



**mistra
future
fashion**



annual report 2011



mistra
future
fashion

directors' view

We are proud to introduce the first annual report of Mistra Future Fashion (MiFuFA) – a truly cross disciplinary research program. In this program, researchers within environmental science, business and CSR science, behavioral science, political science, sustainable design science, psychology and technical sciences are working together to initiate a systemic change of the fashion industry towards sustainability.

The program started in June 2011, which means that the first annual report only covers approximately half a calendar year. This initial period of the program has mainly been devoted to establishing the program organization, including building up a managerial and administrative structure, and developing a communication & outreach strategy. Many industry parties are willing to contribute with their work in collaboration with the institutes and universities. A lot of energy has therefore been put into forming a consortium agreement for all parties to sign. However, during this short period most PhD students have been recruited and have already started up their projects. Many collaboration tasks linking the different projects together have also been started or planned.

Partly due to the trans-disciplinary character of the program, we feel that there is a lot of positive energy being created at the interfaces between the different disciplines, and that this energy will help us to achieve our objectives.



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Program Director

Åsa Östlund
Deputy Program Director

mistra future fashion,
annual report 2011
www.mistrafuturefashion.com
April 2012
Production and Layout : Mats Westin
Annelie Karlsson & Linda Thomsen
SP Technical research Institute of Sweden

Paper: Scandia 2000, white / Print: Responstryck
Front cover illustration: "River girl" by Emma Cowlam
Photo: Istockphoto (p. 7,9,13,17,23)
Kalle Björklöf (p.11) Rebecca Early (p.15), TED Research Focus Group (p.16), Kevin Moran (p.21), Kay Politowicz (p.21), Emma Cowlam (p.21)

SP Report 2012:24
ISBN: 978-91-87017-39-1
ISSN: 0284-5172



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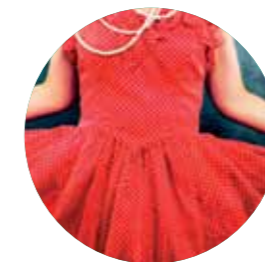
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what is mistra future fashion?

The program is organized in eight research projects:

p1. Changing markets & business models: Towards sustainable innovation in the fashion industry

p2. Clarifying sustainable fashion

p3. Interconnected design thinking and processes for sustainable textiles and fashion

p4. Moving towards eco-efficient textile materials and processes

p5. Reuse, recycling and End of life issues

p6. Fashion for the public sector

p7. Sustainable consumption and consumer behavior

p8. Policy instruments

The purpose of the MISTRA Future Fashion Program is to deliver insights and solutions that will be used by the Swedish fashion industry and other stakeholders to significantly improve the environmental performance and be a frontier within sustainable fashion. The program is divided into two four-year phases; phase one (2011- 2015) and phase 2 (2015- 2019.) The funding of phase two is however dependent upon a successful result during phase one.

In phase one, the program consists of eight research projects, each aiming to generate new knowledge and recommendations that can be used by the Swedish fashion industry.

The program is organized to leverage the expertise and networks of leading Swedish and international research institutes and universities. Moreover it aims to build a national platform of research within sustainable fashion. Stakeholders engaged in the program include governmental agencies, voluntary organizations, and companies within the entire textile value chain: forestry; pulping, textile manufacturing and recycling.

To ensure that the platform deliver insights and solutions beneficial to the fashion industry in the near future, the program also involves representatives from business, government and civil society as advisors in addition to active research partners.

Ultimately, the program aims to create a dynamic and robust relationship between the research community and practitioners working in or in close cooperation with the Swedish Fashion industry, thus ensuring that Sweden and the Nordic region take the lead within sustainability research and practice related to the fashion industry. The program also aims to increase each organization's ability to carry out research within sustainable fashion in the future.

Several different outcomes are expected of this trans-disciplinary research program. For example our goal seeks to:

- offer strategies for different stakeholders as well as framework for policy instruments on how to bring about systemic changes in the fashion industry.
- shorten time for market introduction of new, sustainable textile fibers and to increase textile recycling leading to high-value products through dissolution and spinning of new fibers of virgin quality.
- provide educational and feedback material for designers regarding design tools as well as offering communication strategies to different target groups.

what is mistra future fashion?



Together these outcomes have the ability to make the Swedish fashion industry more competitive by turning sustainability into a business advantage.

