

SUSTAINABILITY TOOLKIT

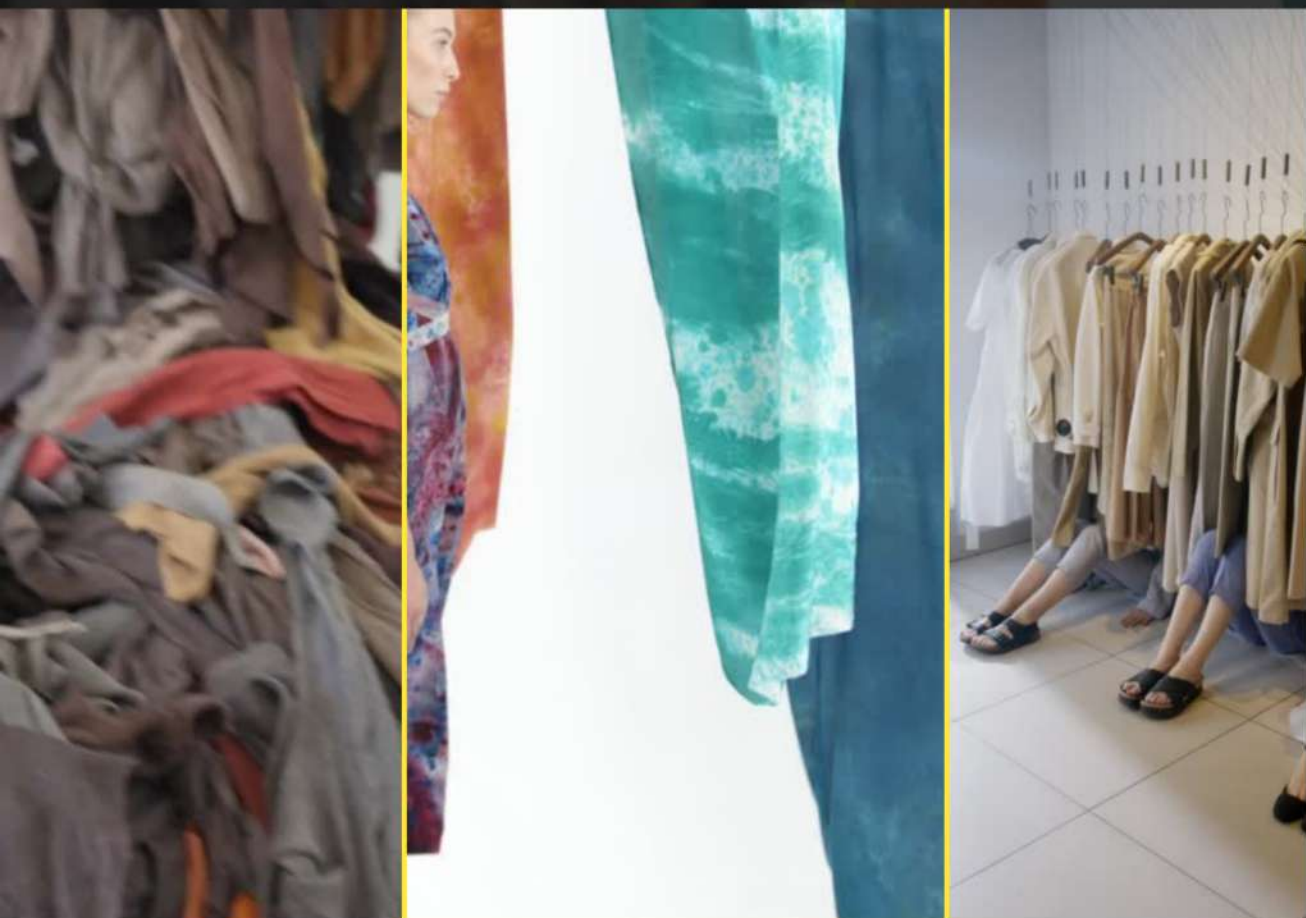
16 TOOLS FOR THE SUSTAINABLE FASHION INDUSTRY

UNDERSTAND | DEFINE | MAKE | RELEASE



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ABOUT HACKTHATFASHION

Boosting innovation and business-creation in the fashion industry focusing on sustainability, we match fashion designers with start-ups and tech-savvy SMEs to promote sustainable business models. HTF is a cross-sectoral platform where the fashion industry will connect with the technology and innovation industry at carefully curated hackathons and matchmaking sessions.

Using design driven methodologies to transfer knowledge and promote digital skills development, sustainability uptake and creation of business opportunities, HackThatFashion targets fashion designers and small and medium fashion companies in Europe.

Through learning and applying design thinking methods and tools, fashion designers will be supported to practice and build concrete results towards technology and sustainability integration and adoption.

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THE TOOLKITS



31 tools to promote more sustainable and digitalised business models.

For brands, startups and SMEs, which create or design fashion products and services.

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- 01 DIGITALIZATION
- 02 SUSTAINABILITY

4 STAGES

- 01 UNDERSTAND
- 02 DEFINE
- 03 MAKE
- 04 RELEASE

Digitalization
Toolkit



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SUSTAINABILITY TOOLS

DIRECTORY OF TOOLS

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STAGE 1: UNDERSTAND

At this stage, begin to consider how you could make this product/service better. Before you start thinking of solutions, try to understand why you got in this process from the beginning. Share your thoughts with all the stakeholders. Make them understand your point of view, your vision, your prior intentions, and the destination you want to go.

01 CIRCULARITY STREAMS

02 SERVE IT

03 PIECE BY PIECE

04 JOURNAL

CIRCULARITY STREAMS

This tool will help you set a circular useflow of your products and services, where evidently your business will be designed as regenerative and restorative. This leads to added value to your ecosystem, less waste promoting a product cycle without an "end".

This tool is a worksheet to understand how circular models can be obtained and which loops are feasible for the products you design. It is designed to define and understand the loops in two cycles: biological & technical.

