

Case Study: Textile Exchange

Set up and led an industry working group on the topic of Bio Synthetics on the behalf of the Textile Exchange.

Why?

Bio synthetics were causing a buzz across the industry with no industry specific agenda.

Textile Exchange members were asking for further information on this topic to help make informed business decisions within their material portfolios.

What?

A cross industry working group comprised of brands, retailers, industry organisations and suppliers, from the chemical building blocks to final product level.

How?

- The Bio Synthetics working group kicked off in 2016 at the Textile Exchange annual sustainability conference in Hamburg, with work sponsored by H&M and Nike.
- The agenda for the group was focused around addressing the key questions coming from industry and appraising and targeting work against the gaps and opportunities highlighted.
- The working group was able to leverage the collective cross industry knowledge, connections and supply base, to support progress back to the industry.



The Outcome

- *The facilitation of cross industry stakeholder topic conversation and collaboration*
- *Development and launch of the aboutbiosynthetics.org microsite*
- *Annual Bio Synthetics Roundtables to convene stakeholders and drive topic progress*

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Development of a microsite on the topic of Bio Synthetics

Why?

As identified within the Textile Exchange Bio Synthetic working group, there was a clear need for an aligned cross industry communication on Bio Synthetics.

At the time, the topic was gaining industry traction, but there was much confusion around its sustainability metrics, how it could be used into material strategies, and the sourcing of materials.

What?

An online, open sourced cross industry platform, that provides an entry level understanding on the topic, covering areas such as:

- Terminology
- Feedstocks
- Different biopolymers
- Uses in the apparel industry
- Benefits
- Resources

How?

biov8tion developed technical content, liaising with cross industry contributors to ensure accuracy, the internal Textile Exchange team for the execution, and working group members for content relevance.

The final site was launched at the Textile Exchange Sustainability Conference at the Bio Synthetics round table.



The Outcome

- *The microsite <https://aboutbiosynthetics.org> went live at the Textile Exchange Conference in Washington DC (2017)*
- *A biosynthetic infographic, demonstrating the circular cycle from raw material to finished product*