Program Funding

The over-all turnover for Mistra Future Fashion is expected to reach at least SEK 110 million for eight years (2011-2019). The main funding organization is Mistra, the Foundation for Strategic Environmental Research, which will support the program with SEK 40 million over the first four years, to be followed by another SEK 40 million in phase two.

Södra Skogsägarna's Research Foundation is contributing with SEK 1.2 million over the first four years and the agreed counter-financing from the industrial and organization parties (at present a cluster of 10 parties) is at least SEK 15 million for the first four-year period.

Read more about the research program and financers at:
www.mistrafuturefashion.com

what is mistra future fashion?

Parties

The program currently consists of the following parties:

Research parties:

SP Technical Research Institute of Sweden
Chalmers University of Technology
Copenhagen Business School (CBS)
Konstfack, University College of Arts, Crafts and Design
Innventia
Malmö University
Stockholm School of Economics (SSE)
Swerea IVF
TED, The University of the Arts London

Industrial and organization parties:

(contributing in-kind to program activities)

Industry parties:

Fabric Retail Global AB
F.O.V. Fabrics AB
H&M Hennes & Mauritz AB
I:Collect AG
Kiram AB
Södra Skogsägarna

Organization and agency parties:

Swedish Environmental Protection Agency
Myrorna (Swedish Salvation Army 2nd hand)
Protekstiftelsen
Swedish Chemicals Agency

Communication and outreach party

Sustainable Fashion Academy



voices on
mistra future fashion



mistra
future
fashion

“sustainable fashion can be a competitive advantage”



Johan Ward
H&M AB
Member of the
Mistra Future Fashion Board

“H & M is a major player within the fashion industry which means we have a responsibility to try to promote an increased demand for more sustainable products. We are already the world’s largest purchaser of organic cotton as well as a large purchaser of Tencel, a cellulose-based fiber with environmentally smart properties.

Just like the rest of the textile industry, we are facing a big challenge since environmentally better options are, so far, associated with higher costs. Working in a resource-smart way should be cheaper and will eventually be so, but not until we succeed in creating sufficient supply and demand. Even though customers are in favor of more environmentally friendly alternatives, they are currently not willing to pay the extra prize arising from higher production costs; something that is probably due to a lack of information. A major challenge for the industry is therefore to be able to explain and demonstrate why sustainable alternatives are better.

If customers do not know what to ask for, they are not likely to make demands that can favor development. Seen from a Life Cycle Assessment perspective, this becomes a dual problem since the industries impact on the environment is mainly due to the choice of raw material and customer choices in regards of consumption and usage.

I personally believe that people will always continue to consume clothing in considerable amount, as it is in our nature to adorn ourselves and to regularly change the ways we do it. Hence it is important that we keep focusing on finding new and more sustainable textile fibers, which enables an environmentally efficient recycling.

Many of the projects within the Mistra Future Fashion program are strongly connected to the two biggest challenges facing H&M in the near future – the ability to inform our customers properly and to find new and better materials and methods of production. We are therefore involved in five of the eight sub-projects and are very enthusiastic about the results, especially regarding the development of new cellulose fibers.

My hope is that the Mistra Future Fashion program will be able to accelerate the development of such new and important fibers, and I believe that this may lead to increased competitiveness and profitability in the near future!”



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“an opportunity to increase the industries knowledge of chemicals”



Mona Blomdin Persson
Management of Swedish Chemicals Agency
Member of the
Mistra Future Fashion Board

“At the Chemicals Agency, we strive to achieve an environment free from hazardous substances. Chemicals play an important role in our society, but some chemicals can also pose major problems and risks, both for the environment and human health. Large quantities of chemicals are currently used by the textile industry, and on average it takes almost three kilos of chemicals to produce one plain T-shirt. The amount of chemicals needed also varies greatly between different types of materials.

Another problem is that the production of textiles and clothing is often carried out in countries with very weak chemical regulatory controls. This is serious since textile manufacturing includes several stages where different chemicals are involved, for example in fiber making, bleaching, dyeing and printing.

However, it is not the amount of chemicals that are dangerous, but rather that certain substances have properties that are harmful. The choice of chemicals is therefore crucial for the actual effects on the environment and human health.

One group of substances we are particularly concerned about is highly fluorinated chemicals. These are extremely persistent and have been found in polar bears in the Arctic, in fish and in the blood and breast milk of Swedish women.

PFOS is one of the substances already prohibited by the EU, but there is evidence that PFOS is being replaced by other highly fluorinated substances that can be just as persistent. Since substances are currently regulated individually and not collectively, chemical companies and the EU are lagging behind on the development of data and risk evaluation of such substances.

