



THE
SUSTAINABLE
FASHION
ACADEMY

2009 Program

forum for design & sustainable enterprise



This document contains seven pages



THE SUSTAINABLE FASHION ACADEMY



The Sustainable Fashion Academy (SFA) is a not-for-financial profit, neutral platform for actors in the clothing and textile industry who want to lead the development of environmentally and socially sustainable products, services and business models. SFA offers leading-edge expertise and support in the form of education, training and multi-stakeholder working groups.



The Fashion & Textile Industries Are Facing A New Reality

How can we achieve a sustainable fashion industry? How can we design, produce, use and dispose of clothing in a way that respects both people and planet? It is no secret that working conditions in many low-income countries are not meeting fair labor standards. But perhaps you have also heard that we are in a race against global warming? Or that the health of key ecosystem services, such as access to freshwater, fish and forests, are also severely threatened? In fact, our environment, the foundation on which we have built our economies and our welfare, is in serious jeopardy. And as increasingly more and more people become aware that the environmental crisis in conjunction with social inequalities poses a severe threat to future economic growth and social welfare, they are turning to the business sector to demand both accountability for their social and environmental impacts and innovative responses to these problems.

This new reality poses a special threat to the fashion and textile industry. 'Fast Fashion' and over-consumption are easy targets for critique.

But this is also an opportunity for fashion to have an important positive influence on our shared future. Leading fashion and textile companies have understood that it is better to be proactive than reactive. By investing in the development of more sustainable solutions, today's leading companies are preparing themselves for the time in the not-so-distant future when extremely rigorous social and environmental demands will be mandated, in the form of regulations, incentives and consumer pressure. And there is a pay-off because businesses that place environmental and social concerns at their core enjoy better staff retention, more loyal customers and better relationships with media.

The Sustainable Fashion Academy

Navigating the complexities of ethical and ecological fashion is far from easy and the methods clothing and textile companies have traditionally used for addressing their social and environmental responsibilities are no longer sufficient.

Unfortunately many companies, industry organizations and educational institutions operating within the fashion industries lack the knowledge and tools needed to meet these increasing demands.

To remedy this problem, industry players in Sweden launched The Sustainable Fashion Academy (SFA). SFA is a not-for-financial profit neutral platform offering a holistic, hands-on education and training on fashion and sustainability across the fashion product's lifecycle.

SFA Advisory Board

- Pernilla Aspe, Sveriges Designer*
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What People Are Saying About The Sustainable Fashion Academy

One of the most valuable aspects of the course is the professional network it offers. The value of this network cannot be underestimated. The course also provides extremely relevant discussions about the problems our company can experience and most of the participants generously share their experiences and expertise. The course also guides companies in how to more dramatically reduce their environmental impacts throughout the supply chain.

Madeleine Delersjö and Carolina Reuterving, MQ, SFA 2008

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Low prices are an important part of IKEA's vision and business idea – but not at any cost. At IKEA we believe that social and environmental responsibility are the foundations for good business.

The Sustainable Fashion Academy has given us both the inspiration and practical support to create a more sustainable variety of furniture textiles and removeable coverings for IKEA.

The course has also provided the possibility to exchange knowledge, develop new insights and establish an extremely valuable network in the textile and fashion industry.

We have already recommended next year's course to our colleagues!

Eleonor Öunpuu and Josefine Grönkvist, product developers at IKEA of Sweden



Program Overview

SFA'S 2009 Program consists of 7 workshops and 2 strategic coaching sessions delivered over the course of 8 months. The program is designed to help participants to:

1. Understand and communicate the scientific, moral and business cases for sustainable fashion and textiles.
2. Assess the social and environmental impacts of their products' from a lifecycle perspective.
3. Identify relevant, concrete and achievable social and environmental goals and develop a plan for reaching them.
4. Identify ways to better manage their supply chain for best environmental and social performance.
5. Effectively package and communicate their commitments to customers and other key stakeholders.
6. Explore potential product concepts and initiatives that will help enhance sustainable innovation in their company.
7. Build a vibrant network of like-minded professionals.

