The importance of maintaining a continuous dialogue between stakeholders and researchers is obvious and activities aimed at increasing stakeholder involvement have been in focus throughout the year. In the Mistra Future Fashion program the aim in most cases is for the research results to be implementable by industry, organizations and policy-makers. Researchers therefore need to maintain a fruitful dialogue with their stakeholders in order to carry on relevant research that can ultimately generate successful outcomes.

With this in mind we would like to take the opportunity to thank all our partners and representatives from industry, non-governmental organizations, public agencies and universities, who over the years have taken the time to respond and discuss with our researchers during the different stages of their studies.

During 2014 we hosted a number of interesting workshops and events where we actively engaged with various stakeholders from industry, public agencies, non-governmental organizations and researchers outside the program. We ran four workshops on different themes that proved highly popular and beneficial, both among the researchers in the program and the invited participants. Research updates and future issues were raised and deliberated. We also arranged the program symposium New Sustainable Technology for the Textile Value Chain, where we invited international speakers to talk about new technologies and approaches in the textile sector and to provide an update on developments and the results from our own research.

The first four-year of the program block will come to an end in May 2015. The input and the discussions from the four workshops and the program symposium gave us a very good understanding of the relevance of our research, which also formed the basis for our application for the next phase of Mistra Future Fashion. In September 2014 we submitted the first version of the Phase 2 program plan. This was reviewed during the fall and it will be updated and improved during spring 2015. In Phase 2, we will increase the cross-disciplinary structure of the program and the possibility of interacting and discussing with our stakeholders. Both these factors are seen as a sign of the success of Phase 1 of Mistra Future Fashion and they are linked to our aim of bringing about systemic change in order to establish and consolidate sustainable fashion of the future.

We are looking forward to bright and rewarding times ahead in fashion and textiles!
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The purpose of the Mistra Future Fashion Program is to deliver knowledge and solutions that the Swedish fashion industry and its stakeholders can use to significantly improve the fashion sector’s environmental performance and strengthen its global competitiveness.

The program is structured so that it leverages the expertise and networks of leading Swedish and international research institutes and universities.

Stakeholders engaged in the program include governmental agencies, voluntary organizations, and companies within the entire textile value chain: forestry, pulping, textile manufacturing, fashion retail and recycling.

To ensure that the program delivers insights and solutions beneficial to the fashion industry, representatives from business, government and civil society are also actively involved as advisors for each of the program’s eight research projects.

Ultimately, Mistra Future Fashion aims to create a dynamic and robust relationship between the research community and practitioners working in, or in close cooperation with, the Swedish fashion industry, thus ensuring that Sweden and its Nordic partners take the lead within sustainability research and practice related to the fashion industry. The program is a significant step towards the creation of a national platform for research within sustainable fashion.

Program Funding

The turnover for Mistra Future Fashion is expected to reach a minimum of SEK 110 million over an eight-year period (2011–2019). The primary funding organization is Mistra, the Swedish Foundation for Strategic Environmental Research, which supports the program with SEK 40 million during the first four years. Mistra will plausibly support the program with an additional SEK 40 million during phase two. Additionally, industrial partners co-finance phase one of the program with resources valued at over SEK 16 million.
program interaction
workshops for the next phase

In May 2015, the first four-year program block will come to an end and hopefully the project will continue with Phase 2. To retrieve and utilize input from Phase 1 and to put in place input and ideas for Phase 2, the management team organized four workshops in Stockholm to encourage researchers and stakeholders from the entire textile value chain to become more involved in the opportunities that arise throughout Phase 2 of MiFuFa:

- March 25 – What forms of research related to policy instruments and consumer behavior are needed to encourage the development of a sustainable fashion industry?
- April 1 – What forms of research will accelerate the development of sustainable technologies for textile manufacturing and technical processes for closing the loop on textiles?
- April 2 – What research is needed to accelerate the integration of sustainable design practices in the fashion industry?
- April 3 – What areas of research will help key industry stakeholders to accelerate the transformation of markets and business models towards the realization of sustainable fashion?

The workshops were successful and a final workshop was arranged with the researchers on May 28, building on the first draft of the Phase 2 application.

almedalen revisited

Tom Nilsson from Malmö University, researcher/project leader in Project 8, was involved in and co-arranged a seminar at Almedalen, which is the largest political convention in Sweden. The purpose of the seminar was to discuss how the Øresund region could become the leading region in the world for sustainable fashion. At the seminar, regional decision-makers and stakeholders were provided with recommendations on how to accelerate their environmental ambitions and they also had the opportunity to view designers in action, complete with a catwalk featuring sustainable fashion.