The textile and fashion industry therefore need to increase their chemical expertise in order to shoulder more responsibility, work more systematically with the chemical aspects and avoid harmful substances. Chemical aspects need to be included in the design process as well as in the entire production chain, from raw material production into finished garments. At the same time, I understand that many companies find it difficult to penetrate the jungle of chemicals to find new and better options. This means we not only need to develop various support tools, but also take a closer look at the development of the EU’s common requirements for chemicals in textiles.

Personally, I see Mistra Future Fashion as an important opportunity to increase the industry’s knowledge of chemicals for the benefit of companies, researchers, organizations and government agencies alike. As chemical-intensive industries, textile and fashion have key roles to play in working towards a sustainable environment.”



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**"we're
mobilizing
for the future!"**



Pernilla Walkenström
Swerea IVF
Adj. Prof. Swedish School of
Textiles
**Chairman of the Mistra
Future Fashion Board**

"As chairman of the Mistra Future Fashion program, my most important task is to ensure that the program progresses and that we achieve our goal – to create a systemic change of the Swedish fashion industry. This task is most interesting and challenging due to the programs interdisciplinary approach which is truly unique.

Even though the fashion industry is fully aware that we must find ways that lead us away from today's excessive consumption, they still need to involve key stakeholders and develop business models that make change possible. The conditions are already in place in Sweden, in the form of a strong fashion industry, but industry itself cannot carry out the major changes needed. This is why the Mistra Future Fashion program has formed a link between the fashion industry and several other relevant areas. All partners involved in the project have been hand-picked, based on their knowledge and contacts within their fields of expertise. As a result we have already brought about several international collaborations which we expect to be very fruitful for the program.

Due to the scope of Mistra Future Fashions, we have chosen to divide the program into eight sub-projects. Each project is led by strong partners looking to generate the expected results. As the projects all interrelate there will be a great deal of inter-project cooperation, in order to maximize synergies within the program.

We have made sure to involve a number of PhD students – something that I personally consider to be very important for the future, since there is vast need for people who are familiar with sustainability issues and can contribute towards a more conscious consumption.

The Mistra Future Fashion program will not be able to solve all of the challenges facing the industry over the first four years; but we are mobilizing for the future! My own expectation is that the different actors involved in the program will continue to work together in different configurations, even after the program has ended. In this case, there is a good possibility that we will experience a radical change in society within the next ten years."



**project
progress2011**



changing markets & business models: towards sustainable innovation in the fashion industry (p 1)

How can we stimulate greater innovation, including the development of more sustainable business models, in Swedish fashion companies?

Project leader:
Esben Pedersen, Copenhagen Business School, CSR Center

Other participants:
Susanne Sweet, Stockholm School of Economics
Anne Roepstorff, CBS CSR Center
Kim Sundtoft Hald, CBS Department of Operations Management
PhD student, CBS CSR Center
Peder Pruznan-Jørgensen, BSR Europe
Lars Stigsson, Kiram AB

The research project "Changing markets & business models: Towards sustainable innovation in the fashion industry" aims to identify what is needed to develop more sustainable business models for Swedish fashion companies. The project undertakes empirical analysis that will contribute to the existing body of knowledge by deepening the understanding of the dynamics that govern the relationships between firms, supply chains, industries, and the national institutional environment when it comes to sustainable fashion – all in order to establish a stakeholder network for the fashion industry.

The project uses insights from different theoretical perspectives in order to develop new knowledge on how to foster systemic changes toward sustainability within the fashion industry. The scale of the project makes it one of the most comprehensive studies of market and business models in the fashion industry today.

Survey on CRS activities in Nordic fashion industries

In 2011, a survey among Nordic fashion companies was implemented. The main objective of the survey was to explore how market and nonmarket environments influence the variety and content of Corporate Social Responsibility (CSR) activities in the Nordic fashion industry. The survey resulted in valid responses from 400 fashion companies in Denmark, Norway, Sweden, Finland, and Iceland. The results of the survey were published in the paper "From Resistance to Opportunity-Seeking: Strategic Responses to Institutional Pressures for Corporate Social Responsibility in the Nordic Fashion Industry". Moreover, in the paper a new model of strategic responses to institutional pressures was developed and tested. The model encompasses resistance, conformance, and opportunity-seeking behavior.

Two working papers have been initiated; "Innovative business models for the fashion industry" and "Mapping Sustainable Fashion: The Stakeholder Network surrounding the Fashion Industry's Sustainability Activities". The papers will serve as the basis for another survey to be launched in 2012.

