

MADE- BY Facts & Figures

Mission

Driven by a commitment to sustainability, our overall mission is to make sustainable fashion common practice. We support fashion brands in implementing good environmental and social standards that can be developed and maintained within a commercial environment.

Launched: 2004 (NL)

By: The organisation was founded by [Solidaridad](#), a leading Dutch International NGO that has been an innovator and driving force in fair trade and environmental issues.

Active in:

- Netherlands since 2004
- Germany since 2008
- United Kingdom since 2009

Works with: 36 fashion brand in partnership agreement as well with more fashion brands on a project level.

Activities:

- **Outreach:** Engage fashion brands and retailers to improve sustainability in the long-term.
- **Communication:** Creating awareness for sustainable fashion and making the sustainability efforts of the affiliated brands transparent.
- **Supply chain management:** Guiding and supporting sustainable improvements in the brand's production chains
- **Producer development:** Improving employment conditions and reducing the impact on the environment for fabric producers

Financed through: Public funds (EU and local governments) and licensee fees as well as project fees from fashion brands

Organisation: Not For Profit

Executive Management and Organisation:

The three national organisations are lead by country directors:

UK: Allanna McAspurn

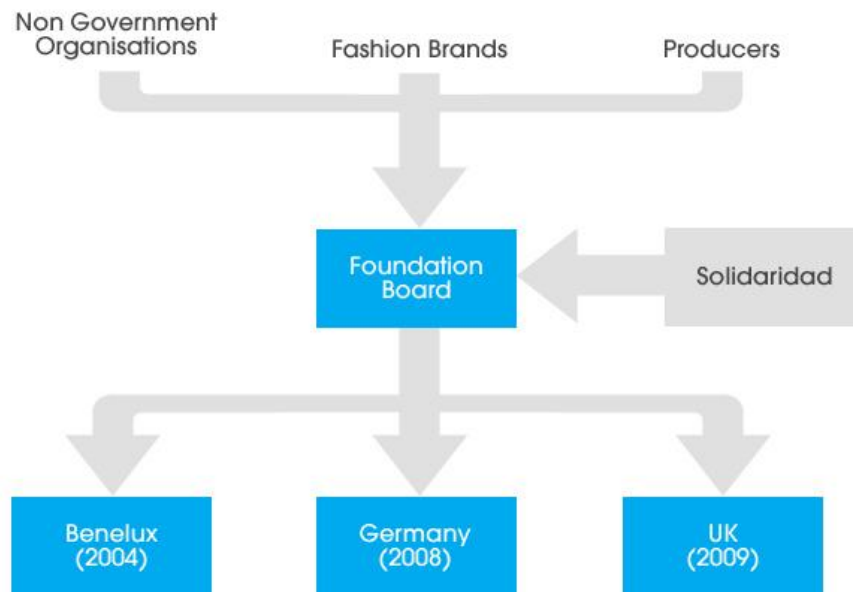
Netherlands: Esther Verburg

Germany: Ullrich van Gemmeren

All three directors report to a **Foundation Board of Directors**, whose chairman is Nico Roozen, Director of Solidaridad. The board of Directors at the MADE-BY Foundation has a multi-stakeholder structure, comprising representatives from the participating fashion brands, producers and civil society organisation.

In 2010 MADE-BY decided to expand the board structure to include an Advisory Board. This board of external experts provides MADE-BY with advice on the further expansion of the organisation.

MADE-BY Organisational Chart



To view our Partner Brands, [click here](#)

To view our Partner Organisations, [click here](#)