



THE SWEDISH SCHOOL
OF TEXTILES
UNIVERSITY OF BORÅS

Textile Challenge #1

Borås, the 2nd of April, 2019

The customer of tomorrow

Prof. Simonetta Carbonaro





BRAND DIRECTION

INNOVATION COMMUNICATION MANAGEMENT

DESIGN MANAGEMENT



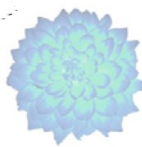


THE SWEDISH SCHOOL
OF TEXTILES
UNIVERSITY OF BORÅS

DESIGN MANAGEMENT HUMANISTIC MARKETING

THE DESIGN OF PROSPERITY

SUSTAINABILITY AT THE
UNIVERSITY OF BORÅS



enter 2017 here



enter 2014 here



enter 2010 here



enter 2009 here



enter 2006 here

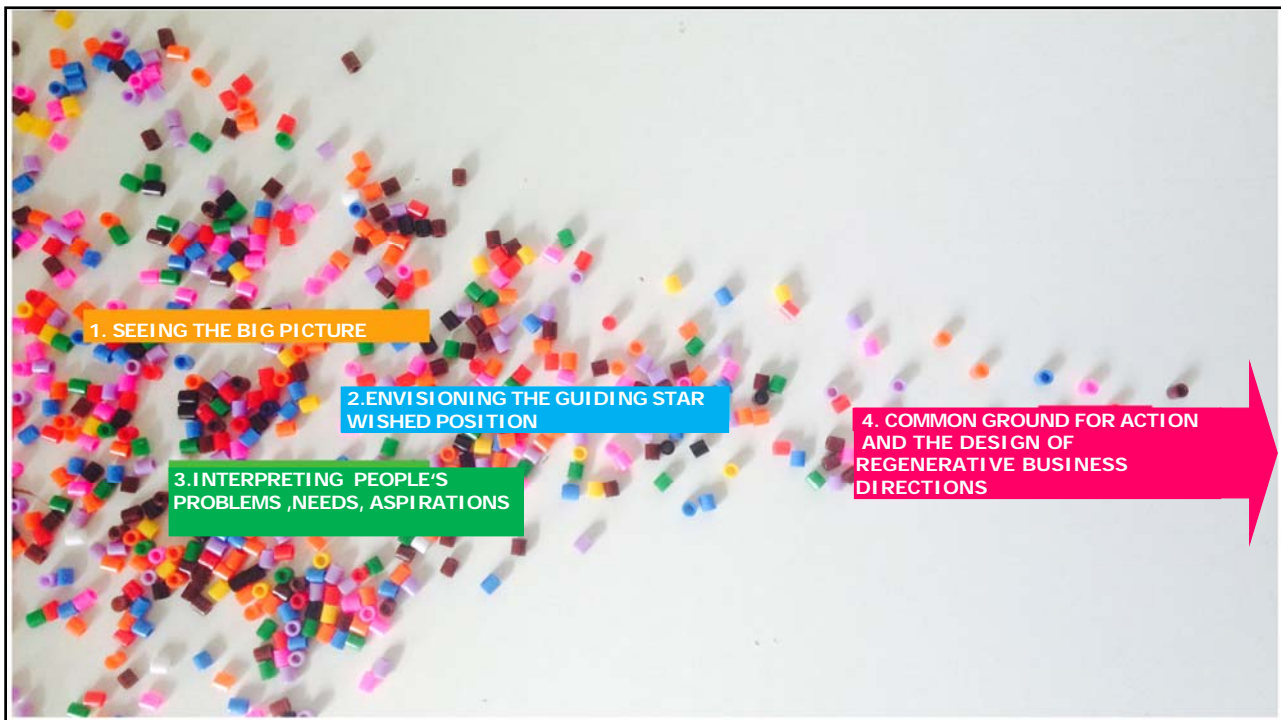


SUSTAINABILITY
BY SWEDEN
THE NATIONAL PLATFORM

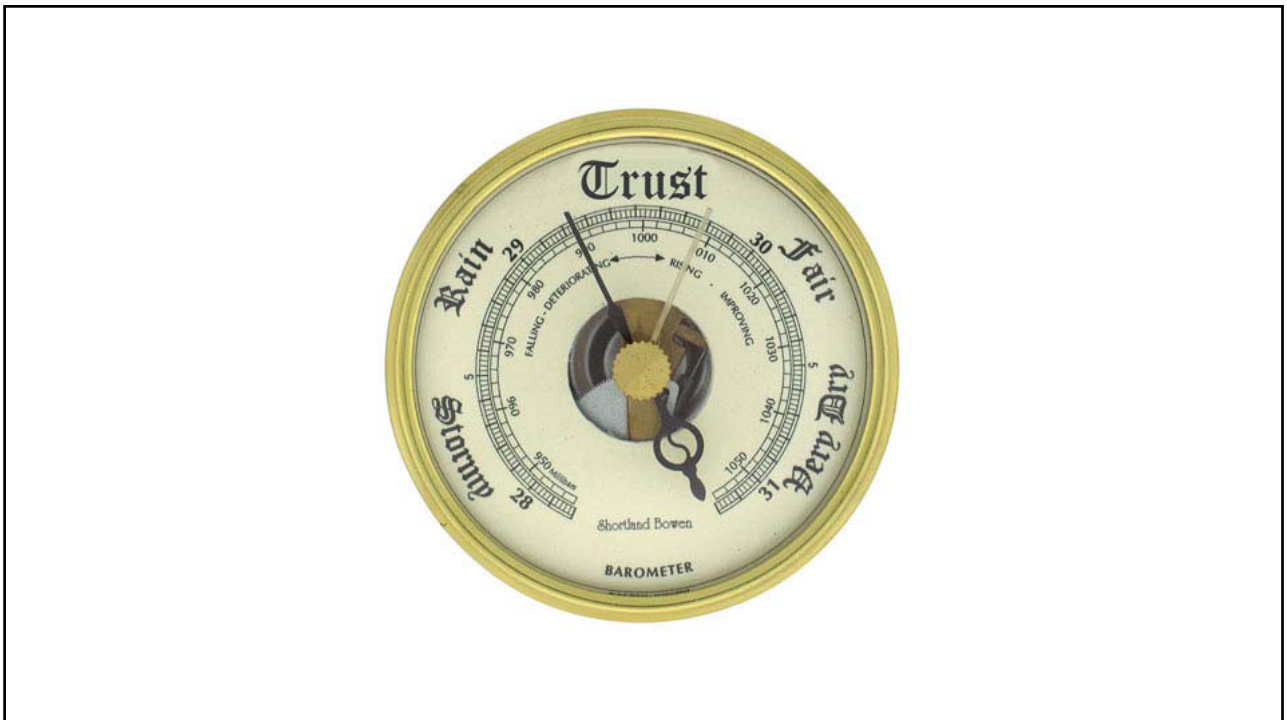
STOCKHOLM 13 NOV 2019
INTERNATIONAL CONFERENCE

