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MISTRA Future Fashion






In Action

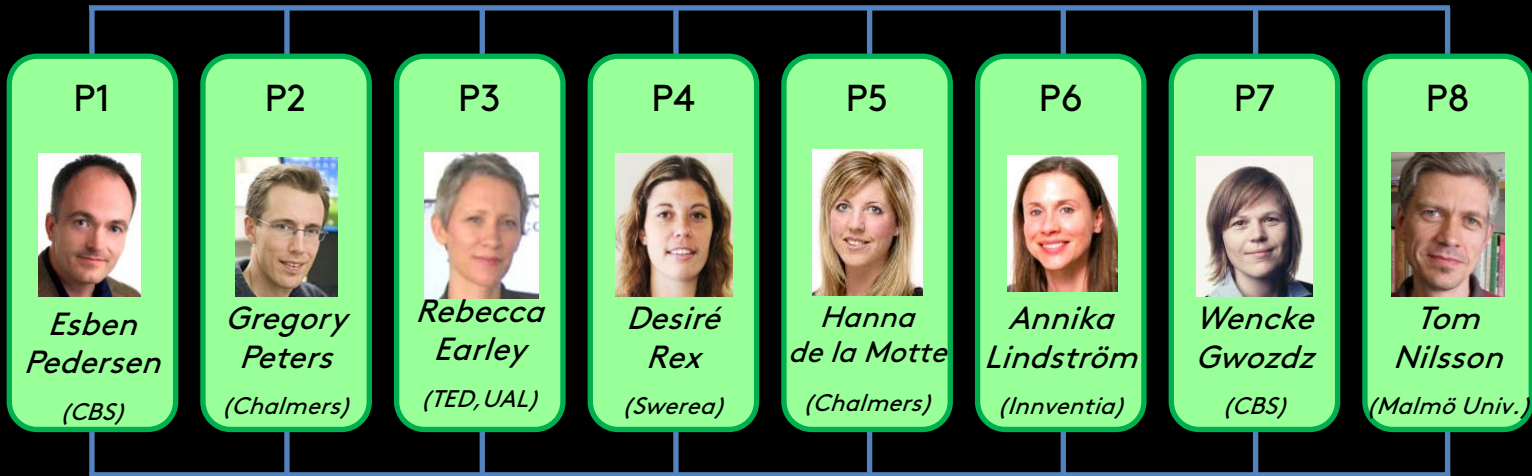
Malmö 29 May 2013



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MISTRA FUTURE FASHION PROGRAM ORGANISATION AND PEOPLE!

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	Communicator: <i>Mike Schragger (SFA)</i>		Coordinator Soc.Sci. projects <i>Susanne Sweet (SSE)</i>
			



Implementation in industry, organizations and the public sector



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Mistra Future Fashion






-the research program for the fashion industry

Our goal is to create a systemic change in the fashion industry that leads to sustainable development of the industry and wider society, while at the same time strengthening the competitiveness of this industry.

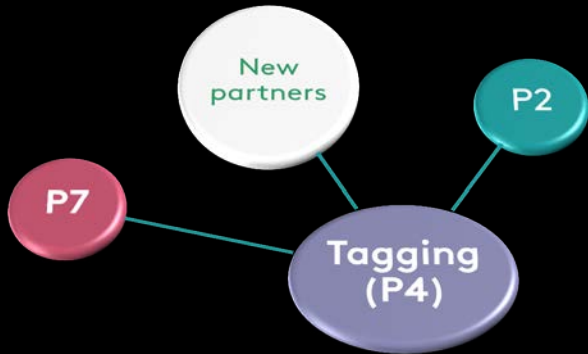
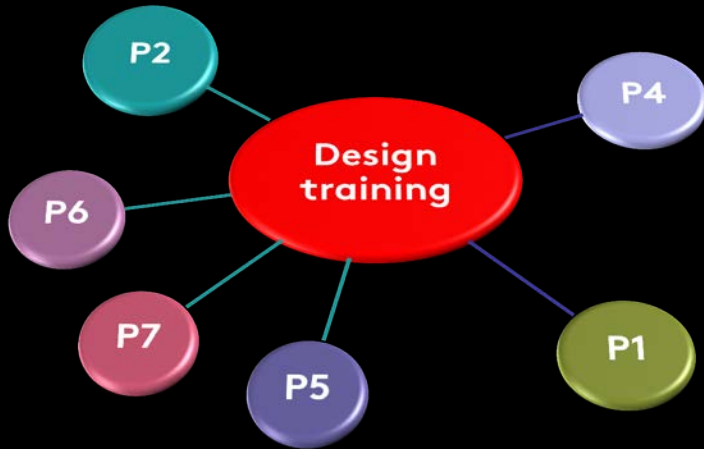




Our approach

-  change market and business models
-  sustainable design thinking
-  change consumer behavior
-  improve the policy instruments
-  produce sustainable textiles