Upon completing the program participants will have identified what it will take to meet or exceed the current social and environmental standards in the marketplace and at minimum will have produced a practical plan for implementing their work in their respective companies. When possible, participants will be encouraged to develop a prototype product or initiative.

Our Approach

Comprehensive

Unlike many one-off seminars or workshops this program is purposely designed to extend over eight months. This allows the participants to receive consistent support over an extensive period of time.

As far as content, sessions 1 and 2 orient participants to the definitions and scope of sustainability, including the business argumentation for the clothing and textile industries, the social and environmental impacts of their products and possible success criteria for their work ahead. Sessions 3 through 6 are structured to help participants understand the breadth of choices available to achieve their targets: first with the design of the product, then within the supply chain and finally during the user and end of life phases. Once participants have identified ways in which they can improve their product's social and environmental performance Session 7 helps participants explore how best to communicate their sustainable choices and aspirations.

Individual Coaching

Program participants will also have the opportunity to meet individually with a coach. Through coaching dialogues participants receive assistance thinking through and articulating their ambitions, goals, prioritizations and plans. Coaching sessions are confidential.

Hands-On

The program is designed so that participants receive information, inspiration and practical support. Workshops include a combination of lectures from experts in the field, group exercises, case studies and discussions. In order to ensure participants ground their learning in the daily realities of their company they will be asked to carry out practical assignments between sessions, and they will receive support materials to aid them in these assignments.

An Emphasis on Sustainable Development & Business Development

Although the program hopes to inspire participants to set ambitious environmental and ethical goals, it also understands that a company's investment in sustainable fashion must make good business sense. The program therefore combines the best of business development and design with knowledge on sustainable development.

An Inclusive Platform

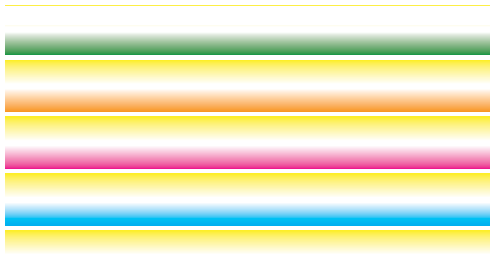
The Sustainable Fashion Academy is a not-for-financial profit initiative. The program does not advocate for any particular agenda or organization. Instead, the purpose of the program is to help participants understand what choices are available to them and to assist and guide them as they make the journey most appropriate to their current situation and future plans.

Who Should Apply

Because roles within every company are different, it is difficult to say exactly which person in your organization should attend. However, past participants have included designers, product developers, quality managers, purchasers, CSR managers and managing directors from clothing and textile companies.

Based on feedback from the previous course, companies and participants get the most out of the program when they send two participants with complementary roles.





Workshops At A Glance



The workshops and coaching sessions that comprise the SFA program are designed to help companies reduce their negative impacts in areas such as greenhouse gas emissions, waste, harmful chemicals, ecosystems services (fresh water) and labor practices. The workshops build upon each other.

Workshop 1

Building The Scientific, Moral & Business Cases For Sustainable Fashion & Your Company

Date: Tuesday, March 17, 2009
Time: 10.00-17.00

Workshop 2

Defining Success: Global & Local Standards, Certifications & Labeling And What They Mean For Your Work Ahead.

Date: Tuesday, April 14, 2009
Time: 10.00-17.00

Coaching Session 1

What Is The Business Case For Your Organization, Department Or Role? What Are Your Personal And Company-wide Ambitions And Goals?

Date: TBA

Workshop 3

Achieving Better Social & Environmental Performance Through Design

Date: Tuesday, May 12, 2009
Time: 10.00-17.00

Workshop 4

Sourcing For Better Social & Environmental Performance.

Date: Tuesday, June 16, 2009
Time: 10.00-17.00

Workshop 5

Achieving Better Social & Environmental Performance During The User Phase & During Transport.

