



Mindful Fashion New Zealand

STRATEGIC PLAN 23 - 25

OUR VISION

A clothing and textiles ecosystem in Aotearoa New Zealand where business, people and nature all thrive.

OUR MISSION

We unite the industry to create an innovative, full-circle and thriving future.

OBJECTIVES

Voice

Voice for a sustainable, thriving industry - advocacy, communications, policy

2023 >

Amplify challenges and solutions, build narrative, advocate for change key message campaigns

2023 - 24

Report on value of the industry and roadmap for change*

Influence & shape policy development

Drive

Drive positive change - inspire, educate, catalyse action

2023 >

Drive industry Climate Action

Build membership sustainability ambitions

Increase adoption of low impact materials

2023 - 24

Advance Circular Fashion systems

Shape

Shape the future - Industry innovation & collaborative impact

2023 >

Facilitate collaborative innovations & impact

- Local industry skills & capability
- Decarbonise Freight working group

2023 - 24

Convene action forums to build common agenda, spark collaborations and facilitate projects.

ENABLERS

Foundation

MFNZ is resourced to succeed

- Financial sustainability by increasing revenue
- Cement position as peak body through strategic relationship building
- Build strong membership and long term partnerships
- Establish diverse network of collaborators and technical experts



MINDFUL FASHION NZ
Our clothing & textiles collective

OBJECTIVES 2023

Voice

The Voice for a sustainable, thriving industry through strategic advocacy & communications.

Drive

Drive positive change with through projects and campaigns that inspire, educate and catalyse action to a circular and sustainable industry ecosystem.

Shape

Shape the future through facilitating Industry innovation & collaborative impact in priority areas; industry innovation, circular economy and climate action.

Member Services

1. **Grow demand for sustainable practices and responsible brands**
 - Key messaging campaigns
 - Strategic Advocacy
2. **Build business commitment to sustainable practices**
 - Guide membership Sustainability ambition
 - Drive industry Climate Action
 - Increase adoption of low impact materials
3. **Advance circular fashion ecosystem**
 - Circular design education & pilot programmes
 - Eliminate local pre-consumer waste
4. **Industry innovation and capability**
 - Skills development and career pathways
 - R&D on local textile innovations
5. **Collaborative Impact**
 - Decarbonise Freight working group
 - Action Forums to build common agenda, access solutions and shape the future
 - Education Seminars
 - Networking Events
 - Resources & Toolkits