


the model's health pledge _____



Stichting The Model's Health Pledge
Annual rapport 2021
www.themodelshealthpledge.nl
November '21

Content



Mission

Introduction

Summary

Milestones 2021

Network

Finances

Contact

Mission

**BEAUTY
COMES
BOTH
WAYS**

The Model's Health Pledge aims to create a safe and healthy work environment for fashion professionals. The health of models is central to this aim. By sharing stories and experiences of fashion professionals, we inspire other (future) professionals. In addition, we offer access to experts in the field of sports, nutrition, the fashion profession, personal development and business. Models, aspiring models, and their families, as well as other fashion professionals and interested parties, can report unhealthy and/or worrying situations on our website. Together we ensure an ethical and aesthetic fashion industry.

Introduction

BEAUTY COMES BOTH WAYS

The fashion industry has had a difficult time during the COVID-19 outbreak. Fashion houses worldwide were forced to cancel fashion shows, and in some cases even had to close physical shops. On top of that, many suffered supply chain issues which affected their production.

The Model's Health Pledge (TMHP) aims to take a positive approach to hardship, so something good must come from this crisis as well! The fashion industry has had time in the past two years to thoroughly examine its internal processes and redefine these where necessary. But has actual change taken place?

The fashion industry has been organised in the same way for years, with traditional fashion week calendars, specific annual shows and collections. We see that several fashion houses have deviated from the traditional 'calendar' and switched to digital fashion shows or chose to organise fewer shows [e.g. fashion house Gucci has indicated to go from 4 to 2 shows per year]. From the perspective of creating a more sustainable fashion industry, this is certainly a positive movement.

But has the fashion industry implemented changes in its internal procedures, when it comes to healthy and safe working conditions? At TMHP, we see more and more parties are becoming aware that change around these themes is necessary. But the work still needs to be done!

To date in 2021, no structural solutions have been implemented that will make the fashion industry safer and healthier. It still holds true that many models at some point in their career have to deal with sexual harassment or some form of exploitation. Abuse of power is also still a regular topic of discussion. Models travel all over the world. They work in different languages, deal with the different laws and regulations per country and come into contact with many different people. It is a big challenge to get this group that has 'the world' as their playing field to focus on the same issues, let alone be able to protect them wherever they are.

When it comes to protecting this vulnerable group, it is important that companies and fashion professionals sign the Pledge. By signing they take a visible step towards a safe and healthy working environment within the fashion industry. In the fashion industry, where such a large group of 'vulnerable' people is employed and where the fashion industry serves as an example, 'standard regulations' to which one commits oneself, are a requirement. TMHP will therefore continue its efforts to get as many companies as possible to sign the Pledge and also to create opportunities to work together for this positive change.

In this year rapport, we present an overview of the activities and achieved results of The Model's Health Pledge of 2021. At the time of writing, a partnership between the Tulpenfonds and the TMHP Foundation is being finalised. The collaboration will be announced during the annual event. During the months of December and January, this cooperation will be further rolled out and communicated to the TMHP network and on the website.

Summary

FASHION'S WORD OF HONOUR

Stichting The Model's Health Pledge (TMHP) heeft mede door Covid-19 wederom een The Model's Health Pledge has had another challenging year, largely due to Covid-19. Many events were cancelled and companies focused on restructuring their business rather than creating a safe and healthy work environment.

A number of new signatories were added in 2021, so the total number of paying partners is growing slowly but steadily.

We moved the 'Model Taskforce Lunch' and Network meeting online and we delivered a lunch box to all attendees.

Model Support, which was developed to support models, is going well and models indicate that they appreciate being able to ask questions from colleagues and experts in their field.

The goals of keeping the platform running, including the Reporting Point, and recruiting new signatories have been partially achieved.

The co-operation with the various network partners, such as the Advisory Board, the Experts and the Ambassadors, has gone well.

TMHP has engaged an expert for visibility and growth on social media. Tailor-made workshops and tools have been realised to support signatories in their development and to support them during the challenges brought by the Covid-19 virus.