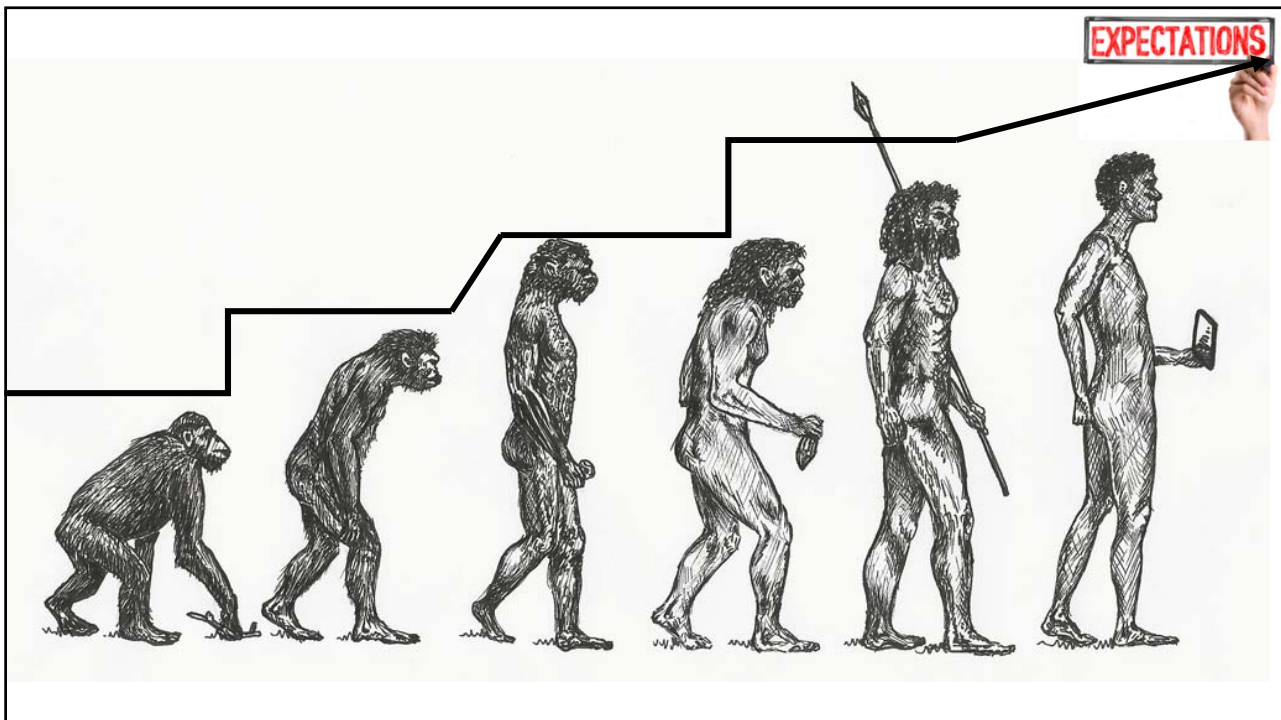
THE FABRIC OF FLOURISHING FUTURES

World-renowned thinkers, doers and activists will share their insights and discuss with prominent Swedish policy makers, business leaders, scientists, and conference delegates, strategies for common and unique journeys towards desirable models of flourishing futures.



THE BIG PICTURE





Distrust and System Mistrust is dominating our times....

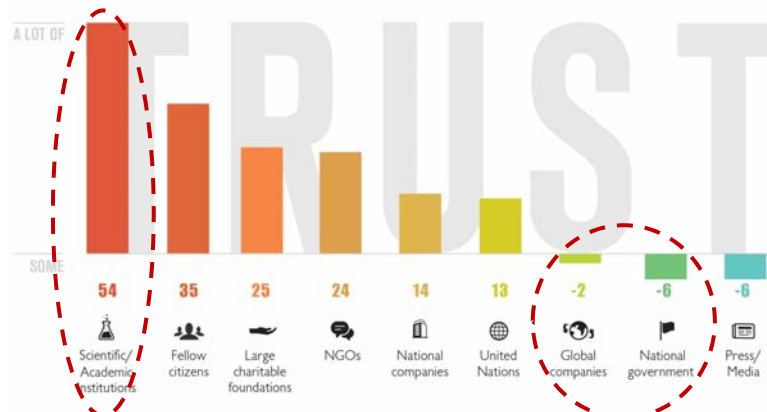


Only 15% of the global population feels that the system is working
(source: John Fullerton, April 2015)



BBMG and GlobeScan, **Brand Purpose in Divided Times**

Net Trust* in Institutions
Average of 20 Countries,** 2017

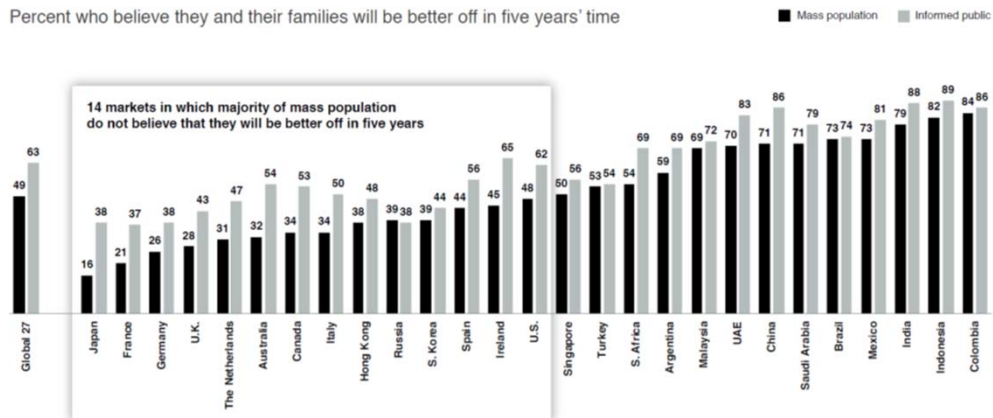


*"A lot of trust" and "Some trust" minus "Not much trust" a "No trust at all"
**Includes Australia, Brazil, Canada, Chile, France, Germany, Greece, India, Indonesia, Kenya, Mexico, Nigeria, Pakistan, Peru, Russia, South Africa, Spain, Turkey, UK and USA

2019 Edelman Trust Barometer

DEVELOPED WORLD PESSIMISTIC ABOUT FUTURE

Percent who believe they and their families will be better off in five years' time



