



Press Release from
Nordic Blockchain Alliance

The Nordic countries are among the frontrunners in applying blockchain technology.

The Nordic Blockchain Alliance publishes a catalogue with good case examples from the fashion-, furniture- and design industries.

The Nordic fashion-, furniture- and design industry has begun a transmission towards transparency, sustainability, and innovation. The Nordic countries have therefore joined the Nordic Blockchain Alliance to explore a transnational blockchain solution based on the experiences of the individual countries.

Several examples and collaborations are collected in a catalogue describing how far many Nordic frontrunners have embraced traceability, consumer-facing transparency, circularity, and digital innovation.

The catalogue illustrates the progress achieved when working collectively and across value chains. At the same time, the results testify to the commitment the industry has to continuously improve and set common goals to shape a responsible and forward-looking sector.

The catalogue emphasizes that blockchain technology is still in its early stages. However, it is also clear that blockchain has the potential to revolutionize supply chains and increase consumer confidence.

Collaboration and knowledge sharing are key

Through cooperation, knowledge sharing and a shared vision, the Nordics can pave the way for a more sustainable and responsible fashion and design industry, says Head of Digitalisation, Heidi Svane Pedersen, Lifestyle & Design Cluster.

University lecturer Jonas Larsson, Science Park Borås, also sees The Nordic Blockchain Alliance from a broad perspective.

- As relatively small countries, we have a tradition of being part of a global value chain, so the desire to know suppliers and working conditions has been essential. With the Nordic culture and understanding of democracy, he says blockchain is an excellent opportunity to make the value chain even more transparent.

He also sees a more transparent value chain as a vital asset for the industry: a credible insight into the links in the value chain will make the lifestyle industry more attractive to investors, as this will remove uncertainty in their investments.

Anita Drabløs, general manager of +Lab, Oslo, believes that brands can increase their value via blockchain technology, as credibility around data can give them a branding advantage - at the same time, they can become more efficient.

- The Nordic collaboration around blockchain is an excellent example of what can be created when an industry chooses to collaborate on building shared solutions rather than building individual systems for data collection, says Anita Drabløs.

The work to create a Nordic blockchain has crystallised into four key areas: regulations, consumers, business, and technology – each of which can have a greater or lesser influence on the other – best illustrated by the effect that the European Commission's strategy for sustainable and circular textiles have.

The good examples

The idea catalogue describes several of the challenges and opportunities that lie in exploiting the benefits of blockchain technology. It also contains several case examples where Nordic companies use the technology:

Vestre x empower.Eco	Roccamore x SPOOR
Wehlers x CBS blockchain pilot	Holzweiler x Trustrace
NCP nordic comfort products x Empower.Eco	Norwegian fashion hub x EY
H&M x TextileGenesis	Tekstilsymbiose Herning x Digimarc
Minimum x Textile Pioneers x Brandtag	ROTATE x Mojomoto x the Dematerilised
COS x Vechain x Mystory DNV	Simone Faurschou x Knownorigin
Gina Tricot x Papertale	Bestseller x Textilegenesis
Filippa K, Houdini and Fjällräven x Trustrace	Soulland x the Dematerilized x Lukso
	Carling's

The Nordic Blockchain Alliance is now working towards sharing the experience with a larger international audience of companies, organisations, and authorities.

See the entire catalogue of ideas [here](#).

FACTS:

Nordic Blockchain is a partnership between Nordic clusters and organisations within the fashion, furniture, and Design industry: The partners are: Interior Cluster Sweden, NF&TA, +Lab, Finnish Textile Fashion, Science Park Borås and Lifestyle & Design Cluster

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