

eyes on PRODUCTION

BERLIN FASHION WEEK SURVEY RESULTS

Report Date: **13th March 2024** | Survey Administered: **8-25th February 2024**

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RESULTS SUMMARY

- Talent Trust administered the Eyes On Production survey for Berlin Fashion Week (BFW) (05 – 08.02.2024) between 8th of February to 25th of February to all models who walked during fashion week.
- The survey consisted of 27 multiple-choice and 1 free-text question about their work experiences with designers and brands during fashion week and their demographic details. Respondents completed the confidential and anonymous survey online.
- We received 114 completed survey responses. A good sample total to collect meaningful insights from for BFW.
- Workplace category performance was measured across four categories – preparations, safety, support, and conduct – with category scores comprising the average totals of all questions in each category. All four categories exceeded the minimum target of 4.0. Scoring between 4.5 to 4.7 across the categories.
- Overall workplace satisfaction score was good. 90% of respondents were satisfied with the production workplace experience, giving a score between 4 and 5 (corresponding to respondents answering “agree” to “strongly agree”).
- Workplace equality was calculated in two ways. The first was by creating an overall workplace performance score from the averages of the four performance category scores and then showing the largest differences in this overall score between groups within each demographic classification. Differences for all demographics were all under one.
- Respondents' positive and constructive comments bring key qualitative insights into the BFW experience.
- Improvement opportunities of the survey results and scores for individual survey questions towards the end of the report.
- Results suggest, Berlin Fashion Week and its participating designers provided a diverse, ethical, and inclusive workplace for the models to work in. Respondents felt they were treated equally regardless of their demographics.
- Please refer to the table of contents for report page numbers.

PRODUCTIONS AT A GLANCE

BFW July 2023 shows

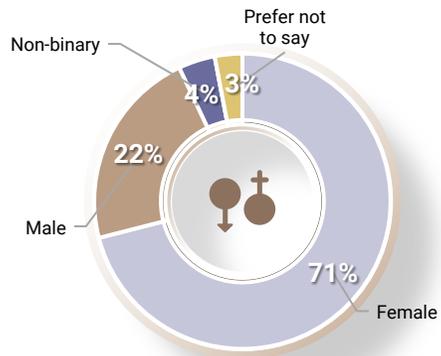
- ✓ Surveyed July 2023.
- ✓ Production location: Berlin, Germany
- ✓ **1** survey language available: English
- ✓ **Onboarding** meeting was held with BFW (Berlin Fashion Week) team.
- ✓ **11** designers received feedback from models.
- ✓ Survey consists of **27** multiple choice + **1** demographics questions.
- ✓ Survey was delivered via QR code during shows and survey link email after fashion shows ended.
- ✓ Total Responses: **41**
- ✓ Workplace Category Scores: **4.6 avg**
- ✓ Overall Satisfaction **90% avg**
- x **Not a large enough sample to represent the entire BFW production.**

BFW February 2024 shows

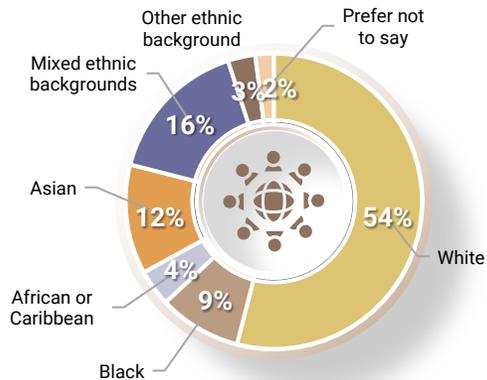
- ✓ Surveyed February 2024.
- ✓ Production location: Berlin, Germany
- ✓ **1** survey language available: English
- ✓ **Onboarding** meeting was held with BFW team & all designers.
- ✓ **15** designers received feedback from models.
- ✓ Survey consists of **27** multiple choice + **1** demographics questions.
- ✓ Survey was delivered via QR code during shows and survey link email after fashion shows ended.
- ✓ Total Responses: **114**
- ✓ Workplace Category Scores: **4.6 avg**
- ✓ Overall Satisfaction **90% avg**
- ✓ **Large enough sample to be representative the BFW production.**