To highlight the need for research and development of sustainable textiles, Hanna de la Motte, researcher/project leader in Project 5, participated in the seminar Clothes you couldn’t imagine – new materials on the catwalk organized by IKEM, TEKO, the Swedish Forest Industries Federation and the Swedish Steel Producers’ Association. New materials and garments made from forest products, recycled PET bottles and steel were showcased on the catwalk. The participants discussed ways in which they could utilize innovations in industry and create new, sustainable materials that would allow the fashion industry and other industries to continue to flourish.
mifufa at festivals

Summertime means festival time – and that is also the case for MiFuFa! In summer 2014, Project 1 attended two Danish festivals to meet people interested in fashion. At the Roskilde Festival, more than 25 fashion representatives took part in a MiFuFa workshop on sustainable fashion. The workshop included presentations as well as field visits to fashion activities at the festival (including H&M and UnFashion).

Project 1 also ran a MiFuFa exhibition at the Science in the City Festival in Copenhagen. The MiFuFa stand featured posters, videos, postcards, T-shirts and a quiz. To encourage recycling, a seamstress worked on the stand, altering and repairing clothes brought along by the visitors.

symposium on new sustainable technologies

What technical solutions are needed to close the loop around fashion and textiles and what are the future developments in this area? These were the topics for discussion at the symposium on New Sustainable Technology for the Textile Value Chain, held on May 27 in Stockholm and attended by 92 representatives from industry and NGOs as well as MiFuFa researchers.

The symposium attracted a great deal of interest – all the places were booked back at the beginning of May and there were more than 20 people on the waiting list. The meeting also received a very positive response via the feedback forms.
project progress
2014 began with a visit to Hong Kong, where Project 1 and Project 3 took part in a workshop at the EcoChic Design Award. The workshop explored how at the initial design phase fashion designers can work to achieve more sustainable consumer care during usage. They visited a secondhand clothing recycling warehouse followed by two separate sessions for the designers in order to re-think fashion and learn new techniques that could give discarded clothes new life and keep them in the fashion loop. The project also met the Hong Kong Fashion Industry Development Committee Sustainability Group. Later in 2014, Project 1 and Project 3 co-organized a workshop in Copenhagen focusing on sustainability challenges in the fashion supply chain based on their experiences from Hong Kong and earlier field work.

**From data collection to communicating findings**

The data collected in Hong Kong was analyzed and disseminated to relevant audiences. This led, for example, to a special co-edited issue on New business models for sustainable fashion (upcoming in Journal of Corporate Citizenship). A paper on collaborative consumption was also accepted for publication in Journal of Fashion Marketing and Management. A webinar on collaborative fashion consumption was organized in April 2014 as part of the Youth Fashion Summit/Copenhagen Fashion Summit.

**Case studies, videos and more**

In 2014, Project 1 worked a great deal with different outreach activities. A small video of the Danish fashion library, ReSecond, was completed by Project 1 researchers. Another video was shot with Manufacture NY and is currently at the editing stage. A number of fashion case examples produced by Project 1 were also included in a core textbook on corporate social responsibility (due to be published by Sage). The aim is to produce communication materials that can be used in teaching and training related to sustainable fashion.
To demonstrate the impact of choices made throughout the life of a garment, Project 2 is following the life of a number of common garments in our wardrobe through their life cycles. This is intended to provide answers to questions such as how much impact the design, or the raw material, use and washing, have on the environment throughout the life cycle of the garment. Preliminary results from this work were presented to consortium members in Stockholm in May 2014. Highlights of Project 2 included identifying the significance of the production phase. Where previous work has focused on activities prior to fiber production, this project has focused on transport from shop to consumer as a surprisingly large element in use phase impact. This was despite the conservative assumptions that half of the trips are made using public transport and that several garments are purchased at the same time. Previous studies have tended to leave out this step entirely. To refine the conclusions, Project 4 will add input to the study in the form of a survey of consumer washing behavior. The information generated will be vital to organizations involved in creating Product Category Rules in order to make market claims regarding garment sustainability.

Presentation of licentiate thesis

One of the highlights of 2014 was the presentation in November of Bahareh Zamani’s licentiate thesis Towards Understanding Sustainable Textile Waste Management: Environmental Impacts and Social Indicators. The thesis is based on two scientific articles related to the environmental consequences of alternative clothing recycling strategies. Sometimes the energy and chemicals used in recycling processes cause greater environmental damage than the damage avoided by preventing the production of new materials. In this case, the study showed in quantitative terms the benefits of increased physical reuse and chemical recycling processes. Although a great deal of development work still remains before chemical recycling becomes a major pathway for waste textiles, this article indicates that it is definitely a path worth following.

