

The ultimate sustainability content calendar for fashion professionals

Inspirational sustainability guides

BCome.

The sustainability platform transforming the fashion industry.

BCOME is the platform for sustainability management in the textile and apparel industry. A smart, reliable, secure software that enables fashion businesses to build responsible supply chains, guarantee transparency and bring it to the final customer. Founded in 2019, BCOME has more than 1 million traced, measured and evaluated products on the market.

Empower sustainability transformation with data, knowledge and technology.

This document belongs to the [library of resources](#) that BCOME makes available to you.

Stay up to date with the latest content on intelligent methodologies for global sustainability management
and find the answers your brand needs to boost its transformation in the fashion industry.

Looking to plan your sustainability content ahead of time?

At BCOME we have prepared a calendar with the most relevant dates to join the conversation on sustainability and fashion in social media. [Add the dates to your calendar](#) so you don't forget them, get inspired with our tips and start planning ahead for these upcoming events!

26/01 – World Environmental Education Day



January

Its main goal is to identify environmental issues both globally and locally and to raise awareness about the need for participation in order to conserve and protect the environment, mitigating the various levels of impact caused by climate change.

Join the conversation talking about the environmental impact savings of your brand.

Get inspired by reading:

- [The environmental footprint of fashion. Key impacts to measure](#)
- [What LCA is and how your brand can measure its journey towards sustainability](#)
- [Everything you need to know about Life Cycle Assessment in fashion](#)

Suggested hashtags: #environmentaleducation #environmentalprotection #environmentalsustainability #sustainableliving #environmentalhealth

28/01 – World CO2 Emissions Reduction Day



January

Also called World Global Warming Action Day, this day was created in 1977 with the aim of raising environmental awareness about the climate change we are suffering and the environmental impacts it generates.

Join the conversation talking about the carbon footprint of your products.

Get inspired by reading:

- [Your fashion company's carbon targets might not be enough](#)
- [IPCC Press release](#)
- [The Paris Agreement](#)

Suggested hashtags: #carbonfootprint #reducecarbonfootprint #lowcarbonfootprint #zerocarbonfootprint #whatsyourcarbonfootprint #offsetyourcarbonfootprint

20/02 – World Day of Social Justice



February

This day aims to encourage people to see how social justice affects poverty eradication.

The main aim of this day is to achieve full employment and support for social integration. This day tackle issues like poverty, exclusion, and unemployment.

Join the conversation talking about your best social practices.

Get inspired by reading:

- [What can your fashion business do to achieve the SDGs?](#)
- [Guide to key social fashion sustainability certifications](#)
- [United Nations “Achieving Social Justice through Formal Employment”](#)

Suggested hashtags: #socialjustice #humanrights #civilrights #socialchange #RespectLabourRights

B Corp Month



March

Every year, the B Corp community takes the month of March to celebrate B Corps. This month-long campaign is a time for our global community to join together to build awareness and encourage new audiences to buy from, work for, and do business with B Corps.

Join the conversation showing the work that makes your brand a B Corp.

Get inspired by reading:

- [The 4 keys to achieving a profitable purpose-driven fashion brand](#)
- [The 10 commandments of the responsible fashion designer](#)
- [Expert's guide on starting with integrative sustainability in fashion](#)

Suggested hashtags: #bcorp #bcorporation #bthechange #sustainablebusiness #socialimpact

08/03 – International Women's Day



March

International Women's Day is a global day for celebrating the social, economic, cultural and political achievements of women. The day also marks a call to action for accelerating gender parity.

Join the conversation talking about gender equality policies in your brand.

Get inspired by reading:

- [Female talent leads sustainability, the challenges of the new fashion CEO](#)
- [Interview with Alba Garcia and Anna Cañadell, founders of BCOME](#)
- [International Women's Day: Fashion Is Women's Work](#)

Suggested hashtags: #internationalwomensday #womenempowerment #womensupportingwomen #womeninfashion #feminism

15/03 – World Consumers Rights Day



March

This day aims to rise global awareness about consumer rights and needs. Celebrating the day is a chance to demand that the rights of all consumers are respected and protected, and to protest against market abuses and social injustices which undermine those rights.