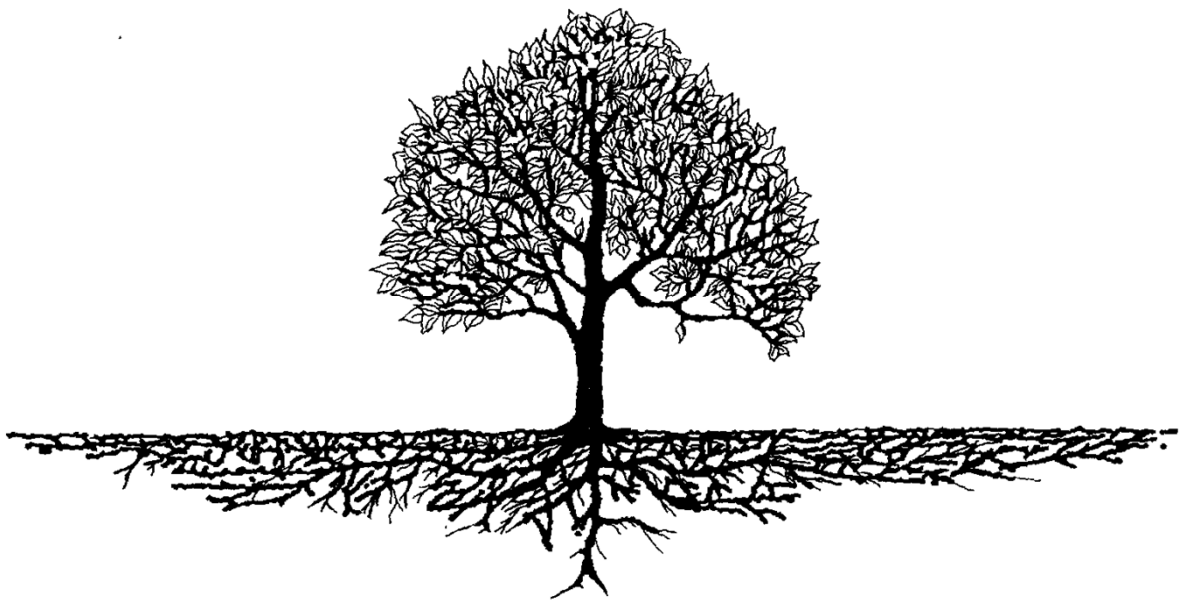
2019 Edelman Trust Barometer. CNO, FUT. Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time? 5-point scale; top 2 box, better off. Informed public and mass population, 27-market average.

Edelman | 14

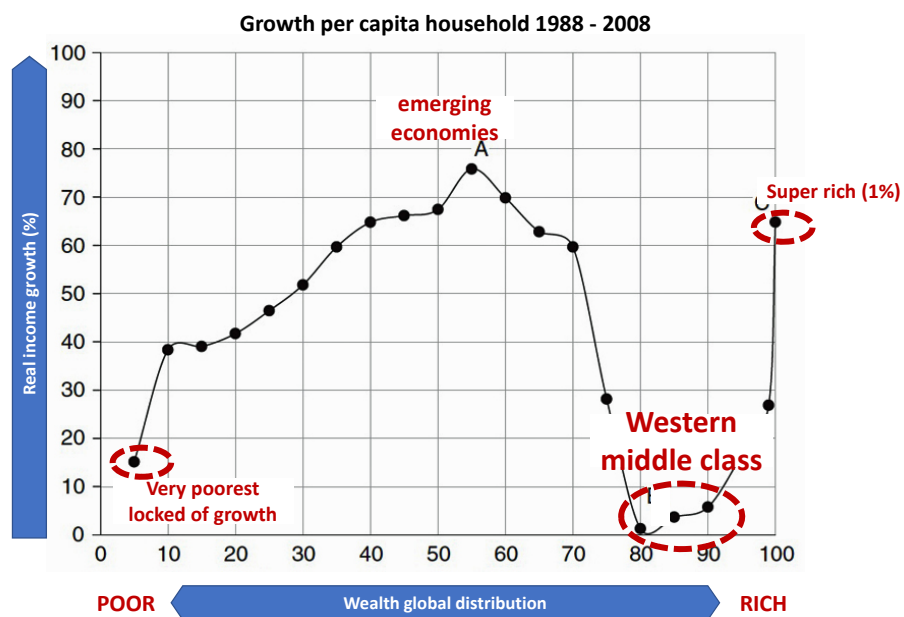
Globally, up to 800 million workers could be displaced.
Advanced economies with higher wages are more vulnerable to the adoption of labor-saving technology.



LUCK OF TRUST = FEAR



1st GLOBALIZATION BACKLASH



SOURCE: Branko Milanovic, Global Inequality, 2016





Due to POVERTY, WARS and CLIMATE CHANGE there are more refugees and migrants displaced from their homes than we have ever seen before...



At this moment in time, we seem to have two realities living side by side, but moving toward 2 opposite directions.



Toward future innovative and paradigmatic solutions.
Toward regressive past oriented reactions.



Big Corporations, policy makers and voters tight to the economy of the past
and to keep change on halt

EXTRACTIVE ECONOMY



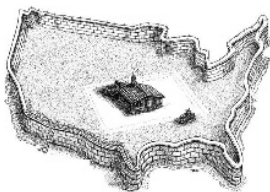
Responsible businesses, civil society and an increasing number of consumers creating MOVEMENTS FOR A REGENERATIVE TRANSITION ECONOMY

