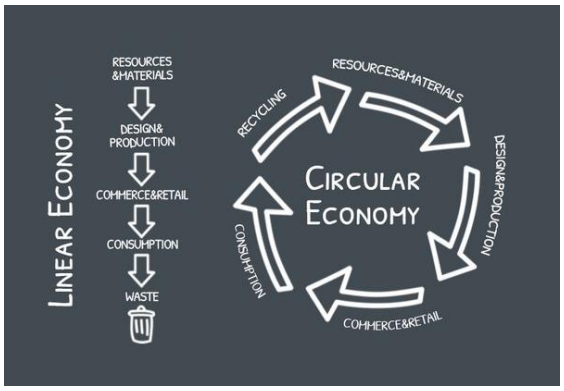
THE WINNERS OF THE GLOBAL CHANGE AWARD INNOVATIONS FOR A WASTE-FREE FASHION INDUSTRY

In March 2018, five innovations that can help speed up the shift to a circular waste-free fashion industry and protect the planet were awarded the third Global Change Award.

The annual challenge, launched in 2015 by the non-profit H&M Foundation, takes on one of the biggest challenges facing today's fashion industry to satisfy a growing population while protecting the planet. The Award is looking for early stage ideas that present new circular approaches aimed at reinventing the fashion industry. This means changing the way garments are designed and produced, shipped, bought, used and recycled, by adding disruptive technology or new business models.



Since 2015 the annual Global Change Award has become one of the world's leading challenges in the fashion industry and the 2018 edition attracted 2,600 entries from 151 countries.

The result of the selection process has allowed to reward the following five innovations: Crop-A-Porter, US (Agraloop); The Regenerator, Sweden (Swerea); Algae Apparel, Israel (Algalife); Smart Stitch, Belgium (Resortecs); Fungi Fashion, the Netherlands (MycoTEX).

On the Global Change Award web site, a useful information is available to know more about each winning innovation and to establish contacts. In addition to the prize, the winning enterprises also receive access to a one-year innovation accelerator program provided by the H&M Foundation, Accenture and the KTH Royal Institute of Technology in Stockholm. The accelerator provides a toolbox of skills, networks and marketing to help the winners actualize their ideas, maximize performance and get industry access.

Looking at all winners of the Global Change Award editions from the point of view of territorial development, the following innovations are of particular interest because they allow to recycle waste produced by the local economy and which generate costs for their disposal, to give life to new high quality products high quality products that register a growing demand in the markets:

Crop-A-Porter - Agraloop Company (Global Change Award 2018): making sustainable bio-textiles by using left-overs from food crop harvests. Crop-A-Porter takes the harvest

remains of crops such as oil-seed flax, hemp, sugarcane, bananas and pineapples and turns it into useful bio-fiber through a low-cost, closed loop technology. The bio-fiber can then be turned into textile fabric.

Grape Leather - Vegea Company (Global Change Award 2017): Using leftovers from winemaking to create fully vegetal leather. Using the fibres and oils from winemaking leftovers for making 100 percent vegetal leather, the company recycles the abundant quantity of waste from the great wine production in the region where it operates. In addition to requiring the lives of millions of animals annually, animal leather production affects the environment by using acids, heavy metals and large amounts of water for tanning.

Manure Couture Mestic - Inspidere B.V. Company (Global Change Award 2017): Extracting and using the cellulose in cow manure to create textile. Two of the most polluting industries in the world are being transformed with one single idea: the company has developed the Mestic® method to retrieve and convert cellulose from dairy cow manure into regenerated cellulose fibers. The solution turns an acute agricultural problem of waste into a sustainable source of raw material for the textile industry, giving rise to a local manure based economy.

100 Percent Citrus - Orange Fiber Company (Global Change Award 2016): Using by-products from citrus juice production to create a new textile. In Italy alone, 700,000 tons of citrus by-products are dumped each year. Extracting cellulose from citrus waste and then spin it into a silk-like, a biodegradable high quality fiber can be produced, that can be used in various ways, from making dresses to shirts and scarves.

Making Waste Cotton New - Ioncell-F Company (Global Change Award 2016): Recycling waste cotton without quality loss. Researchers from Aalto University and the University of Helsinki created the *Ioncell* technology that turns used textiles into new textile fibers without harmful chemicals. The process converts cellulose into fibers which in turn can be made into long-lasting fabrics. *Ioncell* fibers feel soft, are strong even when wet and work well in both clothing and technical applications. The I*oncell* process enables waste textiles to get a new life as high-quality fibers.

Based in Sweden, the H&M Foundation is a non-profit global organization. Its mission is to drive positive change and improve living conditions by investing in people, communities and innovative ideas. Through partnerships with organisations around the globe, the H&M Foundation aims to accelerate the progress needed to reach the UN Sustainable Development Goals by 2030.

The H&M Foundation will launch the new edition 2019 of the Global Change Award on August 29, 2018.

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