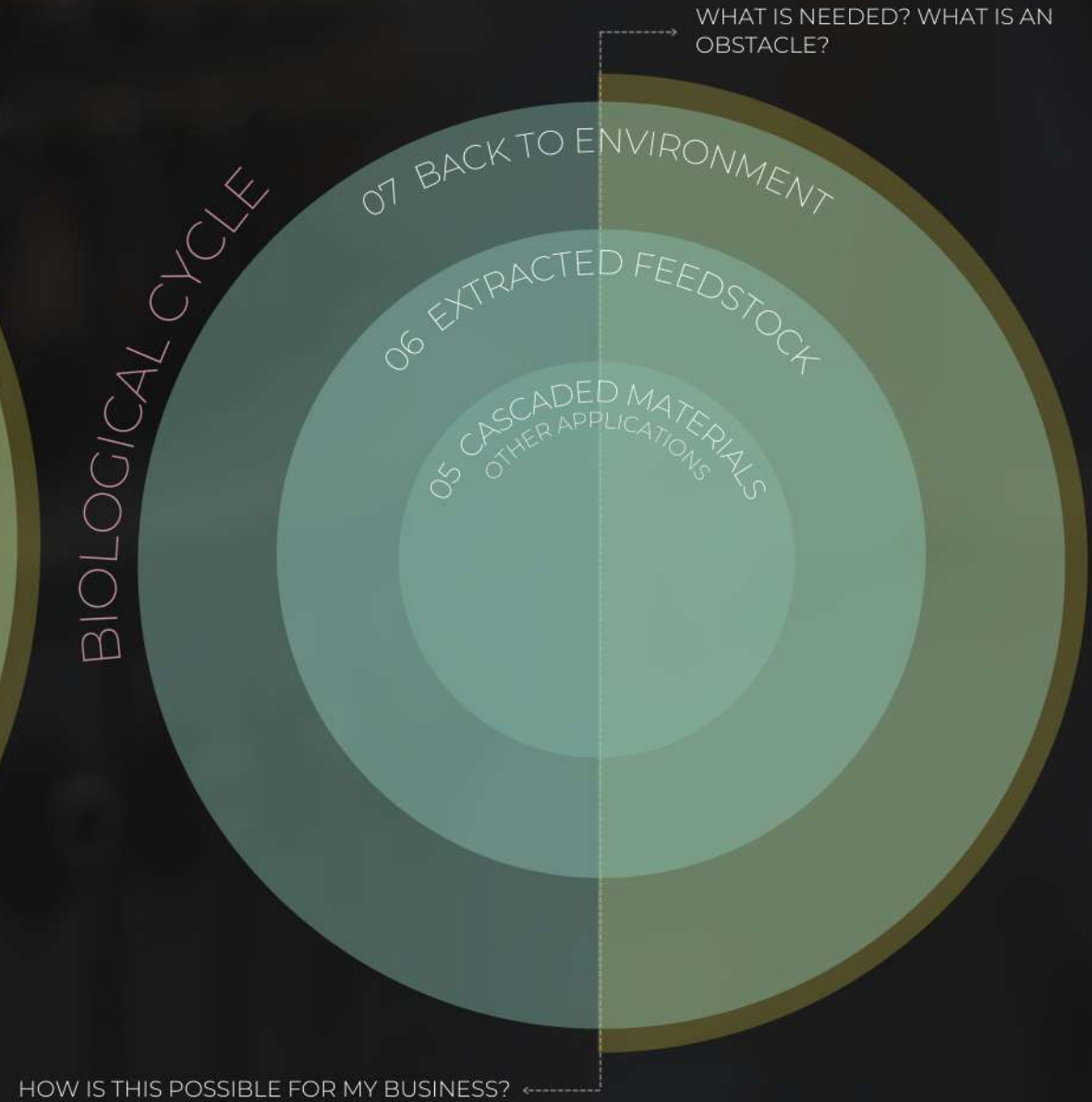
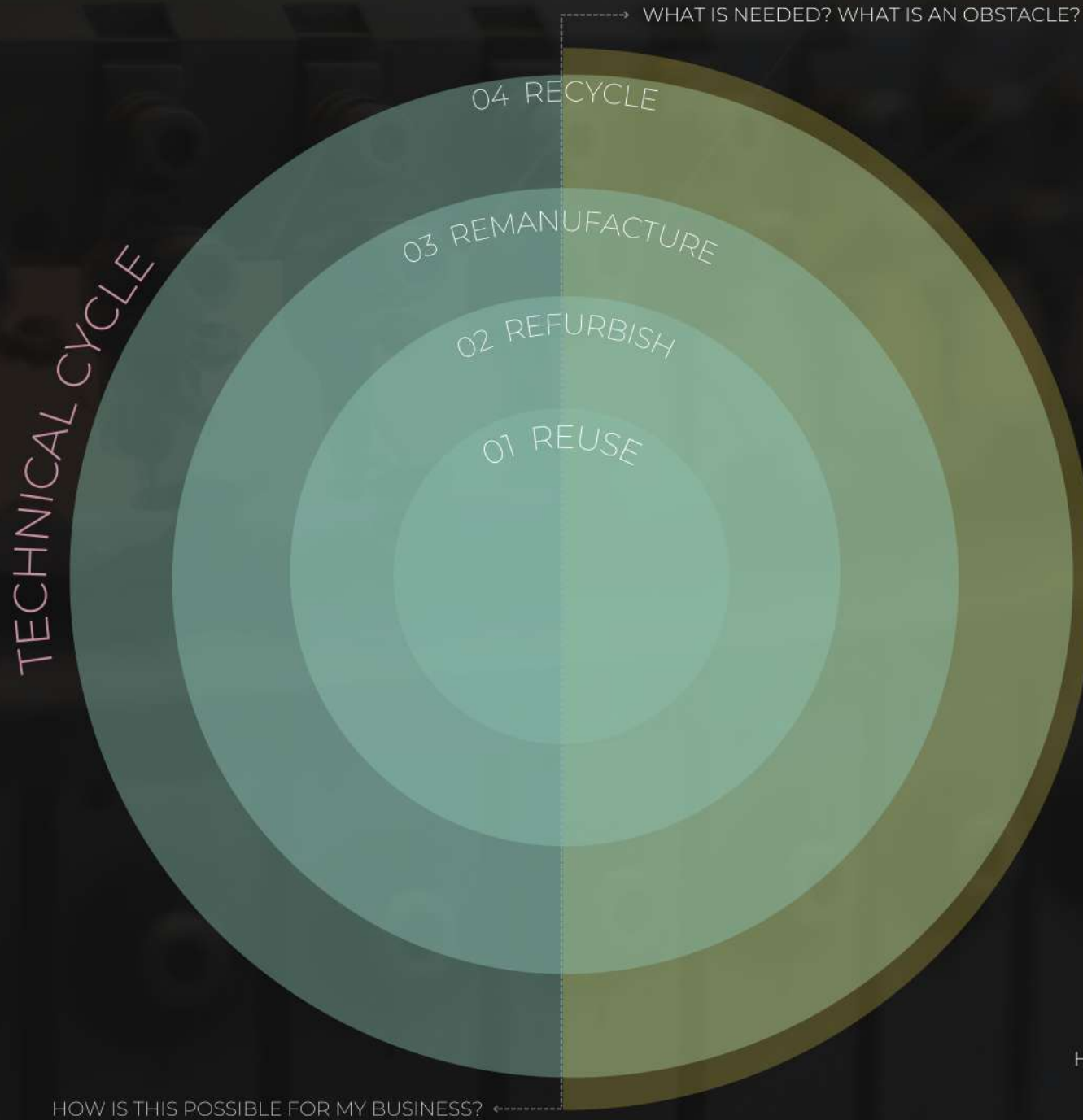
7 Steps to understand the patterns from inner to outer loops, to biological and technical cycles in two different dimensions, in order to design products and services with a true circular flow by grasping the stages leading to it.

