# Home

biov8tion inspires and facilitates disruptive innovation across the textile industry.

Working collaboratively, to unlock opportunities for sustainable textile and product development.

We find creative, commercial and sustainable pathways from the raw materials, through fabric production to finished product. Enabling big-thinking, values-led organisations, to think boldly, act responsibly and capture commercial opportunities.

# About

Founded in 2010, biov8tion was set up to offer independent investigation into emerging sustainability issues in the textile industry through the lens of innovation. Motivated by a drive to use our technical ability to create things in better ways, with less impact on people and our planet, not just make better things.

biov8tion brings strategy, creativity and technical expertise to projects gained from two decades of cross industry sustainable innovation experience in Europe, USA and Asia.

We work with leading global brands, retailers, supply chain partners, public sector, academia and industry associations, bridging the gap between rich academic and manufacturing research and commercial opportunity.

# Our Story

*“2005 – Hong Kong – I was waking up each day and checking the pollution index, wondering whether I could run outside. The factories in China were choking us.*

*This was my wake up call to sustainable innovation. From this point forwards I embraced difficult challenges as a blank canvas for innovative opportunities.”*

(Sophie Mather, Material Futurist)

Sophie's passion and commitment to sustainability stems from her first-hand experience of living and working on the ground in Asia, experiencing directly the impact of industrial actions. This has led biov8tion to embrace the imperative need, and the opportunity to ensure all textile innovation has a positive environmental and social impact.

# Team

## Team Hub

### Sophie

*Founder and Material Futurist*

Sophie brings an extensive knowledge and curiosity of textiles into her work, with her practical experience, underpinned by a BA and MSc in textiles.

Prior to founding biov8tion, Sophie served as Global Director of Advanced Materials for Nike USA. She set up and led Nike Asia Pacific Innovation, managed Asian material sourcing for the Pentland Group and worked as a Material Technologist supplying Marks and Spencer. Alongside biov8tion she is Founder and Managing Director of The Microfibre Consortium.

### Rachael

## Team Support

### Alison

### Steve

### Anne

### Zoe

# Innovation Focus

### Topic Blurb:

Innovation is greater than purely just an idea, but the combination of creativity plus timing, technology & process, collaboration, communication and ultimately delivery.

For many organisations not resourced in all areas, innovation becomes frustrating with many concepts never commercialised or return on investment met.

biov8tion works with you, providing experience and external capacity, to enable you to realise your ideas at the macro and micro topic level:

**Macro Level Innovation:** We offer a package of workshops for companies stepping into innovation. Developed from first-hand experience, they provide you with tools and resources to enable you to navigate bumps in the road as opportunities rather than derailments, so you maximise your vision.

**Micro Topic Specific Innovation:** Working in niche and emerging areas of sustainable innovation, biov8tion provides specialist support in topic areas such as Fibre Fragmentation, Sustainable Stretch and Biobased Resources.

Hashtags: #Innovation #BreakthroughInnovation #DisruptiveInnovation #SystematicInnovaiton #Emerging

## 2. Fibre Fragmentation (Innovation - Focus Topic)

### Topic Blurb:

There is a growing level of research identifying fibre fragmentation from both natural and synthetic textiles, as a contributor to environmental pollution. Although negative impacts to marine life through ingestion of microplastics have been known for some time, there is growing concern to human health through contaminated food consumption and inhalation.

This is a complex topic, known through research as not simply being attributed to the composition of a textile as initially assumed. The challenges lie in the interconnectivity of all the unique factors that make up a fabric, including but not exclusive of raw materials, type of yarn and fabric construction. Brands are at risk from negative media exposure, until they can understand how to apply this developing research understanding into new product solutions.

We work within the framework of The Microfibre Consortium to facilitate the development of practical solutions for the textile industry to minimise fibre fragmentation.