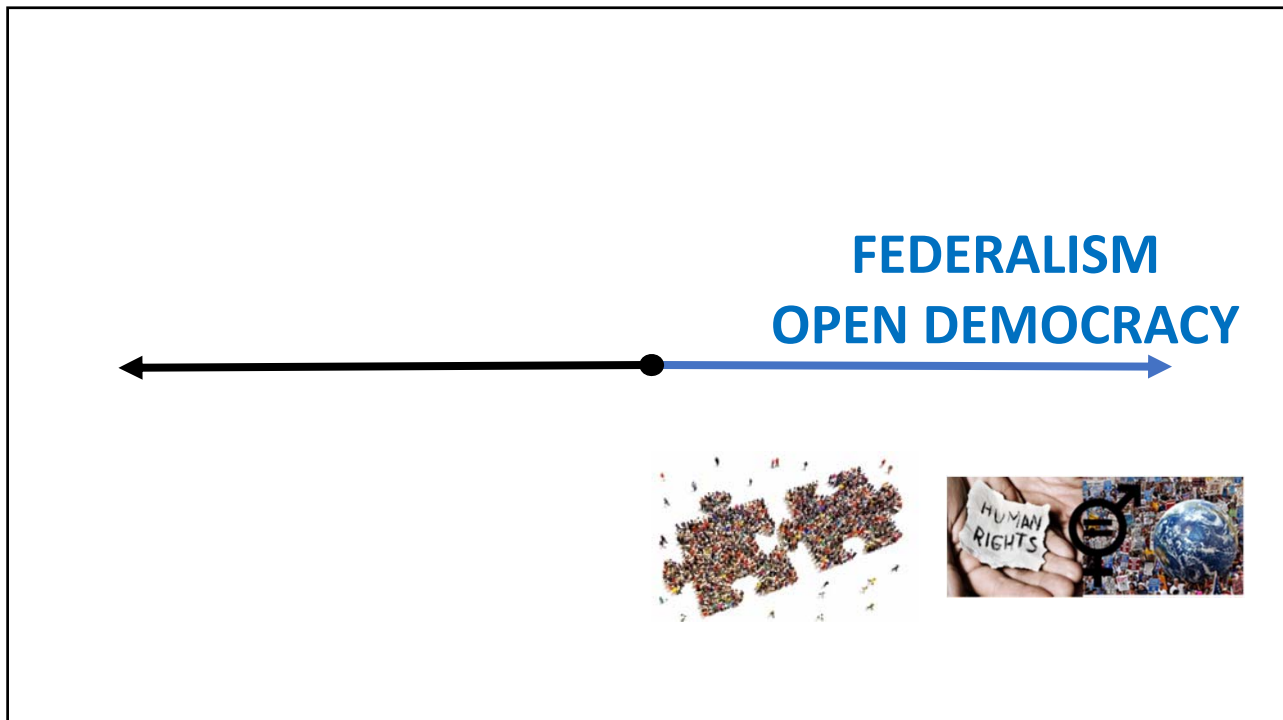
← **REGENERATIVE ECONOMY** →



SOVEREIGNISM
POPULISM

← →





2nd

THE TANGIBLE REPERCUSSIONS OF THE ENVIRONMENTAL CRISIS



**Pope Francis described those fundamental challenges of our times as
'THE CRY OF THE EARTH AND THE CRY OF THE POOR'.**



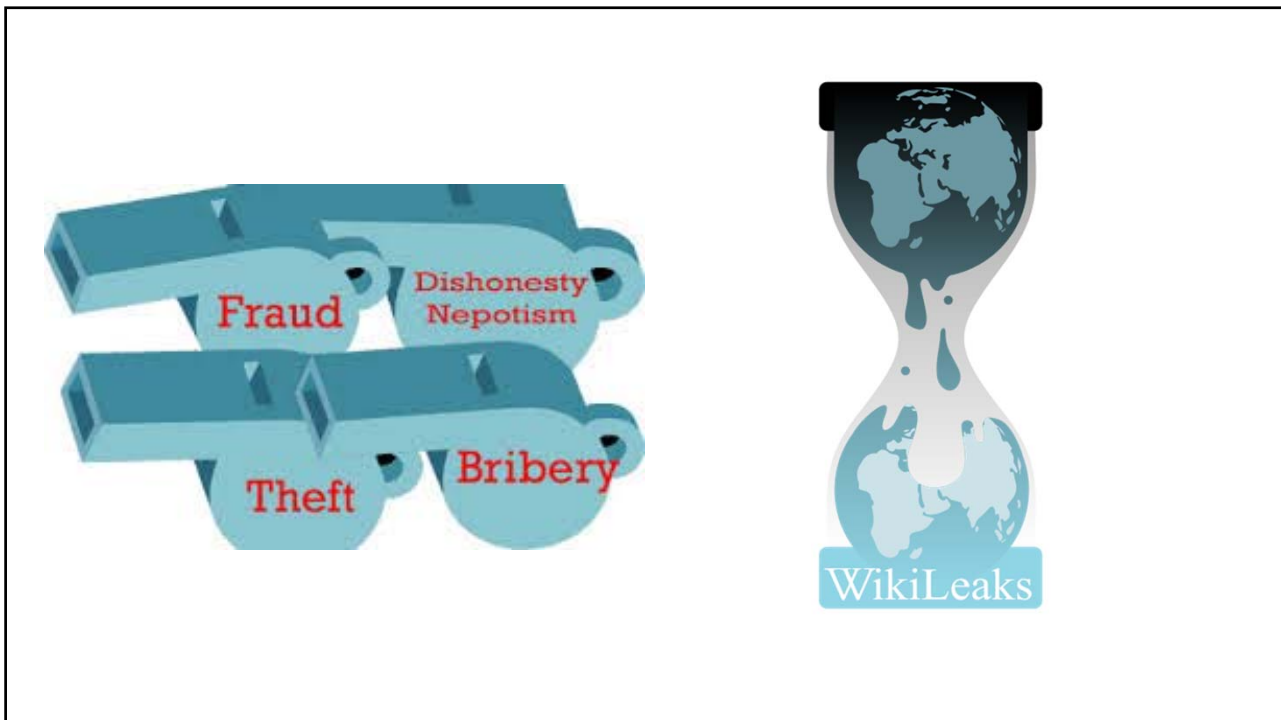
3rd
IMPACT OF DIGITAL MEDIA
ON PUBLIC OPINION FORMATION

As of June 2018, 55.1% of the world population has internet access.



**...and I am not
the only one !**





1,132 people killed at least and more than 2,500 injured





FEAR + TOGETHERNESS = ANGER





People care now more than ever about not only **what they put in their body**, but also **what's close to their skin**.

It started with food but now it's textiles turn.

Everyone eats but everybody also wears clothes and most sleep in sheets and use textiles.



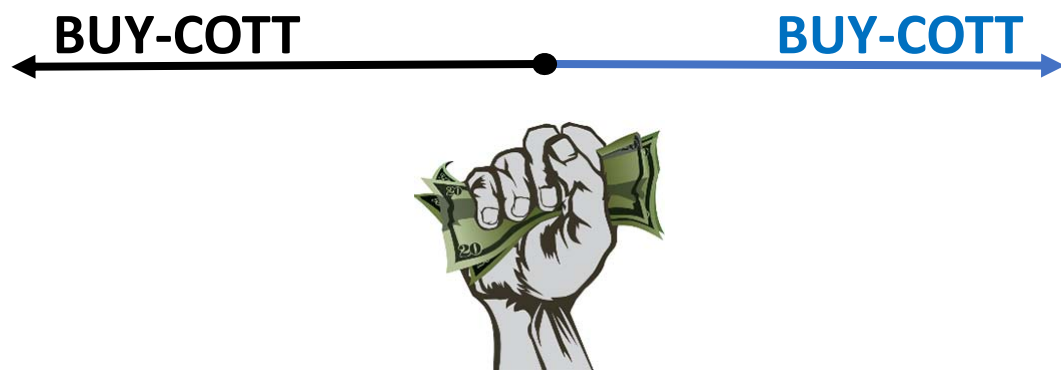


Trust is down. Expectations are up.

And like never before, the **world's consumers are turning to brands to address the social and environmental challenges** that affect their aspirations for a better life in divided times.

More consumers (+ 9 % since 2013) have punished companies for their behavior.

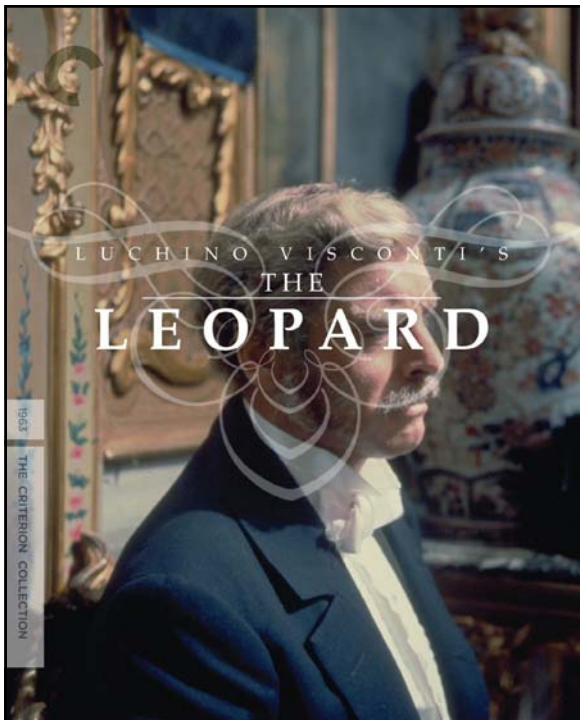
Polarization in consumption is taking political connotations....



