

## Case Study: Various Organisations

### *'Fibre Fragmentation 101' interactive presentations, to level set cross organisational topic understanding*

#### Why?

As the conversation around fibre fragmentation started to escalate, there was an urgent need for clear, concise and cross industry aligned topic understanding within organisations that were not internally resourced to support this.

At this time, media and NGO activity was increasing whilst early research disparity was causing new levels of complexities.

Apparel organisations required confidential specialist engagement to support their strategy development.

#### How?

- An interactive presentation, with content tailored to specific organisation material portfolio's needs, through a simple pre-engagement approach
- Cross industry research used to demonstrate understanding, progress and opportunities
- Delivery of an interactive presentation using samples and case studies to enable participants to progress engagement and development within their organisations

#### What?

An independent, entry level 90-minute delivery of the topic, framed through the structure of:

- Why
- What
- How

Content developed to create a baseline understanding across a diverse organisational mix of job functions, and empower internal teams to move forwards knowledgeably.



#### *The Outcome*

- *90 Minute face to face presentation including Q&A*
- *Top line business suggestions for future work*
- *USB including presentation & resource list*

## Case Study: Don't Feed the Fish

### *Crowdfunded research to identify indicators of microfibre shedding from textiles*

#### Why?

Microfibres released from clothes during both the manufacturing and the consumer wash and wear stages, have been found to have detrimental environmental effects.

Although by 2016 there were increasing amounts of research from a marine biology perspective, the lack of textile derived research made it impossible to see how textile engineering changes could be made to influence reductions at source.

#### What?

- The #DontFeedTheFish Campaign was launched, to raise awareness at the industry and consumer levels
- Crowdfunding enabled the finance generation required for the the cost of laboratory-based, controlled research

#### How?

- Industry-based support spearheaded by the European Outdoor Group, and key brands including The North Face, Mammüt and Finisterre
- A hypothesis created substantiated by desk-based research
- Work looked to identify triggers of fibre fragmentation from a sample portfolio of 40+ polyester filament yarn samples provided directly from suppliers



#### The Outcome

- UV was found to be a significant trigger on lowering tenacity in polyester.
- 42% tenacity reduction after 72hours UV exposure was found on some samples
- Industry interest generated from #DontFeedTheFish spear headed the formation of The Microfibre Consortium,
- Media attention including but not exclusive to Sky News, Ecotextile News and BBC Radio 4 Costing the Earth

*“The pioneering research performed in the #DontFeedTheFish campaign plays an important role in our industry’s collaborative endeavor to grasp the Microfibre issue in its full complexity and develop effective solutions.”*

Peter Hollenstein, CR-Manager, Mammüt