

The Origin of the Combination of SDGs and Fashion

張尹華 Eva/呂熙妍 Siena/徐暉涵 Valerie/林庭瑜 Erin

Contents

1. Concept and Goals of SDGs

2. How Fashion Brands Implement SDGs

3. How Consumers Can Support Sustainable Fashion and SDGs

4. Government Policy Support for SDGs Fashion

Background & Concepts of SDGs

01

- **Aims to address global challenges across social, economic, and environmental sectors.**

02

- **Provides a framework for sustainable development.**

03

- **Emphasizes collaboration, innovation, and inclusivity.**

Goals of SDGs

- 1. No Poverty**
- 2. Zero Hunger**
- 3. Good Health and Well-being**
- 4. Quality Education**
- 5. Gender Equality**
- 6. Clean Water and Sanitation**
- 7. Affordable and Clean Energy**
- 8. Decent Work and Economic Growth**
- 9. Industry, Innovation, and Infrastructure**
- 10. Reduced Inequality**

Goals of SDGs

11.Sustainable Cities and Communities

12.Responsible Consumption and Production

13.Climate Action

14.Life Below Water

15.Life on Land

16.Peace, Justice, and Strong Institutions

17.Partnerships for the Goals

How Fashion Brands Implement SDGs

01 Sustainable materials **03 Labor rights**

02 Circular Economy **04 Production Process**

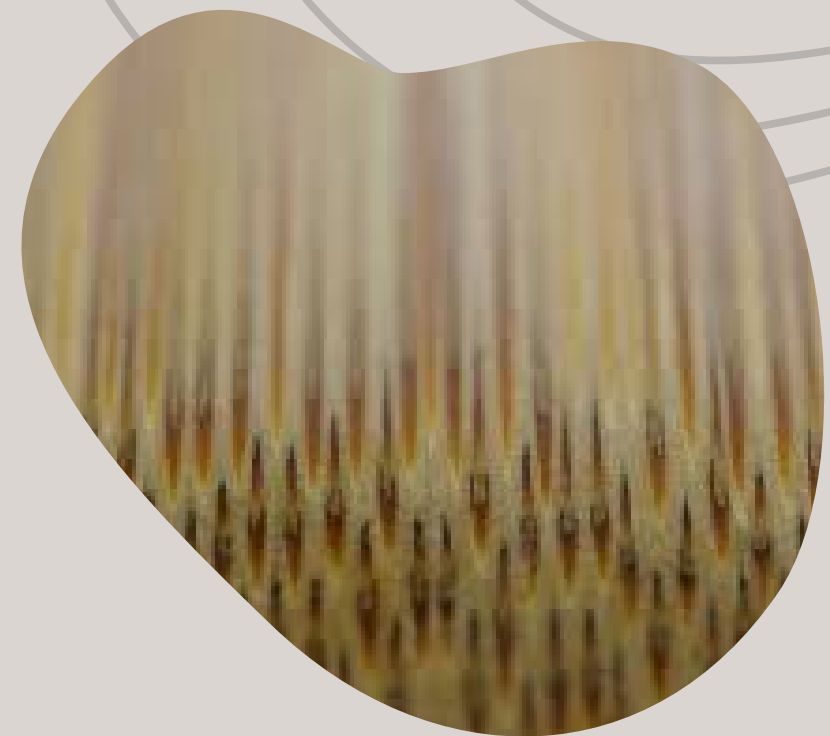
The application of sustainable materials in clothing



organic cotton



recycled polyester



bamboo fiber

The practice of clothing circular economy

Clothing recycling

Second-hand mall

Naturally decomposing materials

Design for recycling

How Consumers Can Support Sustainable Fashion and SDGs

1. Choose "Sustainable" Labels

2. Reuse Second-Hand Clothing

3. Follow Sustainable Brand Actions

4. Share Influence on Social Media

Consumer Awareness and Behavior Change

1. Increased consumer awareness

2. Changes in consumer behavior

3. Influencer marketing

Government Policy Support for SDGs Fashion

- **Fiscal Incentives**

- **Standard Development**

- **Education and Promotion**

Government and enterprises cooperate to promote SDGs

1

1. Policy induction

2

2. Public and private partners

3

3. Market incentives



**Thank
You**