

THE WINNERS OF THE GLOBAL CHANGE AWARD 2019 INNOVATIONS FOR A SUSTAINABLE FASHION INDUSTRY

In April 2019, five innovations that can help the shift to a circular waste-free fashion industry were awarded by the [2019 edition of the Global Change Award](#).

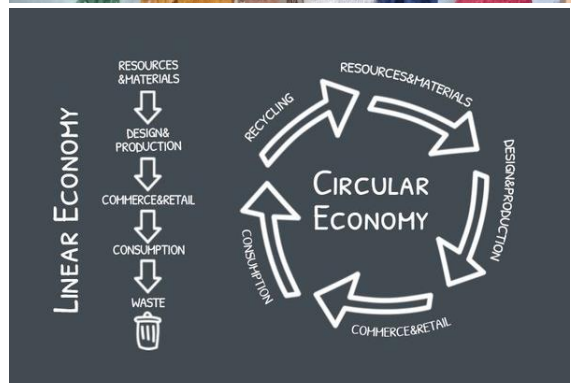
The annual competition, launched in 2015 by the non-profit [H&M Foundation](#), takes on one of the biggest challenges facing today's fashion industry to satisfy a growing population while protecting the planet. The Award is looking for early stage ideas that present [new circular approaches](#) aimed 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.

The 2019 edition of the Global Change Award attracted 6,640 entries from 182 countries. The top 10 countries by number of entries are India, Nigeria, Pakistan, United States, Ghana, Bangladesh, Kenya, United Kingdom, Indonesia and South Africa. The number of entries originating from Africa and Asia have increased almost 200% and 90% respectively from 2018 to 2019. 47% of the ideas are female-led and 41% of the applicants are between the ages of 25-34.

The result of the selection process has allowed to reward the following five innovations:

- [The Loop Scoop by Circular.fashion](#): A digital system aiming to close the loop on every garment from design to wear, to recycling (Germany).
- [Sane Membrane by Dimpora](#): A biodegradable and mineral-based membrane for outdoor wear (Switzerland).
- [Sustainable Sting by Green Nettle Textile](#): Growing nettles to create sustainable fashion fibers and opportunities for farmers (Kenya).
- [Clothes that Grow by Petit Pli](#): Outfits that expand with the child, while reducing environmental impact (United Kingdom).
- [Lab Leather by Le Qara](#): Using microorganisms to create vegan biodegradable leather for the fashion industry (Peru).

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 an innovation accelerator program providing a toolbox of skills, networks



and marketing to help the winners actualize their ideas, maximize performance and get industry access. This year, all five winners are running [crowdfunding campaigns on Indiegogo.com](#) enabling anyone to take active part as a supporter, backer and tester of the five innovations.

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 to reach the UN Sustainable Development Goals by 2030.

The Award is organized by the H&M Foundation, but the winning innovations are also widespread by the H&M Group, the Swedish multinational clothing-retail company, through its promotional campaigns. The H&M Group offers environmentally-friendly collections made out of sustainable or recycled materials and the H&M's *Conscious Exclusive Collection* is one of the most recognized. This *Collection* celebrates the new seasons and showcases the increasing possibilities of sustainable fashion with a focus on development and innovation, promoting items produced with recycled polyester, organic cotton, organic linen, organic silk, TENCEL™ lyocell, recycled plastic, recycled glass and recycled silver.

The [H&M's Conscious Exclusive Collection for Spring Summer 2019](#), for example, introduces for the first time key pieces made from Piñatex® natural leather, from Orange Fiber® textiles and from BLOOM™ Foam.

[Piñatex®](#) is a versatile natural textile made in Philippines from the fibers of pineapple leaves, the by-product of existing agricultural processes. This textile is suitable for use as a leather alternative from fashion to furnishing.

[Orange Fiber®](#) is a silk-like biodegradable fiber produced in Italy extracting cellulose from citrus waste. This high-quality fiber which helps reduce waste and can be used in various ways, from making dresses to shirts and scarves.

[BLOOM™ Foam](#) is a high-performance foam made in United States from the biomass of algae. The production process helps to clean up and restore the environment and the foam can be used for example to make the sole of sandals promoted by the H&M *Collection*.

The H&M Group is one of the 43 signatories of the [Fashion Industry Charter for Climate Action](#).

To know more

[Global Change Award 2019 website](#)

[Indiegogo.com crowdfunding campaign](#)

[Winners Global Change Awards](#)

[Circular fashion in Global Change Award website](#)



[Conscious Exclusive Campaign 2019](#)

[H&M Foundation](#)

[H&M Group 2018 Sustainability Report](#)

[Fashion Industry Charter for Climate Action](#)

[Dimpora.com website](#)

[Circular Fashion System website](#)

[Le Qara website](#)

[Petit Pli website web](#)

[Green Nettle Textiles website](#)

