Sustainable Fashion – Revitalizing an Exhausted Industry Model

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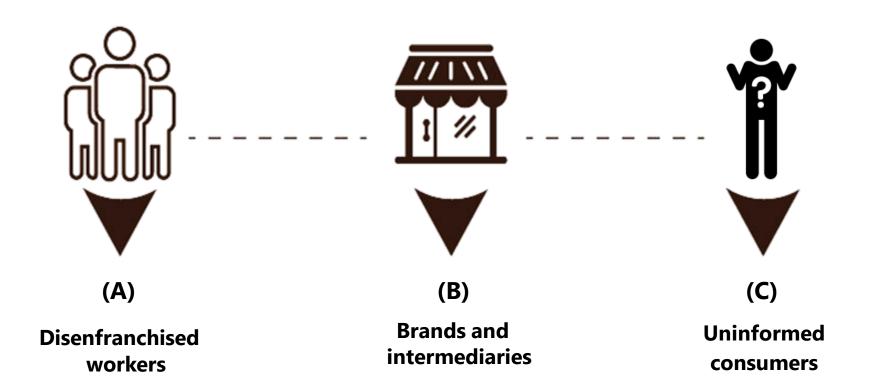


The Current Fashion Industry Paradigm



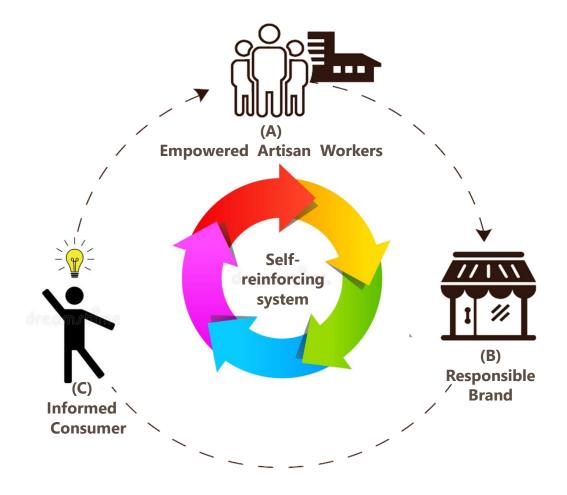


The Current Value Chain: Linear Model





Moving Towards an Inclusive Sustainable Value Chain





The Work of Hecho por Nosotros and Animaná

Hecho por Nosotros is an NGO that aids local development of artisan communities in the Andes and Patagonia.

animaná is a B-Corp working with communities and natural fibers of Patagonia and the Andes to create sustainable luxury products.



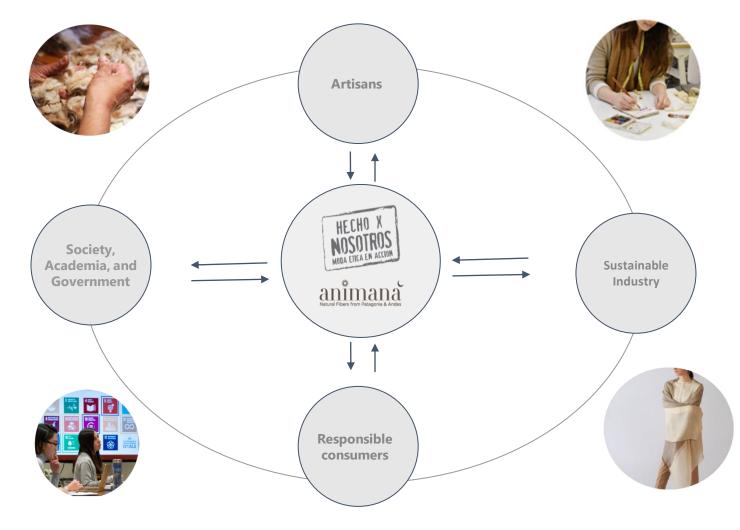
ORGANIC AND BIODEGRADABLE NATURAL FIBERS







Hecho por Nosotros and Animaná – A Synergistic Relationship







ASHOKA









Incorporating Sustainable Fashion concepts into Busines Courses – Some Quick Thoughts

