



CONSULATE GENERAL
OF DENMARK
New York



**SDG HUB
DENMARK**
Sustainable Business in Action



Lifestyle & Design Cluster
Denmark

Alliance for Sustainable furniture

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



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Lifestyle & Design Cluster.
Denmark



**SDG HUB
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Sustainable Business in Action



date

29th June – 1st 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.



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PROGRAm

Day 1 **SDGs Academy**

Day 2 **Industry InsigHts & E-commerce**

Day 3 **Partner meetings and exhibition**



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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 78th 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

Sustainable textiles

SDG trip New York



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Alliance for Sustainable textiles



date

March 16 - 19, 2020



program

4-day



LOCATION

New York City

Why a Danish alliance?

With the need of addressing global challenges within the textiles industry, it is of importance to put focus on circular business models, climate impact, human rights and the environment. Denmark is viewed as a global leader in sustainability and Danish companies have a unique opportunity to be frontrunners in the textile industry. This alliance will gather key stakeholders representing design companies, apparel companies, industry partners and manufacturers to inspire, raise the bar and take responsibility. With the backing of the Government of Denmark this Alliance will give Danish companies the opportunity to show they leadership and exchange knowledge with some of the global leaders in the field. The launch of the alliance will take place while two important conferences coincide in New York: Circular City Week and the United Nations' CSW. This is an unique opportunity to focus on social, environmental and climate issues relating to the textile industry and to show leadership on addressing the sustainability issues faced by this industry.

Circular City Week (CCW):

The CCW is a knowledge sharing platform that aims to inspire industry professionals across sectors, showcase international pioneers and pinpoint local change makers to take part in the future of circularity. Activities during CCW emphasize how circular practices such as reuse, recycling, and upcycling all transform industries and cities. In 2019, 64 organizations, 2185 participants and 80+ speakers participated and shared 38 partner stories during 29 events.

United Nations Commission on the Status of women:

The CSW will review the current challenges that affect human rights and the empowerment of women. CSW is a great platform to assess and discuss the challenges in terms of work conditions at production facilities, human rights and gender equalities.



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PROGRAm

Day 1 **SDGs & sustainable supply chains**

Day 2 **sustainable resources & reuse**

Day 3 **New E-Commerce opportunities**

Day 4 **US industry insights**



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DRAFT PROGRAM elements

Day 1 SDGs & sustainable supply chains

- 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.
- Workshop at Consulate** **Achieving Sustainable Supply Chains //** Workshop co-hosted by the UN Foundation and UNFPA, on how business can ensure women's health in their supply chains.
- Policy side event at UN** **Sustainable Production: Gender and work conditions //** Side event at the UN Headquarter co-hosted by Bangladesh and the UN Alliance on Sustainable Fashion focusing on how governments and business partners can change the path of fashion by reducing its social, economic and environmental impact. Specific focus on the issues of working conditions, gender and health in the textile industry. Presentation from leading member of the Alliance for Sustainable Textiles.
- Reception** **Launch of Danish Alliance for Sustainable Textiles //** Reception on rooftop terrace of Chrysler Building East for alliance participants, partners and industry experts. Official speech from representative from Denmark.

Day 2 sustainable resources & reuse

- Side event** **Official CCW event: Investing in Waste as a Resource //** Presentation from leading member of the Alliance for Sustainable Textiles. And interactive conversation with organizations who have already ventured into investing in waste as a resource.
- 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, which is achieved through the most simple and efficient approaches to deconstruction, coupled with the most advanced new-materials strategies.
- Panel debate** **Repair & redesign cases //** 'zero waste Daniel' and Eileen Fisher are both great examples of companies that transform scrap material to new garment or repairs old clothing or remade it into something new such as pillows. Meet and discuss with Shone (Barton) Quinn who is the Sustainability Executive from Eileen Fisher and Daniel Silverstein from zero waste Daniel.

zero waste Daniel

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DRAFT PROGRAM elements

Day 3 New E-Commerce opportunities

Panel discussion **New sustainable business with e-commerce //** Examples of innovative companies utilizing crowdfunding, rental & subscription:

- Rebecca Taylor RNTD
- NUULY
- New York & Company

Company visit **Subscriptions/rental: Rent The Runway //** Amanda Hunter, Strategy and Business Operations at Rent the Runway. Offers customers to rent clothing and accessories for all occasions. The average woman throws away more than 37kg of clothing per year. Renting things you wear a few times is thus the sustainable answer as you're saving the water, electricity and emissions used to manufacture a new piece of clothing.

Company visit **Made-to-order: Todd Shelton //** Join us for a factory visit at Todd Shelton, which is a great example of an innovative business model to minimise waste and maximise sustainability. Todd Shelton is an American fashion brand that designs and manufactures made-to-order jeans, shirts, pants and t-shirts for men. The brand customises clothing and produces only clothing when ordered.

Day 4 US industry insights

Match making **Industry networking one-on-one //** Individually planned meetings with key companies in US

Company visit **Radical transparency: Everlane //** At Everlane, the ethical approach, quality that is designed to last and transparency are of highest priority. Examples of environmental focus: produces clothing from plastic bottles and denim factory recycles 98% of its water, which means it only takes 0.4 litres of water compared to 1.500 litres in the standard process of traditional denim as well as air drying the denim. Moreover, in the production of sneakers 54% less virgin plastic is used.

Visit to shop

Branding with sustainability: Reformation // Reformation makes sustainable women's clothing and accessories. Their mission is to produce sustainable clothing that is edgy, chic and feminine and bring sustainable fashion to everyone. Sustainability is reflected in everything they do in their way of running a business from the larger perspective to minor decisions.

US Market



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Membership Price March 2020



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Lead Member

Exposure and recognition

70 000 DKK



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

Participation and learning platform

25 000 DKK

Branding Alliance branding

- Member recognition.

Side-event Alliance participant

- Potential 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 in planning your participation.

Member discount 2020 Membership

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