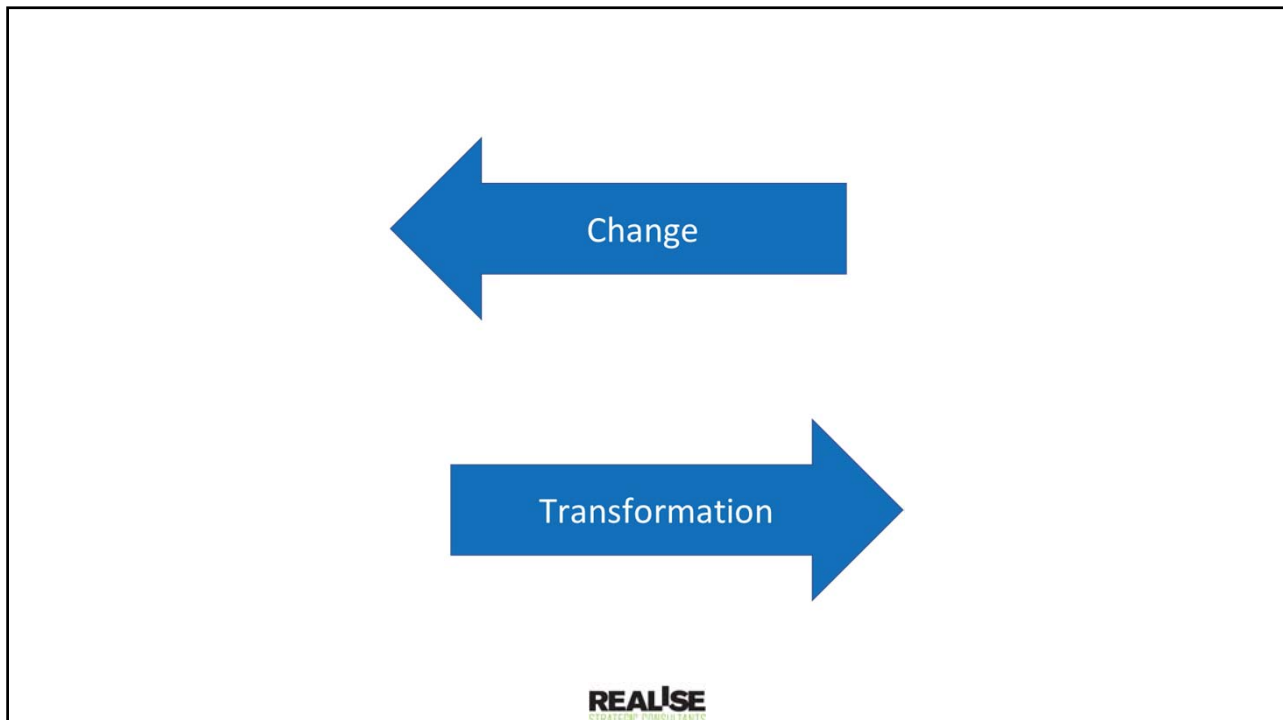
REAL_ISE

© REALISE strategic consultants





*Things will have to change
if we want them to stay
as they are.*



**WISDOM
OF
WORDS**

trans-formare

=

**going through
the form of things**

trans-formare

=

**going to the content,
the meaning of things**

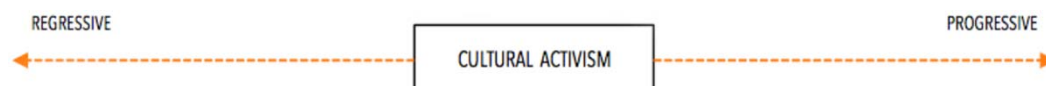


Making History

Authentic Brands:

From Storytelling
To Storydoing

BRAND
ACTIVISM
from **PURPOSE**
to **ACTION**
CHRISTIAN SARKAR
PHILIP KOTLER



CULTURAL ACTIVISM

The use or creation of art, literature, or other cultural products to promote social change
(Philip Kotler, "Brand Activism")

**Culture is the inherent values *and* the means of social expression.
It enfolds every aspect of human intercourse (i.e. family, home)**

Culture is **not** the **decoration** added after a society has dealt with its basic needs.

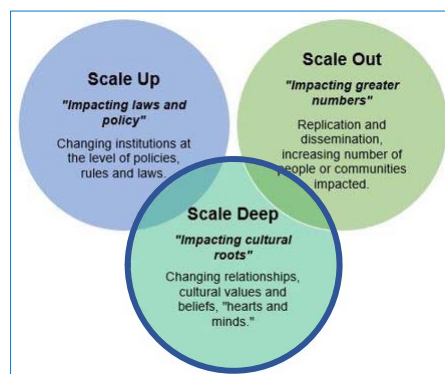
Culture is a basic need – it is the bedrock of society.

It enfolds every aspect of human intercourse (i.e. family, friends, community, society, etc.)

It is through **cultural action** that we

- **MAKE SENSE** of our existence and the environment we inhabit
- find **COMMON EXPRESSIONS** of our values and needs.

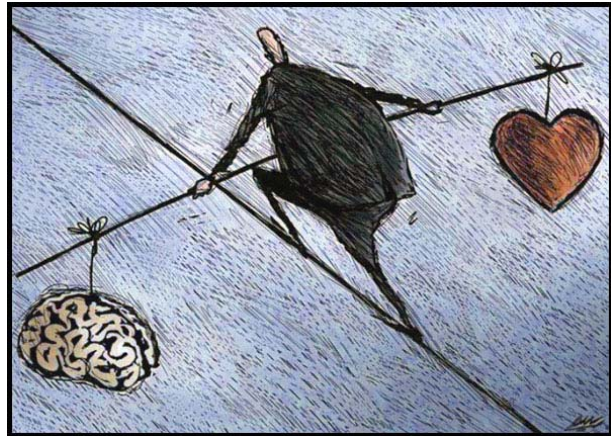
**Transformation happens on big scale when...
one is able to Scale Deep the Change!**



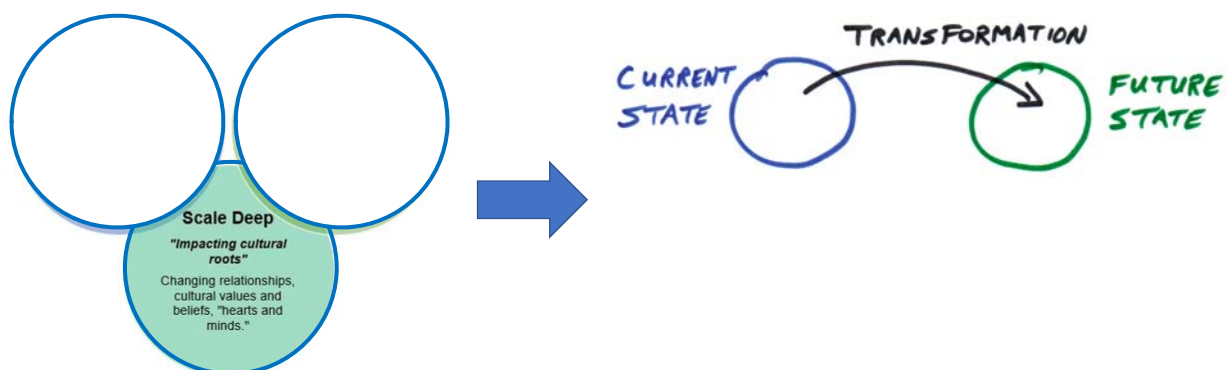
Darcy Riddell and Michele-Lee Moore (October 2015)

"Scaling Deep" is what drives **durable change**.