Date: Tuesday, August 25, 2009
Time: 10.00-17.00

Coaching Session 2

What Do We Want To Do? What Can We Do? What Should We Do? Setting Priorities & Strategic Planning.

Date: TBA

Workshop 6

Taking Responsibility For The End Of Life Of Your Products

Date: Tuesday, September 22, 2009
Time: 10.00-17.00

Workshop 7

I Want The World To Know: Communicating Effectively To Customers & Other Key Stakeholders

Date: Tuesday, October 20, 2009
Time: 10.00-17.00 (Plus Graduation Party Between 18.00-20.00)

Workshop guest speakers include international experts and representatives of leading companies, both small and large.

For more detailed information on each workshop please contact us.

SFA reserves the right to update or change the course content based on new developments in the field. Participants will be consulted regarding any potential changes.

What People Are Saying About The Sustainable Fashion Academy

To work actively as a company to minimize our social and environmental impacts is a major challenge and quite scary. It requires knowledge and inspiration. Participating in SFA has given us new insights and new contacts. We increased our knowledge and understanding of the big goals and were challenged and inspired to address these goals through detailed work in the daily life of our company.

Mia Seipel, CEO Boob

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Lindex has chosen to be one of the lead sponsors of The Sustainable Fashion Academy because the program combines sustainability, fashion and business development in a very effective way. Our participants have received knowledge and inspiration that they can use in their daily work and can also be spread throughout the entire organization.

Kicki Olivensjö, Director of Design and Purchasing, Lindex

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Clearly we all must work to improve our environmental performance both for the sustainability of our planet as well as to be sure that our companies are not left behind in the marketplace. But how? What should a company prioritize and what methods are available? For us SFA provides the perfect answers. We received extensive support and during the course we progressed to the point where we were able to move from our ideas to implementation on a number of leading-edge projects!

Peter Askulv, CEO, Klättermusen AB 4 (7)



Program Fees & Practical Details

Contact Information

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Program Director för SFA.
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www.fdse.se/sfa

Program Fees 2009

One of the program's major strengths is that participants represent large, medium and small companies. We have therefore created a fee structure to ensure different size companies can participate.

The fees for the SFA program are calculated based on company turnover.

For companies with turnovers less than 2 million SEK the course fee ranges from 5000 to 15000SEK depending on the company's ability to pay. Stipends are available for qualified companies.

If you are a small but ambitious company do not hesitate to contact us. We will do our best to find a financial solution that works for you.

For companies with turnovers between 2 and 10 million sek, the course fee is 20000SEK plus moms.

For companies that turnover more than 10 million sek per year, the cost of the program is 35000SEK plus moms. For large companies who want to send two people to the program, the cost for the second person is half price.

In addition to the 50 plus hours of lectures, workshops and coaching, the program fee also covers course documentation, lunch, coffee and snacks.

Special Offers

Because SFA guides participants through key product development and lifecycle themes, there are workshops in which participants find it useful to invite one of their colleagues to participate for just one specific session. For instance, past participants have requested that they invite in a communications specialist or marketing person for the communication workshop, a logistics person for the transport workshop, etc. To meet this need SFA offers the opportunity for each company to purchase one

additional seat for selected sessions. The cost of each session is 4000 SEK per person. For more information please contact us.

Companies can also purchase additional coaching sessions.

Location & Time Frame

The program is delivered over the course of eight months in central Stockholm, Sweden. Sessions will take place once a month, between the hours of 1000 and 1700. A detailed date and speaker schedule will be provided upon confirmation of a candidate's acceptance to the program.

Language

Due to the global nature of the fashion and textile industry, participation of non-Swedish speaking experts and increasing interest by non-Swedish speaking companies, course sessions and program materials will be held and written mainly in English. However, to make it comfortable for Swedish-speaking course participants to engage program facilitators will be prepared to take questions in Swedish and when possible small group work will be held in Swedish.

How Does One Apply To The Program?

To apply for the program candidates should fill in the SFA Program Application. The application form can be downloaded from www.fdse.se/sfa.

