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2026 Sustainable Fashion Forum Convince Your Manager Letter

Subject: Request to Attend SFF26 (Oct 28–30)

Hi [Manager's Name],

I'd like to request approval to attend the 2026 Sustainable Fashion Forum (SFF26), taking place October 28–30 in Portland, Oregon. Given my work on [insert key projects or responsibilities], this conference is a direct opportunity to strengthen how we connect our sustainability initiatives to measurable business results.

This year's program is built around a capability that's increasingly critical for our team: tying sustainability work to consumer adoption, revenue impact, and risk mitigation. With ongoing margin pressure and tighter scrutiny on environmental claims, knowing how to quantify impact (without over-claiming) is becoming a core requirement, not a nice-to-have. SFF26 is designed specifically to build that capability.

This aligns with our 2026 priorities on [claims compliance / loyalty / returns / circularity / product strategy].

Why this investment makes sense:

1. Revenue and adoption focus

Sessions focus on turning sustainability initiatives into clear adoption drivers, conversion lift, retention impact, and CAC reduction, rather than general awareness or storytelling.

2. Executive-ready business cases

Programming includes frameworks for translating sustainability work into capital-allocation language, making it easier to secure approval and resources for future initiatives.

3. Regulatory and claims risk mitigation

With regulations and expectations tightening, the conference covers how to structure and communicate sustainability claims in a way that reduces compliance and reputational risk.

4. High-efficiency strategic exposure

Over two working days (plus an opening evening), SFF26 brings together behavioral scientists, consumer psychologists, and senior brand leaders to focus on what actually drives participation and business outcomes. Comparable external workshops or strategy

engagements for this kind of content typically cost significantly more

5. **Concrete takeaways for our team**

Attendees receive an executive-ready Intelligence Report with key takeaways, KPI frameworks, and implementation roadmaps that can plug directly into planning and QBR conversations.

If even a modest improvement in conversion, retention, or reduced returns comes from implementing these learnings, it's likely to offset the cost of attendance over the next few cycles.

Estimated Costs:

- Travel: [Insert Estimate]
- Lodging: [Insert Estimate]
- Event registration: [Insert Ticket Cost]
- Total estimated cost: [Insert total]

SFF26 also offers group discounts if we decide to send a cross-functional group. Attending alongside colleagues from [sustainability / marketing / product / operations] would help us move faster from insights to implementation and ensure we're aligned on how to measure and communicate impact.

If approved, I will:

- Share a concise post-event briefing within [X] days.
- Summarize 3–5 recommended next steps for our roadmap, with suggested KPIs and timelines.

Thank you for considering this request.

Best,
[Your Name]