RESPONDENT DEMOGRAPHICS

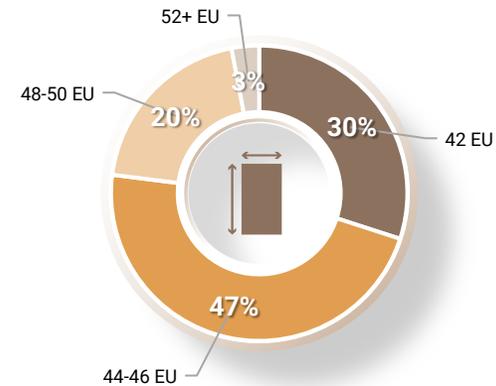
Gender



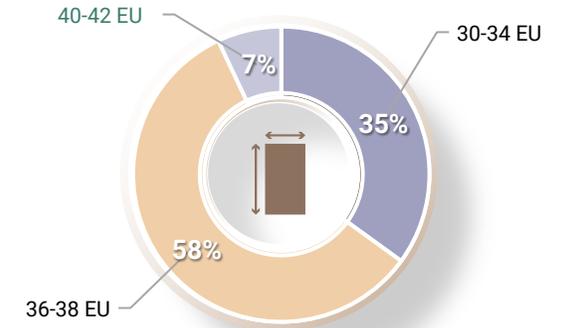
Ethnicity



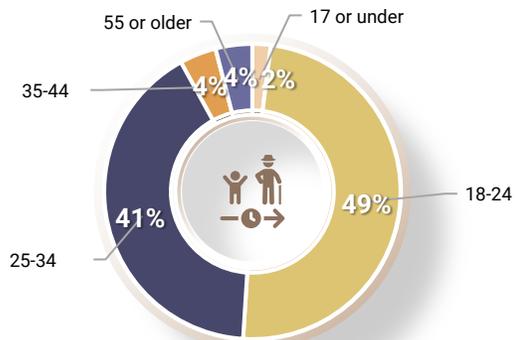
Size Range - Male



Size Range - Female

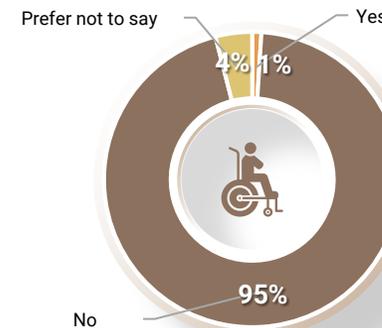


Age

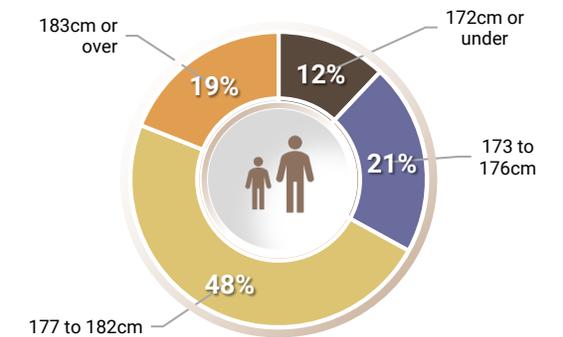


These demographics are showcasing models from Berlin Fashion Week who completed the survey. They are providing a sample of the entire production.

