



Mistra Future Fashion Symposium - *Sustainability & Producer's Responsibility in Textiles*

May 29, 2013, Malmö University, "Orkanen", Nordenskiöldsgatan 10, Malmö,

0830 Registration & coffee

0900 Welcome

Stefan Bengtsson, Vice-chancellor of Malmö University
Mats Westin, Program Director, MISTRA Future Fashion

Mistra Future Fashion & 'Sustainability & Extending Producers' Responsibility in Textiles'

Åsa Östlund, Deputy Program Director, MISTRA Future Fashion
Scott McIver, Policy Instruments Research Group, MISTRA Future Fashion

0940 Extended Producer Responsibility: *The French Experience*

Lauriane Tiard, Eco TLC, a government-accredited French Producer Responsibility Organization

1010 Copenhagen's Grand Experiment: *Achieving Zero Textile Waste*

Jonas Eder-Hansen, Danish Fashion Institute, Nordic Initiative Clean & Ethical (NICE)

1040 Coffee Break

1105 Sweden and the Nordic region: *Where should we go from here?*

Cecilia Strömblad Brännsten, Project Manager, H&M Global Clothing Collection Initiative
Dorte Rye Olsen, CSR Manager Jack & Jones
Sanna Due-Sjöström, Swedish Environmental Protection Agency
Pavel Misiga, Head of Sustainable Consumption and Production, DG Environment
Emma Enebog, Director of Sustainability, Myrorna

Discussion chaired by Mike Schragger, The Sustainable Fashion Academy, Mistra Future Fashion

1230 Lunch

1330 Breakout Sessions

Session 1: Developing post-retail business models

Session 2: The politics of extending producer's responsibility: what can we learn from other countries?

Session 3: Influencing post-retail consumer behavior

Session 4: Fiber & textile recycling: how can we accelerate a breakthrough?

Session 5: Designing for closed-loop systems: a textile design intervention

1530 Leg Stretch

1545 Assessing the Social Dimensions of EPR (Extended Producer Responsibility)

Dr. Greg Peters, Chemical Environmental Science / Sustainability Assessment, MISTRA Future Fashion
Bahareh Zamani, Doctoral Researcher, MISTRA Future Fashion

1615 Sharing Insights & Recommending Next Steps

1700 Mingle

Descriptions of afternoon breakout sessions

Session 1: Developing post-retail business models

Although an increasing number of companies in the fashion industry are taking steps to engage in the reuse, reselling and recycling of garments, to date no best practice models exist. So what different approaches are being used today? What are their strengths and weaknesses? What opportunities do these approaches provide for the development of new business models? During this session we will provide an overview of industry driven post-retail initiatives and together with the industry practitioners and participants discuss different alternatives for business model innovation.

Session 2: The politics of extending producer responsibility: what can we learn from other countries?

With extended producer responsibility for apparel and textiles on the agenda in Scandinavia, this in-depth policy discussion will focus on what we can learn from other countries and industry sectors where the process has already gone further. As a point of departure, we will consider experiences from France and Canada where governments are actively supporting EPR schemes. Participants will be asked to reflect on the policy decisions that were made, how the political implementation process has evolved and what Scandinavia can learn from others' experiences.

Session 3: Influencing post-retail consumer behavior

Closing the loop on textile waste has become a popular topic amongst consumers, industry and policy makers alike, yet as it stands the average Swedish consumer throws away nearly 8 kg of textile waste each year. The consumer can be an elusive and complicated character - driven by a host of internal and external factors that ultimately impact their consumption decisions. Yet because they are integral to the success of any closed loop program, it is imperative that we form a solid understanding of how to better engage them in textile recycling. During this session we will explore the different structural, cultural and personal factors that enhance or hinder textile reuse and recycling behavior and together develop scenarios that detail how reuse & recycling can be made easier for consumers. Our aim is to identify at least five interventions that are needed to ensure more sustainable post retail behavior.

Session 4: Fiber & textile recycling: how can we accelerate a breakthrough?

In Sweden and internationally the race to develop new mechanical and chemical processes for the recycling of fibers has begun. Project Five within the Mistra Future Fashion Program also focuses on fiber and textile recycling and is now determining what the scope of this research should be for the coming years. During this session we will map the current Nordic and international recycling initiatives, including an assessment of their aims, position, strengths and weaknesses. We will then identify any significant gaps in the field. We will end by proposing at least three ways Mistra Future Fashion and other actors can fill these gaps to accelerate breakthroughs in this field.

Session 5: Designing for closed-loop systems: a textile design intervention

Designing for closed loop systems requires an understanding of fashion products as part of a dynamic and complex lifecycle journey. During this session we will explore the 'now, near and far' barriers and opportunities for designing closed loop textile products and how design and systems thinking can uncover innovative approaches. Participants will take part in a visual mapping of 'influences' across the lifecycle of fashion products, from a variety of stakeholders in the supply chain; consumers, designers and communities. Our aim is to identify key synergies across these stakeholder boundaries that can be translated into new design approaches to improve a product's closed loop credentials.