Follow the numerical steps to fill in the tool.

STEPS

- 01 How long can you use your product? How can you extend its life cycle? What schemes could you use?
- 02 Can your product be easily repaired, refurbished or upgraded to extend its life cycle?
- 03 Can you return your product to suppliers and manufacturers to repair and replace elements of your product before re-offering to the market?
- 04 Can you design a product with materials that are standardised to be recycled, returned to its natural state and with minimum environmental footprint after its main use?
- 05 Can your product's biological materials be used for other applications? Can you extract ingredients, materials and energy before disposing back to the environment?
- 06 Can you extract bio-chemical products from your products that could be reused for other products and uses?
- 07 Does your product have nutrients that could be returned to the earth after use (eg. compost).

CIRCULARITY STREAMS



SERVE IT

Purchasing a brand-new piece of clothing is not your only option. Many people no longer find it necessary to own a garment, much less one that you may only use once! There are now "pay-as-you-go" fashion companies that empower clients to pay only for what they consume when they want to consume it. This frees them of many of the worries and additional costs that might come along with it.

Instead of selling a product, you could offer the same item as a service. This type of business model is affordable, flexible and convenient. It has been proven to be more satisfying and profitable. And it empowers you to become more efficient and mindful of your impact.

STEPS

Fill out the following questionnaire.

What sustainable service could you offer?
(Rethink, rent, repair, refurbish, recycle,
repurpose, etc.)

How could your service improve your
relationships with customers?

How could you deliver a better quality of
product or service?

Could you save money by doing it? How?

Could you customize products? How?

How could you create a unique customer
experience?

PIECE BY PIECE

Get your toolkit out, grab a screwdriver and scissors and start taking apart your product and anyday products to understand material flows and the components behind each product. Could there be more circular solutions for components of this product?

This is a surprisingly fun and hands on project with 5 basic steps.

You will understand how many components are needed for a final product, helping your sustainable product design. What can you re-consider for your product? What elements could be designed differently? What components could be re-used before ending up in landfills?

- 01 Find a product that you want to take apart to its last screw.
- 02 Organize all component by size and material type and take a photo of all the components laid out.
- 03
 - Ask yourself the following questions:
 - What could be recovered from this device and be reused? After the product's life cycle could its components be reused for other purposes?
 - If you were to replace specific parts and components, could the supplier/manufacturer provide you with them?
 - Could you easily disassemble the product? Could you make any interventions in its product design, reverse cycle or other to make it more efficient?
- 04 What can you do with all these parts? Will you just throw them away or could you give them a second use?
- 05 Organize the parts that you will reuse or could have a second purpose in a separate group. Take a photo of the new setup. You can see at what percentage circular flows have been considered for this product.

JOURNAL

User research interviews are used to better understand a certain group of people: their needs, emotions, expectations, and environment (useful for personas), but also to reveal formal and informal networks and hidden agendas of specific actors (useful for system maps).

Typically, consumers are asked questions relating to the product or service with the goal of making it more attractive for them. In case of sustainable design, it is essential to include questions about the technological, production and human resources aspects, in addition to those concerning benefits of products. Posing the right questions is often key to user research.

HOW TO DO IT

- 01 Define the specific research question. It is important to clarify your leading question or a set of questions representing what you want to find out. Decide why you are doing research and what you want to do with the information.
- 02 Identify interviewees. Based on your research question, define criteria for selecting suitable interviewees and think about when and where to meet them.

- 03 Plan and prepare. Plan how to approach your interviewee. Write up interview guidelines based on what you want to find out and what experience you are trying to achieve for your interviewee.
- 04 Conduct interviews and make follow-ups. Agree in advance on the roles within your interviewer team; establish who will ask questions and who will observe and take notes. After the interview, write up your key learnings and compare them with your team. Highlight important passages and write a summary that includes your key findings as well as raw data to exemplify these, such as quotes, photos, or videos.
- 05 Interview in steps:
 1. Establish trust.
 2. Use clear language and ask one question at a time.
 3. Avoid closed questions that could be answered with a simple “yes” or “no.”
 4. Avoid leading questions in which you propose a specific assumption or hypothesis and, thereby, lead your interviewee to a particular answer.
 5. Listen and give interviewees time to think.
 6. Paraphrase - repeat in your own words what the interviewee just said to check if you correctly understood them or only heard what you wanted to hear.

SAMPLE QUESTIONS

Here you will find sample questions to help you start doing your own customer development and user research interviews.

- How often do you use our products?
- Which features are most valuable to you?
- How would you compare our products to our competitors'?
- What important features are we missing (in terms of sustainability)?
- What are you trying to solve by using our product?
- Which other types of people could find our product useful?
- How easy is it to use our product?
- What might keep people from using this product?
- What's the most you would be willing to pay for this product?
- How would you rate the value for money?
- How likely are you to recommend this product to others?
- How could we improve our product to better meet your (sustainability) needs?
- How does our product meet your need to consume sustainably?
- How much information would you like to receive about the product's sustainability?
- What's most appealing about this product?
- What's the hardest part about using this product?
- Was there anything surprising or unexpected about this product?
- What could be done to improve this product?
- Was there anything missing from this product?

STAGE 2: DEFINE

Define the challenge you are looking to investigate and establish the goals of your project. Spot opportunities for action, find margins for improvements, ask for the opinion of all the stakeholders, whether it is a user of your service that you want to improve, or a potential customer for the product you want to launch. At this phase it is important to plan your action points and find out how you will proceed with the implementation of your planning.