Various concrete (follow-up) steps have also been taken to improve and safeguard the health of models and working conditions in the fashion industry.

Despite the successes, TMHP faced a major financial challenge. In 2020, TMHP did not have any financial support because of Covid-19. Neither from the network nor from the Ministry of Health, Welfare and Sport. For 2021 and 2022, the Ministry has made an amount available to cover the minimum costs and keep the platform running and exploring ANBI status.

Four team members of TMHP have worked on the project voluntarily and at their own expense for a large part of this year to guarantee the continued existence of the platform. A broader support base in the Dutch fashion industry and a solid financial basis are thus required for the right of existence of TMHP.

We - the project team of TMHP - hope that the readers of this report will continue to see the power and potential of The Model's Health Pledge. With this letter, we call upon both the Ministry of Health, Welfare and Sport and the modelling agencies, media, fashion brands and models that make up the sector to continue to share the responsibility for ensuring that there is sufficient income for the continued existence of The Model's Health Pledge.

Together towards safe and healthy working conditions in the fashion industry! Not only for the industry but also as an example for the rest of our society.

Milestones 2021

ANBI status

Tulpenfonds

TMHP Yoga Course

Media

How's work - Esther Perel

Intakes and interviews

TMHP Signatories Meeting

RVA Meeting

Womennovator Global Summit

ANBI status

One of the new assignments TMHP got from the Dutch Ministry of Health was to investigate if TMHP could obtain the status of Society for Public Welfare (or ANBI status in Dutch). We contacted the Tax Authorities and the ANBI-expertise centre. Unfortunately, these parties have decided that health within the fashion industry does not have sufficient public benefit to be allowed to receive this status. Our team is now investigating what possibilities remain.

Tulpenfonds

The fashion industry consists mainly of self-employed workers, and a large part of them are uninsured. TMHP has entered into a cooperation with the Tulpenfonds to give the fashion sector easy access to collective insurance. By doing so, we want to change the precarious situation of self-employed workers in the fashion industry.

TMHP Yoga Course

During the pandemic, we offered our network a free 8-week yoga course. London teacher Maria Parry led these sessions. More than 30 people signed up to take 30 minutes on Saturday mornings for physical and mental well-being.

Media

SBS6 On the way to the crown

TMHP's Marvy Rieder gave a training session on mental resilience for the ten finalists of the Miss Netherlands Pageant. This training was also shown during the SBS series 'Op jacht naar de kroon' (On the way to the crown).

How's work - Esther Perel

In this podcast two models talked about their experiences in the fashion industry. TMHP was mentioned, and the important positive contribution that our platform makes is acknowledged.

Intakes and interviews

The project team has ongoing intakes with new signatories to determine how they comply with the Pledge. Themes relating to health and working conditions are discussed and the signatories are given the opportunity to propose themes for the platform. During the year there are regular contact moments with the confidential counsellors to discuss the signatory's progress.

TMHP Signatories Meeting

In June an online signatories meeting took place, hosted in the Van Der Valk Hotel in Amsterdam. The meeting consisted of a presentation and discussion of current issues, followed by a workshop. The project team started with an update on the assignment from VWS, expectations from the project team towards the network, and the findings of the Model Taskforce Lunch. During the workshop, Marvy Rieder entered into a dialogue with Manon de Boer about Authentic Communicating for Business Growth.

RVA Meeting

In June, the Advisory Board met to advise the project team on topics such as funding, network expansion, and the general progress of TMHP. The meeting took place at the Van der Valk Hotel in Amsterdam.

Womennovator Global Summit

Spokesperson Marvy Rieder was asked to participate in a panel at the Womennovator Global Summit 2021. The topic of the panel was 'How far do you go to be fashionable', where TMHP's way of thinking came into its own. In addition, it was a great opportunity for the exchange of knowledge between TMHP and international stakeholders.