Transformation happens only when people's hearts and minds, their values and cultural practices, and the quality of relationships have changed.



Transformation happens on big scale when one is able to create new **MEANINGS**... impacting **CULTURAL ROOTS**



The 4th pillar of Sustainability: Cultural Vitality



THE NEW CONSUMER

<https://globescan.com/ikea-climate-action-consumer-study/>

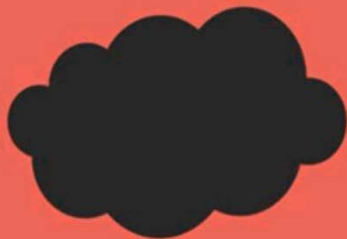
The research

- 24 focus groups in 6 countries
- 18 employee groups in 5 countries
- Online survey of over 14,000 people in 14 countries



1. ATTITUDES

How do people feel about climate change?



**Two thirds
worry about
climate change**
especially 18-34s
and those with
young children

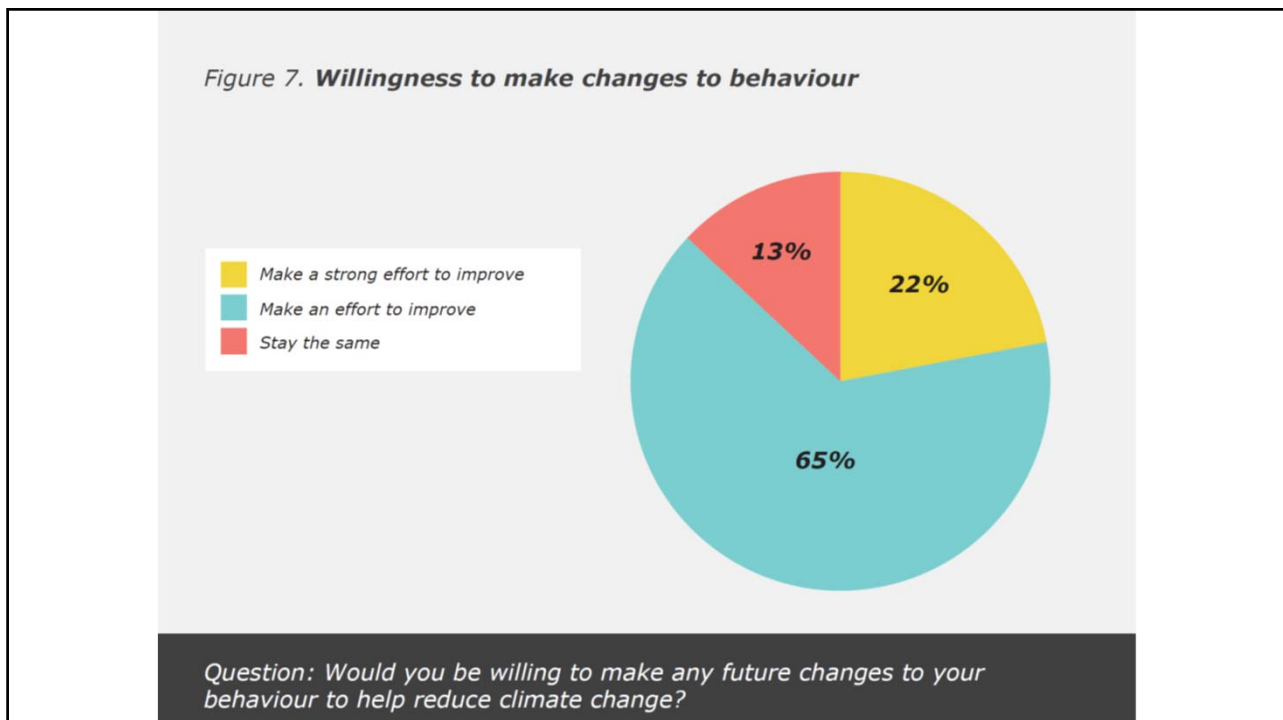
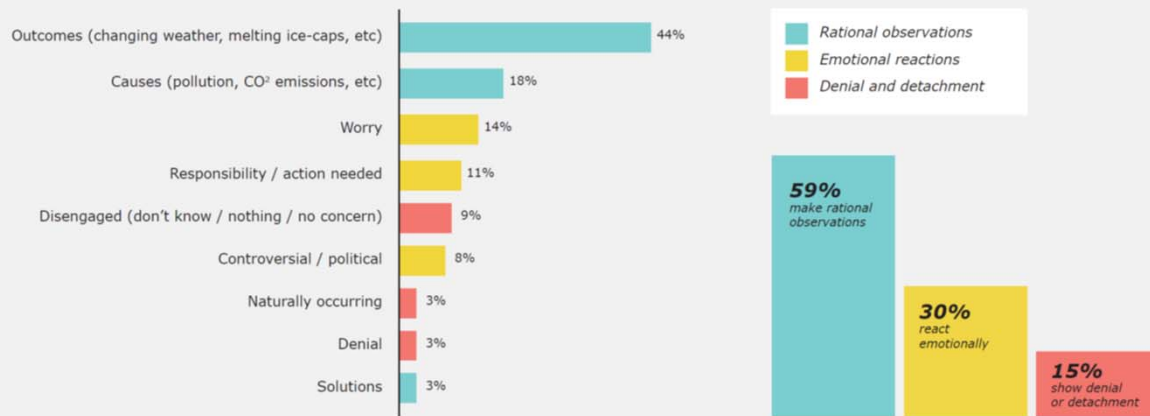


Figure 4. **Spontaneous associations with "climate change and global warming"**



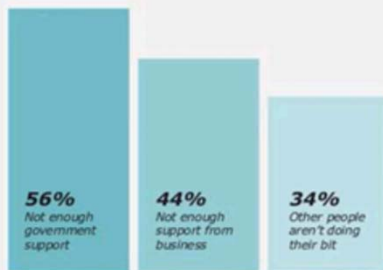
Question: What comes to your mind when you think about climate change and global warming?
Open, unprompted question.