01 SDGS STRATEGY MAP

02 CIRCULARITY WINDOWS

03 CIRCULAR ENTREPRENEURSHIP

04 TELL THE WORLD

SDGs STRATEGY MAP

The UN Sustainable Development Goals (SDGs), otherwise known as the Global Goals, are a universally recognized call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity.

SDGs can help you to create a long-term business strategy that is not only profitable but also empowers you to take active steps to care for people and planet alike. This purpose-driven approach allows you to create social impact and contribute to climate justice. They can guide you to establish, run, communicate and report your business strategies and operations in a more conscious and accountable manner. If you start preparing now you will be “ahead of the curve,” and therefore:

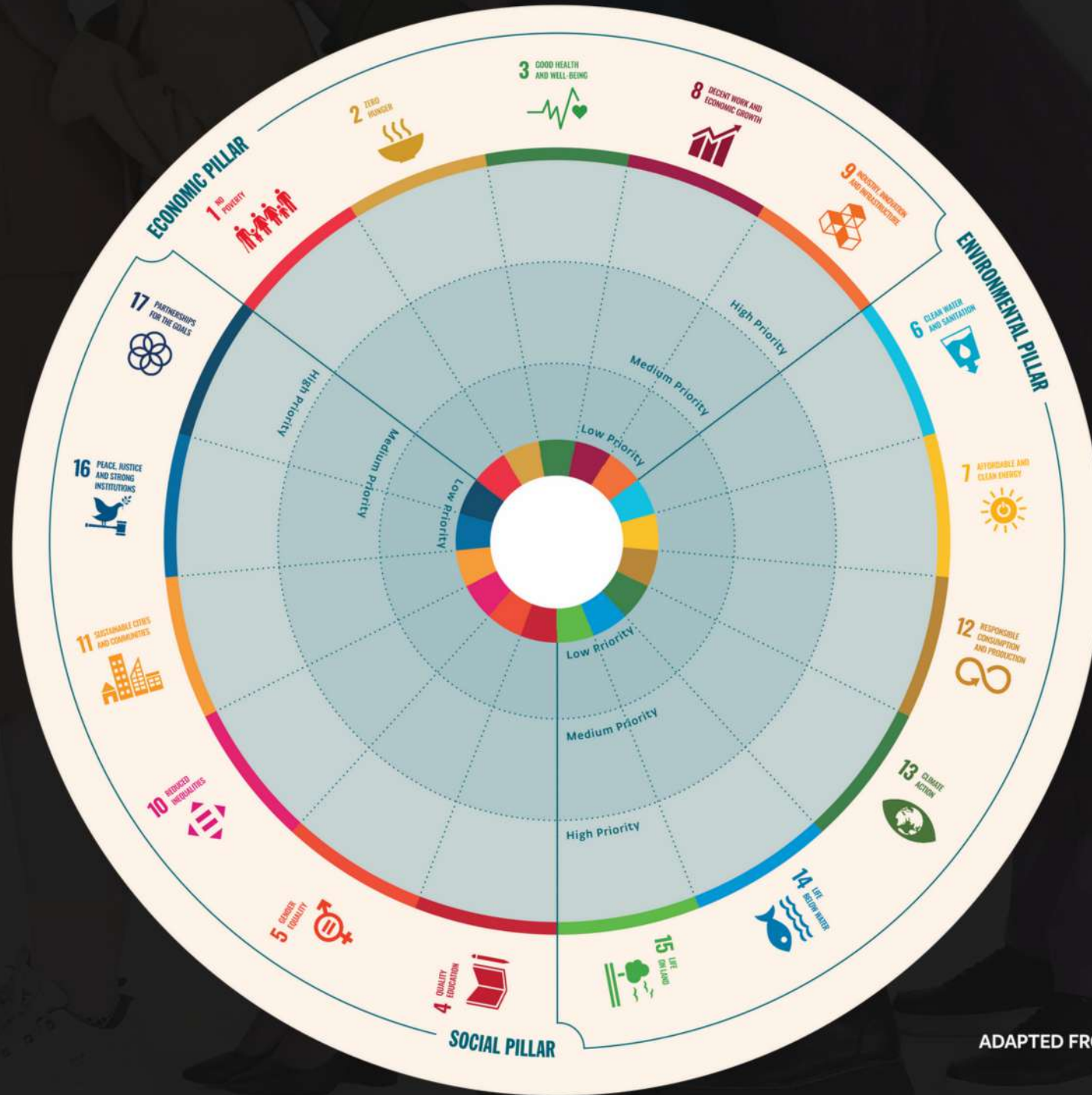
- Determine a strategy that is relevant
- Become more resilient and efficient in your supply chain and daily operations
- Attract a wider range of investors and possible partners
- Comply with current and upcoming regulations
- Create new business opportunities

On the following page you will find an introductory exercise that you (and your team) can fill out together in order to map your first three SDGs (which are usually linked) to lead you on the path of sustainable development.

STEPS

- 01 Familiarize yourself with all 17 of the Goals and the 3 Pillars: Economic, Environmental, and Social.
- 02 Consider where you can have a direct and indirect impact, and what opportunities and challenges the SDGs most relevant to you present to your company.
- 03 Then, for each Pillar, take a post-it and mark your "high priority" in one color, followed by your "medium priority" in a second color, and your "lowest priority" in another color.
- 04 In each post-it, next to the "priority," write down why it is relevant. In total you should have 9 post-its.
- 05 What can you do to implement to achieve these goals? How long may it take? What does success look like?

SDGS STRATEGY MAP



CIRCULARITY WINDOWS

Circularization of a fashion organization and its production process is something that will be done step-by-step. With this tool you can define your circular opportunities, by starting with a tree, what can be more easily done, and step by step go for the forest.

Follow the numerical steps in the next page to fill in the tool.

- 01 Begin with picking a particular business challenge you want to tackle. For example, are the materials you use cost-effective?
- 02 Answer the following questions: Will this help you to find opportunities for circularity in your organization? If the answer is yes, carry on with your ratiocination and make it more specific for your challenge.
- 03 Now go through your completed thoughts. Can you point out one that would be the best first step? Which one would you evaluate as the most easily achieved? Do not be afraid to ask for feedback from third parties.
- 04 Move on to the next template. Try to visualize what you want to do, by asking yourself the questions in each step.