Cross-disciplinarity





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The Consortium



CHALMERS

Konstfack

University College of
Arts, Crafts and Design



**Copenhagen
Business School**
HANDELSHØJSKOLEN



MALMÖ HÖGSKOLA

University of the
Arts London
Chelsea



INNVENTIA



swerea|IVF



THE
SUSTAINABLE
FASHION
ACADEMY



SÖDRA



Stockholms läns landsting



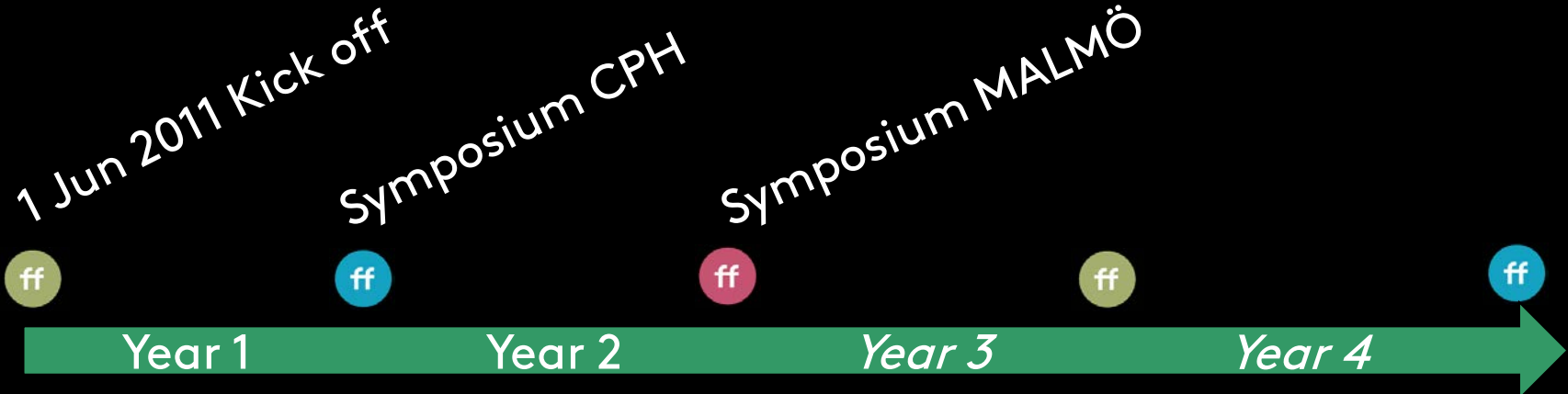
Textilia



KIRAM AB



Timeline



Scientific results

- Business Model Innovation And Sustainability Performance.** Esben RG Pedersen et al.
- Explorative Life Cycle Assessment of Textile Recycling Techniques.** Zamani et al
- We Are Disruptive: New Practices for Fashion/Textile Designers in the Supply Chain.**
Clara Vuletich
- Ageing of Cellulose; Property Changes during Long Time Service of Cotton Textiles.**
Anna Palme et al
- Exit from High Street –A Study of Sustainable Fashion Pioneers Strategies for Ethical Fashion Consumption.** Bly, S., et al

Workshops, Reports



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Mistra Future Fashion Symposium 29 May Malmö

Sustainability & Producer's Responsibility in Textiles



MER ANSVAR

Avfallsutredaren lämnade i augusti 2012 förslag till nya regler för hantering och insamling av förpackningar och returpapper. Förslaget bereds nu av regeringen. Vi i Papperskretsen vill se ett utvecklat och förstärkt producentansvar som motsvarar högre politiska krav och allmänhetens engagemang. Vi vill utveckla dagens framgångsrika system med utökad service, större miljönytta och högre resurseffektivitet. Vi vill ha mer återvinning och ta ett större ansvar.

INTE MINDRE

Med ansvar för hela kretsloppet skapas drivkrafter för ökad insamling och effektiva system. Ett försvagat producentansvar, som föreslås av utredaren, bryter kedjan, riskerar investeringar och försvårar för industrin som på marknadsmässiga villkor vill tillverka nya produkter av insamlat material. Ökad otydlighet för konsumenten och oklar miljönytta riskerar att leda till mindre återvinning och försämringar för miljön. Vi vill ta mer ansvar – inte mindre.



A call for more responsibility?

The Fashion and Textiles Industry in Action..




-  *Influencing* consumer behavior
-  *Utilizing* new types of materials
-  *Starting* take-back schemes
-  *Engaging* with government
-  *Re-thinking* design processes
-  *Collaborating* with sorters and recyclers
-  *Experimenting* with business models

Whose Responsibility?

Not just producers but:

Politicians, policy-makers, consumers,
citizens, designers, collectors,
investors, sorters, recyclers,
researchers, charities,
those in second-hand market etc

Industry & Sector Perspectives

-  **Danish Fashion Institute: national recycling scheme.**
-  **Hennes & Mauritz, Jack & Jones: take back schemes**
-  **Myrorna/Salvation Army: emphasizing re-use.**






Policy & Political Action

- ff** **French EcoTLC:** Extended producer responsibility for textiles
- ff** **Swedish EPA:** Roadmaps, voluntary or regulated responsibility?
- ff** **DG Environment:** European collaboration.



R&D: Pushing the Agenda

-  **Business Model group:** Assessing post-retail initiatives
-  **Design group:** Designing for closed loop textiles
-  **Policy Instrument group:** political and policy challenges of EPR in textiles






R&D: Pushing the Agenda (2)

- ff** Re-use/Recycling group: mapping current international recycling initiatives
- ff** Consumer Behavior group: barriers and opportunities to citizen engagement
- ff** Lifecycle group: Surveying the social dimensions of end of life alternatives for textiles



Today's Goals

-  1. To bridge research and practice
- communicate and engage.
-  2. To help us identify future
research areas.
-  3. To advance and accelerate
discussion and decision-making.



Other Important Information!

- ff **Toilets.** By the main entrance, to the left as you face entrance from inside
- ff **Cloakroom.** Open until 18.00.
- ff **Wireless.** Login: aa9749
Password: Mistra2013
- ff **Lunch.** In restaurant opposite
- ff **Workshops.** All rooms on 2nd floor except 'Designing for closed-loop systems' on 3rd floor.

ff

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A woman with blonde hair, wearing a blue beret, a red off-the-shoulder dress with a white polka-dot pattern, and a multi-strand pearl necklace. She is looking upwards and to the right. The background is a blue, perforated metal surface with a circular hatch visible on the left.

Let's get into
action!

www.mistrafuturefashion.com

29 May 2013