 were made possible through generous donations and in-kind support of Fashion for Good Industry Partners.

BOARD & GOVERNANCE

The Board of Stichting Fashion for Good sets the strategic direction and decides upon the overall course of affairs. In the year under review, the Board fulfilled all its duties and obligations laid down by law and the articles of association.

An independent auditor, EY was chosen for the yearly review of the annual accounts and procedures. The first audit was performed in 2019 and follow-up audits have been performed on an annual basis since then.

In 2024, the Board had five members; Albert Brenninkmeijer (Chair), Katy Hartley, Stefan Hafner, José Teunissen (until October 2024), Siebe Weide (until May 2024),

EXPRESSION OF THANKS

We would like to express our gratitude to all stakeholders and partners for their trust in Fashion for Good and would like to thank the entire staff for their tremendous personal dedication and their ongoing commitment.

Board of Management, June 2025

Albert Brenninkmeijer, Chair
Katy Hartley
Stefan Hafner

FINANCIAL STATEMENTS 2024

INCOME STATEMENT 2024

The table adjacent pres
income statement of 2023 and 2024

<u>Amounts in Euro x 1.000</u>	<u>2023</u>	<u>2024</u>
Grant Museum	1771.1	1341.4
Grant Innovation Projects	666.5	634.2
Income Museum (e.g. tickets, tours, events)	117.9	132.3
Total Revenue	2,556	2,108
Operating Expenses	-1041.2	-870.0
Overhead	-504.4	-293.3
Innovation Projects	-827.8	-911.1
Total Expenses	-2,373	-2,074
Result Stichting Fashion for Good	223	68
Earmarked reserve	223	68
Result after earmarked reserve	0	0

Commentary: Remuneration Policy: The remuneration policy of Stichting Fashion for Good fits the character of the organisation and complies with legal requirements (WNT). The members of the Board perform its activities without receiving a remuneration. Stichting Fashion for Good has an at arm's length service contract relationship with Fashion for Good BV for facility and staff services. **Innovation Projects:** Stichting Fashion for Good received funding to accelerate innovation around critical themes such as plastics and transparency, bringing together innovators, brands, suppliers to collaboratively drive implementation across the fashion supply chain.

Amounts in Euro x 1.000	31.12.2023	31.12.2024
Fixed assets		
Property, plant and equipment	4	3
Current assets		
Finished products and goods for resale	17	
Receivables		
Trade receivables	45	122
Other receivables and accrued assets	1,490	1,293
	1,535	1,415
Cash and cash equivalents	899	1,155
Total Assets	2,454	2,573
Capital		
Appropriation fund	1,128	678
General reserve	-268	249
	860	927
Current Liabilities		
Trade payables	98	43
Payables taxes social security	17	
Other liabilities and accrued expenses	1,480	1,602
	1,595	1,646
Total Liabilities	2,454	2,573

BALANCE SHEET 2024

The table adjacent presents the balance sheet per 31.12.2024