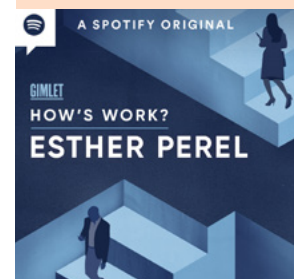
Tulpenfonds



TMHP Yoga Course



How's work - Esther Perel



Intakes and interviews



► We continued with Modelsupport where models -including international top model Saskia de Brauw - share their knowledge with our followers

► Nimue Smit spoke live on Instagram with international model coach Sarah Bledsoe about the importance of good communication between model and agent, well-being and what to look out for when finding an agency.

► This year TMHP received signals that many models, especially young ones, were receiving unwanted sexual messages and inappropriate comments on their social media accounts

Modelsupport

We continued with Modelsupport where models -including international top model Saskia de Brauw - share their knowledge with our followers. In addition, two models did an Instagram take-over, showing how they ensure their own wellbeing during fashion week.

Q&A Modelchild

Nimue Smit spoke live on Instagram with international model coach Sarah Bledsoe about the importance of good communication between model and agent, well-being and what to look out for when finding an agency.

Taskforce lunch

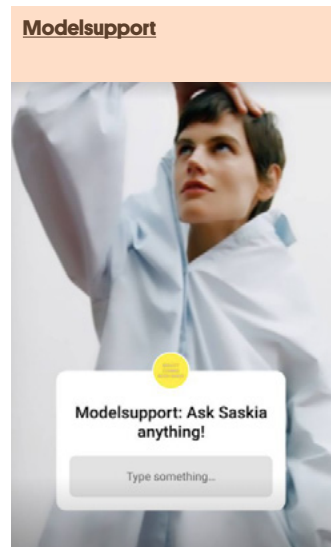
During the first online version of the lunch, 25 models talked about what is going well and what could be improved in the modelling industry. The impact of the corona pandemic was discussed, as well as topics such as transgressive behaviour, assertiveness training, and setting up a buddy system for models. Top businesswoman Monica van Ee joined in to talk about self-confidence, and entrepreneur Isabelle Zapf talked to the audience about healthy food.

Webinar Safe Social Media Environment

This year TMHP received signals that many models, especially young ones, were receiving unwanted sexual messages and inappropriate comments on their social media accounts. In response, we have created communication material [blog and several posts] and shared these with our network. We also organised an online webinar to discuss this signal and possible solutions with the network.

Annual event

On 19 November 2021, the annual event of TMHP took place at our location partner Hotel Van Der Valk in Amsterdam. The project team presented the annual report with the milestones of the past year. An interactive programme brought the network back together after this time of corona and physical distance under the mission of the platform.



The Model Taskforce Lunch



Reporting Point

The process
Co-operation
Number and Subjects
Results

The Model's Health Pledge's [TMHP] Reporting Point was launched in October 2017 on the platform www.themodelshealthpledge.nl. The Reporting Point provides a safe and trusted environment to report abuses related to health and working conditions. Reports can be made anonymously, if desired, by means of a form on the website. Reports are handled by a confidentiality committee and solutions are sought jointly. Reports are always handled anonymously. However, relevant themes are discussed with the TMHP network. Learning points are shared and in some cases, new Pledge rules are added. In this way, joint steps are taken to improve health and working conditions in the entire industry.

The process

Reports come to the confidential counsellors and are dealt with in conversation with the person who filed the complaint and the other person and/or party indicated by the report. This takes place through calls and in-person meetings. In some cases, TMHP experts are called in to give advice. At times the confidential counsellors advise to involve a third party, such as the police or a lawyer. The counsellor's role is that of a mediator. Under no circumstances does a confidential counsellor take action themselves. With a clear picture of the situation, the confidential adviser discusses solutions with both the notifier and the person and/or party in question. In agreement with both parties, agreements are made to resolve the issue of the report and to prevent it from happening again in the future. After a discussed period, the confidential counsellor will follow up. A report is completed when both parties reach an agreement and are satisfied with the solution offered.

