C&A Foundation

CIRCULAR FASHION
A FORCE FOR GOOD!

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Head Circular Transformation
Circular Fashion
Ecology inspires economy -ecomimicry-
PRODUCTS THAT LAST
PRODUCTS THAT FLOW
CONNECTED & INTERDEPENDENT
NO ONE OWNS
THE RESOURCES/NUTRIENTS
VALUE EXCHANGE BENEFICIAL FOR ALL
TRANSITION
LINEAR TO CIRCULAR
TRANSITION

BE NET-POSITIVE:
putting more in society, environment and the global economy than taking out
Narrative:

We will change the ‘age of dissonance’ in which institutions were not able to connect economy and ecology.

We drive value creation in money, biodiversity, resilience and social equity (so, focus on zero-positive approaches).

Free after Kate Rayworth (2018)
Shifting transition dynamics

Create: conditions for change
GOOGLE: FASHION, TRANSITION, DRIFT

OR: WWW.CANDAFOUNDATION.ORG
TRANSACTION

FASHION AS A SERVICE

SHARING AS A PRACTICE
NEW GOVERNANCE
CONTROL
OR
EMPOWERMENT?
CREATE FOCUS ON:

BUSINESS MODELS

INCLUDING

ASSET MANAGEMENT
SOME LEARNINGS: PAAS BECOMES LAAS
SOME LEARNINGS:

PAAS BECOMES LIFESTYLE AS A SERVICE
SOME LEARNINGS:

EXTERNALS

BECOME

SERVICE DESIGN FACILITATORS
SOME LEARNINGS:
WAIT FOR DEMAND
BECOMES
MECHANISM DESIGN
SOME LEARNINGS:

GROWTH PRODUCTS BECOMES GROWTH OF SERVICES
SOME LEARNINGS:

RETAIL FEELS PRESSURE

SHARING ECONOMY
SOME LEARNINGS:

FOCUS ON RETAIL

BECOMES

SHARING RESPONSIBILITIES
SOME LEARNINGS:

RESPONSIBILITY

INCLUDES

WORKING CONDITIONS
Circular Fashion

NEEDS

INNOVATION
Circular Fashion

JOIN

FASHION FOR GOOD
Make it beneficial for all life
Let the **CHANGE** begin!