Representatives from the fashion industry in the Nordic countries have been interviewed on how they view themselves and their responsibility compared to the responsibility of important constituencies. The interviews, along with a review of the existing literature within the field of sustainable fashion, will result in the report: Corporate Social Responsibility (CSR) and Sustainability in the Nordic Fashion Industry - A Cross-Country Comparison (to be completed in 2012).



clarifying sustainable fashion (p 2)

How do we define and assess sustainability in fashion?

Project leader:
Gregory Peters, Chalmers University of Technology CES Team

Other participants:
Magdalena Svanström, Chalmers University of Technology
Bahareh Zamani, PhD student, CES, Chalmers
Wencke Gwozdz, Copenhagen Business School
Tom Nilsson, Malmö University
Anna Karin Jönbrink, Swerea IVF
Stefan Posner, Swerea IVF
Gustav Sandin, PhD student, SP/Chalmers CES
Sandra Roos, PhD student, Swerea IVF/Chalmers CES
Cathrine Löfgren, Sustainability group, Innventia

"Clarifying sustainable fashion" aims to improve sustainable assessment methods, including Life Cycle Assessment (LCA), and develop tools for environmental labeling and procurement of textiles. This will expand the range of garments and constituent textiles modeled and allow a greater level of comparison between different products. The goal is to enhance fashion designers support tools and create more trustworthy consumer labels. The support tools will identify the sustainability performance of new material design and supply reliable data relating to sustainable customer behavior.

Collaboration with research project 7 "Sustainable consumption and consumer behavior" has been initiated in order to find an applicable set of questions and set of language for a survey on social sustainability issues. This work was based on a review of social impact assessment literature.

LCA on textile fabrics and recycling techniques

Clarifying sustainable fashion has produced two articles for publications in scientific journals. The first article, "Moving down the cause-effect chain of water and land use impacts: an LCA case study of textile fibers" regards sustainability metrics for forest resource extraction, and the other, "Explorative Life Cycle Assessment of Textile recycling techniques" explores the topic of technology preferences in textile recycling. The article is intended to provide support for future collaborations with p5 "Reuse, recycling and End of life issues".





interconnected design thinking and processes for sustainable textiles and fashion (p 3)

How can we rethink design processes so that companies may prioritize more sustainable choices?

Project leader:
Rebecca Earley,
Univ of the Arts London,
TED department

TED core team:
Kay Politowicz
Clara Vuletich, PhD Student
Miriam Ribul, Research Assistant
Ana Diaz, Intern

Other participants:
Faculty at TED and TFRC
& Konstfack, Stockholm

“Interconnected design thinking and processes for sustainable textiles and fashion” aims to improve company design and product development processes for obtaining products and services with significantly better environmental performance. The project proposes to use sustainable design strategies and to use them in an interconnected way to create a new approach for textile and fashion designers to embrace. These strategies, called TED’s TEN, were first developed in 2006 and the project will seek to revise and refine them, and apply them to Swedish stakeholders. The TED researchers have been continuing to innovate with workshop scenarios, building a portfolio of training, facilitation and concept generation techniques for design thinking in teams. Throughout 2012 and 2013, workshops will be developed and tested with a range of Swedish partners including SME’s and large companies like H&M. During the first year of the project the TED’s TEN cards were sent to a number of academics and industry professionals for review and feedback. Meanwhile, TED researchers started to work with workshop content for young designers in the UK and Sweden.

Hub for social innovation

Together with social branding and CSR experts, Clara Vuletich began research for a consultancy project, developing a model for how a garment factory could become a hub for social innovation for a US apparel company. During early 2012 a number of new sustainable fashion prototypes were developed in TED as part of the same engagement. The outcomes will be used to inform garment concepts in the project.

Toolbox website – www.textiletoolbox.com

A project website is under development that will be very interactive and visual using still images, animation, film and audio recordings to build ‘pictures’ around the key themes that the project is pursuing in the lead up to the online exhibition of new prototypes in 2014. A variety of external researchers are being invited to contribute to the site to help form the themes during the curation period.



moving towards eco-efficient textile materials and processes (p 4)

How can we meet the increasing demand for textile fibers over the next twenty years?