Co-operation

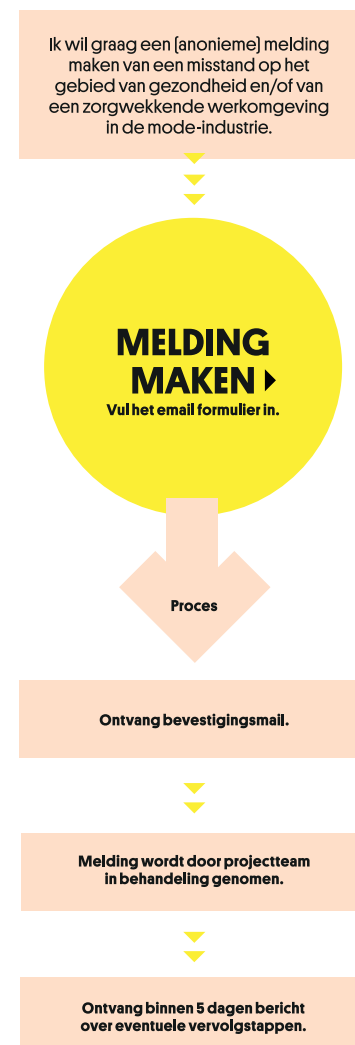
Signatories of the TMHP commit themselves to co-operate with the handling of reports. The moment a signatory doesn't want to start a conversation, they or the organisation are removed from the network. This has not happened in 2021. The conversations held in relation to reports were completed to satisfaction.

Number and Subjects

In 2021, 2 reports were made to the TMHP Reporting Point. In addition, 4 unofficial reports were made to the TMHP project team, for instance during intake interviews or by e-mail. Themes related to these reports are: work- and power relations, contractual disputes, age limits, nude photography, signalling eating disorders, sexual misconduct and unhygienic conditions.

Results

All reports made through the TMHP Reporting Point have been completed by the confidential counsellors to the satisfaction of the reporters. Rules of conduct, professionalism and/or misconduct are recurring subjects. Together with the network, we try to realise a culture shift, by talking to each other, taking responsibility and, when necessary, using the contact point.



Network

[Inleiding](#)
[Het Projectteam](#)
[Ambassadeurs](#)
[Ondertekenaars](#)
[Experts](#)
[Partners](#)
[Vertrouwenspersonen](#)
[Raad van Advies](#)

The broad network of The Model's Health Pledge (TMHP) Foundation plays a fundamental role in improving the health of models and creating a healthy working environment in the fashion industry! The network includes the Project Team, Ambassadors, Signatories, Experts, Partners, the Advisory Board, and the Counsellors.

The Project Team

Four people work on TMHP around the year. Among other things, they support the counsellors with the coordination of reports, hold intakes and follow-up interviews with signatories, organise thematic workshops, develop handy tools to implement the pledge, raise funds and paying signatories, talk to journalists and media about the platform, are responsible for the back office, all communications and the strategy of the Foundation and the platform/reporting point. Together, the team members realise all the above-mentioned tasks and have their own role. Marvy Rieder is the spokesperson and project manager. Michelle den Hollander is responsible for communication. Nimue Smit is the coordinator. Anna-Roos maintains the social media channels. Marvy, Michelle and Kim Vos initiated TMHP together in 2016.

Marvy Rieder - Project Manager and Spokesperson

Marvy is an entrepreneur, presenter and co-founder of The Model's Health Pledge. Marvy believes that through positive changes within the fashion industry, the effects will also be felt in the rest of our society. Marvy is also active on Dutch television and in the global media. She is also a speaker on self-confidence, authenticity and female entrepreneurship.

Michelle den Hollander - Communication

As a former model, Michelle knows both the positive and the negative sides of modelling. Nowadays, she works as a show producer, catwalk trainer and nutritionist. With her knowledge and experience, she contributes to a healthier work and living environment in the fashion industry. The Model's Health Pledge is a great platform to realise this. It is therefore not without reason that she has been working on TMHP for five years with great pleasure.

