



CONSULATE GENERAL  
OF DENMARK  
*New York*



# Alliance for Sustainable furniture

Circular city week New York & United Nations CSW  
March 16-19, 2020



**CONSULATE GENERAL  
OF DENMARK**  
*New York*



**Lifestyle & Design Cluster.**  
Denmark



**SDG HUB  
DENMARK**  
*Sustainable Business in Action*



**date**

29<sup>th</sup> June – 1<sup>st</sup> of July,  
2020



**program**

3-day



**LOCATION**

New York City

The Consulate General of New York and Lifestyle & Design Cluster invite you for a three day SDG Academy, where you will get the opportunity to learn more about the SDG's, how to use them as a business case, meet and learn from inspiring US-based furniture and lifestyle companies, grow your network and get introduced to potential business partners.

During the SDG Academy you will interact with key stakeholders representing design, textiles and furniture companies, industry partners and manufacturers, be introduced to new circular business models and get the opportunity to showcase your products to potential collaboration partners in the US.

The program is a draft and we will in collaboration with partners develop a state of the art program.





Lifestyle & Design Cluster  
Denmark



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# DRAFT PROGRAM elements

## Day 1 **SDGs Academy**

**Knowledge sharing** **Introduction to the SDGs** // The business case for aligning business with the SDGs. Recommended tools and resources on UN business partnerships including how the UN Global Compact represents businesses within the wider UN system.

**Panel debate** **Sustainability cases** // Meet Joybird who has partnered with local conservation groups to rejuvenate forests in key locations throughout the US. For each piece of furniture sold, Joybird has committed themselves to plant more trees than used in the manufacturing of that item. Proceeds from each purchase are donated to these groups to assist in their conservation efforts.

**Company visit** **Circular production case** // Visit to Circular Systems who focuses on innovative materials solutions in order to upcycle complex textile, and garment waste into valuable new materials. Circular Systems strives to achieve beyond zero-waste, with deconstruction, coupled with the most advanced new-materials strategies.

## Day 2 **US market insights & E-com**

**US Market** **U.S Market do's and don'ts** // Discussion on how to adapt your business model to the U.S market requirements.

**Panel debate** **New sustainable business with e-commerce** // Examples of innovative companies utilizing crowdfunding, rental & subscription in their business model

**Company visit** **Visit to Wayfair's New York office** // Wayfair Inc. is an American e-commerce company that sells furniture and home-goods. Formerly known as CSN Stores, the company was founded in 2002. Their digital platform offers 14 million items from more than 11,000 global suppliers.



# DRAFT PROGRAM elements

## Day 3 Partner meetings and event

**Event** **Product presentation by participating companies**//Event to take place in at e.g. BIG architects, Industrial pop/up space, Gallery or SAP 78<sup>th</sup> floor or another magnificent place

### 1:1 meetings

**Meetings with potential business partners**// Meetings with potential partners in accordance with the wish of the participating companies: architects, showrooms, agents, e-commerce partners etc.

### Reception

**Networking reception**//Drinks and canapees with specially invited guests from the design industry including above



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# Take-aways



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## Participation

### Take-Aways

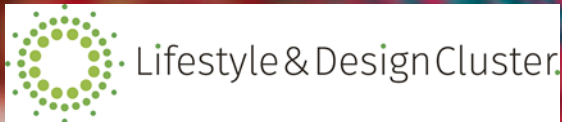


Lifestyle & Design Cluster.

- What will my company gain from participating ?**
- Knowledge-sharing with like-minded Danish and international companies
  - Introduction to the SDG's as a business case
    - Sustainable production
      - Solving the challenge of mixed materials
      - Redesign
      - Longer lifetime of products
  - Introduction to circular economy from an American perspective
  - Business development in regards to:
    - Gaining US market insights
    - Gaining knowledge of US E-commerce
    - Presentation to potential business partners
    - Presentation of your products to US key players



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# Membership Price March 2020



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## Lead Member

**70 000 DKK**

Exposure and recognition



Lifestyle & Design Cluster.

**Branding High-level branding**

- Main sponsor/partner.
- Logo and recognition on communications material.
- Speaking opportunity during the reception.
- Interview as part of the #WinningTogether series.

**Side-event Co-host**

- Official co-host of at least one side-event.
- Opportunity to shape the main themes, the panel and the invitees to the side-event.
- Panel participation.

**Participants Unlimited**

- Number of company participants to the March program.

**Access Circular City Week and UN Commission on the Status of Women**

- Access to the conferences and support planning your participation.
- Explore opportunities for participating in panels arranged by other organizations during the conferences.

**Member discount 2020 Membership**

- 35% Membership discount for participating in other related events during 2020.

## Member

**25 000 DKK**

Participation and learning platform

**Branding Alliance branding**

- Member recognition.

**Side-event Alliance participant**

- Potential panel participation.

**Participants Unlimited**

- Number of company participants to the March program.

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- Access to the conferences and support in planning your participation.

**Member discount 2020 Membership**

- 35% Membership discount for participating in other related events during 2020.