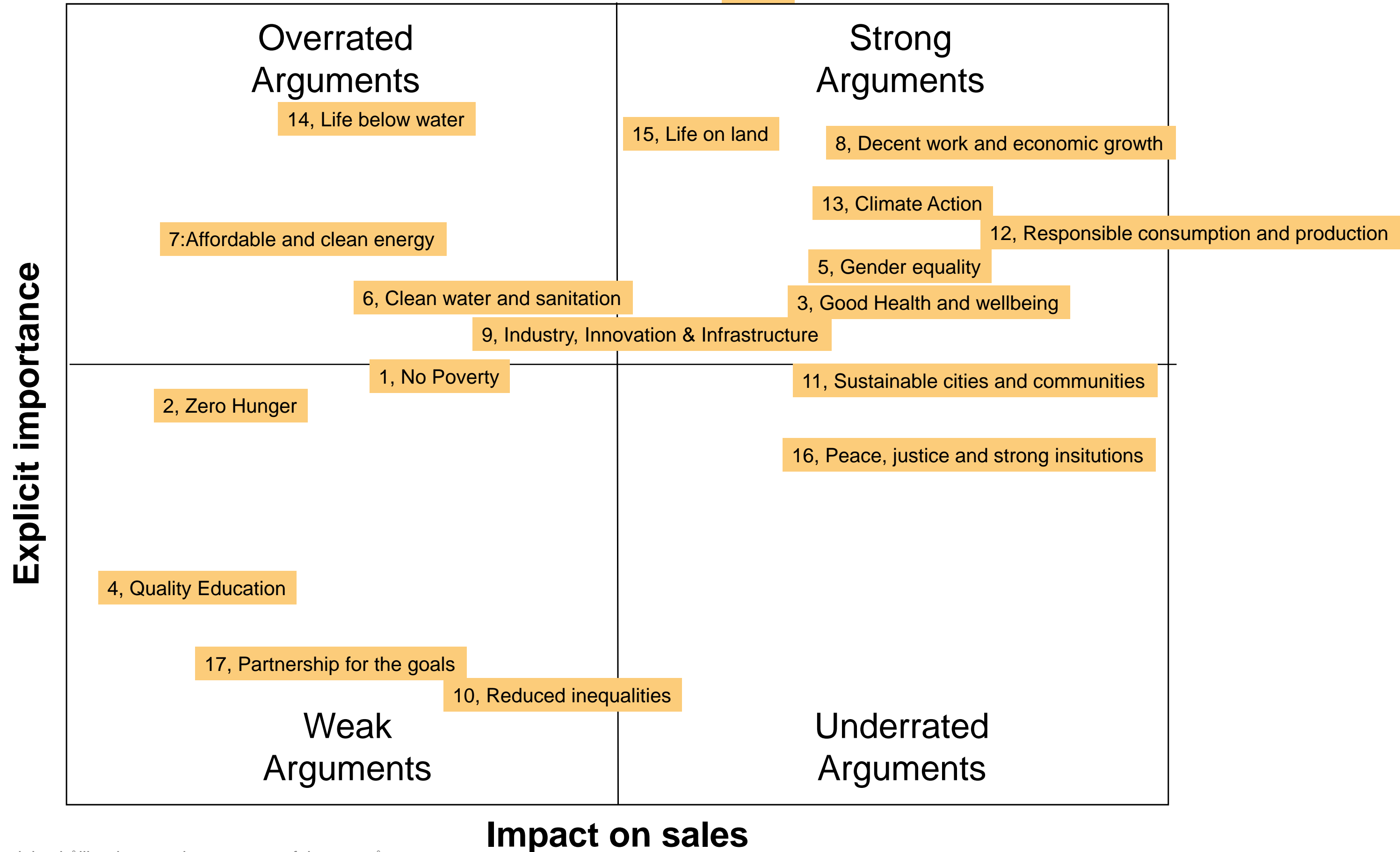


**HOW DO WE ATTRACT TECH  
SUPPLIERS AND WHAT CASES HAVE  
SHOWN RESULTS IN THE INDUSTRY?**

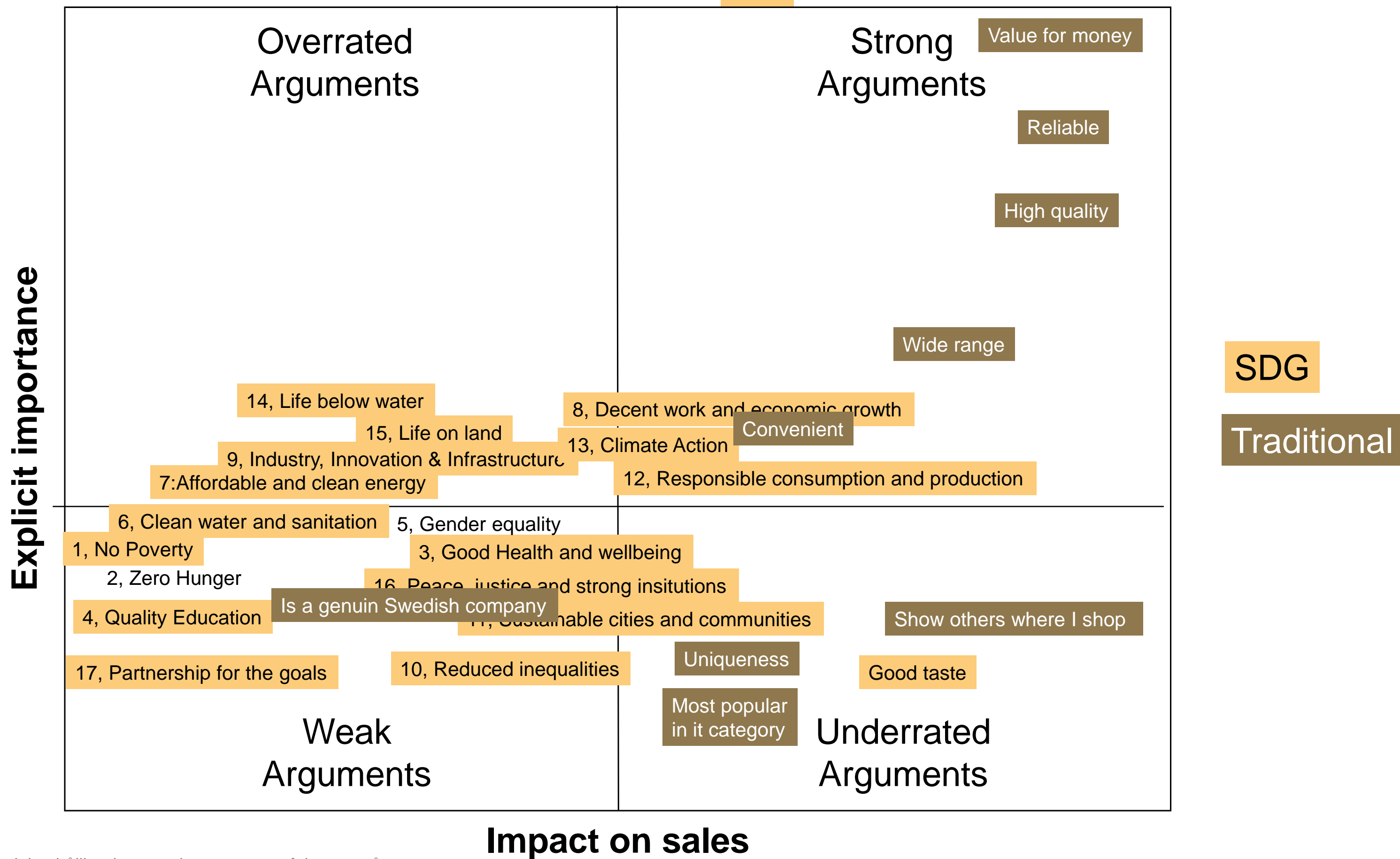
**JONAS LARSSON, SWEDISH SCHOOL OF  
TEXTILES & SCIENCE PARK BORÅS**

**CREATE VALUE &  
FOLLOW THE LAW**

# Attitude behavioural gap modell for the Sustainable Development Goals



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





# ginatricot

## XV PRODUCTION



# MY WARDROBE RFID etc

FAVOURITES

OWNED



**MANSPLAINER  
BY PAPERTALE  
MERCHANDISE**

NFC Tools

WiliotApp



**SLIT DRESS BY  
GINA TRICOT**



NFC SCAN



SHOP



QR SCAN



# 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.





# SYSTEM

## 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!