- Strategic Management
- Entrepreneurship
- Leadership and Organizational Behavior



Incorporating Sustainability into *Strategy* Courses





Incorporating Sustainability into Entrepreneurship Courses

Key Carlos Key Carlos Solution	The Sustainable	Business Model (Canvas	Designed for:	Designed by:	On: ^{Tay} tasks two Version: ^{No}
With Streams of the or With Properties or sequence: With Streams of the Streams	Who are our key Partners? Who are our key suppliers? Which key Resources are we acquiring from partners? Which key Activities do partners perform? MOTIVATION FOR PARTNERSHIPS: Ophiciation of the activity and the activity of the activity Partnerships of the activity of t	what Key Activities do our Value Propositions require? What value do we deliver to Our Distribution Channels? Which one of our customer Customer Relationships? Which one of our customer What turalled of products. Checker Productions Productions Provide the Productions Productions Product		customer? oblems are we helping to solve? ervices are we offering to each	What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How costly are they? How costly are they? EXAMPLE Personal Assistance Dedigated Personal Assistance Automation Communities	For whom are we creating value? Who are our most important customers? POSSIBILITIES: Marsh Market Nigher Market Diversified
What are the most important costs inherent in our business model? For what values are our cutomess really willing to pay? Which key Resources are the most expensive? For what values are our cutomess really willing to pay? St NOP BURSESS MORE For what values are our cutomess really willing to pay? Value Driven (hearest cest structure, low price value proposition, maximum automation, extensive outcoursing) For What values are our cutomess really willing to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it to pay? Now would hey price it		What Key Resources do our Value Propositions require? Our Distributions Channels? Customer Relationships? Revenue Streams? TYPES OF RESOURCES: Physical Intellectual (Ivand patents, copyrights, data) Human			Through which Channels do our Customer Segemnts want to be reaching them now? How are our Channels integrated? Which ones are most cost-efficient? How are we integrating them with customer routines? CHANNEL PHASES: 1. Awareness 2. Evaluation 3. Anter Selar (point-purchase customer support)	
What ecological or social costs is our business model causing? What ecological or social benefits is our business model generating? Which Key Resources are non-renewable? Who are the benefits into a Value Proposition? If yes, for whom? Which Key Activities use a lot of resources? Can we transform the benefits into a Value Proposition? If yes, for whom? EVALUATION INSTRUMENTS: INSTRUMENTS: Life-Cyce Assessment (of products and services) Social Reporting Standard	What are the most important costs inherent in our business model? Which Key Resources are the most expensive? Which Key Activities are most expensive? IS YOUR BUSINESS MORE: Cost Driver (Innest cost structure, low price value proposition, maximum	Fixed Costs (salaries, rents, utilities, Variable Costs Economies of Scale		For what value are our customers For what do they currently pay? How would they prefer to pay? How much does each Revenue St TYPES: Asset Safe Subscription Free	s really willing to pay? Tream contribute to overall revenues? FIXED PRICING: Licensing Fixed product Fixed	DYNAMIC PRICING Negotiation (barganing) Videl management
	What ecological or social costs is our business model causing? Which Key Resources are non-renewable? Which Key Activities use a lot of resources? EVALUATION INSTRUMENTS: Life-Cycle Assemment (of products and services)		圓	What ecological or social benefits Who are the beneficiaries? Are th Can we transform the benefits int INSTRUMENTS: Social Reporting Standard	s is our business model generating? ney potential customers?	Ø



Incorporating Sustainability into Leadership and Organizational Behavior Courses

- Developing a project for a Leadership course, that will be adapted for Organizational Behavior
- Focus on Transformational Leadership
- Yvon Chouinard, environmentalist and founder of Patagonia, author of *Let my People Go Surfing*



The Take-Aways

- Sustainable practices can also lead to economic empowerment among the most vulnerable workers.
- There <u>are</u> rational approaches to revitalize the fashion industry and lead a sustainability-focused transformation.
- There are benefits to raising consumer awareness regarding unsustainable practices.