Another paper in Bahareh Zamani’s thesis describes the results of a poll conducted among industry members and consumers regarding social sustainability indicators. As there are potentially hundreds of different social sustainability indicators, this work can help to prioritize data collection for the assessment of textile supply chains. This is particularly necessary for businesses that are based on physical reuse of textiles and which tend to be labor-intensive.
2014 was a very productive year in which the project team focused on the TEXTILE TOOLBOX online exhibition. The exhibition was curated to showcase ten new commissioned ‘provotypes’ – prototypes that provoke debate and lead to change. The wide range of stakeholder and internal team workshops have resulted in the identification of three thematic approaches to connecting the design strategies. Design briefs for each theme – material, product and process (i.e. social, systemic and economic), and the self and shifting mindsets – were developed through cross-project collaboration that demonstrates different approaches to the sustainability of the Swedish fashion industry.

Online exhibition

The TEXTILE TOOLBOX online exhibition has evolved through different stages – analysis of workshop data, curation and commissioning, review and launch followed by data collection and analysis. The exhibition was launched online on 13 November 2014. A Pop Up Event at Chelsea College offered an opportunity to see the exhibits in real time and space, enabling discussion, reflection and networking. 85 guests attended the 24-hour Pop Up Event launch, and more than 70 students visited on the second day, along with project advisors who took part in the VIP curator’s tour. During the first week of the launch, 994 people visited the site, where the target audience consists mainly of visitors from the UK and Sweden. The survey on the site collected 100 responses from visitors to the exhibition, providing feedback on the Phase 1 work of MiFuFa and commenting on the research they felt was important to develop during Phase 2.

Design thinking techniques create more sustainable products

The final Project 3 workshop at Sustainable Fashion Academy (SFA) took place in November 2014. Rebecca Earley and Andreas Follér (SFA) guided 17 industry stakeholders through the two-day course. The Higg Index was used to score four products from the participating Swedish brands, creating a pre-score for the product before the TEN workshop and a post-score after the redesign workshop. The best result this year was a 41% improvement in product score – proving that design thinking techniques can quickly lead to the creation of more sustainable product concepts. But as the Phase 1 project draws to a close the team wants to know what happens after a new product has been created on paper. What happens back at the company headquarters? For this final Phase 1 workshop a new ‘impact’ task was added. The Barriers to Opportunities exercise asked the brands to come up with ideas for how to creatively overcome aspects of their business practice that might otherwise prevent these product improvements from being implemented. Designers can help businesses envision new internal structures and processes that enable more sustainable practices and thus challenge an infrastructure that delivers ‘business as usual’.
It has been ascertained that quantitative information about consumer behavior regarding use and washing of clothes is of value for the LCA studies performed in Project 2. In the first phase of the consumer behavior study, performed in 2013, an initial test was included to see whether tagging technology could be used. Unfortunately, this technology did not prove to be sufficiently advanced to obtain the information requested within the Mistra Future Fashion program. Consequently, Project 2 turned to traditional methods with probes and self-report surveys to obtain the necessary results.

In autumn 2014, a survey set-up was created together with the consumer behavior experts in Project 7. The reason was to align the background data collection with the more extensive survey performed in Project 7, thus making the results compatible. The set-up was divided into two parts: a web-based survey asking for self-assessment of washing and drying habits, and a probe package with a scale and a self-report for delivery to 20 pilot consumers. The web survey has been disseminated to Chalmers University of Technology undergraduate students and via social media, including LinkedIn and Facebook. Once the results of the surveys are available (in March 2015), Project 2 will include them in their LCA model.

Reliable knowledge about environmental performance

According to the stakeholders, one of the main benefits of the Mistra Future Fashion program is that knowledge is documented scientifically. This enables industry to refer to a reliable source when making statements, something that is often missing in the environmental work currently being pursued by industry. Published studies are therefore a valuable contribution to research and are of stakeholder value. During 2014, two scientific works were completed by researchers in Project 4:


When choosing journals, the value of presenting environmental research to the readers of Clothing and Textiles Research Journal was considered to be greater than turning to an audience of environmental researchers.
Develops methods for collecting, handling, up-cycling and up-grading recycled textiles, giving them a new life. The project has two main objectives: to perform chemical research in the area of recycling textile fibers and to develop efficient recycling routines in stores.