Nimue Smit - Coordination

After having been an ambassador for TMHP for a number of years, Nimue is now involved in the core team. Nimue is an entrepreneur and activist and studied Public Health alongside her international modelling career. At the moment she works at the Dutch Health Care Institute and likes to use this knowledge to improve 'her' modelling industry.

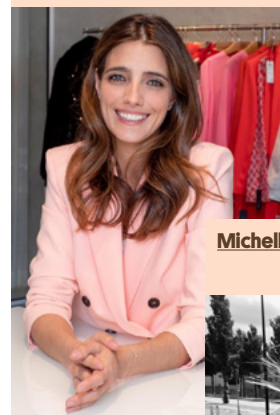
Anna-Roos van Wijngaarden - Social Media

Freelance journalist, model and business administration alumni. Studied at the universities of Rotterdam, Copenhagen and Amsterdam and lived in several capitals. The combination of modelling experience in the heart of the fashion industry and education from the outside - the business side, fits well with the mission of The Pledge. Anna Roos contributes to this by offering content and creating engagement on TMHP's Instagram.

Ambassadors

There are four ambassadors connected to TMHP: Amanda Westenberg, Sofie Oosterwaal, Elise Aarnink and Iris/Mitch Oldenzeel. The ambassadors are models who pursue the values and mission of TMHP. They support TMHP by proposing themes that need to be addressed and making efforts to expand the TMHP network and to increase the awareness of the platform and Reporting Point.

Marvy Rieder



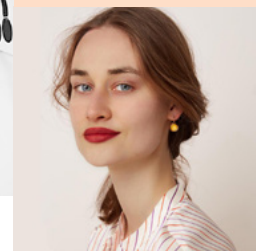
Michelle den Hollander



Nimue Smit



Anna-Roos



Ambassadors

Nimue, Amanda, Sofie, Elise and Iris/Mitch.



► Signatories are companies that have signed The Model's Health Pledge. They comply with the pledge and have responsible working environments.

► Experts of TMHP are experts on subjects related to models working in the fashion industry. These include sports, nutrition, the fashion profession, and personal development. But also business subjects like accounting, legal advice and entrepreneurship.

Signatories

Signatories are companies that have signed The Model's Health Pledge. They comply with the pledge and have responsible working environments. Improving and securing these good working conditions is high on their list of priorities. In addition, they make an effort to make all stakeholders in the industry aware of the importance of healthy working conditions. There are several types of signatories, depending on the size of the company and its turnover. There are parties that

Contribute €1500- per year to the platform

Contribute €1000- per year to the platform

€500,- per year contribute to the platform

€150 per year to the platform

parties who cannot contribute financially, but who do support the mission.

The parties who support us financially make it possible to run the platform and reporting point. They are recognisable by their personalised TMHP logo and enjoy content-related benefits such as network meetings, research results, workshop reports and tools. All signatories commit themselves to the pledges of the pledge and cooperation in case of a report. In the overview below, active participants are also indicated. These are participants that actively participate by attending meetings, propagating TMHP through their own channels and responding to calls.

Experts

Experts of TMHP are experts on subjects related to models working in the fashion industry. These include sports, nutrition, the fashion profession, and personal development. But also business subjects like accounting, legal advice and entrepreneurship. By highlighting the experts on the website TMHP offers access to professional and personal advice. The experts play an important role in the network. They guarantee the quality of knowledge and expertise and make hours available free of charge to advise (in confidence) the counsellors on reports. They also make hours available to advise the project team.

Partners

Partners support The Model's Health Pledge because they feel connected to our mission and want to contribute to it from their own expertise and/or offer. Without the partners, it would not have been possible to realise the platform and/or to hold meetings.

- No Office - Brand design, styling and strategy are central to the work of No Office. Owner Nelleke Wegdam has been involved with TMHP since 2017 and is responsible for TMHP's brand identity and all visual expressions, including the web design.

- Van der Valk Hotel - As a permanent location partner of TMHP, Van der Valk Hotel makes it possible to organize workshops, lunch lectures, information meetings and the annual events at a sparkling location in Amsterdam!

