

Fashion, watch and jewellery industries join forces to accelerate action on the 2030 Agenda

16 March 2023: [Global Fashion Agenda](#) (GFA) has forged a new alliance with the [Watch & Jewellery Initiative 2030](#) (WJI 2030) to unite iconic fashion, watch and jewellery brands in a bid to accelerate positive impact. Through the partnership, esteemed industry leaders will collaborate to tackle shared social and environmental challenges.

The fashion, watch and jewellery industries are typically based on complex value chains with a myriad of ramifications; from the environmental impact of materials to the human rights issues among workers to the strain on precious resources. To address these, GFA and WJI 2030 share ambitious goals to create a better world: GFA is a leading non-profit organisation accelerating the transition to a net-positive fashion industry, supported by a wide ecosystem of global fashion brands, retailers, and manufacturers. WJI 2030, founded by Kering and Cartier, is a movement aiming to build climate resilience, preserve resources, and foster inclusiveness in the watch and jewellery sectors.

The alliance between the two organisations will be initiated at the [Global Fashion Summit: Copenhagen Edition 2023](#), taking place on 27-28 June. Presented by GFA, Global Fashion Summit is widely renowned as the leading international forum for sustainability in fashion. This year's Summit will incorporate vital perspectives and learnings from the watch and jewellery industries in the programme. The theme of the forum is 'Ambition to Action' – presenting content experiences, case studies and strategic roundtable meetings focused on tangible impact.

Beyond the Summit in Copenhagen, the alliance will continue to be activated around other influential forums throughout the year, such as at the international edition of Global Fashion Summit in September, and at COP28 in December. The organisations will provide platforms to convene fashion, watch and jewellery executives around the world to stimulate pre-competitive knowledge exchange, stringent commitments and impactful programmes.

Federica Marchionni, CEO, Global Fashion Agenda, says: "Cross-industry alliances are critical to achieving pervasive systemic change – we cannot operate in silos. We are therefore delighted to be collaborating with WJI 2030 which shares our ambition to create positive impact for people and the planet. By bringing our industry minds together, I am confident that we can pool our knowledge and identify joint paths for progressive action."

Iris Van Der Veken, Executive Director & Secretary General, Watch & Jewellery Initiative 2030 says: "It has been a true pleasure learning from the Fashion Pact and building this collaboration with the Global Fashion Agenda. Wherever our members are on their sustainability journey, partnerships like these will help them connect, learn, lead, communicate, moving them faster and farther in demonstrating progress on sustainability. Whatever we learn, over time we will share with the wide industry. SMEs are at the heart of our programs, and this collaboration will help us advance the 2030 agenda and not reinvent the wheel."

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About Global Fashion Agenda

[Global Fashion Agenda](#) is a non-profit organisation that fosters industry collaboration on sustainability in fashion to accelerate impact. With the vision of a net positive fashion industry, it drives action by mobilising, inspiring, influencing and educating all stakeholders.

The organisation has been leading the movement since 2009 and is behind the renowned international forum on sustainability in fashion, Global Fashion Summit, the [Innovation Forum](#), thought leadership publications including [The GFA Monitor](#), [Fashion CEO Agenda](#) and [Fashion on Climate](#), policy engagement, and impact programmes including the [Circular Fashion Partnership](#) and the [Global Circular Fashion Forum](#).

In partnership with its Strategic Partners, ASOS, BESTSELLER, Global Fashion Group, H&M Group, Kering, Nike, PVH Corp., Ralph Lauren Corporation and Target, and our Strategic Knowledge Partner, McKinsey & Company, Global Fashion Agenda spearheads the fashion industry's journey towards a more sustainable future. Through its work, Global Fashion Agenda reaches thousands of stakeholders including brands, innovators, NGOs, policy makers, manufacturers, investors and more.

About Watch & Jewellery Initiative 2030:

Cartier, delegated by Richemont, and Kering launched the Watch & Jewellery Initiative 2030 driven by a common conviction that the UN Sustainable Development Goals (SDGs) and aspirations for a sustainable industry can only be achieved through collaborative initiatives. The global initiative is open to all watch and jewellery players with a national or international footprint. It is committed to a common core of key sustainability goals in three areas: building climate resilience, preserving resources, and fostering inclusiveness. The association is based in Maison de La Paix in Geneva. For more information, visit our website www.wjinitiative2030.org