

# SUSTAINABLE CHALLENGE '21

## INDUSTRIAL SYMBIOSIS A BOOSTER TO CIRCULAR FASHION

## CALL FOR ENTRIES

BY MODA-FAD, DESIGN MANCHESTER & BRITISH COUNCIL  
W/ NOVA UNIVERSIDADE & POLIMI

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# 1. SUSTAINABLE CHALLENGE 2021

Sustainable Challenge is an annual project inspired by a commitment to create solutions that will make the fashion industry sustainable and will be applicable to other sectors. It's a project that fulfills the requirements of the UN Sustainable Development Goals.

The project subscribes to the vision that sustainable development has to happen in the three areas: social, environmental and economic. Should it fail in any one of these aspects it cannot be defined as sustainable. This vision is the basis of the triple agenda of Sustainable Challenge: the environmental which covers our interaction with nature; the social where the focus is on offering people the opportunity to cover their basic needs, a sense of worth and the protection of their rights; the economic, where a balance is sought between satisfying economic needs and preserving the planet for future generations. Every edition of Sustainable Challenge is based on the bedrock of this agenda.

The third edition of Sustainable Challenge will take place in 2021 with the slogan "Industrial Symbiosis, a Booster to Circular Fashion". In this edition, 48 design students from different disciplines from all over Spain, the United Kingdom, Italy and Portugal, advised by experts connected with the fashion industry, will work in mixed and heterogeneous groups.

Industrial Symbiosis is a powerful tool for the practical application of circular economy concepts in the productive fabric. It is a business strategy that stimulates collaboration between businesses, giving value to surplus resources such as energy, water, waste, materials, logistics, knowledge and more, or finding innovative solutions in the provision of resources.

The idea behind this edition of the Sustainable Challenge is that, through their designs, students will act as facilitators of Industrial Symbiosis between businesses. They will explore how designers can contribute to the circular economy using fashion as a market driver for resource efficiency and recycling through industrial symbiosis.

The participants will work within the whole process of design and creation; extraction, production and distribution; including use and disposal of fashion. It will be a marathon of creativity and investigation where new approaches will be taken and proposals will be developed in different areas of fashion.

This edition of the Sustainable Challenge will be part of the Barcelona Design Week (from 7 to 30 of October) and Design Manchester (from 15 to 21 November) and will coincide with the Circular Economy Hotspot Catalonia (from 15 al 18 of November).

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## 2. ABOUT INDUSTRIAL SYMBIOSIS

The Textile Industry is one of the main pillars of Europe's economy. It employs 1,7 million people and Europeans consume on average 26 kg of textiles per person and year.

But it is an industry with high levels of energy and resource use with significant carbon emissions and high dependence on resource availability (the fourth highest sector for use of primary raw materials and water and the second highest for land use). This not only puts a strain on our planet's resources, but also contributes to climate change.

Industrial Symbiosis encourages industries to work together and exchange energy, water, waste, materials, logistics, knowledge and more, which in turn increases resilience and economic gains while reducing the environmental impact and expenses.

A systemic approach is needed to address this. We need to view manufacturing processes as part of a larger picture, taking into consideration the industrial ecosystem and its resource management with an inter-sectoral approach: industrial symbiosis in close collaboration with consumers.

Facilitation between companies and stakeholders is a key concept to make all these things happen! And designers have a great opportunity to be these FACILITATORS and become frontrunners generating real impact and actively promoting these changes.

Collaboration is beneficial for businesses, society and the planet.

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### 3. THE CHALLENGE

The challenge is to design closed-loop products or services in which waste is eliminated by design and to ensure that materials continue to circulate in the economy and therefore do not lose value.

This means designing for durability, reuse, remanufacturing, and recycling to keep products, components, and materials circulating in the economy, and also, to favour activities that preserve value in the form of energy, labour, and materials. In order to stimulate the collaboration between the actors in the value chain to gain greater resource efficiency and to understand the origin of the waste and the surplus resources and where the materials come from, the focus must not be solely on materials but also on those that manage the materials such as manufacturers, recyclers, providers, businesses as well as consumers.

It is important to explain the “story” behind the designed product or service. For example: it’s not the same, a “shoe with recycled content” to a shoe sole made of 25% of coffee bags that come from a specific brand or industry. It’s not the same, a recycled cork material to a material made of the wine corks collected from the restaurants in a specific city; it’s not the same, a recycled rubber bag to a bag made out from bicycle tires; it’s not the same, a recycled T-shirt to a T-shirt made out of jeans.

Proposals can be developed in different areas within fashion such as design, manufacturing and materials, commercialization and marketing,

communication or business development. All of them focusing on the process, the storytelling and the potential offered by industrial symbiosis.

By participating in the Challenge students will gain awareness, as designers, of the environmental, social and economic impact of the decisions taken in the design process (choice of materials, production processes, etc.). And also, develop an understanding of the importance of knowing what impact the product they have developed will have and take into consideration the positive impact (environmental, economic and social) it can have.