- Sardes - Research and consulting firm Sardes has partnered with TMHP in 2018 for the realisation of the first national models' survey. They developed the questionnaire with the team of TMHP and analysed the independent results and delivered them in a research report in 2020.

- Firma Netjes - TMHP's platform and Reporting Point were developed by Firma Netjes in 2017 and was maintained and updated in 2018.

► Partners ondersteunen The Model's Health Pledge omdat zij aansluiting vinden met onze missie en hier vanuit hun eigen expertise en/of aanbod aan bij willen dragen

► Als partner van TMHP speelt Alles is Gezondheid op meerdere vlakken een grote rol, waaronder het verbinden van organisaties.

► Zonder de partners zou het niet mogelijk zijn geweest om het platform te realiseren en/of bijeenkomsten te houden.

Advisory Board

The Advisory Board of TMHP consists of six professionals from different fields who all share the mission to create the healthiest possible working environment for fashion professionals. In the Advisory Board, the industry is represented from both the field of the model and the agency, as well as the client, various media, the business community and the health care sector.

The Advisory Board consists of:

Babette Aalberts, ABC-Legal
 Eric van Furth, Rivierduinen
 Freek Koster, Touché Models
 Karin Swerink, Linda
 Eefke Hendriks, Publisher Hearst
 Ralph Moorman, The Hormone Factor
 Pauline Brakenhoff, Aaiko
 Linda Spierings, Model

The Advisory Board meets twice a year to advise the project team. This council oversees the work plan and activities, including the handling of reports by the project team and the publication of the annual report. Signatories are eligible to sit on the Advisory Board. The composition of the members is discussed annually with the network.

Confidential counsellors

The TMHP Confidential Advisors have been appointed to handle reports together with the signatories. They monitor the criteria of the Pledge and see to it that participating organisations have the ambition to take steps of added value in line with our mission, namely to create and monitor the healthiest possible working environment for fashion professionals. The trust persons are impartial and guarantee the quality of the signatories, make an effort to identify opportunities for improvement and are in constant dialogue with all participating and interested parties to turn these opportunities into actions. Liesbeth in 't Hout and Marianne van der Gaag are members of the trust committee and are supported by the project team. Liesbeth is an independent consultant and confidant with a long experience in the industry. She previously worked as the director of the Amsterdam Fashion Institute for five years, led Fashion Council NL and was the director of Design Academy Eindhoven, together with Li Edelkoort. Marianne has been a model herself, and after training as a counsellor, she started working as a model and relationship coach. From her former experience, she also started Themodelhouse.tv.

Babette Aalberts,
ABC-Legal



Freek Koster,
Touché Models



Ralph Moorman,
De Hormoonfactor



Eefke Hendrix,
Uitgever Hearst



Eric van Furth,
Rivierduinen



Karin Swerink,
Linda



Linda Spiering,
Model



Pauline Brakenhoff,
Aaiko/Aaiko kids



► The exposure we get from the media is an indispensable contribution.

► TMHP's diverse network plays a fundamental role in bringing about improvements in model health and healthy work environments. in the fashion industry!

	Financial contribution	Other Contribution through
Model agencies		
Amsterdam Models		
B Academy Make-Up		
Elite Amsterdam	x	
Future Faces		active participant
Innocence Model Agency		active participant
Inbetween Models		active participant
Max models	x	
Maxime Models		active participant
Micha Models		
Models at Work		
Phoebe Model Management		
Republic Men		
Touché Model Management	x	seat in RVA
Ulla models	x	active participant
VDM Model Management	x	
Media		
Amazine.com		
Cosmopolitan	x	
ELLE	x	exposure
JAN	x	exposure
Glamour	x	exposure
Harper's Bazaar	x	exposure
Pijper Media		
Talkies Magazine		
Vogue	x	exposure
Women's Health	x	
Brands		
Amsterdam Fashion Week	x	Exposure
AAIKO/ AAIKO kids		seat in RVA
Blush	x	
De Bijenkorf	x	
Hannah	x	exposure
Miss Nederland	x	exposure
Rob Peetoom		

► The exposure we get from the media is an indispensable contribution.

