



Fashion Revolution Czech Republic mobilises citizens, brands, and policymakers to demand transparency, fair wages, and sustainability in the local and global fashion industry.

PIC	899544439
OID	E10012613
FULL NAME (CZ)	Fashion Revolution Česká republika, z.s.
FULL NAME (EN)	Fashion Revolution Czech Republic
ACRONYM	FRCZ
LEGAL FORM	Non-profit / Non-Governmental organisation
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LEGAL REPRESENTATIVE	Mr Martin Benes, MA, BA (Hons)
POSITION	<ul style="list-style-type: none"> • Managing Director • Fashion Revolution Country Coordinator for the Czech Republic
BACKGROUND	<p>Martin graduated with an Honours Bachelor's degree in Fashion Communication and Promotion and a Master's degree in Fashion and Textile Design, both from Nottingham Trent University, UK. Shortly after, he worked as a Sustainability Research Consultant in the corporate sector, focusing on sustainable consumption in lifestyle and fashion, before joining Fashion Revolution Czech Republic. He has worked on several KA1 and KA2 Erasmus+ projects as a project manager, trainer, dissemination manager or/and volunteer. Martin is currently completing his Postgraduate Certificate in Education. Since January 2024, Martin has been a trainee lecturer in Contextual Studies for Fashion and Textiles and Sustainable Fashion at the University of Bolton, UK. His areas of expertise include regenerative fashion and systemic change in the fashion industry, with a particular interest in material literacy. Additionally, he has completed a certification in Sustainability in Practice, focusing on energy and clothing.</p>
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BACKGROUND

Fashion Revolution Česká republika z.s., is an integral part of the global Fashion Revolution movement, which has been active in advocating for a more ethical, transparent, and sustainable fashion industry since 2014. Our organisation was formally recognized as Fashion Revolution Česká republika z.s., in 2017, and we are committed to driving meaningful change within the Czech Republic's fashion industry.

Our mission is aligned with the broader goals of Fashion Revolution CIC, a movement that emerged in response to the Rana Plaza disaster in 2013—a catastrophic event that exposed the severe consequences of unethical practices in the global fashion industry. The collapse of the garment factory in Dhaka, Bangladesh, led to the tragic deaths of 1,134 workers, most of whom were women. This disaster underscored the urgent need for systemic change, fueling the creation of the Fashion Revolution and its ongoing efforts to reform the industry worldwide.

Our main objectives are:

1. Eliminate human and environmental exploitation in the fashion industry
2. Ensure safe, dignified working conditions and living wages for all workers in the supply chain
3. Achieve a fairer distribution of power across the fashion industry
4. Strengthen the labour movement within the global fashion sector
5. Promote the conservation of resources and the regeneration of ecosystems
6. Foster a culture of transparency and accountability throughout the value chain
7. End the throwaway culture, promoting long-term use of materials and minimising waste
8. Recognize and value heritage, craftsmanship, and local wisdom in the Czech Republic and abroad

Through research, education, and advocacy, Fashion Revolution Česká republika mobilises individuals, communities, and institutions across the country to take collective action. We provide educational resources and tools to help people understand the impact of their clothing choices and empower them to influence the fashion industry in positive ways. By collaborating with universities, research centres, NGOs, consumers, industry insiders, policymakers and other stakeholders, we work to reshape cultural narratives around fashion, promoting a more conscious and responsible approach to garment consumption.

Our team currently consists of three directors: a full-time Managing Director and Fashion Revolution Country Coordinator for the Czech Republic, a second director who oversees the social and ethical aspects of our activities on an occasional basis, and a third director responsible for legal affairs. Additionally, we have six team members who contribute on a volunteer or occasional basis, each bringing expertise in key areas such as communications, education, research, project design, and methodology.

PROJECT FOCUS

We are eager to participate in various types of projects, with a particular focus on the following projects:

- **Transnational Youth Initiatives**
- **Strategic Partnerships**
- **Capacity Building**
- **Meetings between Young People and Decision-makers**

Additionally, we are open to engaging in **Youth Exchanges** and **Training and Networking opportunities**.

Based on our past experience working on international projects, our role in future projects can be centred on **educational and research methodologies**, as well as **training design and implementation**, particularly in the areas of **environment**, **sustainable development**, **human rights**, **active citizenship**, **art & design**, **entrepreneurship** and **non-formal education**.

Our work also extends to fashion activism and **dissemination activities**, leveraging the global Fashion Revolution network, which spans over 90 countries. This extensive network enables us to reach millions of citizens and consumers, engage with hundreds of companies, and connect with schools, universities, and NGOs, as well as governments and international organisations, worldwide.

PAST PROJECTS

ERASMUS+ KA220-VET (partner)	2021-1-EL01-KA220-VET-000032985
TRA/MA - Transparency Manager in the Fashion Industry	
ERASMUS+ KA220-VET (partner)	2021-1-DE02-KA220-VET-000034871
SOGFASH - Social Growth for Circular Fashion	
ERASMUS+ KA227-YOU (partner)	2020-1-SK02-KA227-YOU-002746
Too RecyCOOL for School	
ERASMUS+ KA205 (partner)	2019-3-SK02-KA205-002306
Let's Stitch Up Imperfections	

WISEGRAD FUND (partner)	22220037
Habits and Priorities of Contemporary Fashion Consumers in Czechia, Slovakia, Hungary and Poland	
WISEGRAD FUND (partner)	22210054
EcoFashion4V4	

SELF-FUNDED PROJECTS

- Annual Event: FASHION REVOLUTION WEEK
- Fashion Talks and Public Discussions
- Clothes Swaps
- Exhibitions

GLOBAL OFFICE INFORMATION (Fashion Revolution CIC)

WEBSITE	fashionrevolution.org
FACEBOOK	Fashion Revolution
INSTAGRAM	fash_rev

CONTACT:

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