Hashtags: #DontFeedTheFish #FibreFragmentation #MicrofibreShedding #MicrofiberShedding #PlasticPollution #Microfibres and #Microfibers

## 2. Sustainable Stretch (Innovation - Focus Topic)

Topic Blurb:

Today it is estimated that more than 80% of apparel product is created using Elastane, which is increasingly under sustainability scrutiny at various levels:

·      Raw Materials use chemistry that is under human safety review

·      Processing uses unsustainable solvent based technology

·    Limited end of life options means clothing ends up in landfill

 The challenge within industry is to find a direct replacement, with the same high performance stretch and recovery properties.

We untangle the complexities, providing you with the business case to make change, and the tools needed to engage your decision makers and get started.

Hashtag: #MyPantsDontFallDown #SustainableStretch #Elastane #Circularity #Spandex

## 4. Biobased (Innovation - Focus Topic)

### Topic Blurb:

The UN forecasts that global population will rise to 8.1 billion by 2025. To support this, there is an urgency to switch to renewable resources and work within circular systems to enable our clothing to remain in use for longer.

 Industry is currently reliant on oil based synthetics which are price competitive and readily available. Switching to bio based and renewable raw materials requires a shift in approach to design, sourcing, costing and manufacturing which is not currently fully mature.

By demystifying the topic sticking points, we enable you to see the big picture and how you can play your part. Through the tools and resources we provide, you are able to engage your decisions makers in support of your transition to the use of renewable resources.

Hashtag: #BioBased #BioSynthetics #Renewable #BioFabricated #Circular #C2C

# Engage with us

We offer engagement opportunities at different levels, to support your topic journey whether you are just dipping a toe in, or ready to engage deeper.

## 1. Inspire

We regularly challenge and inspire audiences through **key note speaking**, conference commentary, media, academia and mentoring.

We bring real life challenges to life; demystifying the complexities and inspiring change within the industry.

biov8tion excels at leaving its audiences, inspired and informed, disseminating key messages to future topic ambassadors and enablers. biov8tion retains an allocation of voluntary speaking engagements annually, for organisations that share the biov8tion ethos for positive environmental and social impact.

Recent platforms include TEDx, UK parliamentary forums, industry conferences and to HRH The Prince of Wales.

## 2. Inform

**We offer an introductory webinar series** that takes a fresh look into emerging areas of sustainable innovation.

By peeling away some of the noise on the more difficult or controversial subjects, we enable organisations to relate to key industry challenges through short bite sized forums, addressing the Why, What and How.

Participants take away an introductory understanding and are actively invited to join the conversation through live Q&A hosted in each webinar.

## Recent webinars have been delivered on the evolving topic of Fibre Fragmentation, through direct Microfibre Consortium member platforms and more broadly through the industry.

## 3. Enable

Building from the webinar series, we develop **workshops,** tailored to, and delivered directly within your organisations, enabling a deeper enquiry into your focus area.

90 minute workshops bring together a diversity of job functions from within your organisation to leverage topic understanding and seize cross-functional opportunities from an early topic engagement.

Content is developed in areas including but not exclusive of topic background, research overview, risks and opportunities, key technologies and manufacturing landscape. Active participation through Q&A is openly encouraged to give you the greatest understanding, with workshop material and resource list left for further reading.

Participants are left empowered to engage with internal decision makers, maximise cross functional engagement, support strategy development, reduce risk and build proactive approaches to topic understanding.

## biov8tion is known for its personable and experience based approach to workshops, with recent topics including but not exclusive of Fibre Fragmentation, Bio Synthetics, Sustainable Stretch and Resource Efficiency.

## 4. Empower

We challenge your thinking by sharing our ideas, industry experience and network connections, to support your organisational focus as your **thought partner**.

Through scheduled calls at a frequency to suit your needs, we become your independent eyes and ears on the industry, providing external headspace whilst you are busy in the day to day.

Through this relationship you gain a fresh perspective, an industry sounding board, and access to a greater network of industry partners and experience.

We have a rich and diverse experience of delivering thought partnerships across the industry from key brands, retailers, industry organisations, non-profit businesses, public sector and manufacturing partners.