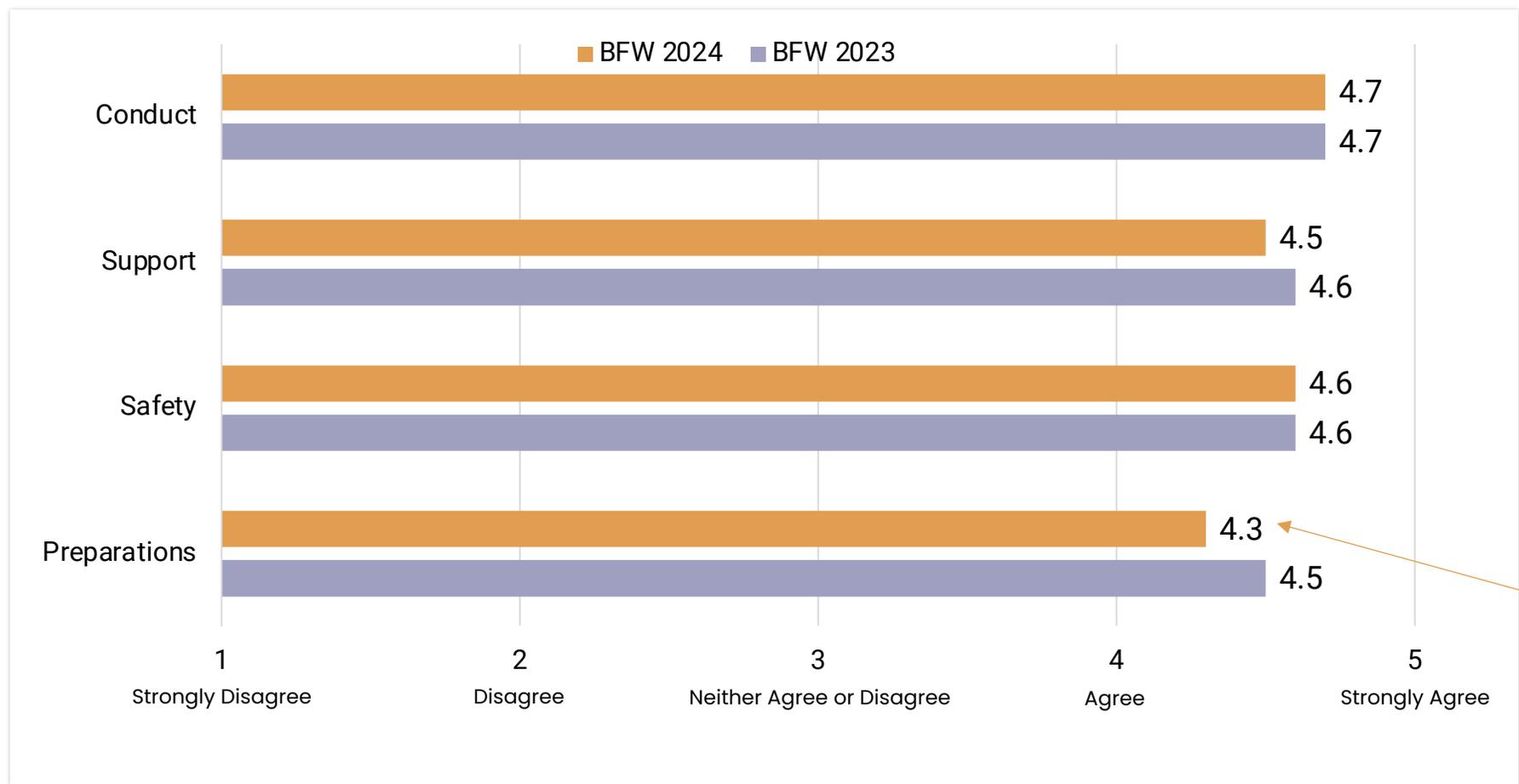
Disability



Height



CATEGORY PERFORMANCE SCORES

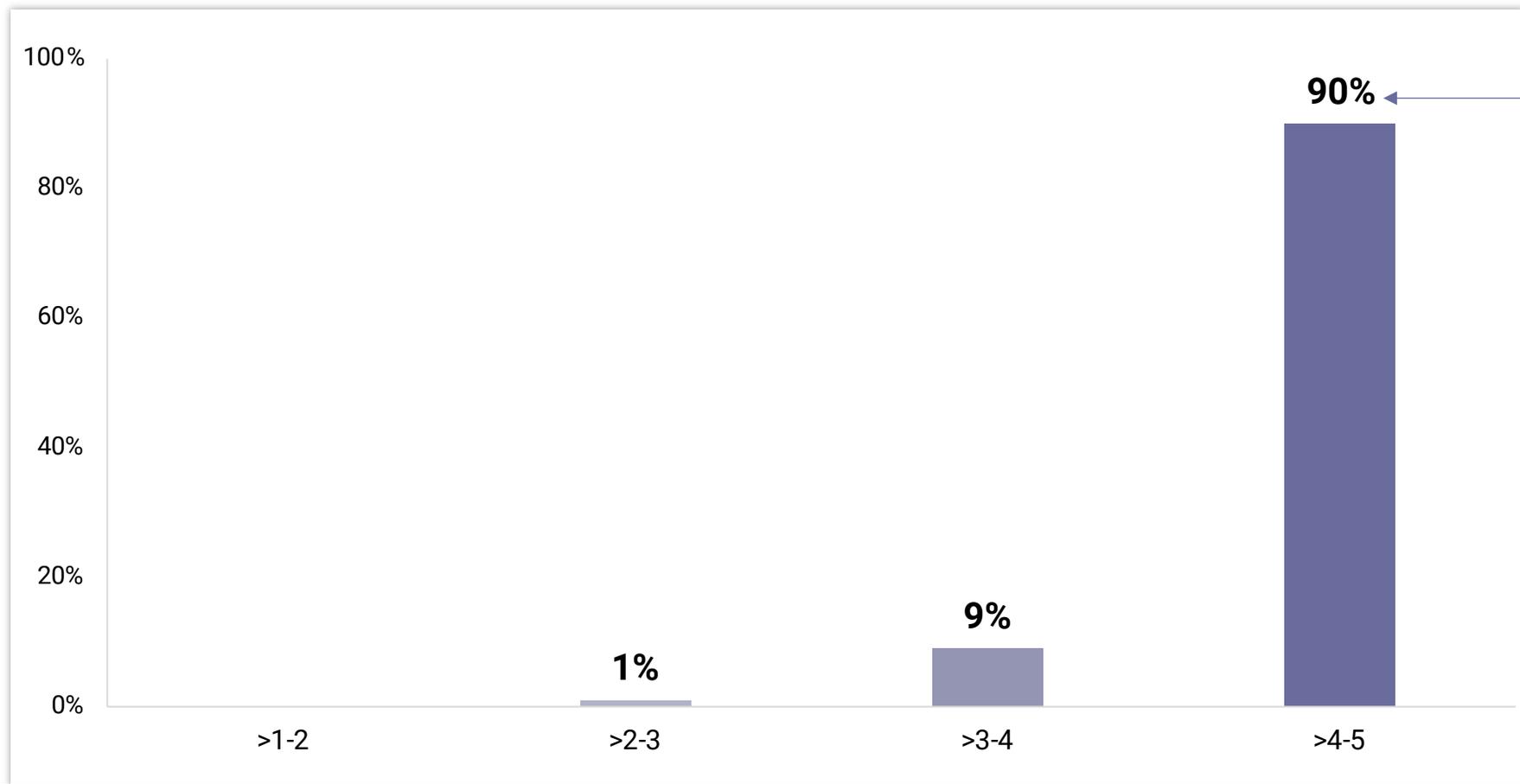


This small drop in average score correlates with Female models feeling the wait times were too long. This is still considered a good score for the preparation category.

Higher scores are better

The above category scores are the average of the average scores of the 3-6 survey questions under that category. Question scores are calculated by converting the respondent's answer to a score between 1 (Strongly disagree) to 5 (strongly agree). Scores above 4.0 are considered a satisfactory score for a high-performing and ethical workplace.

