HOW DO WE ATTRACT TECH **SUPPLIERS AND WHAT CASES HAVE SHOWN RESULTS IN THE INDUSTRY?**

JONAS LARSSON, SWEDISH SCHOOL OF **TEXTILES & SCIENCE PARK BORÅS**



NORDIC **BLOCKCHAIN ALLIANCE**











CREATE VALUE & FOLLOW THE LAW





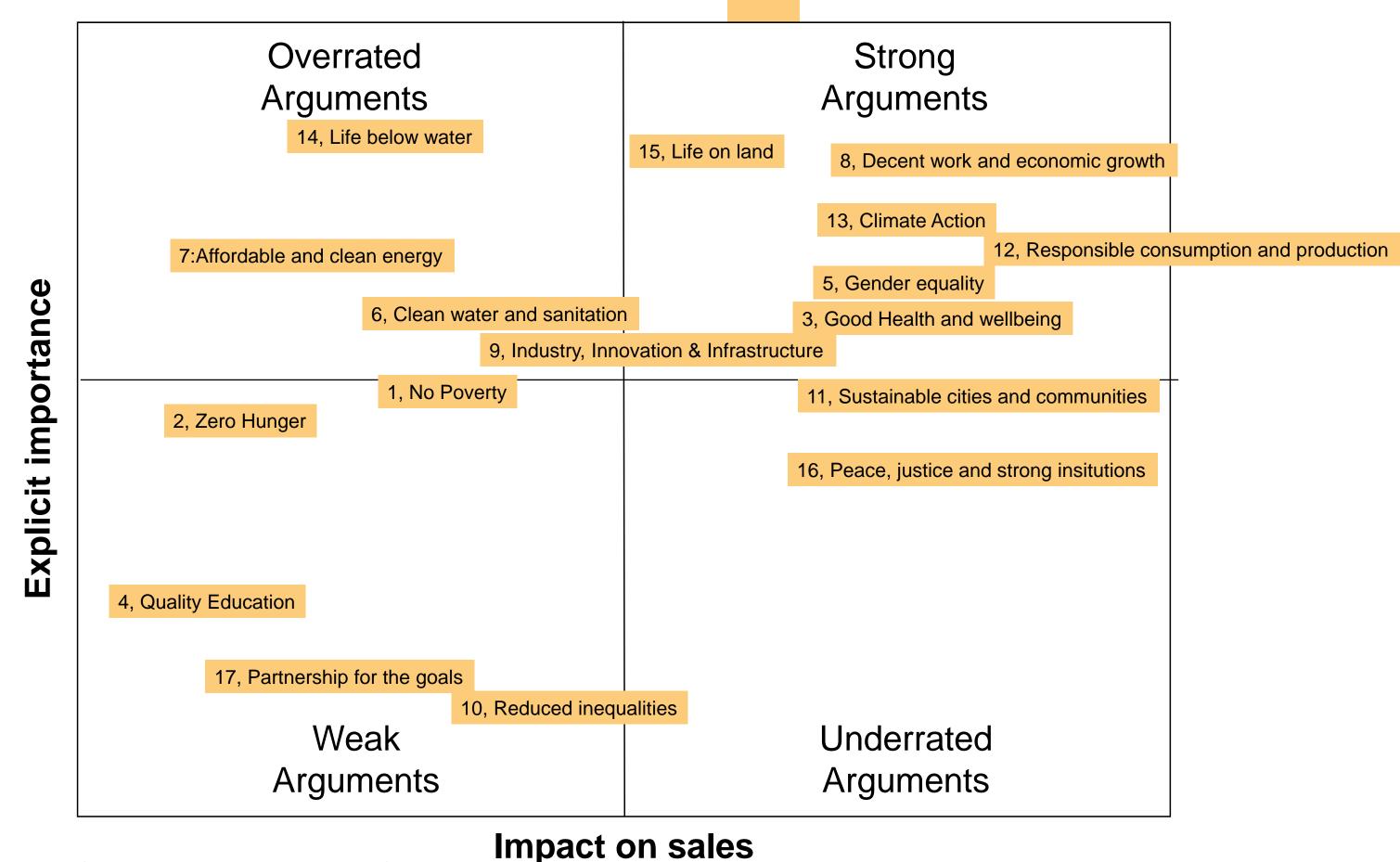








Attitude behavioural gap modell for the Sustainable Development Goals



Anselmsson, J. (2023). Öka andelen hållbar konsumtion genom att fokusera på rätt hållbarhetsmål i varumärkesarbetet. (Digital Competences of Swedish