Project Leader:
Hanna de la Motte, Chalmers University of Technology

Researchers:
Anna Palme, Chalmers, PhD
Bengt Hagström, Swerea IVF
Zengwei Guo, Swerea IVF
Erik Perzon, Swerea IVF
Harald Brelid, Södra

Project 5 aims to develop technologies for recycling polymers from textile materials, thus producing new textile fibres. The recycling strategies involve post-consumer polyester and cotton textiles. During 2014, PhD student Anna Palme’s research on ageing of cellulose was published in the journal Cellulose. The publication highlights trends in cellulose fiber quality in conjunction with usage and laundering of cotton textiles, which is important in order to understand the cotton feed-stock properties for efficient recycling into new fibers. The target audience for the publication comprises cellulose researchers, the viscose and lyocell industry and potential cellulose and chemical recycling companies.

Separating different fibers – a major challenge

During the year, the project has also continued with research on polyester. Through this research, it has become obvious that polyester textiles are not always of the monocomponent type, which challenges the melting process for new fibers. Promising results from a SOEX polyester fiber fraction have revealed a high degree of purity and the potential to be upcycled into new fibers. However, there is still no industrial method for separating the different fibers in textile blends.

At the end of 2014, research into purification and separation of polyester and cotton blends was initiated by the project since polyester and cotton blends are complex and challenging to separate. The results will enable Project 5 to make the right decision when sorting post-consumer textiles for chemical recycling. It is also highly important for sorting organizations and the chemical recycling industry.
Develops and designs sustainable, comfortable clothing solutions for the public healthcare sector in Sweden.

Project Leader:
Annika Lindström, Innventia

Researchers:
Siv Lindberg, Innventia
Mikael Lindström, Innventia
Cathrine Löfgren, Innventia
Tatjana Karpenja, Innventia
Jenny Althoff, the University College of Arts, Crafts & Design (Konstfack)

The focus in Project 6 has been on the performance of different fabrics, both over time and over accumulated industrial washing cycles. As an LCA (from Project 2) can demonstrate the environmental benefits of the wood-based Tencel® textile compared to cotton, the Project has also made comfort assessments of fabrics using humans as well as instrumental measurements of mechanical comfort. The tests have clearly shown that a fabric made of Tencel®/polyester is perceived as softer and more comfortable with an increasing number of washings compared to cotton/polyester. It also performs equally well or better than current cotton/polyester blends. However, Tencel®/polyester is currently only available as a weave for industrial requirements and the standard fabric for patient night gowns, pants etc. in the Swedish healthcare sector is a knitted, single jersey quality (currently in cotton/polyester 50/50).

To test different ratios of Tencel®/polyester for knitted fabrics for the healthcare sector, the project linked up with a Swedish manufacturer of knitted fabrics in 2014. This is an important step in order to test and certify this material for the industrial laundry process.

Hospital gown design proposal

Being hospitalized means wearing the clothes provided by the hospital. Within Project 6, University College of Arts, Crafts and Design (Konstfack) and master’s students from Linköping University have identified problems regarding the integrity and dignity of the clothes and how the material itself contributed to the experience of hospitalization. Specific needs and requirements were investigated through surveys, workshops and interviews with different end-user groups. This collaboration led to a prototype for a new design for hospital gowns, which is now ready for testing in hospitals. A conceptual demonstrator has been finalized, resulting in a proposal for improvement of the currently used night gown in terms of appearance, functionality and fit. The demonstrator was exhibited during Innovationsveckan in Linköping/Norrköping in October 2014.
In 2014, the Project advanced research on the notion of personal style rather than fashion, which could bridge the potential disconnect between sustainability and fashion while also facilitating a sense of wellbeing not found in traditional fashion consumption. The findings provide a new angle to enhance sustainable fashion consumption – style. It still has all the positive features of fashion, but generally reduces overall consumption and is thus more sustainable. The relationship between style and wellbeing provides another entry point: instead of threatening consumers with guilt associated with unsustainable behavior, the link between wellbeing and sustainable consumption could create a more positive and more well received argument to enhance sustainable fashion consumption.

Nudging towards recycling

Another major target in 2014 was to develop and test a social marketing tool-box to promote sustainable fashion consumption among young consumers. After discussions with the advisory group, Project 7 decided to encourage behavioral change with regard to enhanced recycling of textiles, which is part of the Weekday Natural experiment (the in-store recycling scheme). The target group comprises adolescents who are reached through schools. A Webquest – an offline-online workshop – was developed and tested in schools with the aim of raising awareness of textile recycling and providing behavioral strategies as an alternative to discarding clothes. Knowledge provision and behavioral economics were used to nudge teenagers aged 16-18 years away from discarding clothing towards recycling, reuse, swapping and donation. The workshop was well received by both teachers and students, which encouraged the project to make it more publically available. The toolbox, comprising a website with embedded videos and information as well as specific tasks, will be translated into German and Swedish and will be provided to schools in Germany, the US and Sweden. To make it sustainable, it will include teacher’s instructions, allowing it to be run independently of the research project.
Project 8 has devoted a great deal of effort to producing articles and reports during the year. The article Greening the Street-Level Procurer: Challenges in a Strongly Decentralized System was accepted for publication in Journal of Consumer Policy. It examines the constraining and enabling factors behind procurement officers’ choice of green procurement in textiles. The direct factors identified in the study are political commitment and environmental knowledge, the organizational structure of local government, and the local interpretation of the regulatory framework.