OVERALL SATISFACTION



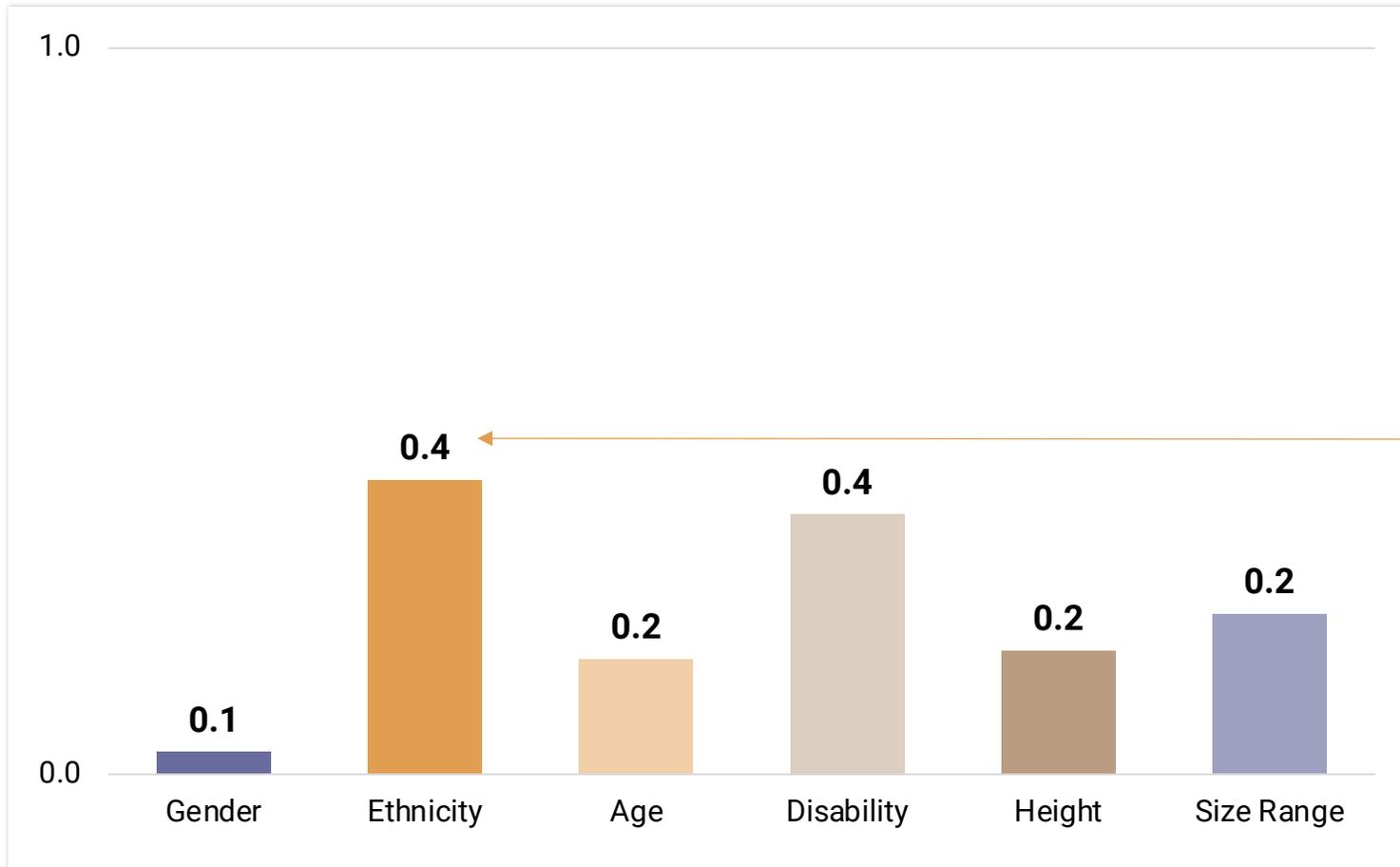
This satisfaction score has reached 90% for two seasons in a row! This is a positive satisfaction score indicating BFW's focus on wellbeing and DE&I initiatives are being upheld.



Higher scores are better

The percentages above the bars shows the percentage of respondents' scores falling into the workplace score range shown on the x-axis. The workplace score is the average of all the individual question scores for a respondent. The >4-5 range is considered highest score and is a rating of agree to strongly agree. The goal is to have all respondents feel satisfied with the overall experience at the workplace and score between the >4-5 range

DE&I DEMOGRAPHICS: SATISFACTION SCORES



African and Caribbean identifying respondents scored the highest satisfaction of all demographics at 4.7 avg. The lowest scoring was 4.3 from Mixed ethnic respondents. This is in connection with wait times scoring lower. It appears that Mixed ethnic respondents felt the wait time was too long.

 **Lower scores are better**

If all your scores across the demographics are at 0, you are treating all groups in all categories, equally. The score for each of the above demographic classifications is the difference between the lowest and largest average group workplace scores for groupings within that demographic classification. The group workplace score is the average of all individual workplace scores within each grouping. If a category shows Not Available on the graph that means there was only one group in the category that responded with enough results to include, therefore no comparison can be made.