Project leader:
Desiré Rex, Swerea IVF

Other participants:
Bengt Hagström, Swerea IVF
Sandra Roos, Swerea IVF/Chalmers CES, PhD student
Anna Karin Jönbrink, Swerea IVF
Anne-Charlotte Hanning, Swerea IVF
Greg Peters, Chalmers University of Technology, CES
Hjalmar Granberg, Innventia



“Moving towards eco-efficient textile materials and processes” aims to develop and identify processes for turning new bio-based fibers into textiles. This includes dyeing and washing processes with less environmental impact. New textiles that meet the future demands in both environmental and quality aspects will be developed. One objective is to produce textile product demonstrators from bio-based fibers, such as the CelluNova fibers. Other objectives are to develop procurement tools according to definitions in p2 “Clarifying sustainable fashion”, and give the consumers an overview of the environmental aspects. Quantitative studies of consumer behavior during the textile product use phase will be performed in collaboration with p7 “Sustainable consumption and consumer behavior”. These studies include research on how much certain garments will be used, number of washes and end-of-life choice (type of disposal).

Blending tests with CelluNova-fibers and other materials

In 2011, yarns of different qualities as well as yarn-twisting equipment were ordered (arriving in the beginning of 2012). This to initiate the buildup of a yarn library to be used in the project. The bio-based fiber has been examined and compared to other, more traditional, fibers. The CelluNova fiber, made from pulp is under development and not yet ready for use. However the tests conducted within the project have shown CelluNova works very well blended with other, stronger fibers such as cotton and polyester.

In the year to come trials will be conducted regarding twisting, blending, washing and dyeing of other material, evaluating material properties as well as sustainability and Life Cycle Analysis.



reuse, recycling and end of life issues (p 5)

In terms of reuse and recycling, how can we design systems and techniques that can successfully collect, handle and upgrade old fibers into new fibers?

Project Leader:
Harald Brelid, FPCE, Chalmers University of Technology

Other participants:
Anna Palme, FPCE, Chalmers Technical University
Bengt Hagström, Swerea IVF
Åsa Östlund, SP Technical Research Institute of Sweden
Erik Perzon, Swerea IVF
Christoph von Hahn, I:Co/SOEX
Nina Gunnarsson, I:Co
Irene Häglund, Fabric Retail Global
Emma Enebog, Myrorna, (Salvation Army Second Hand)

“Reuse, recycling and end of life issues” will develop methods for collecting, handling, up-cycling and up-grading recycled textiles into new life. The project has two main objectives: to perform research in the area of recycling textile fibers from a chemical point of view and to develop efficient recycling routines in the stores. Two pilot studies are to be performed. The first pilot will focus on I:Co’s recycling bins for used clothes to distribute to Fabric Retail Global stores. The plan is to start collecting used clothes in Swedish stores during 2012. The second pilot, in which Myrorna (Swedish Salvation Army Second Hand) will evaluate a possible future collaboration with SOEX regarding non-reusable clothes in Sweden, will most probably start in the fall of 2012.

How washing affects cotton sheets

One important task for Project 5 is to purify cellulose from cotton and treat it in such a way that it can be used as the raw material for the production of regenerated cellulose fibers intended for new use in textiles. The possibility of recycling polymers of petrochemical origin, especially polyester, will also be explored.

A study regarding the effects of washing the cotton cellulose was initiated late 2011 and will be continued during 2012. Textilia, a large supplier of textiles such as sheets and towels for hospitals and hotels, provided cotton sheets which now have been tested through a defined number of washing cycles.

Fiber samples have been provided by SOEX textile recycling plant in Wolfen. The samples will be examined regarding the dissolution of both polyester and cotton fractions. In 2012, a study will begin regarding activation and dissolution of cellulose prior to fiber spinning.

During the year relevant literature has been summarized and finalized into a report on how to recycle cotton to be used as background for the PhD-students within the project.



fashion for the public sector (p 6)

How can we harness the power of the public sector to increase the demand for more sustainable textile products?

Project Leader:
Mikael Lindström, Innventia/Konstfack

Other participants:
Annika Lindström, Innventia



“Fashion for the public sector” will develop and design sustainable, comfortable clothing solutions for the public health care sector in Sweden. Through the use of sustainability assessment protocols, the project will identify the best solutions for material choice and design in health care clothing. Aspects like handling, use, processing and recycling of items will be included in the study. Wellbeing and material comfort are two of the key project issues.

Development of new textiles coming up

By necessity progress of this project will be more visible towards the end of the program, since much of the testing and actual verifications depend upon the development of new textiles e.g. based on the material in Project 4 “Moving towards eco-efficient textile materials and processes”.