The project also finalized a state-of-the-art report Policy for Future Fashion – a Summary of Research and Policy Proposals for Sustainable Fashion. The report considers and summarizes policy suggestions and proposals that range from specific to broad-brush proposals. The materials assessed include academic research, agency and research center reports and government-sponsored work. The purpose of the report is to highlight and assess what is ‘on the agenda’ in terms of a sustainability policy in the fashion and textile industry. Although a large number of policy proposals are identified and considered in the report, there are no means available to validate the different suggestions in terms of impact and effectiveness. This is largely due to the lack of reliable data and difficulty making cross-context comparisons. Regardless of such methodological problems, the success of new policies requires political support, which can be secured by combining research with the promotion of values and future gains.

Suggestions for policy recommendations

Project 8 has also been active in putting forward suggestions for feasible policy recommendations with an environmental impact. These have been presented at lectures, seminars and round table discussions in a large number of settings, including the Swedish Parliament, Malmö City Hall and a broadcast Societal Shift Lecture. Project 8 also contributed with a seminar at the Almedalen political convention to discuss how the region of Øresund region could become the leading region in the world for sustainable fashion.

Involvement in these different settings is a way for the project to exert an influence by contributing knowledge to proposals that are to be presented to the government. It is also a way of studying the policy processes that are paving the way for new regulations, thus offering the opportunity to observe and examine politics in the making.
publications 2014

academic publications


county conference proceedings


**bachelor thesis**


**master thesis**


**licentiate thesis**


**reports**


**design item**


**debate article/press**


**book chapter**

team & finance
program organization

program board

management team

program director: Mats Westin, SP
deputy program director: Åsa Östlund, SP
head of communication: Mike Schragger, Sustainable Fashion Academy
coordinator of social science projects: Susanne Sweet, Stockholm School of Economics

administrative support

Carina Lydén, SP

communication team

Mike Schragger, SFA; Marie Elmqvist, SP;
partner organization communicators

implementation in industry, organization and the public sector
program board:
Three Board meetings were held during 2014

chair of the board:
Pernilla Walkenström, Swerea IVF / Adj. Prof. Swedish School of Textiles

board members:
Mona Blomdin Persson (Swedish Chemicals Agency)
Mikael Blommé (Hennes & Mauritz AB)
Ulf Carlson (Chemical and Biotechnical Engineering, Chalmers)
Jonas Eder-Hansen (Danish Fashion Institute)
Elin Lydahl (TEKO)
Nick Morley (Oakdene Hollins)
Per-Erik Petersson (SP Technical Research Institute of Sweden)
Adjunct member: Malin Lindgren (Mistra)

research parties:
SP Technical Research Institute of Sweden (program host)
Chalmers University of Technology
Copenhagen Business School (CBS)
Innventia
Konstfack, University College of Arts, Crafts and Design
Malmö University
Stockholm School of Economics (SSE)
Swerea IVF
TED, The University of the Arts London

industry parties: (contributing both in-kind and financially to program activities)
Fabric Retail Global AB (now a part of H&M)
F.O.V. Fabrics AB
H&M
I:Collect
Kiram AB
Södra Skogsägarna
Textilia
TvNo Textilservice AB

organization and agency parties: (contributing in-kind to program activities)
Swedish Environmental Protection Agency
Myrorna (Swedish Salvation Army 2nd hand)
Proteko
Swedish Chemicals Agency

communication and outreach party:
Sustainable Fashion Academy
### Program funding (kSEK)

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<th>Source</th>
<th>2014</th>
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* Contribution from H&M, TEKO and the Swedish Chemicals Group

### Program cost (kSEK)

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* Contribution from H&M, TEKO and the Swedish Chemicals Group
SP Technical Research Institute of Sweden
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H&M Hennes & Mauritz AB
I:Collect AG
Kiram AB
Myrorna
Proteko
SOEX Group
Sustainable Fashion Academy
Swedish Environmental Protection Agency
Swedish Chemicals Agency
Södra skogsägarna
Textilia
TvNo Textilservice AB

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