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## 4. PARTICIPANTS AND WAY OF WORKING

This project is aimed at students of any discipline related to the fashion and design industry: fashion design, pattern making, styling, photography, engineering, architecture, product design, digital design, graphic design, art direction, project management, marketing, advertising, retail design, innovation, etc.

The call is open to students of training cycles, university degrees, postgraduate and master's degrees.

Participants will be supported by curators and established experts who will provide them with know-how and advice and help them to shape their proposals. The participants will be divided into 12 teams of 4 members each and every team will have to develop one proposal.

This challenge is not a competition, therefore there will be no winners or losers. The desired outcome is for a range of interesting proposals to emerge as a result of the objective of the challenge and for the participants to have had an enriching experience in terms of knowledge and interaction. Upon completion

of the challenge, the projects will be exhibited at Disseny Hub Barcelona and the participants will receive a certificate of participation.

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## 5. CURATORS AND EXPERT ADVISERS

The participants will have tutors and established experts who will help them shape the proposals to be developed.

### CURATORS:

Elizabeth Cardwell

Fashion Stylist / educator (Liverpool John Moores University)

Verónica Kuchinow

Specialist in industrial symbiosis and in resource efficiency as a business tool towards circular economy

### EXPERT ADVISERS:

Carlos Leon

Celina Tamagnini (Circoolar)

Enric Carrera & Heura Ventura (Intexter UPC)

Hilaturas Arnau

Andrew Ibi

Gemma Cairney

Mark Shayler

Tash Willcocks

Salome Areias

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## 6. CALENDAR

On October 25th and 26th, during Barcelona Design Week, experts from different disciplines related to the subject will give talks open to the general public that will provide inspiration and information for students taking part in the challenge.

Following these sessions, students will be expected to start working on their proposals in their own time and they will be able to discuss any doubts or address any questions to experts and curators. Between November 15th and 19th, during Design Manchester, students will work on closing their proposals and will be expected to give a public presentation on November 19th.

### IMPORTANT DATES:

Open Call: September 13–October 12

Student Selection: October 12–15

Announcement of selected candidates: October 15

Kick off session: October 21

Open Expert Talks: October 25–26 during Barcelona Design Week

Teams development of proposals: October 21–November 19

Public Final Presentations by the teams: November 19 during Design Manchester

Exhibition of projects at Design Hub Barcelona: end of November / December  
(Dates TBD)



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## 7. APPLICATION

To participate fill in the online form.

[YOU CAN ENROL HERE](#)

The application deadline is OCTOBER 12th, 2021.

Participation is free and the selection of participants will be the responsibility of the curators.

The 48 selected candidates will be announced on October 15th, 2021.

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## 8. ORGANIZERS, PARTNERS AND CONTEXT

### 8.1 Organizers:

#### MODA-FAD

MODA-FAD is a section of the FAD, formed by a group of professionals from different fields of the fashion industry that share an enthusiasm for promoting and giving visibility to creators, fashion companies and new talent, fostering positive impact with the values of sustainability.

MODA-FAD promotes initiatives that foster creative excellence, commercial impulse, economic reactivation and responsible consumption.

And also aims to be a source of information, inspiration and networking, welcoming professionals from all areas of the sector: fashion and accessories design, styling, communication, photography, and entrepreneurship.

#### BRITISH COUNCIL

The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities. Circular Cultures is the EU Europe arm of British Council's global programme 'Making Matters'. The programme

addresses sustainable design and creative economies, aiming to promote greater awareness around circularity and making cultures. It aims to embed a more critical dialogue around design and circularity, develop skills and knowledge of making leaders, and create new EU networks around sustainability and circularity. The programme currently operates across 9 countries across EU Europe: France, Greece, Italy, Poland, Portugal, Romania, Spain, Sweden and The Netherlands.

In the last three years, more than 400 European designers received specific training related to sustainability in fashion, craft and circular design, in partnership with prestigious institutions, including Central Saint Martins, Ma-tt-er, Fashion Revolution, Centre for Circular Design, University Arts London, the Onassis Foundation, MODA-FAD and Worth Partnership Project.

## DESIGN MANCHESTER

Design Manchester was established to provide a voice for design in the city of Manchester. Its programmes highlight the contribution of design across all sectors of the economy and society, from digital transformation to fashion and textiles, from mobility to culture and media, from the public realm to designing new products with advanced materials, from health and care to social inclusion.

Design Manchester promotes the importance of design skills, and of creating opportunities for talent from all backgrounds, in delivering sustainable growth in a world that is increasingly driven by automation and digitalisation. In recent years, the organisation has focused on the transformative and rapidly evolving role of design in cities, building collaborations with other cities all over the world to share and stimulate new ideas and best practice for the planet and in all walks of life. Design Manchester is supported by Manchester City Council, Manchester School of Art at Manchester Metropolitan University, the British Council and Arts Council England.