Brands. Working report series ; Nr. 2023:1). Ekonomihögskolan, Lunds Universitet.

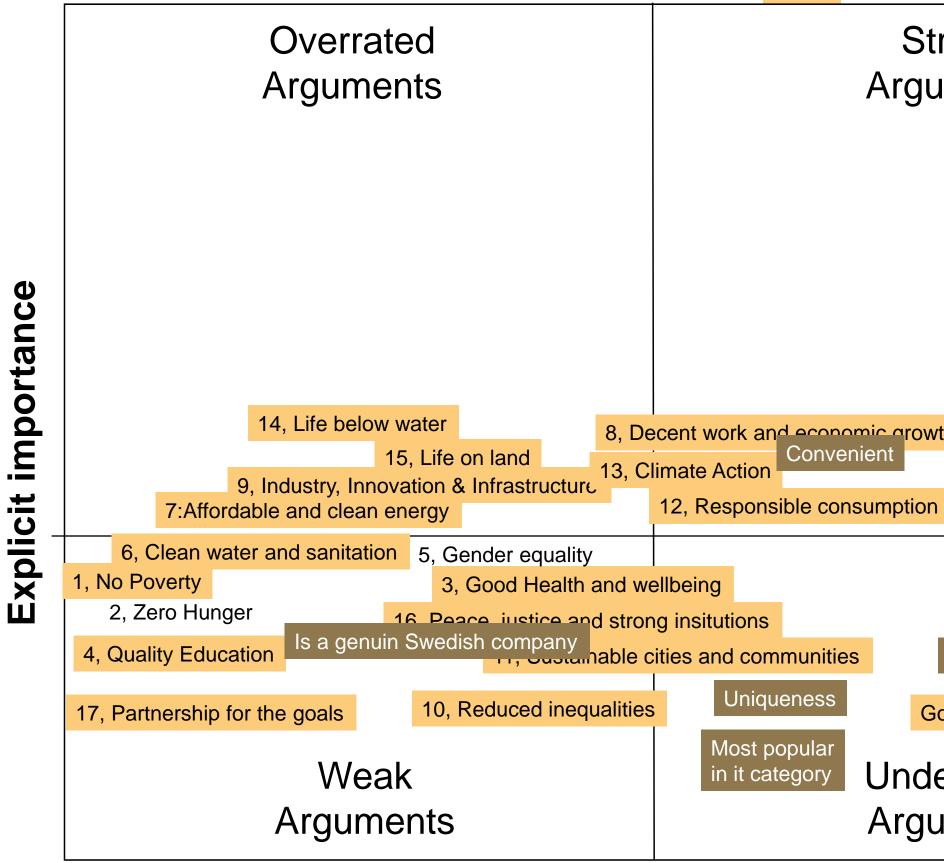








Attitude behavioural gap modell for the Sustainable Development Goals + 10 traditional positioning points



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Impact on sales

rong Value for money	
Reliable	
High quality	
Wide range	
<mark>/th</mark>	
and production	
Show others where I shop	
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errated	
uments	