Join the conversation by discussing consumer policies followed by your brand.

Get inspired by reading:

- [Your customers are willing to pay more for sustainability, the motivations of the new consumer](#)
- [In conversation with Ecoalf, the keys to the evolution of the consumer trend in sustainable products](#)
- [Consumer rights and complaints](#)

Suggested hashtags: #worldconsumerrightsday #consumerprotection #betterdigitalworld #consumerbehavior #consumerrights

22/03 – World Water Day



March

World Water Day celebrates water and raises awareness of the 2.2 billion people living without access to safe water. It is about taking action to tackle the global water crisis.

Join the conversation talking about the water footprint of your products.

Get inspired by reading:

- [What LCA is and how your brand can measure its journey towards sustainability](#)
- [Radical transparency through smart labels in the fashion industry](#)
- [Guide to key environmental fashion sustainability certifications](#)

Suggested hashtags: #worldwaterday #climatechange #cleanwater #savewater #wastewatertreatment

25/03 – Global Climate Strike (the date varies depending on the year)



March

The Global Climate Strike is meant to disrupt the status quo, calling on world and business leaders to take urgent and widespread action to stop funding fossil fuels, cut carbon emissions, and invest in a fair transition.

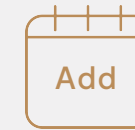
Join the conversation showing what you are doing to transition towards sustainability.

Get inspired by reading:

- [What are regenerative fashion brands doing? Get inspired for an holistic change](#)
- [The environmental footprint of fashion. Key impacts to measure](#)
- [Expert's guide on starting with integrative sustainability in fashion](#)

Suggested hashtags: #climatestrike #climateaction #climatejustice #savetheplanet #climateemergency

Week 18/04 – Fashion Revolution Week (the date varies depending on the year)



April

Fashion Revolution Week is an annual campaign bringing together the world's largest fashion activism movement for seven days of collective action.

Join the conversation pointing out how your brand supports the chosen theme.

Get inspired by reading:

- [6 top challenges in sustainability: A mandatory paradigm shift](#)
- [Your customers are willing to pay more for sustainability, the motivations of the new consumer](#)
- [Fashion revolution Week](#)

Suggested hashtags: #fashionrevolution #sustainablefashion #whomademyclothes #fairfashion #ethicallymade

22/04 - Earth Day



April

Earth Day aims to 'empower individuals with the information, the tools, the messaging and the communities needs to make an impact and drive change. It was first organized in 1970 to promote ecology and raise awareness of the growing problems of air, water, and soil pollution.

Join the conversation talking about the best environmental practices of your brand.

Get inspired by reading:

- [Your fashion company's carbon targets might not be enough](#)
- [What are regenerative fashion brands doing? Get inspired for an holistic change](#)
- [Guide to key environmental fashion sustainability certifications](#)

Suggested hashtags: #saveourplanet #savetheplanet #earthday #worldearthday #saveearth

28/04 – World Day for Safety and Health at Work



April

This date promotes the prevention of occupational accidents and diseases globally.

It is an awareness-raising campaign intended to focus international attention on the magnitude of the problem and on how promoting and creating a safety and health culture can help reduce the number of work-related deaths and injuries.

Join the conversation talking about how your brand looks after its workers.

Get inspired by reading:

- [The social issues facing the fashion industry your business might not be tackling](#)
- [What can your fashion business do to achieve the SDGs?](#)
- [Guide to key social fashion sustainability certifications](#)

Suggested hashtags: #healthandsafety #safety #safetyfirst #staysafe #workplacesafety

17/05 - Global Recycling Day



May

Global Recycling Day is a date established by the UNESCO to remind us all of the importance of reducing, reusing and recycling.

A key strategy to raise public awareness of the importance of treating waste responsibly in order to work together towards improving the environment.

Join the conversation talking about the circularity strategy followed by your brand.