## 8.2 Partners

### POLITECNICO MILANO

Politecnico di Milano is a scientific-technological university that has always focused on the quality and innovation of its teaching and research,

developing a fruitful relationship with business and the productive world by means of experimental research and technological transfer.

The main elements that characterize the “Politecnico” education in fashion come from the culture of Italian design, its connection with fashion industries and its aim to combine tradition with innovation. Therefore, the Fashion Design Degree at Politecnico offers an interdisciplinary approach to its students who can customize their education in fashion choosing from different areas of study: fashion products, jewelry and fashion accessories, courses related to the fashion materials, technologies, processes, communication and services as fashion studies, fashion management, innovative materials, digital technologies, 3d, retail, visual merchandising, market and sales processes, image and communication.

## NOVA UNIVERSIDADE

Universidade NOVA de Lisboa has as its main mission to serve society at the local, regional and global levels, through the progress and dissemination of knowledge and understanding between cultures, societies and people. It achieves this through teaching and research of excellence and through the provision of services based on a strong sense of community and with the following components: An international profile focused on its students; collaborative, responsible and internationally relevant research concentrating on interdisciplinary areas; service that promotes solidarity and sustainable development; a wide base of interinstitutional participation, oriented to an integration of different scientific cultures with the purpose of creating innovative synergies for teaching and research.

## 8.3 In the frame of

### BARCELONA DESIGN WEEK

The Barcelona Design Week (BDW), is the annual event on design and creativity in Barcelona.

The BDW 2021 slogan, “Think, Design, Act”, reflects a message that we want to convey at the present time to face the challenges that lie ahead: think on a design level, design and implement new solutions, new models and more sustainable environments economically viable and focused on the real needs of

people. Design is a key ally for any sector, not only concerning objects, but also processes, innovation, sustainability and putting people at the center.

Barcelona Design Week is organised by BCD and promoted by Barcelona City Council, in collaboration with FAD Fostering Arts and Design and Museu del Disseny de Barcelona.

## DM21

DM is Manchester's festival of design, which has taken place annually since 2013. Organised by Design Manchester, the festival has showcased all types of design, with exhibitions, architectural tours, performances, workshops, debates, talks and parties attended by professionals, students, families and visitors to the city. Design Manchester's international conference has hosted leading designers from all over the world in a wide range of disciplines. Its Great Debate is an annual public discussion at Manchester School of Art between designers and the community about design and society. The annual Salford workshop offers students from the northwest of England and beyond to work in person with top designers participating in the international conference.

Last year DM adopted the theme 'Go Global Stay Local' and took festival events online, while also taking the opportunity to engage more international audiences with co-located workshops across northern Europe.

The Sustainable Challenge collaboration on fashion with MODA-FAD and British Council will be presented as part of DM21, this year's festival taking place from 15-21 November, which also features collaborations with Nairobi on food and climate change, Shenzhen on child-friendly cities, and Rotterdam on mental health and wellbeing in the built environment.

The programme is part of the build-up to November 2023, when Design Manchester will host a global design cities conference with partners from Manchester and all over the world.

## CIRCULAR ECONOMY HOTSPOT CATALONIA

The Circular Economy Hotspot Catalonia 2021 promotes the exchange of ideas and experiences between policymakers, entrepreneurs, researchers and industrialists.

The globetrotting event aims at highlighting the circular economy practices in different cities every year. Barcelona will host the 2021 edition on 15-18 November.

This event is an opportunity for various actors in the sector to meet, attend world-class lectures and learn more about Circular Economy in Catalonia. Circular design, bioeconomy, industry 4.0 and inclusive circularity are among the themes of the four-day event.

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## 9. DATA PROTECTION

MODA-FAD (Pl. De les Glòries Catalanes, 37-38 Edificio Disseny Hub Barcelona, and CIF G08746976) is the controller of the personal information collected during the registration process for the purpose of selecting 48 participants in the Sustainable Challenge 2021.

The lawful basis for processing the personal information collected is the candidate's acceptance of the rules (T&Cs) for taking part in this project. Special categories of data will be confidentially destroyed once the process to select participants is completed.

FAD will share this personal information with the British Council and Design Manchester, as organizers of the Sustainable Challenge 2021, and the two curators, for the purposes indicated above. FAD will keep this data for the time necessary to fulfill the purpose for which they were collected, that is until the end of the challenge.

Data subjects may exercise their data protection rights by sending an email to [fad@fad.cat](mailto:fad@fad.cat). For more detailed information about the processing of your data, please refer to our privacy policy. You also have the right to request the protection of the Spanish Agency for Data Protection on its website [www.aepd.es](http://www.aepd.es).

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# CONTACT

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# SUSTAINABLE CHALLENGE '21

## INDUSTRIAL SYMBIOSIS: A BOOSTER TO CIRCULAR FASHION

Organize:



Design  
Manchester



With the support of:

Disseny Hub  
Barcelona



Partners:



POLITECNICO



Within the framework of:



Barcelona  
Design Week  
'21