Traditional











ginatricot XV PRODUCTION



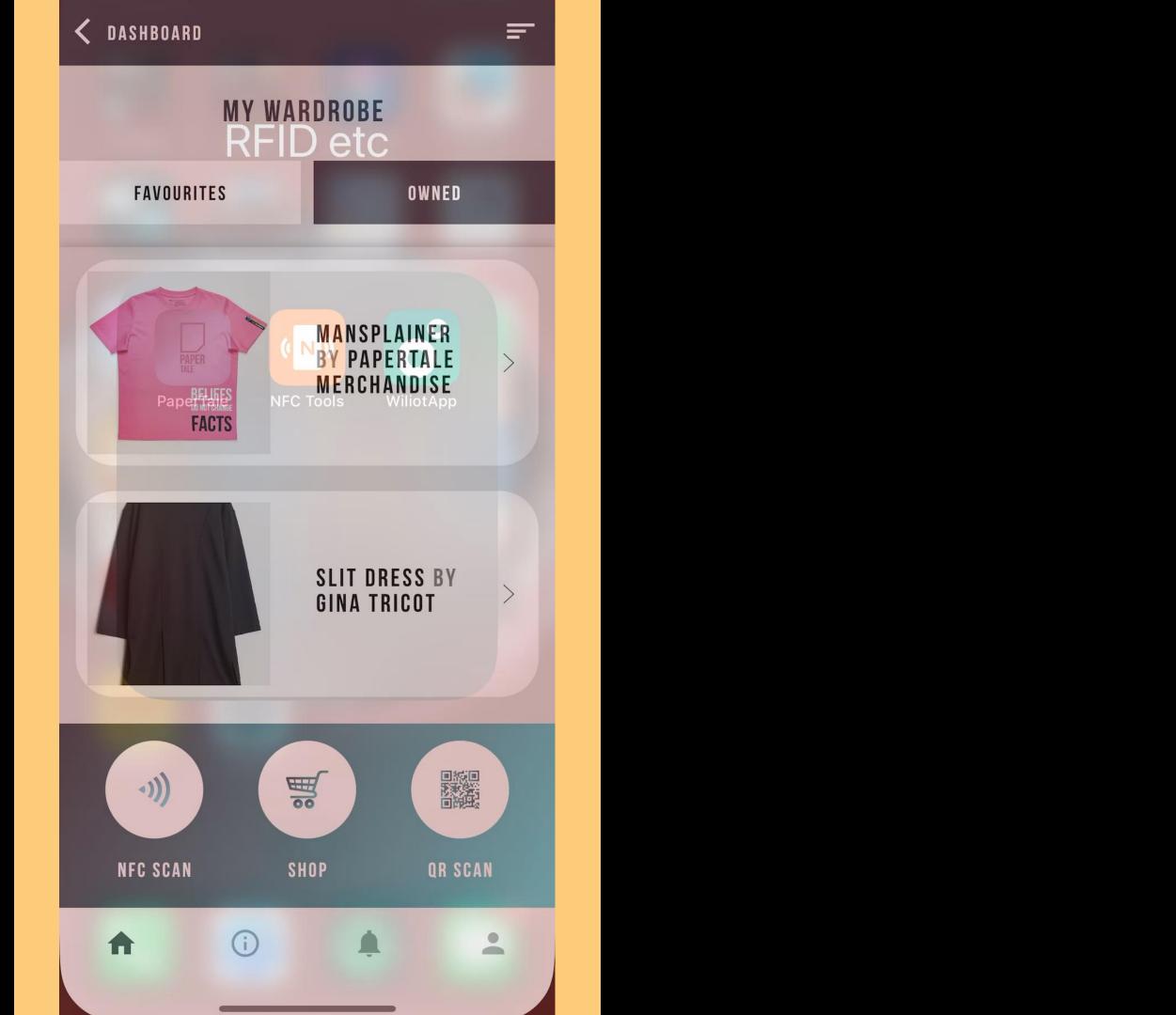












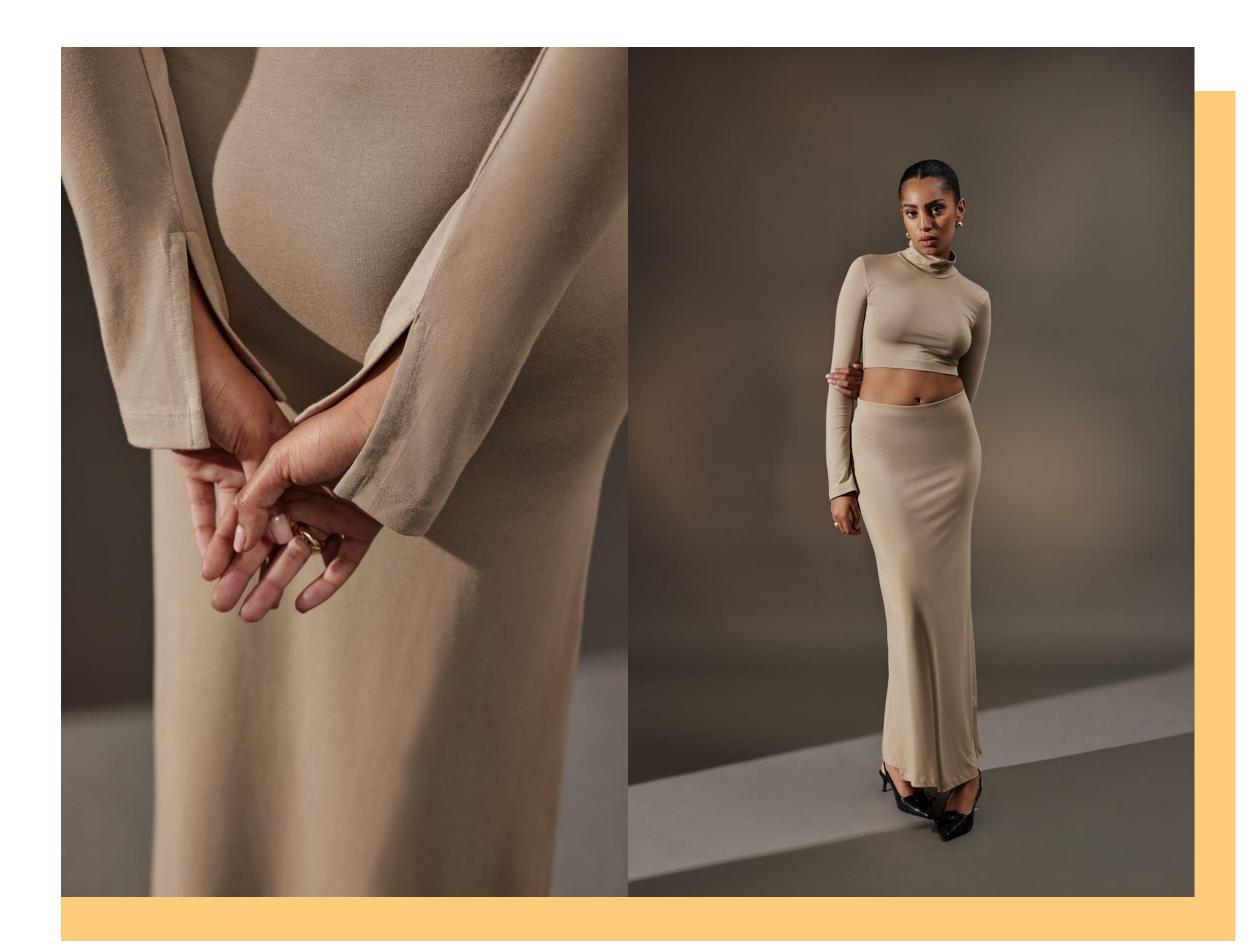
RESULTS

Capsule Collection

- 3-4 times higher price
- Sold out in two hours

Collection

- Higher price
- Initially faster sales and higher sell through











Black box for Transparency & Traceability

A portable solution that autonomously collects primary data on sustainability impact caused by manufacturing in the textile value chains and makes this information available to stakeholders.







Lifestyle & Design Cluster. **NF**&**TA** + Lab interior cluster sweden







Application

Digital Product Passport EU Taxonomy Reporting Stakeholder engagement etc

Summarize & disclosure

Wideco - Wision

Data Management (Transfer & Storage) **GPS-located**, Gateway LoRaWAN & Teleoperator

Data aquisition















Jonas Larsson

Associate professor in Textile Management / Board member



Tack!