STEP 02

- 01 Is it possible for the users to repair it?
- 02 Is it possible to provide a maintenance service to prolong the life duration of your product?
- 03 Is it possible to reach the manufacturer directly to sustain the product after their use?
- 04 Is it possible to incorporate waste or recycled materials to your materials?
- 05 Is it possible that your materials are obtained from the local market?
- 06 Is it possible to minimize the waste?
- 07 Is it possible that your product contributes to the biocycle of the local ecosystem?

DEEPENING

STEP 03

MY CIRCULARITY
WINDOW IS

STEP 04

Would this change improve the
general experience of my service/
product etc.?

What must be done to
accomplish this
transformation?

How would this transformation
affect your financial resources
and the business strategy?

01

02

03

04

05

Do I need any third person to
help me with the
implementation?

How can I start?

CIRCULAR ENTREPRENEURSHIP

In a circular business model, we keep resources in use for as long as possible, extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of each service life. Companies usually involve a combination of the following three basic strategies.

THREE STRATEGIES FOR CIRCULARITY

- **Retain product ownership.** The producer rents or leases its product to the customer rather than selling it. Thus the producer is responsible for products when consumers have finished with them.
- **Product life extension.** Companies focus on designing products to last longer, which may open up possibilities for markets in used products.
- **Design for recycling (DFR).** Companies redesign their products and manufacturing processes to maximize the recoverability of the materials for use in new products. This strategy often involves partnering with companies that have specific technological expertise or may be best able to use the recovered materials.

THE CIRCULAR BUSINESS MODEL

Answer two questions to understand if your circular business model is sustainable and if its value can be economically recovered from the product.

- 1.**How easy is it to get my product back?** Examples: bottle collection and secondary markets in used products and commodity markets into which extracted raw materials can be sold.
- 2.**How easy is it to recover value from my product?** The feasibility of value recovery will depend on the availability of cost-effective solutions for reformulating products. If time-intensive manual labor is required, used products must have enough value left in them to justify the investment.

Brainstorm some of the cycles that your product or service could be designed for. Think of the following questions and write down your ideas.

	HOW MIGHT THIS BE POSSIBLE FOR MY PRODUCT?	WHAT WOULD BE NEEDED OR IS STANDING IN MY WAY?
IT GETS REUSED You extend how long a product or material stays in use. This might mean offering a product as a service, as in car sharing schemes.		
IT GETS REFURBISHED You design a product that can be easily repaired or upgraded to prolong use.		
IT GETS REMANUFACTURED Your product returns to the manufacturer after use to have any necessary components replaced before reentering the market.		
IT GETS RECYCLED You design a product that is made from pure materials, standardized to be recycled and returned to a raw natural state.		

BUSINESS MODEL CANVAS

The business model canvas has been developed by Osterwalder & Pigneur (strategyzer.com). Inspired by this approach we offer you a sample of questions that help you to work out your own business model:

VALUE PROPOSITION: What is your product or service and what kind of value does it offer to the customers? What is your unique selling point in terms of circularity/sustainability?

1. **CUSTOMER SEGMENTS:** Who are your most valued customers? To whom do you target your products or services?
2. **CHANNELS:** Through which channels do your customer segments want to be reached? Which channels work the best?
3. **CUSTOMER RELATIONSHIP:** What type of relationship does each of your customer segments expect you to establish and maintain with them? How do you value your best customers?
4. **KEY PARTNERS:** Who are your Key Partners or Key Suppliers? Which resources are you acquiring from them?
5. **KEY ACTIVITIES:** Which Key Activities does your value proposition require? Think about production, marketing, customer relationships, and revenue streams.
6. **KEY RESOURCES:** Which Key Resources does your value proposition require? Think about production, marketing, customer relationships, and revenue streams.
7. **COST STRUCTURE:** What are your costs and which of them are the most expensive ones?
8. **REVENUE STREAMS:** For what value are your customers willing to pay? How would they prefer to pay?
9. **COMPETITORS:** Who are your main competitors? What is your competitive advantage compared to them? What is the price of their products or services and how can it affect your prices?

TELL THE WORLD

Gen Xers, Millennials, and Generation Z are extremely conscious about sustainability and require a meaningful and trust-based relationship with their go-to brands. Planet-centered products and services with transparent and traceable value chains resonate and make their people feel happy they purchased from them.

Define a communication strategy that is coherent with your sustainability plan. Clearly convey the social and environmental practices of your company. This can be a game changer in building a strong rapport with your clients.

This framework will help you to educate internally and externally about sustainability.

Don't forget to do your homework before you select your digital communication tools and software. Think of your W.E.E.E. (Waste from Electrical and Electronic Equipment), the ethical use of data, digital waste, etc.

STEPS

- 01 Think of some fashion brands that you respect. Do you know sustainable, eco-chic, luxury or upcycled fashion brands?
Then fill out the worksheet on the next page.
- 02 Go through their website and social media. What do people say about them? What are they actually doing or saying for the planet (really)?
- 03 Do they have a tagline? For example, Waste No More's tagline is "Where Others See Waste, We See Opportunity."
- 04 Is there consistency between brand, communication and product? Does their website reflect their environmental philosophy? What are their weaknesses?
- 05 How is your brand sustainable? Where is it different, innovative, or purposeful? What are your planet-centered values?
- 06 Do you have a tagline? If not, what could it be? Find ones with different impact.

Consider: What are your customers interested in? Will your tagline resonate with your customers? Can you offer something that others cannot?

TELL THE WORLD

BRAND 1

TAGLINE	
VALUE	
GAPS	

BRAND 2

TAGLINE	
VALUE	
GAPS	

BRAND 3

TAGLINE	
VALUE	
GAPS	

YOUR #1 VALUE

YOUR #2 VALUE

YOUR #3 VALUE

IDEAS FOR TAGLINES

FAVORITE TAGLINE

STAGE 3: MAKE

It is time to get tangible. Experiment with possible solutions for your challenge, develop concepts, create prototypes, and acquire knowledge through testing. Generate and implement as many ideas as possible. Receive feedback for your prototypes, upgrade them according to this feedback and qualify the most efficient one(s).

- 01 ETHICAL ICEBREAKER
- 02 IT'S DOWN TO PRIORITIES
- 03 CHOOSE WISELY
- 04 PROTOTYPING

ETHICAL ICEBREAKER

Sustainability is a very complex concept, and language plays a decisive role in the implementation of purposeful strategic actions.