**But there are
three main
barriers to action**

Barriers preventing individual action on climate change

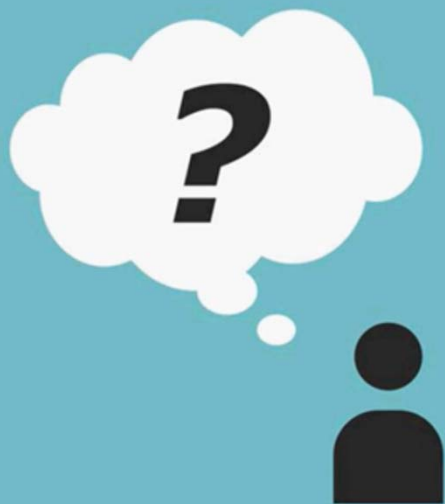
1. Others aren't doing enough



2. Disempowerment



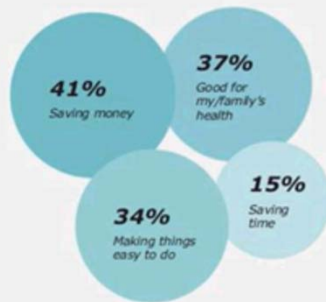
3. Cost and inconvenience



**People cannot
imagine what a
positive future
would look like**

Motivators that would encourage more individual action on climate change

1. What's in it for me?



2. Advice and infrastructure



3. Positive vision



How do **young people** (18 to 35) see the world? What do they want to do about it?

World Economic Forum's
[Global Shapers Annual Survey 2017](http://www.shaperssurvey2017.org)
<http://www.shaperssurvey2017.org>

In your opinion, what are the most serious issues affecting the world today? (N=24270)



Climate change / destruction of nature comes as the most serious global issue with 48.8% of votes

1. Climate change / destruction of nature 48.8%

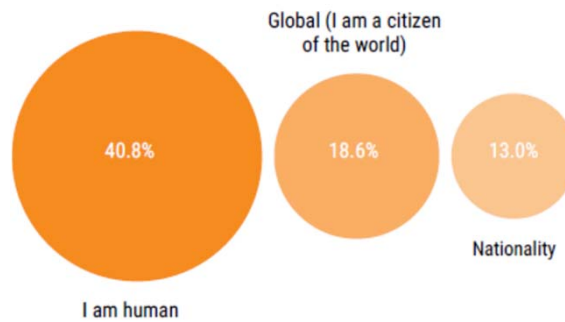
2. Large scale conflict / wars 38.9%

3. Inequality (income, discrimination) 30.8%



Humanity over nationality

As far as your identity is concerned, what defines you most is...
(N=20589)



Young people's empathy and strong propensity for social inclusion is humbling, reminding us that refugees are humans in need.

I would welcome refugees in... (N=20497)

72.6% would welcome refugees to their country

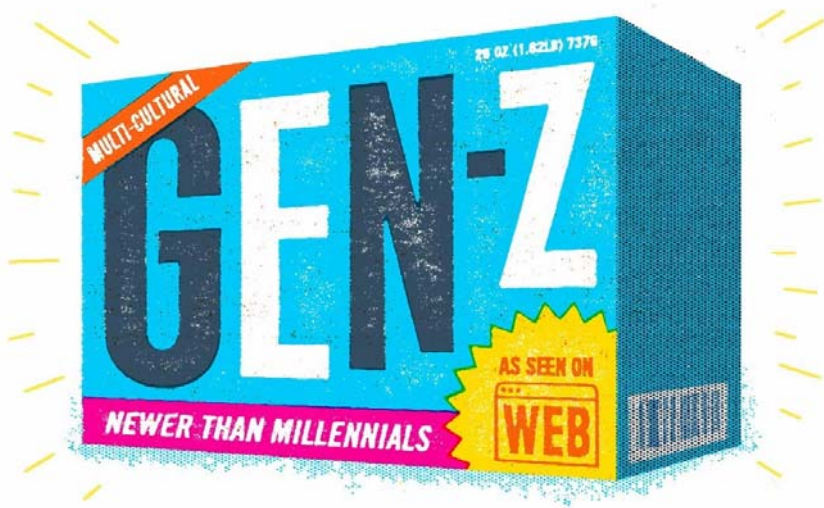
51.3% would welcome refugees to their city

49.6% would welcome refugees to their neighborhood

27.3% would welcome refugees to their home

7.4% would not welcome refugees to my country





- Born after 1995
- 2 billion strong worldwide (and growing)
- NOT a younger version of Millennials



We are....

NOT lazy , lonely, technology obsessed and unmotivated...

We are focused

We are ready to embrace diversity

Technology is a path to go ahead

We are the creators

We are excited for the future

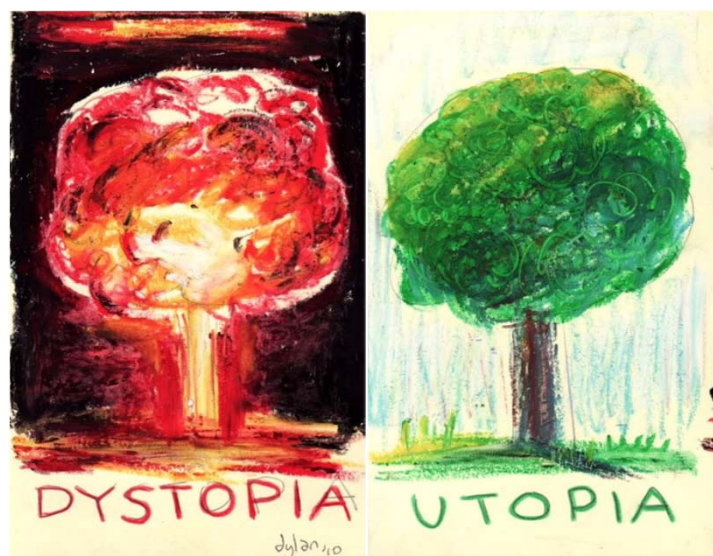
....We speak-up...

WE ARE SHOUTING !





In times of dystopia, are people longing for utopias ?



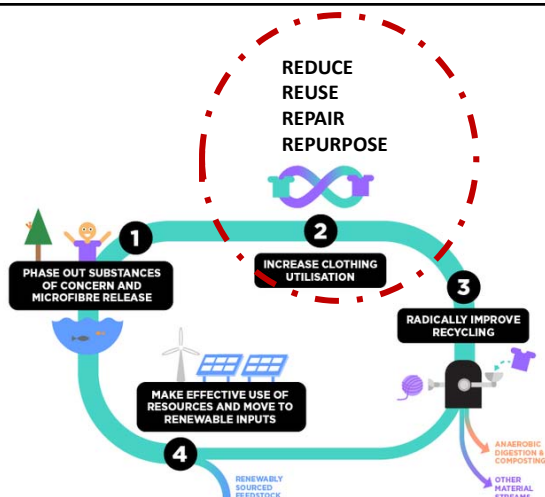
Transformation happens
when a dystopian reality
shifts toward
a desirable and
ACTIONABLE
NEW BIG STORY

Much better if we built a new BIG STORY about ... *eutopia*...

Eutopia

“eu-topos” means in Ancient Greek a “good place”
that is a place of ideal **healthy and fulfilling well-being**,
as a actionable aspirational vision of the future
(compared with utopia as an impossible concept).

WHAT DOES SCIENCE SAY...



Hellen MacArthur Foundation report sets out **4 main ways to design** “the new textiles economy”:

- phase out hazardous materials (incl. microplastics problem)
- make better quality clothes and keep them in the system longer
- improve recycling processes
- renewable resources in manufacturing.