RESPONDENT FEEDBACK – POSITIVE



- *Great experience at this show!*
- *Wonderfully done. After party was very good too.*
- *Best designer, best team, best time.*
- *The best teamwork ever!*
- *They did a great Job!*
- *Everything was excellent.*
- *I enjoyed every second.*
- *I had a great time! Was my favorite show of this season!*
- *Good show*
- *Team did really such a good job. Their team was the best, the kindness, the comfort and the affection that they give was just the best. It's such a pleasure for me and I truly enjoy the experience, and really looking forward to other projects ahead and glad to work with them again. Thank you so much!*
- *[Designer] team was very professional, and I loved working with them.*
- *[Designer] changed the way I viewed fashion weeks in the past so much (in an extra positive way) I decided to come back to modeling and gave me hope in a present/future of fashion production full of diversity, professionalism and safety. Forever grateful!*
- *It was a great experience and I want to participate if I have a chance again.*
- *It was very fun!*
- *I am grateful for the opportunity that [Designer] gave me.*
- *Everything was so great, I love [Designer], peace in the world.*
- *Amazing team and designer.*
- *Everything was perfect.*

RESPONDENT FEEDBACK – CONSTRUCTIVE



- *To less food, only bad food like sweets and snacks.*
- *Food catering should be a requirement of all designers for their models. Especially with morning to evening call times. And there should be announcements when food is available to eat so the models can enjoy, not just the crew setting up.*
- *The snack was overall fine! I am glad about that. I just wish there was a proper meal with more variety as well. I hope the toilets will be checked before if they are clean enough. The toilets at that location were quite dirty. Besides that I really liked the show and the team :).*
- *Super bad food - not even a vegetarian option
With so much waiting time, there should be more snack options.*
- *No coffee machine provided. Models and H&M had to order coffee.*

IMPROVEMENT OPPORTUNITIES FOR BFW

Preparation Question: Under this category you have one question where respondents gave their lowest score on average. The question states, *The wait between my call time and when I started working on the production was not too long*, and scored a **3.9 this year**. This falls just under the passing score according to Talent Trust measurement system but is encouraged to improve. However, we recognize wait times can be difficult to shorten on show days.

Support Question: Under this category you have one question where respondents gave their lowest score on average. The question states, *My dietary and health needs were accommodated*, and scored a **4.3, lowest question score under the Support category**. This is a passing score according to Talent Trust's measurement system but is encouraged to improve.

Safety Question: Under this category you have one question where respondents gave their lowest score on average. The question states, *I was provided with healthy food while working*, and scored a **4.3, lowest question score under the Support category**. This is a passing score according to Talent Trust's measurement system but is encouraged to improve.

Suggestions:

- Provide catering options designers can pick from to cater for their models that give a range of healthy and allergy accommodating meals backstage.
- To avoid unsatisfied model responses to wait times, encourage designers to communicate to their models during fittings and via any communications that may have in prep for the show, that wait times can occur and they should bring something to help them manage the wait time between call time and start of show.
- Based on this representative sample size, look to create Key Performance Indicators from this survey, for future seasons, to help measure your ethical goals.