Are you sure you know the meaning of "sustainable fashion?" What about "slow design?" How about "cradle to cradle," "phygital," or "life-centered?" Some of these terms might seem familiar or important and some may not. However it is important to understand what they mean. By understanding the diversity of the different connotations you will be able to make better business decisions and communicate more effectively.

In this simple but meaningful game, you and your team work together to match some sustainable jargon with the definition.

The goal is to learn from one another, and solve it together.

STEPS

- 01 Write the terms from the next page out on a large whiteboard or an online board.
- 02 Read off the first term, and tell each person to write down their definition(s) on a post-it.
- 03 Each person sticks their post-it with their answer next to the term on the board.
- 04 Take turns reading off the terms and follow the same process until there are post-its next to all of the expressions.
- 05 When you have finished, have one person look up the definition in the dictionary, and write it down on another post-it of a different color. Each person then says what their answer was.
- 06 Discuss. Laugh. Learn!

ETHICAL ICEBREAKER

Eco-chic

Cradle to cradle

The Value Hill

Carbon offsetting

Respect

Phygital

Remanufacture

Inclusivity

Digital waste

Life-centered

Greenwashing

Fair trade

Product life
cycle (PLC)

Refurbish

Transparency

Social innovation

Slow design

Sustainable fashion

Traceability

Tagline

Repurpose

Carbon footprint

Circular fashion

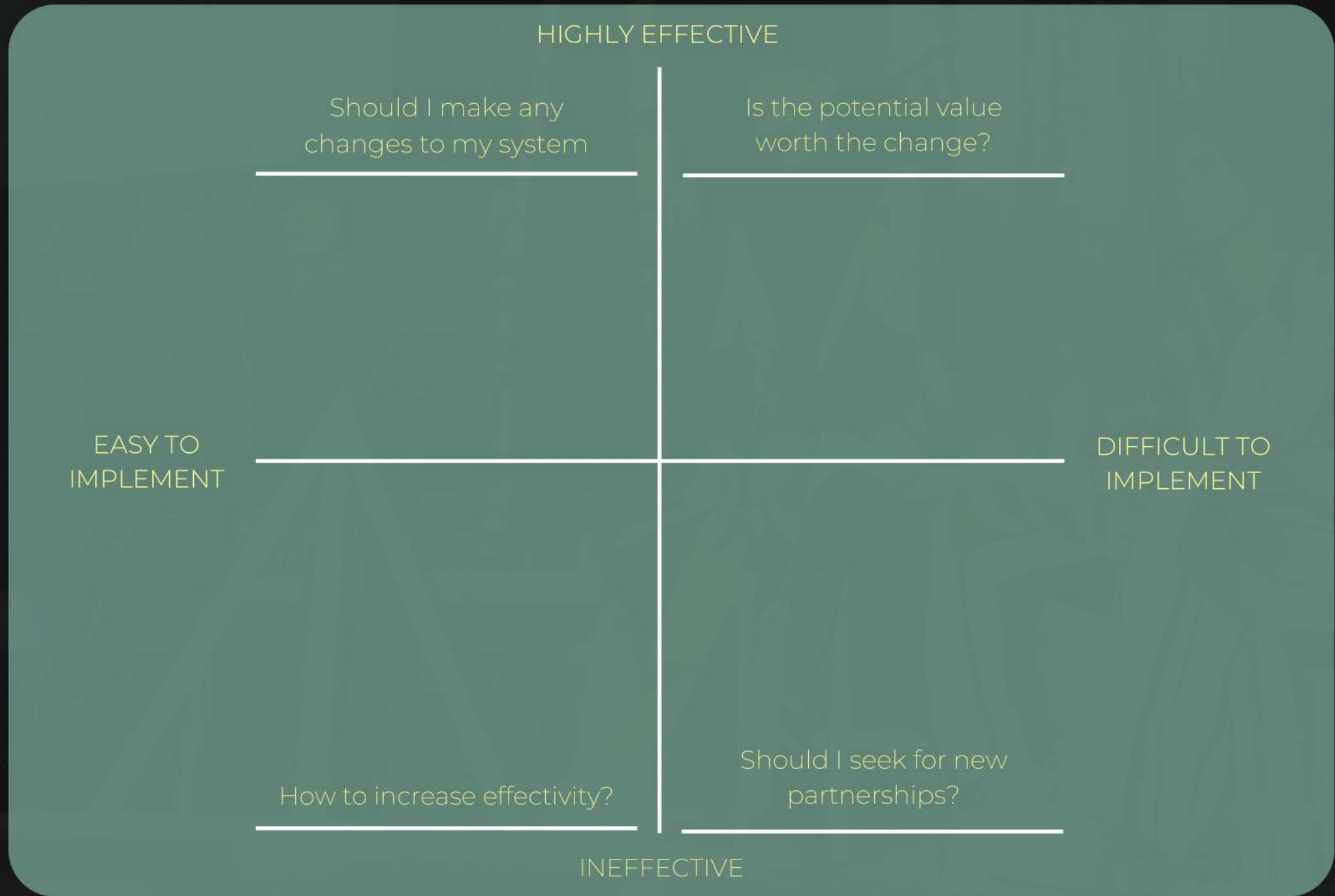
IT'S DOWN TO PRIORITIES

Until now you must have a variety of perspectives around circular fashion. Next step is to clarify with which one you will proceed. Weigh the options and move on with the ones that will add value to your organization and are more suitable with the ecosystem you are into. Take under consideration the characteristics of your options, measure their potential value, and carry on with the ones that match your strategic business plan, and your progress wants and needs.

Follow the numerical steps to fill in the tool

- 01 For each option, assess whether they are a priority for your vision. For example, does it match with your long-term strategic goals? (Sustainability), Will it be attractive for users, or will it attract new users? (Appeal), Will it make your product/service better? (Practicability).
- 02 Compare the results with the Circular Fashion principles. Do they meet one or more/ all the principles? Which one need to be emphasized?
- 03 Last, use this chart to crystallize the core of your concept, their effect in regards with the difficulty of their implementation. Use the following questions as guidance:
 - Will I have to do something differently than I do it now? Will this change add value to the team?
 - Is the potential value worth the change?
 - Would it be helpful to seek for new partnerships to achieve this capacity building?

IT'S DOWN TO PRIORITIES



CHOOSE WISELY

Materials play an essential role in a circular economy, so we need them to be made of safe ingredients that can be continuously cycled. Here is how you can be part of creating an optimized materials economy that eliminates the concept of waste.

