

NORDIC BLOCKCHAIN ALLIANCE

Press release

A Nordic alliance will explore digital product passports in the lifestyle industries

Six Nordic business clusters in the lifestyle industry want to create, connect, and increase knowledge and strategic competencies within digital product passports and blockchain technology. They stand together in a new Nordic Blockchain Alliance.



Nordic Blockchain Alliance was kicked-off in Lifestyle Lab Cph, Copenhagen. Representatives from PlussLab, Nordic Innovation, Finnish Textile & Fashion, NF&TA, Interior Cluster Sweden & Lifestyle & Design Cluster.

Blockchain technology opens a sea of possibilities for lifestyle businesses. Among other things, the technology increases the possibility of exchanging product and company data cost-effectively and securely. A wide range of information can be placed on a blockchain, including data documenting product history, supply chain, environmental impact, contract details, user instructions, and compliance with regulatory requirements. Together, this data can facilitate circular business models and carry the future European product passport.

Despite the technology's great potential, only a few Nordic lifestyle companies have started using blockchain for their digital product passport. This is often due to a lack of knowledge and insights into how to get started. Therefore, the Nordic Blockchain Alliance will work to create a common knowledge pool across four Nordic countries, Denmark, Sweden, Norway, and Finland. It must form the basis of a solid toolbox that can support companies in a successful start with blockchain technology. The alliance will also analyze experiences and pass on case stories that can give the Nordic lifestyle company the best opportunity to gain access to relevant information and knowledge and support the transition to more traceable and transparent products.

During the period of the project, a wide range of creative companies and start-ups within the lifestyle industry will be involved in roundtables to investigate and discuss opportunities and barriers for blockchain technology. In relation to this, the project will assess the potential of standing together in a common Nordic design blockchain. Ideas and recommendations for such are collected in a catalog, including how a potential joint blockchain solution can support requirements for the upcoming digital product passport.

The project is aimed at lifestyle companies that want to act proactively to meet future demands for transparency and documentation. In addition, the project hopes to attract technology suppliers and inspire them to work in the lifestyle industry. As there is a greater need for innovative collaborations across the two industries.

The project is financed by Nordic Innovation. Partners in the project are Interior Cluster Swede, +Lab, Norwegian Fashion & Textile Agenda, Finnish Textile & Fashion, Science Park Borås, and Lifestyle & Design Cluster.

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