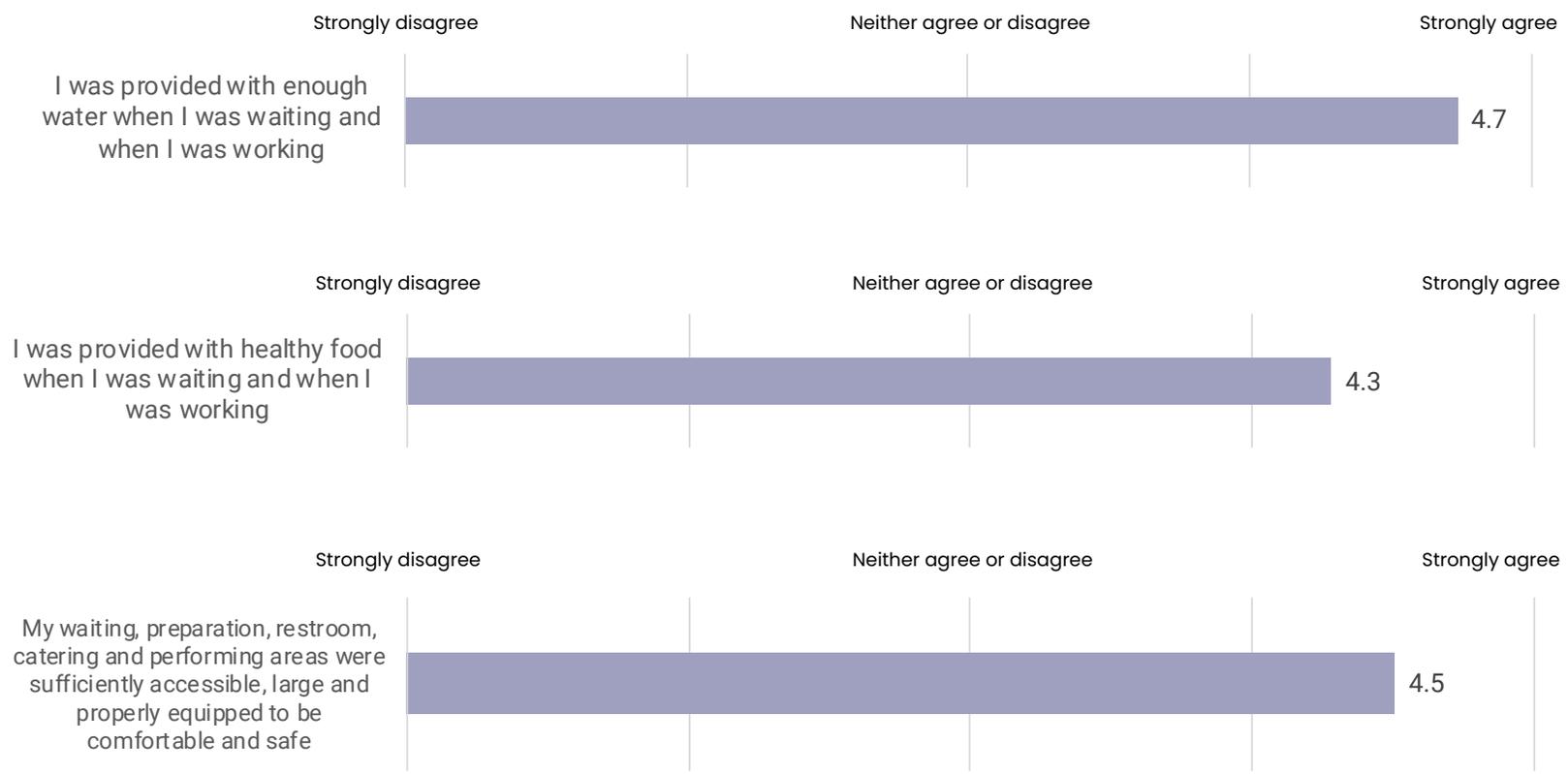
PREPARATION QUESTIONS



SAFETY QUESTIONS



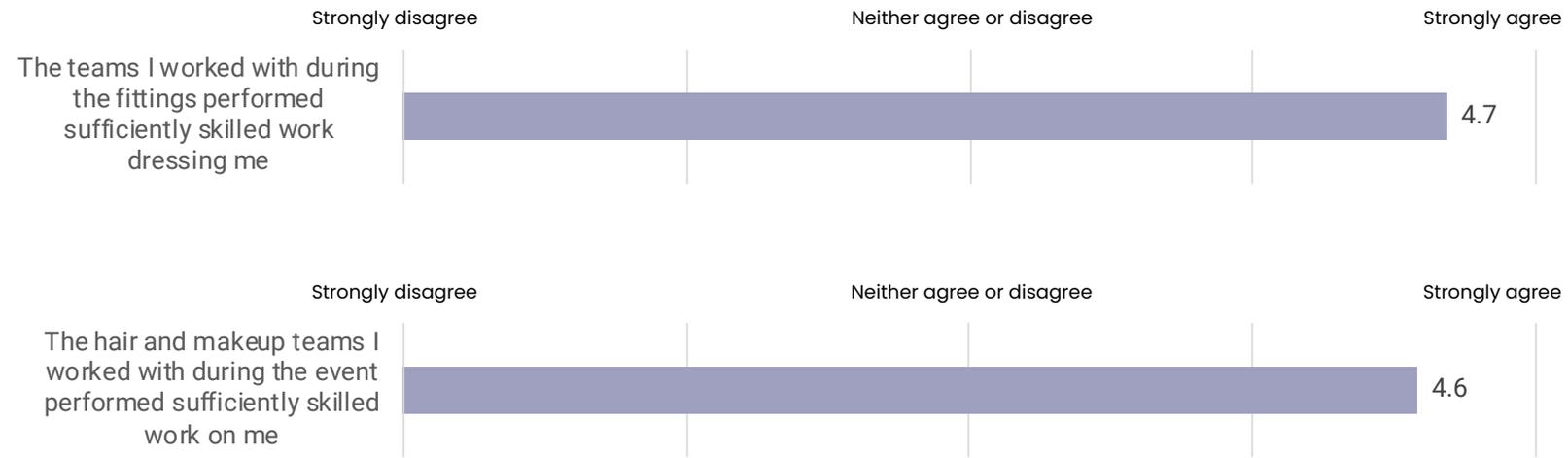
SAFETY QUESTIONS



SUPPORT QUESTIONS



SUPPORT QUESTIONS



BERLIN FASHION WEEK EXCEEDS EXPECTATIONS



We're thrilled to share that Berlin Fashion Week has far exceeded Talent Trust's expectations in creating a supportive environment for models, according to our recent Production Survey. With all key performance areas scoring between 4.5 and 4.7, well above our benchmark of 4.0, it's clear that Berlin Fashion Week and its designers are committed to a safe, caring, and ethical workplace.

This achievement not only surpasses our performance standards but also showcases an admirable dedication to excellence in the fashion industry.

Congratulations to everyone involved in Berlin Fashion Week for setting such a high standard. Your efforts have made a significant impact, ensuring a positive and respectful experience for all models. This commitment to ethical practices and inclusivity paves the way for a brighter future in fashion, inspiring others to follow your lead.

ABOUT TALENT TRUST

Talent Trust is a forward-thinking organization dedicated to elevating standards and fostering excellence in the creative sector. We partner with production studios, brands, film/tv companies, and other creative businesses to promote inclusivity, prevent issues proactively, and create environments where creativity can thrive through our innovative data-driven Eyes On Production platform.

Talent Trust's Eyes On Production platform utilizes confidential surveys to garner meaningful insights that enhance organizational practices for media and production companies.

The surveys deliver clear benchmarks and feedback on key areas, such as preparation, safety, inclusivity, and communication - pinpointing strengths and areas for improvement. These insights enable production leads to identify potential risks, foster trust between team members, and cultivate a productive, psychologically safe environment.