Applications should be sent to m.schragger@fdse.se

The SFA accepts a maximum of 30 people to participate.

Participant Selection

The SFA strives to create a learning atmosphere where participants can inspire and challenge each other to be innovative. SFA will therefore select companies and participants who will complement each other. SFA also strives for a mix between small, medium and large companies.

Terms & Conditions

When receiving confirmation of their acceptance to the program, participants have one week to reserve their place(s). At this time the SFA requires a nonrefundable deposit amounting to one third of the program fee. The second non-refundable deposit, amounting to one third of the fee, is due one-month before the program starts. The remaining balance is due one week after the first session is delivered.

The Sustainable Fashion Academy reserves the right to cancel or reschedule the course if there are too few applications.

Confidentiality

Although SFA will encourage the exchange of ideas between participants, in some cases participants will want the information that is shared in the group sessions or in the individual coaching sessions to remain confidential. To ensure confidentiality, SFA signs a confidentiality agreement with all participants prior to the start of the course.

KEY DEADLINES

SFA Application Deadline:
February 17, 2009

Notification Of Acceptance:
February 27, 2009

Deadline For Reservation & First Deposit: March 6, 2009

Deadline For Second Deposit:
March 17, 2009

Deadline For Final Deposit:
April 3, 2009



Program Leaders

Kicki AtKisson

Kristina AtKisson has worked extensively on sustainable development issues throughout the Baltic Sea Region of northern Europe, for over ten years, first as a scientist, then as a policy professional and member of the Secretariat for Baltic 21 (on assignment from the Swedish Ministry of Environment). With Baltic 21 her responsibilities included oversight of the regional assessment and indicator report on sustainability, communications management, as well as coordinating meetings of various working groups and committees. Moving to IVL (the Swedish Environmental Institute), she coordinated a virtual coordination hub for regional industry.

In 2005, Kristina began a process of retraining in order to launch a new company, “c/other,” which manufactures ethical and ecologically produced women’s wear.

In 2007, Kristina returned to professional consulting and training work in sustainability with the AtKisson Group, supporting clients in the education and business sectors such as Baltic University Programme and the Sustainable Fashion Academy.

She holds a Masters in Environmental Science from Stockholm University

Michael Schragger

Michael Schragger’s work is situated in the space between design, business development and sustainable development. With a background in management and sustainable development, over the past twelve years Michael has help multinational companies, small and medium size enterprises, not-for-financial profit organizations and government organizations capitalize on working strategically with environmental and ethical issues.

Michael is currently managing director of The Forum For Design and Sustainable Enterprise

(FDSE). FDSE’s mission is to help a new generation of entrepreneurs, organizations and industry sectors develop innovative products, services and policies that are environmentally viable, socially just and economically prosperous.

Michael holds a Masters in Management from the University of Bath, with a specialization in sustainable development and business practice. In 1999 he was awarded the prestigious Core Fellowship. He is also a Social Entrepreneur-in-Residence at the Stockholm School of Entrepreneurship (SSES).

Mathilda Tham

Mathilda Tham’s work is situated in the space between futures studies fashion and sustainability. With a background in fashion design, over the past fourteen years she has worked as a trend-forecaster, advising a variety of firms including design, pr, advertising agencies and non-profit organizations on future consumer habits, lifestyles, communication and branding in the context of sustainability.

Her PhD project Lucky People Forecast - a systemic futures perspective on fashion and sustainability, Design Department, Goldsmiths, University of London, explored how trend-forecasting, and a futures perspective, can empower environmental work in the fashion industry’s mass-market segment.

Mathilda is a visiting professor of Fashion at Beckmans College of Design, Stockholm and lecturer in eco-design at Goldsmiths, University of London. She heads the New Knowing team of the Metadesign project, Goldsmiths, which develops tools for interdisciplinary collaborative processes in order to support sustainable industry. Mathilda is a member of the board of Mistra, The Foundation for Strategic Environmental Research. She is internationally published in the fields of sustainable design and design research.

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