- 01 Consider what parts your product is made of (tags, zipper, basic fabric, buttons etc.) Look at the individual parts and create a list of the raw materials and components required to build or manufacture your product.
- 02 Decide whether the material(s) are suitable for the circular economy. If any material(s) are not yet fit for the circular economy, ask yourself the following questions.

CHOOSE WISELY

- What would be better alternatives?
- Is it possible to meet the user needs without wasteful materials?
- Can the negative effects of the material be avoided by choosing a different material?
- How can you make sure that the material is returned to the biosphere safely?
- What are the possibilities of bringing the material back to business?
- Is there a suitable business model for putting up a collection system?
- Will the material be upcycled or downcycled?
- Who can use the upcycled or downcycled material, and who can possibly create value out of it?

The background image is a dark, low-key photograph of a group of people in what appears to be a workshop or meeting room. One person is standing in the center, pointing towards a wall or screen. Several other people are seated around a table, looking towards the standing person. The lighting is dim, with some highlights on the people's faces and clothing. The overall mood is collaborative and focused.

PROTOTYPING

This tool is intended to create a visual image of the future conditions and how we are going to satisfy the needs of the future users. With the Prototype Test Planner, you can serve the future user with the product and get the necessary feedback. Aimful Prototyping allows us to find out in time what are the needs of the future market in order to minimize risk, cost and maximize the effectiveness of the product.

HOW TO USE THE PROTOTYPING TOOL

- 01 Let's take for granted that we have a variety of prototypes ready to be tested. The final selection on the approach is relative to what you want to achieve, how are you going to achieve it, what are the available resources you have for your goal, in what stage you are etc.
- 02 **START SMALL:** Prototyping requires experimental approach. That's why it is better if we start by basic questions like "What would people think of that?" or "Would this be a suitable solution?"
- 03 **DEFINE THE SCENARIO:** Find a scenario with specific key points and characteristics that you want to test. When describing to others, you should try to help with the understanding of the background, the context, and the guidelines of use.
- 04 **MEASUREMENT:** Define your KPIs and metrics.
- 05 **MINIMUM VIABLE PRODUCT:** At first, make a something handy and gradually add more features and make it more functional. When our prototype is ready, invite other people to test it.
- 06 **TASK ANALYSIS:** Observe how the user carries out specific tasks and interacts with our prototype. After the testing, ask for feedback.
- 07 **FOCUS ON WHAT MATTERS:** Make sure that we focused on what is important and we did not omit anything that may be useful.

PURPOSE OF THE PROTOTYPE

What do we want to extract from the prototype testing and from which target group?

01

PROTOTYPE DEFINITION

What do we want to test? At what scenarios and what test points?

02

PROTOTYPE REQUIREMENTS

What is the material structure of the prototype?
In this phase, simplicity wins.

03

NEXT STAGE

What is the next stage of the testing?

04

STAGE 4: RELEASE

This is the final stage where all the previous one had to lead to. Launch your prototypes. None of this would matter if you do not externalize your ideas. The most solid prototypes, the ones that got the best feedback and got incorporated with the appropriate improvements are ready to be launched and tested in the market.

01 FOLLOW THE PATH

02 SAY YOUR STORY

03 PILOT PROJECT CALENDAR

04 SUSTAINABLE JOURNEY

FOLLOW THE PATH

Product journey maps are a representation of customer interactions with your product or service.

A product journey map shows how your users see and experience your product or service. It also helps to identify customer pain points, gives you a feel of the customer's state while using your product, and lets you uncover unique perspectives and potential solutions for improving it.

In mapping sustainable product journeys, it is important to think about circular cycles and options where a product can be useful and usable in different cycles.

In mapping your product journey, start by asking yourself:

- 01 How long is the intended use phase initially for the product or service? Could this be extended?
- 02 What happens after its first use cycle? Does it get reused or repurposed by a new user? Does it get repaired or refurbished? Does it get remanufactured? Does it get recycled? Do this for multiple cycles.
- 03 Consider the practical challenges in the disposal, collection, and recovery stages. (For example, a particular product or product component might be made of recyclable material but not be recycled in reality.)
- 04 For components that do not have a circular pathway, how could they be re-designed?

Visualise your thoughts!

SAY YOUR STORY

Your story and how it relates to sustainability should be immersive and emotional and make people want to invest in your brand.

BRAND PROMISE

Your story starts with your brand promise. When thinking it out, answer the following questions:

- What do my customers value?
- How does my product/service make people feel?
- What kind of circular opportunities can I offer?
- How do I position it?

Think about the emotional qualities you want your brand to evoke for customers and the message you will use to make that resonate.

Based on that, create your own brand promise. Here are some examples:

- Stella McCartney: “Dedicated to the ones we love in the past, present & future, #thereshegrows”.
- Eileen Fisher: “In the future we'll all wear Eileen Fisher.”

Create a storyboard that helps you think about the message you want to share with your audience. Try to answer the following questions in a suitable order.

- What's the challenge you are trying to solve?
- What's your innovation? (Keep it simple – don't try to over-explain.)
- Why is this important/relevant? (What's new or changing because of this?)
- What insights brought you to this solution?
- How will this change your customers' lives in some way?
- What story or stories support this?

1. Choose the words of the story carefully and be sure they stimulate the emotions you expect. Use empathetic language. The more you can empathize with their situation, the more connected you'll feel – and the more compelling your story will be.
2. After that, pick a focus and create a 'through-line' to your story. Once you have the components in place, think about how you would tell this story to someone over drinks or to your grandmother. Is it relatable?
3. Draft up something and then retell it in different ways to different audiences. Gather feedback and use it to make your next draft even better. Every time you tell your story, you'll get better at it.
4. Remember that you can visualize your story.

PILOT PROJECT CALENDAR

Clear communication between team members is essential to the success of any sustainability project.

Keep everyone on the same page by creating a shared document in which everyone can visualize the deadlines, tasks and responsibilities .

STEPS:

Use the template to organize and plan your new project. Set a name and a deadline.

- 01 In the large colored areas, break down the work to be done by assigning a different colored post-it to each member of the team.
- 02 Include individual deadlines for each person on each post-it to know who does what and when. Give yourself some buffer time in case of delays.
- 03

PILOT PROJECT CALENDAR

NAME OF PROJECT:

DEADLINE:

TO DO

STEPS

DONE

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1																														
2																														

Remember to drink water

Take some fresh air

(Choose a color + info)

(Choose a color + info)

(Choose a color + info)

SUSTAINABLE JOURNEY

Congratulations! You have now tested different exercises in this toolkit.