Design concepts and identification of areas where improvement will have an important impact can be done at an early stage, however perception and psychosocial studies depend upon the actual materials. Project 6 have had a late start due to key persons at SLL Innovation and SLL Environment leaving SLL and thereby the project. New participants are being identified and will soon take over their position.



sustainable consumption and consumer behavior (p 7)

How can we develop more effective ways to ensure consumers demand and purchase more sustainable fashion products and services?

Project leader:
Wencke Gwozdz, Copenhagen Business School, ICM department

Other participants:
Sarah Netter, Research assistant CBS ICM
Lucia Reisch, CBS ICM, Research assistant TBA
Elisabeth Crone Jensen, Research Assistant CBS TBA
Tom Nilsson, Malmö University
Susanne Sweet, SSE

The objective of "Sustainable consumption and consumer behavior" is to identify strategies and tools that can successfully induce behavioral change towards more sustainable fashion products and consumption in the realm of fashion producers, retailers and consumers as well as in policy making. The Project identifies internal and external barriers and drivers amongst consumers and induce change of behavior through communication. One part of the project is therefore to learn from identified groups of early adopters of sustainable fashion, i.e., what makes them lead users compared to the average consumers. The project will contribute to a better understanding of consumer behavior through the consumption phase, and provide scientific evidence for policy makers and businesses.

Knowledge units

In 2011, a literature database has been developed and a literature review has been carried out. The literature review is split into so-called "knowledge units", each covering a specific topic. 13 knowledge units will be developed of which 11 were finished by the end of 2011.

Questionnaire on sustainable fashion consumption

Extensive work has been undertaken in order to develop a questionnaire on sustainable fashion consumption, based on the underpinning theory (MOAB) and interviews. Identification and analysis of sustainable fashion pioneers (lead users) was carried out. Applied methods included in-depth interviews and analyses of blogs, which will be presented at the Nordic Conference on Consumer Research to be held in Gothenburg in May 2012. Experts from the scientific, industrial and policy-maker arena were subsequently interviewed. The results from these interviews were included in the development of the questionnaire after which a draft version of the questionnaire was developed.

Together with p5 "Reuse, recycling and end of life issues", the project established a collaboration with H&M, Weekdays and I:CO. H&M took on a consultancy role in the development of the questionnaire on sustainable fashion consumption, and introduced one of the questions in the questionnaire. Project 7 will continue the collaboration with H&M.

More over discussions have been initiated with Weekdays & Fabric Retail Global regarding the opportunity of carrying out in-store experiments in some of the Weekdays and/or Monki stores.



policy instruments (p 8)

What policy frameworks and instruments are needed to encourage significantly system change to reach greater investments in sustainable fashion?

Project leader:
Tom Nilsson, Malmö University

Other participants:
Parik Hall, Malmö University
Scott McIver, Malmö University
Esben Pedersen, CBS CSR Centre
Susanne Sweet, SSE
Peder Pruznan-Jørgensen, BSR Europe

This project identifies policy instruments that will stimulate substantial environmental improvements in the Swedish fashion industry. This project will support the Mistra Future Fashion program by suggesting answers to the question: In which ways and by which means can we develop policy instruments and particularly, policy compliance in order to achieve systemic change in the fashion industry?

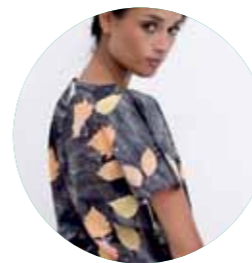
The project primarily focuses on the policy framework laid down by the Swedish government, since these kinds of policy studies are still not common in Sweden. However, the framework also includes the European political context. Additionally, by engaging in dialogues with relevant political actors such as industry and non-governmental organizations (NGO:S), the "policy instrument" project aim to help them to develop and exchange their ideas, as well as understanding their part in the policy process and the responsibility they hold.

Studies projected was ploceted in 2011. The first study focuses on the Construction of a typology of policy instruments for the EU, as well as national, regional and local levels in Sweden. The second study will compare sustainability in other policy fields such as transportation and waste management to see what may be learnt from others. The third study consists of stakeholder dialogues with evaluative as well as scenario-building purposes, including relevant representatives of the public and private sectors and NGO:s.