► **TMHP's diverse network plays a fundamental role in bringing about improvements in model health and healthy work environments. in the fashion industry!**

	Financial contribution	Other Contribution through
Service providers		
100% jij expert		expert, pro-deo advice
ABC-Legal	x	expert
ABN AMRO Sports en Entertainment Desk	x	partner establishment
Alles is Gezondheid...	x	general support
AXP4MODELS	x	expert
Firma Netjes	x	partner website shared sponsorship
GGZ Rivierduinen	x	expert/ seat in RVA
Holthausadvies		expert
MV Works	x	expert, pro-deo advice
Sofie Oosterwaal-Eigen Value Centre		expert
Marvy Rieder	x	pro-deo project team
Michelle's Good Food	x	pro-deo project team
Ministerie VWS	x	partner establishment
Anna-Roos		general support
Modefabriek		Social Media
Models in shape		
No-Office	x	expert
The Model Convention		partner branding shared sponsorship

Finances

Income

Costs

Status

When the Ministry of Health, Welfare and Sport (VWS) commissioned the development of The Model's Health Pledge (TMHP) in 2016, the goal was to realise a platform supported and financed by the sector. TMHP had to be self-funding, but the Ministry of Health, Welfare and Sport would make the development possible by means of an initial assignment. The project team started in 2017/2018 to raise funds from the sector, but still has a long way to go before it can operate independently. In 2021, we found that the platform cannot yet operate independently. This requires more network partners and support from various other (government) organisations.

Income

The costs of the platform, reporting point, back-office and network activities must be covered by an annual contribution from signatories. After consultation with the network and the project team, the annual contribution has been set at €500, €1000 and €1500 respectively, on a pro-rata basis. Parties that contribute financially can make use of tailor-made tools, workshops and research results. In addition, there is also the possibility for brands to receive 1-on-1 coaching, at a reduced rate. For example, to educate employees and/or to provide guidance on how to prepare a shoot or a show.

The team has ensured that in 2021 an amount of €14,950 has been invoiced by the support of the network.

An amount of €10,300 has already been paid. This means that at the time of writing, an amount of €4,650 in invoices is still outstanding.

Early this year some network partners announced that they could not pay the annual contribution because of Covid-19. They have indicated to be able to give financial support again next year. Personal agreements were made with these partners about another form of support.

An amount of € 25,000,- ex VAT has been granted by the Ministry of Health, Welfare and Sport to keep the platform running and to conduct exploratory talks about granting ANBI-status.

Costs

The cost items of TMHP in 2021 are the project team & confidential counsellors, maintenance of the platform and

reporting point, design, communication expressions/social media and meetings. Out of pocket €25,000 will be spent on these costs. In-kind an estimated €15,000 was sponsored through partial sponsorship and barter deals. The project team and the counsellors have invested 400 unpaid hours this year, to the value of €24,200.

Status

Initial discussions with (potential) signatories have shown that more and more industry stakeholders recognise the importance of the platform and want to support the success of TMHP by making a financial contribution. Others are of the opinion that the platform should continue to be subsidised (partly) by the Government. A small number of signatories indicate that they do not have the means to contribute.

During the signatories' meeting in June, it was discussed with the network that the payment of the financial contribution must be monitored more strictly in order to guarantee the growth and thus the right of existence of the platform. And also to take care of some quality control.

TMHP is creating more and more (inter)national visibility and therefore the project team continues to make efforts to activate and enthuse the network. With the achieved milestones, they demonstrate the effectiveness of the platform.

Contact



Want to know more about (participating in)

The Model's Health Pledge Foundation:
www.themodelshealthpledge.nl

For press enquiries and more information
about participation in the network, please
contact the project team at
relations@themodelshealthpledge.nl

For other questions, please contact the
project team via
info@themodelshealthpledge.nl