

**How do I become an Ambassador?**

Fashion Revolution Germany is a global campaign with many regional subgroups and city representatives. The goal is to focus all attention on one simple question that concerns us all: „Who makes my clothes – #Whomademyclothes?“ and advocate for more transparency in the clothing industry through many different projects. You can read more about our values and principles here: www.fashionrevolution.org/about.

What does the Fashion Revolution stand for?

Fashion Revolution was founded in 2013 in response to the collapse of the Rana Plaza textile factory on April 24. Over 1.100 people died and more than 2500 were injured. Since then, Fashion Revolution has become one of the largest movements worldwide advocating for systemic reform in the fashion industry.

What is Fashion Revolution Week?

Once a year, around April 24, Fashion Revolution Week takes place around the world. The focus is always on a changing theme, which is announced in advance. Our Ambassadors implement the theme locally and organize events such as lectures, clothing swap parties, demos, workshops, etc. We send out social media materials and info before Fashion Revolution Week to support you.

What is an Ambassador?

As Fashion Revolution Germany e.V. we offer the possibility to network, exchange and plan joint actions nationwide. Our Ambassadors organize activities in their city or region around the topic of fair and sustainable clothing. Through regular calls we stay in contact with each other on a national level and through our email distribution list we regularly send out information and materials, e.g. for the Fashion Revolution Week. We usually have one or two people per city who are the main contact persons and whose contact (email address) we are allowed to pass on if someone writes to us who would also like to get involved locally. Most of our Ambassadors are volunteers.

How do I become an official Ambassador?

You would like to support a fair and sustainable garment industry? Then write us what ideas you have for your city or university! We will connect you with active Fashion Revolutionaries in your area or ask you to re-establish Fashion Revolution as a city network. If you wish, we can add you to the email distribution list and the Slack channel for Ambassadors. This way you are always informed about current actions and can also draw attention to events yourself. Feel free to write to fashionrevolution@future.fashion.



How can I start if there is no representation in my city yet?

In many cities we have already existing Ambassador groups and can arrange a contact. If you are the first Ambassador in your city or university, there are several ways to start:

- E.g. with an Instagram account for your city: to support our Ambassadors, we prepare different content for each month that can be used freely.
- We are happy to start a call via our social media accounts to find more Fashion Revolutionaries in your city / region. Together we can reach even more people via social media and let our movement grow and sensitize more people for the important topic of a more sustainable clothing industry.
- Are there perhaps already other active players in your area that you can network with? E.g. student councils at university, fair fashion or world stores or other organizations and networks?
- Maybe you can organize a clothes swap party together and make a contribution to mindful consumption in an entertaining way?
- We regularly offer cross-regional calls with other Ambassadors, where experiences and ideas can be exchanged.

However, these are only suggestions, feel free to bring in your own creative ideas and implement your own concepts, we will try to support you with suitable contacts etc. for the realization.

Do I have to be a member of Fashion Revolution e.V. to become an Ambassador?

No, but we are of course happy if you would like to support us through your membership.

Who is responsible for the content?

Fashion Revolution provides free material that may be worked with within the framework of our principles and guidelines. However, we are not responsible for the content of individual Ambassadors and will distance ourselves from corresponding content in case of serious violations and abuse against our principles.