Get inspired by reading:

- [On the road to circularity: 5 steps every company needs to take](#)
- [The regulation that will promote circular fashion, get ready for EU action plan](#)
- [Guide: How to start with circularity in fashion](#)

Suggested hashtags: #recyclingday #recycle #upcycling #sustainability #zerowaste #reuse

22/05 - International Day for Biological Diversity



May

The International Day for Biological Diversity, celebrated each year on May 22, aims to increase understanding and awareness of biodiversity issues.

Join the conversation talking about how your brand protects the biodiversity.

Get inspired by reading:

- [What are regenerative fashion brands doing? Get inspired for an holistic change](#)
- [What can your fashion business do to achieve the SDGs?](#)
- [Why fashion sustainability transformation is so necessary](#)

Suggested hashtags: #biodiversity #wildlife #climatechange #wildlifeconservation

05/06 – World Environment Day



June

The United Nations designated 5 June as World Environment Day to highlight that the protection and health of the environment is a major issue, which affects the well-being of peoples and economic development throughout the world.

Join the conversation talking about the importance of knowing your environmental impacts to make data-driven decisions. Get inspired by reading:

- [Guide: 7 steps to achieve sustainability through eco-design](#)
- [The environmental footprint of fashion. Key impacts to measure](#)
- [How to achieve growth in fashion through decreasing resources](#)

Suggested hashtags: #worldenvironmentday #environmentday #gogreen #climatechange #saveearth

08/06 – World Ocean Day



June

The purpose of the Day is to inform the public of the impact of human actions on the ocean, develop a worldwide movement of citizens for the ocean, and mobilize and unite the world's population on a project for the sustainable management of the world's oceans.

Join the conversation talking about the water savings of your products.

Get inspired by reading:

- [Everything you need to know about Life Cycle Assessment in fashion](#)
- [Sustainable fashion: where we are today and why matters](#)
- [United Nations World Oceans Day](#)

Suggested hashtags: #worldoceansday #protectouroceans #oceanplastic #saveouroceans

12/06 – World Day Against Child Labour



June

This day calls on the global community to take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour.

Join the conversation talking about the urgency of eradicating child labor from the fashion industry. Get inspired by reading:

- [The social issues facing the fashion industry your business might not be tackling](#)
- [Guide to key social fashion sustainability certifications](#)
- [Act now: end child labour!](#)

Suggested hashtags: #childlabour #stopchildlabour #worlddayagainstchildlabour #humanrights #childpoverty

03/07 – International Plastic Bag Free Day



July

The purpose of observing this day is to raise awareness against the use of this often non-biodegradable material which causes harm to our environment.

Join the conversation talking about the sustainable alternative used in your brand's packaging. Get inspired by reading:

- [On the road to circularity: 5 steps every company needs to take](#)
- [7 steps to achieve sustainability through eco-design](#)
- [Everything you need to know about Life Cycle Assessment in fashion](#)

Suggested hashtags: #plasticpollution #plasticfree #zerowaste #singleuseplastic #breakfreefromplastic

05/07 – World Population Day



July

World Population Day aims to increase people's awareness on various population issues such as the importance of family planning, gender equality, poverty, maternal health and human rights.

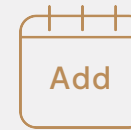
Join the conversation talking about the social issues that your brand supports.

Get inspired by reading:

- [Why fashion sustainability transformation is so necessary](#)
- [6 top challenges in sustainability: A mandatory paradigm shift](#)
- [How to achieve growth in fashion through decreasing resources](#)

Suggested hashtags: #worldpopulationday #overpopulation #populationhealth #populationproblem #respecteveryone

Week 22/08 – World Water Week (the date varies depending on the year)



August

World Water Week aims to link scientific understanding with policy and decision-making provide concrete solutions to water, environmental and development challenges.

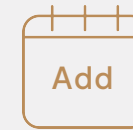
Join the conversation comparing your products' water use to the market average.

Get inspired by reading:

- [What LCA is and how your brand can measure its journey towards sustainability](#)
- [Radical transparency through smart labels in the fashion industry](#)
- [Guide to key environmental fashion sustainability certifications](#)

Suggested hashtags: #worldwaterweek #savewater #savewatersavelife #sdgs #waterscarcity

16/09 – International Day for the Preservation of the Ozone Layer



September

The United Nations proclaim September 16 International Day for the Preservation of the Ozone Layer, in order to protect and save the ozone layer that is being destroyed by global warming.