Pilot study on public procurements of textiles

During the year, a pilot study on public procurements of textiles in five counties and two municipalities was conducted. The aim of the pilot seeks to identify problems and opportunities in effort of make more environmentally-friendly procurements and to map the government impact within the field. Findings show that the degree of national control is strictly limited. In principle, the greening of public procurement is an issue for each individual municipality and county, national government is limited to information and recommendations. During 2012 the study will therefore be developed further, with the primary aim of identifying the key incentives for green public procurement of textiles in the large counties of Stockholm, Västra Götaland and Skåne as well as in a selection of municipalities.

A substantial future collaboration with the Swedish Environmental Protection Agency and the Swedish Chemicals Agency has been strategically planned.



**project
outreach
and communication**

The Sustainable Fashion Academy (SFA) is a partner in the MISTRA Future Fashion Research Program and responsible for communication and outreach. Since SFA works closely with business leaders, policy makers and civil society advocates, the SFA will ensure that the program's research questions and results can be used by the practitioners. In practice this means that the SFA work proactively with each research group to identify and involve potential "users" in their research projects at an early stage, and to disseminate insights from the program to the wider industry on an ongoing basis.

www.mistrafuturefashion.com and teamsite

A project web portal has been established at www.mistrafuturefashion.com. Project descriptions, contact information as well as links to project partners are available at the site.

An internal MiFuFa site, the "team site", has been created for the participants in the program. The main purpose of this site is to facilitate means for an efficient general communication within the program as well as communication and electronic document handling within the program's projects, Program Management and Board.

Communication strategy

Given the program's breadth and depth, it will be a challenge to disseminate the results to the diverse array of actors who will have use for them. During 2012, routines and tools to facilitate the communication of results for the eight research projects will be established. Moreover, each research team establishes a reference group consisting of practitioners who will input into their research plans, ensuring key industry stakeholders and key media outlets are aware of and informed about the research program.



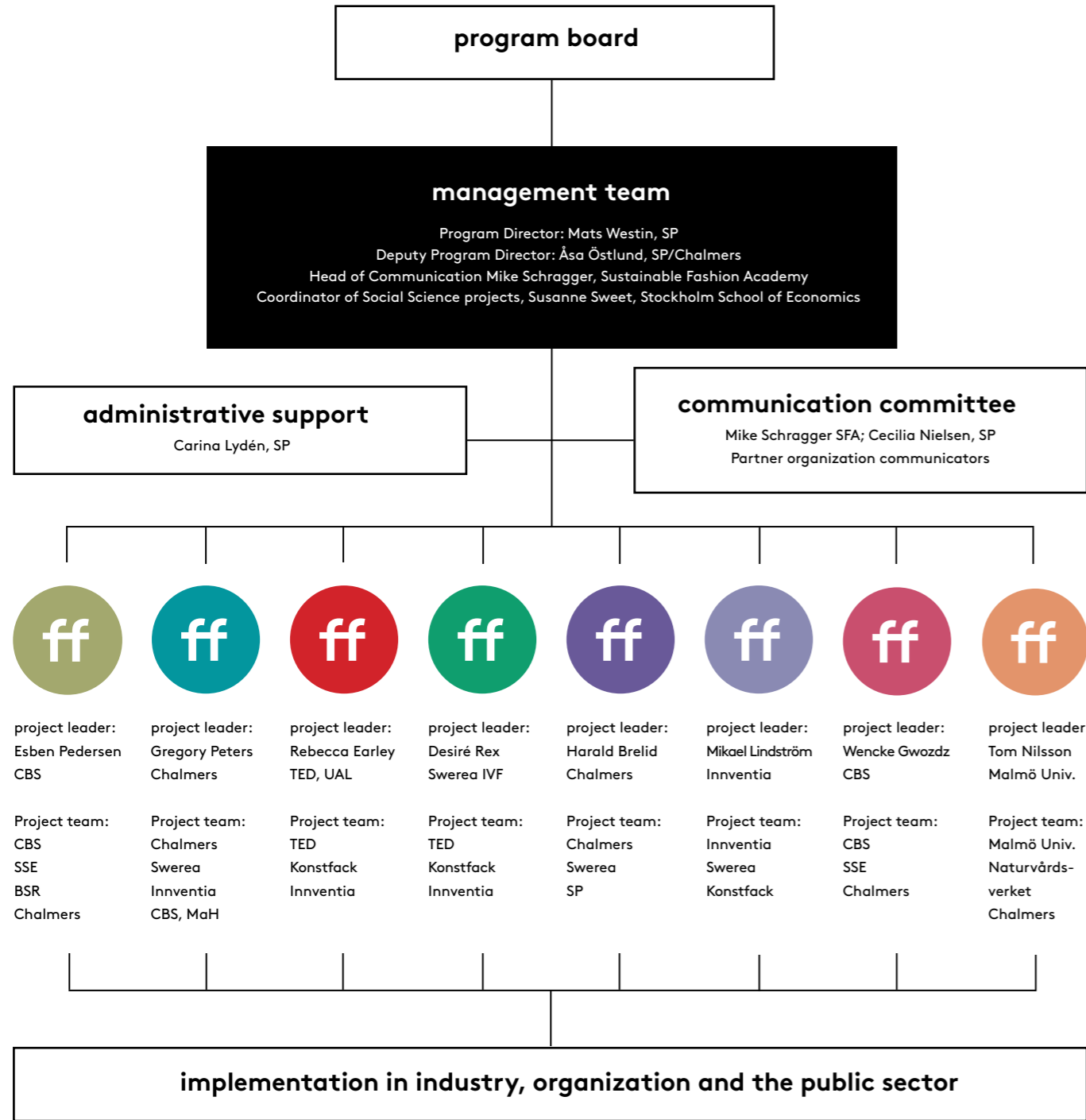
For more information about the program or how your company, government agency, media outlet or civil society organization can get involved, contact