Our team analyzes the survey responses to identify areas for improvement and highlight successes. We then consult with organizational leadership to story-tell the data and make targeted recommendations. This collaborative process promotes well-being, mitigates risks, and equips productions to meet deadlines while upholding standards of excellence.

HOW WE USE SURVEY RESULTS

When we administer a Production Survey and create a report for a client, Talent Trust will possess detailed and sensitive data relating to talent as well as the clients' performance.

Recognizing that, we will:

- Never share outside Talent Trust the individual scores or individual demographic data from any individual survey respondents.
- Anonymize any survey respondent's comments in our survey reports or any other materials outside Talent Trust to minimize any risk that they can be traced to them.
- First, seek the approval of the client before sharing its non-anonymized survey results or recommendations in part or in full to other clients, the public, or to anyone outside Talent Trust.

We will provide the client with a copy of the survey report, which can be shared in whole or in part with others outside the client's organization provided it does so accurately and fairly, and attributes the survey design, administration, and reporting to Talent Trust.

The client should not share the survey link, the guide or any other survey-related working materials produced by Talent Trust with anyone other than those currently participating in the survey and survey process without Talent Trust's prior approval.

The client's survey involvement, results, and outcomes may help us engage other participants, and otherwise advance Talent Trust's mission to create safer and more inclusive workplaces for talent.

Therefore, we may:

- Name the client's company as a participant in our Eyes On Production service to others outside Talent Trust.
- Combine the client's anonymized survey data with those from other clients or our industry-wide benchmarking and show these collective results to others outside Talent Trust.

For further terms and conditions around the data we collect, review our [Privacy Policy](#).

eyes on --- PRODUCTION

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