Join the conversation talking about your savings on carbon emissions.

Get inspired by reading:

- [Your fashion company's carbon targets might not be enough](#)
- [The Vienna Convention for the Protection of the Ozone Layer](#)
- [The Montreal Protocol on Substances that Deplete the Ozone Layer](#)

Suggested hashtags: #ozoneday #worldozoneday #ozonelayer #globalwarming #climatechange #ozonedepletion

24/10 – International Day Against Climate Change



October

The main purpose of the International Day of Climate Action is to encourage people to think about what this world means to them and how they can show their appreciation.

Join the conversation describing how your brand takes action to reduce global warming. Get inspired by reading:

- [What are regenerative fashion brands doing? Get inspired for an holistic change](#)
- [The environmental footprint of fashion. Key impacts to measure](#)
- [Expert's guide on starting with integrative sustainability in fashion](#)

Suggested hashtags: #climateactionday #climatechange #globalwarming #savetheplanet #climatecrisis

Week 21/11 – European Week for Waste Reduction (the date varies depending on the year)



November

The European Week for Waste Reduction (EWWR) encourages all Europeans and not only to carry out awareness-raising actions about sustainable resource and waste management.

Join the conversation talking about your brand's strategy to reduce waste.

Get inspired by reading:

- [3 keys to adapt the fashion industry to the waste law](#)
- [The regulation that will promote circular fashion, get ready for EU action plan](#)
- [Guide: How to start with circularity in fashion](#)

Suggested hashtags: #EWWR #circularity #circulareconomy #wastereduction #wastemanagement

25/11 – Green Friday (the date varies depending on the year)



November

The Green Friday movement arose in response to Black Friday's compulsive consumption and proposes an environmentally effective alternative of responsible and conscious consumption on that same day.

Join the conversation by giving tips on how to consume mindfully.

Get inspired by reading:

- [Cultural context, key takeaways to address the 4th dimension of sustainability](#)
- [Overconsumption: What is it and what can we do about it?](#)
- [The growth of resale business, why should you be in as a fashion company?](#)

Suggested hashtags: #greenfriday #blackfriday #buylesbuybetter #consciousconsumer #consciousliving

03/12 - Global No Pesticides Use Day



December

Its main goals are to raise awareness on the health and environment risks of chemical pesticides, to highlight and promote alternative solutions, and to build an international network for a pesticide-free world.

Join the conversation talking about your eutrophication savings.

Get inspired by reading:

- [What LCA is and how your brand can measure its journey towards sustainability](#)
- [Radical transparency through smart labels in the fashion industry](#)
- [How to find out which certification is right for your fashion business](#)

Suggested hashtags: #pesticides #agriculture #pestcontrol #organic #pestmanagement

05/12 – World Soil Day



December

World Soil Day (WSD) is held annually on 5 December as a means to focus attention on the importance of healthy soil and to advocate for the sustainable management of soil resources.

Join the conversation talking about the most sustainable farming techniques your brand follows. Get inspired by reading:

- [What are regenerative fashion brands doing? Get inspired for an holistic change](#)
- [Guide to key environmental fashion sustainability certifications](#)
- [From raw materials to final product: How full traceability works](#)

Suggested hashtags: #soilday #worldsoilday #agriculture #soilhealth #healthysoil

10/12 - Human Rights Day



December

This day is celebrated with an aim to improve the physical and socio-cultural well-being and welfare of the susceptible group of people throughout the world.

Join the conversation talking about how your brand protects human rights.

Get inspired by reading:

- [What can your fashion business do to achieve the SDGs?](#)
- [Guide to key social fashion sustainability certifications](#)
- [Reducing inequalities, advancing human rights](#)

Suggested hashtags: #standup4humanrights #equality #humanrightsday #protecthumanrights

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love to share
our expertise
with you.

Take a look at other related
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