Mike Schragger, Executive Director at the Sustainable Fashion Academy and Head of Communications & Outreach, Mistra Future Fashion.

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**team
& finance**



The basic program organization is shown in the illustration right.

Board and Program Management

During 2011, the Board and the Program Management team were formed. At the kick-off meeting, the project leaders presented their project plans and opened up for comments and suggested changes for these from the audience. Two weeks later the researchers met and discussed research integration between the projects. After these two meetings the project plans were slightly modified. During the first months of the program, routines for how the Board and Management Team should function was set up and the communication & outreach strategy for 2012 and beyond was worked out.

Program Board

Two Board meetings were held during 2011, and rules of procedure for the Board have been prepared in accordance with the Consortium Agreement.

Board members:

- Johan Ward, Hennes & Mauritz AB
- Mona Blomdin Persson, Swedish Chemicals Agency
- Jonas Eder-Hansen, Danish Fashion Institute
- Karin Emilsson, Södra
- Ulf Carlson, Chemical and Biotechnical Engineering, Chalmers Univ. of Technology
- Nick Morley, Oakdene Hollins
- Per-Erik Petersson, SP Technical Research Institute of Sweden
- Pernilla Walkenström, Swerea IVF/Adj. Prof. Swedish School of Textiles

Program Management Team

- Mats Westin, SP, Technical Research Institute of Sweden
- Åsa Östlund, SP, Technical Research Institute of Sweden, Chalmers University of Technology
- Mike Schragger, Sustainable Fashion Academy
- Susanne Sweet, Stockholm School of Economics.

Communication Team

- Mike Schragger, Sustainable Fashion Academy
- Finn Englund, Karolina Wikander, Staffan Ljung and Cecilia Nielsen, Technical Research Institute of Sweden

**financial
information**

Program funding 2011 (kSEK)		
Cash funding from:		
Mistra	5 212 355	
Södra's Research Foundation	174 911	
Vinnova	91 641	
H&M	14 571	
University funds	267 370	*
RISE (Institutes)	910 872	
In-Kind from Industry & Organizations	1 462 918	**
TOTAL	8 134 639	
Program cost 2011 (kSEK)		
Project 1	144 364	*
Project 2	935 044	
Project 3	698 907	
Project 4	456 226	
Project 5	578 835	
Project 6	168 585	
Project 7	286 139	*
Project 8	182 320	
Program Management	1 065 907	
SFA Communication	202 325	
Strategic reserve fund (not spent)	355 833	
In-Kind from Industry & Organizations	1 462 918	**
TOTAL	6 537 404	

* Excluding costs covered by Copenhagen Business School (approx 400 kSEK)

** Excluding In-kind from three parties that have not reported



SP Technical Research Institute of Sweden
Chalmers University of Technology
Copenhagen Business School
University College of Arts, Crafts and Design (Konstfack)
Innventia
Malmö University
Stockholm School of Economics
Swerea IVF
The University of the Arts London
Fabric Retail Global AB
F.O.V. Fabrics AB
H&M Hennes & Mauritz AB
I:Collect AG
Kiram AB
Swedish Environmental Protection Agency
Myrorna
Södra skogsägarna
Proteko
The Sustainable Fashion Academy
Swedish Chemicals Agency

www.mistrafuturefashion.com