People are set to invest in used fashion over new clothes.

The **second hand apparel market was worth \$24 billion** (U.S. in 2018)
vs \$35 billion for fast-fashion

source: retail analytics firm GlobalData.

By 2028 the used-fashion market is set to skyrocket in value to \$64 billion while fast-fashion will only reach \$44 billion.

PRINCIPLE

3

READ MORE ▾

+

Closing the nutrient loop

+

Building natural capital

+

A farm powered by symbiosis

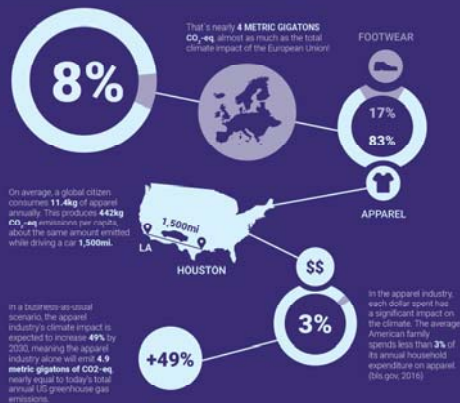
REGENERATE NATURAL SYSTEMS

What if we could not only protect, but actively improve the environment?

In nature, there is no concept of waste. Everything is food for something else - a leaf that falls from a tree feeds the forest. Instead of simply trying to do less harm, we should aim to do good. By returning valuable nutrients to the soil and other ecosystems, we can enhance our natural resources.

APPAREL AND FOOTWEAR HAVE A MAJOR IMPACT ON CLIMATE

Combined, the global apparel and footwear industries account for an estimated 8% of the world's greenhouse gas emissions.



ENVIRONMENTAL IMPACT OF THE GLOBAL APPAREL AND FOOTWEAR INDUSTRIES 2018 STUDY

Quantis | ConsciousStyle

8% of the world GHG emissions caused by global apparel & footwear industries

=

total climate impact of European Union !

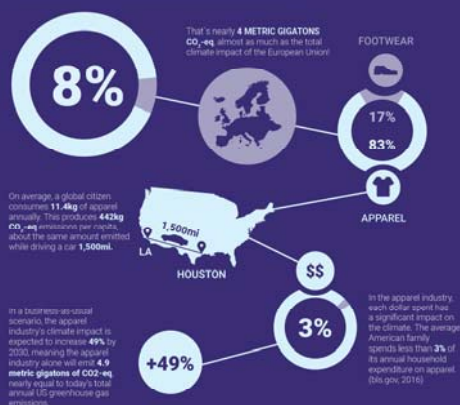
In **2030** the apparel industry climate impact is expected to increase **49%**.

=

today's **TOTAL (!)** US annual GHG emissions

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STUDY CONCLUSION

Science Based Targets :

80% reduction in GHG emissions by 2050 imply

- higher energy efficiency
- shift to renewable energy
- smart approaches for fiber and fabric recycling

Implementation of single measures alone (e.g. circular economy) will not suffice in the long term. A broad range of measures is needed.

When exploring solutions **future trends** to be considered

- relocation of production sites
- preferred materials
- new technology
- **new consumption patterns**
- **new business models**

additional considerations should be addressed

- micro-plastics,
- social benefits of natural fibers
- agricultural work places, etc



Intergovernmental Science-Policy Platform
on Biodiversity and Ecosystem Services (IPBES)

Information Alert:
IPBES to Launch First Global Assessment Report on
Biodiversity and Ecosystem Services Since 2005: A Primer

"The loss of species, ecosystems and genetic diversity is already a global and generational threat to human well-being. Protecting the invaluable contributions of nature to people will be the defining challenge of decades to come. Policies, efforts and actions – at every level – will only succeed, however, when based on the best knowledge and evidence. This is what the IPBES Global Assessment provides."
– Sir Robert Watson, IPBES Chair.

- Vital expert evidence for global and regional action on nature after 2020
- First assessment to systematically include indigenous and local knowledge at a global scale
- Draws on nearly 15,000 references
- Prepared by 150 leading international experts from 50 countries
- 3 years in development, at a total cost of more than US\$2.4 million
- Will help assess progress (or lack thereof) on SDGs, Aichi Targets & Paris Agreement

According to a huge three-year, [U.N.-backed landmark study](#) made by the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), to be published in May:

Just as **dangerous**, if not **more so**, is the **rapid decline of the natural world**.

The felling of forests, the over-exploitation of seas and soils, and the pollution of air and water are **together driving the living world to the brink...**



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"High-level political attention on the environment has been focused largely on climate change because energy policy is central to economic growth.

But biodiversity is just as important for the future of earth as climate change"

Sir Robert Watson, chair of the study



Framework for Regenerative Organic Certification

Regenerative Organic Certification consists of three specific modules:

- **Soil Health and Land Management,**
- **Animal Welfare,**
- **and Farmer and Worker Fairness.**

It promotes holistic agriculture practices in an all-encompassing certification that:

- **Increases soil organic matter** over time and **sequesters carbon below and above ground**, which could be a tool **to mitigate climate change**
- **Improves animal welfare**
- Provides **economic stability and fairness for farmers, ranchers, and workers.**



Key science-based concern:

The UN SDGs
may not be met at current rates
of progress ...

...if we're not reducing and
radically changing our
consumption culture.



*Indeed, everyone from Marx, Simmel, Barthes,
and Gandhi, to today's conscious consumers know
(or knew) that the core promise and purpose
of the Fashion industry is to drive more – and
especially more recently, faster – consumption.*

David Goldsmith



... fashion is one of the most grueling, brutal industries in the world because we create a constant stream of product that is perishable. And it's speeding up so fast. People consume. They're bored. They consume. They're bored. They consume. They're bored...

Tom Ford

RE-PURPOSING DESIGN

DESIGN AS THE "MAKING SENSE OF THINGS"

DESIGN's main role is that of **giving shape** to the **meaning** and the **language** of consumption as a new regime of **cultural action** that moves towards **the needed and desirable socio-cultural changes.**





Tack

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Simonetta is a consumer psychologist and the cofounder of REALISE, a strategic consulting company specialized in brand direction, marketing and design management. Her consumer insights and foresights are supported by 25 years of research in the area of consumer ethos and behavior. As professor in design management and humanistic marketing at the Swedish School of Textiles University of Borås, she directs The Design of Prosperity initiative focused on socio-cultural forces fostering sustainable societal transformation. In the past, she led EU commissioned research projects at the Domus Academy postgraduate design school in Milan. For over 25 years, she has been working with CEOs and key executives of international fashion, home design and food businesses for the design and implementation of purpose-driven brand and communication strategies. At the same time, she has been educating and leading designers, copywriters and creative leaders in the challenging goal of translating the message of sustainability into communication models with powerful ethical and aesthetic impact. Simonetta belongs to the Advisory Board of the Gottlieb Duttweiler Institute/MIGROS - one of the oldest and most renowned European Think-Tanks of the consumer goods industry. She is a member of the Higg Index Transparency Steering Team of the Sustainable Apparel Coalition.