#### **C&A Foundation**

## CIRCULAR FASHION A FORCE FOR GOOD

Douwe Jan Joustra Head Circular Transf

## Circular Fashion





















#### TRANSITION

## BE NET-POSITIVE:

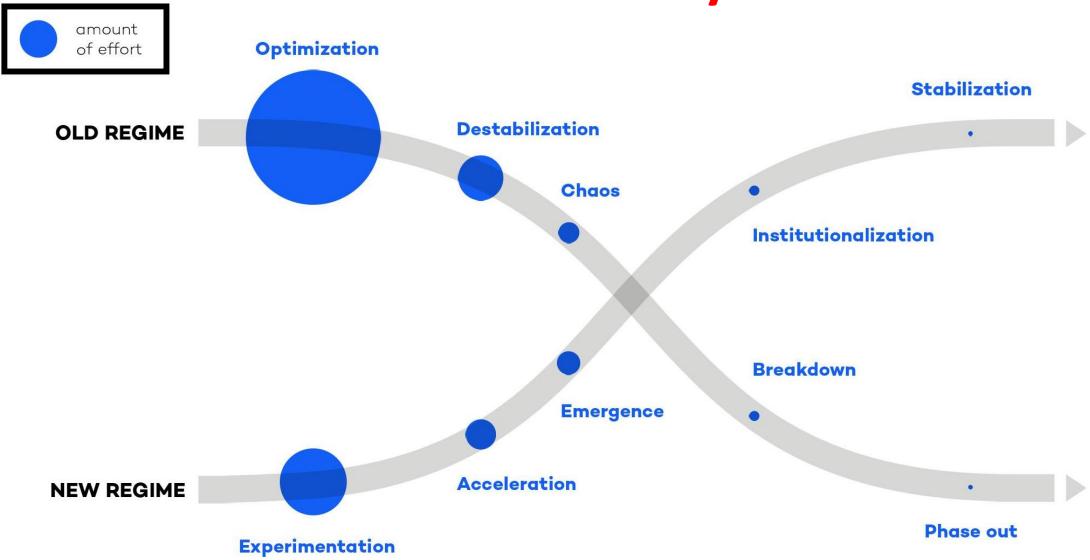
putting more in society, environment and the global economy than taking out

#### Narrative:

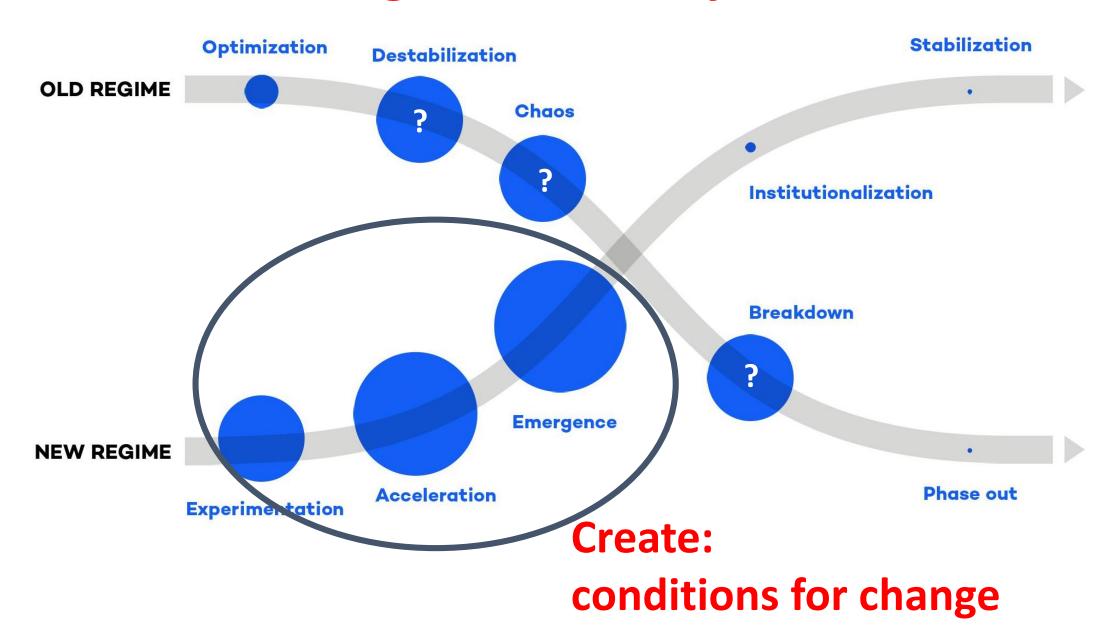
We will change the 'age of dissonance' in which institutions were not able to connect economy and ecology

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

#### **Current transition dynamics**



#### **Shifting transition dynamics**



#### GOOGLE:

# FASHION, TRANSITION, DRIFT

OR: WWW.CANDAFOUNDATION.ORG

#### TRANSITION

## FASHION AS A SERVICE

SHARING AS A PRACTICE

#### NEW GOVERNANCE

## CONTROL OR

EMPOWERMENT?

#### CREATE FOCUS ON:

## BUSINESS MODELS

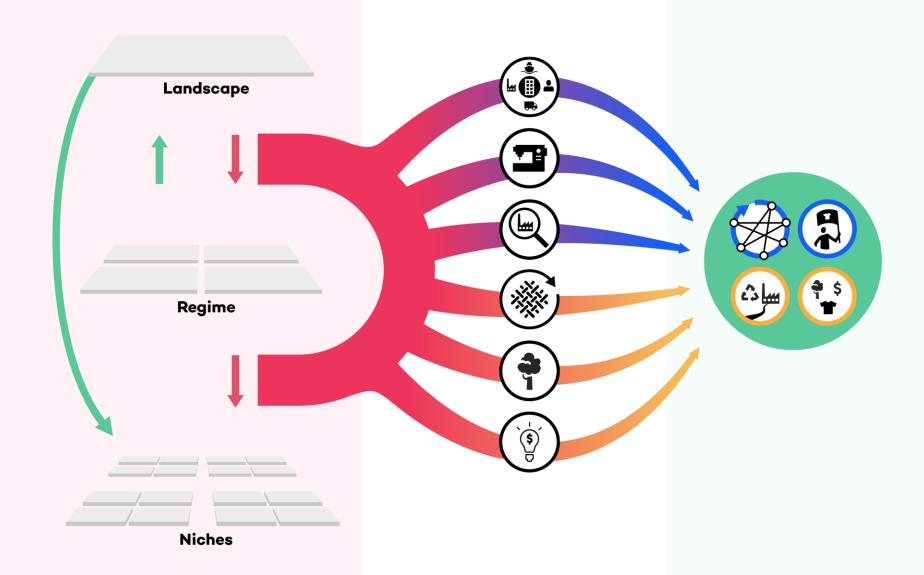
INCLUDING

## ASSET MANAGEMENT

#### **CURRENT FASHION SYSTEM**

#### TRANSITION PATHWAYS

#### **GOOD FASHION**



## TRANSITION PATHWAYS



New value chain models



Workers exercising their rights



Holding the industry to account



Product & manufacturing innovation



Natural capital approaches



New business models



#### 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 PRESURE

SHARING ECONOMY

#### SOME LEARNINGS:

## FOCUS ON RETAIL

**BECOMES** 

## SHARING RESPONSIBILITIES

#### SOME LEARNINGS:

## RESPONSIBILITY

**INCLUDES** 

## WORKING CONDITIONS

# Circular Fashion NEEDS INIOWATION

## Circular Fashion



## FASHION FOR GOOD