By making mistakes quickly and learning from them you can change or improve what you've done. This saves you from jumping to conclusions too soon or assuming that a first pass is all it takes to get something right, which can often lead to wasted time and resources on misled efforts.

The tools that show promise can be iterated rapidly until they take sufficient shape to be developed; those that fail to show promise can quickly be abandoned. Feel free to go back and try a different tool.

As you move forward with your project, return to this step as often as needed.

INSTRUCTIONS:

Now that you have tested different activities in the toolbox, consider the most valuable takeaways from each step. On the next page, write down the answers on post-its and place them in each section. Use a different colored post-it for each of the 4 steps.

ASK YOURSELF:

1. Have I implemented this activity successfully?
2. Is it necessary to repeat or redo a step?
3. Can I gather data, interviews, questionnaires, or surveys to improve my offering?
4. Can I improve it by adding another step or phase in or even removing one?

SUSTAINABLE JOURNEY

TOOL USED:

KEY TAKEAWAYS:

WHAT NEEDS FIXING?:

STEP 1
UNDERSTAND

STEP 2
DEFINE

TOOL USED:

KEY TAKEAWAYS:

WHAT NEEDS FIXING?:

TOOL USED:

KEY TAKEAWAYS:

WHAT NEEDS FIXING?:

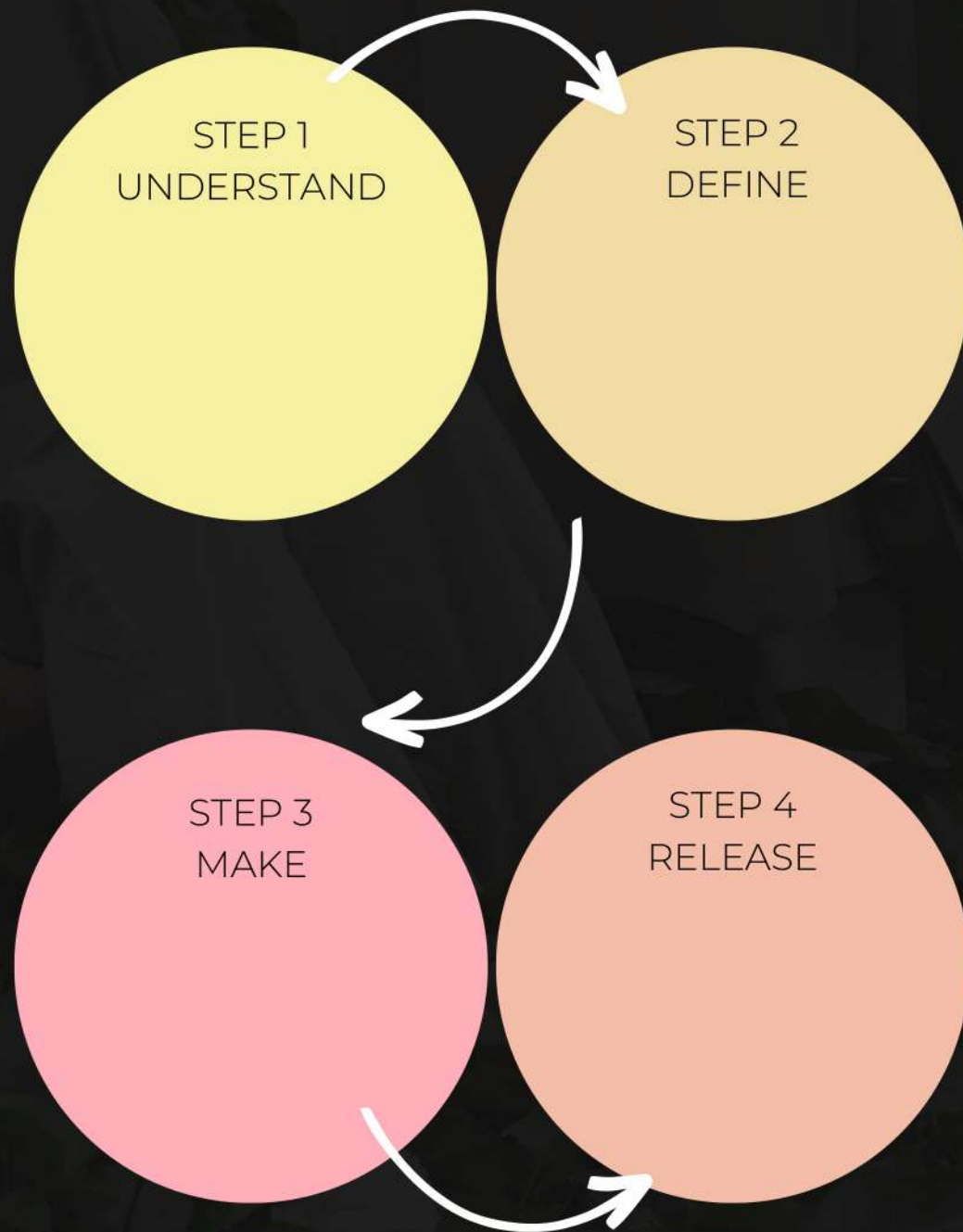
STEP 3
MAKE

STEP 4
RELEASE

TOOL USED:

KEY TAKEAWAYS:

WHAT NEEDS FIXING?:



CURATED BY

HACKTHATFASHION PARTNERS

THESE TOOLS WERE CURATED AMONGST HUNDREDS OF SERVICE DESIGN TOOLS BY THE ECOSYSTEM. OUR GOAL WAS TO DESIGN A METHODOLOGY AND ADJUST THE AVAILABLE TOOLS TARGETING THE FASHION INDUSTRY, SUPPORTING THEIR TRANSITION INTO SUSTAINABLE AND DIGITALISED MODELS .

OUR INSPIRATION AND REFERENCE FOR THE HTF TOOLKIT:

- CIRCULAR DESIGN GUIDE: circulardesignguide.com
- THIS IS SERVICE DESIGN: thisisservicedesigndoing.com
- PDR: pdr-design.com
- TEAM CANVAS: theteamcanvas.com
- IDEO: [ideo.com](https://www.ideo.com)

SUSTAINABILITY TOOLKIT

16 TOOLS FOR THE SUSTAINABLE FASHION INDUSTRY

UNDERSTAND | DEFINE | MAKE | RELEASE



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