

GENANVENDELIGT BEKLÆDNINGSDSIGN

REUSABLE CLOTHING DESIGN



FOR-NY




konges sløjd

ICHI

Oplægsholdere/Speakers:

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Virksomheder i Projektet

GENANVENDELIGT BEKLÆDNINGSDSIGN

REUSABLE CLOTHING DESIGN

..handler om hvordan man kan designe produkter, der fra starten er klar til at kunne indgå i cirkulære strategier med henblik på at forlænge brugen af produkterne. Dette taler til de kommende reguleringer i forhold til udvidet producent Ansvar.

...is about how to design products that are ready from the start to be able to be included in circular strategies with a view to prolonging the use of the products. This speaks to the upcoming regulations in relation to extended producer responsibility.

RETHINK WORKSHOPS

Genanvendeligt Beklædningsdesign

I 'Rethink Workshops' har de deltagende virksomheder samarbejdet om at udvikle Action Plan 2024. Målet har været at integrere praksisnære strategier for genanvendeligt beklædningsdesign baseret på deres egne produktporteføljer.



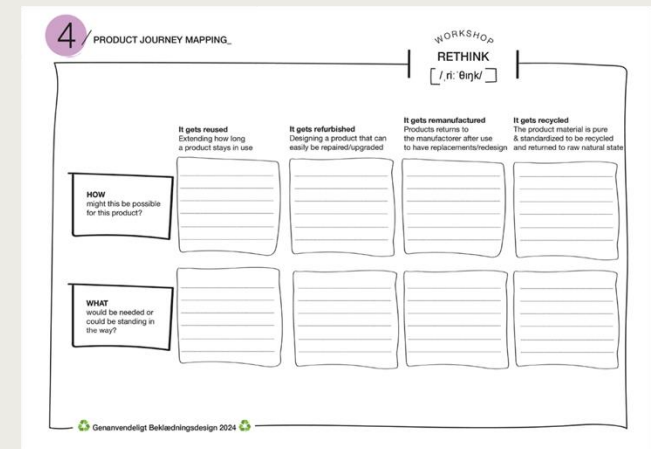
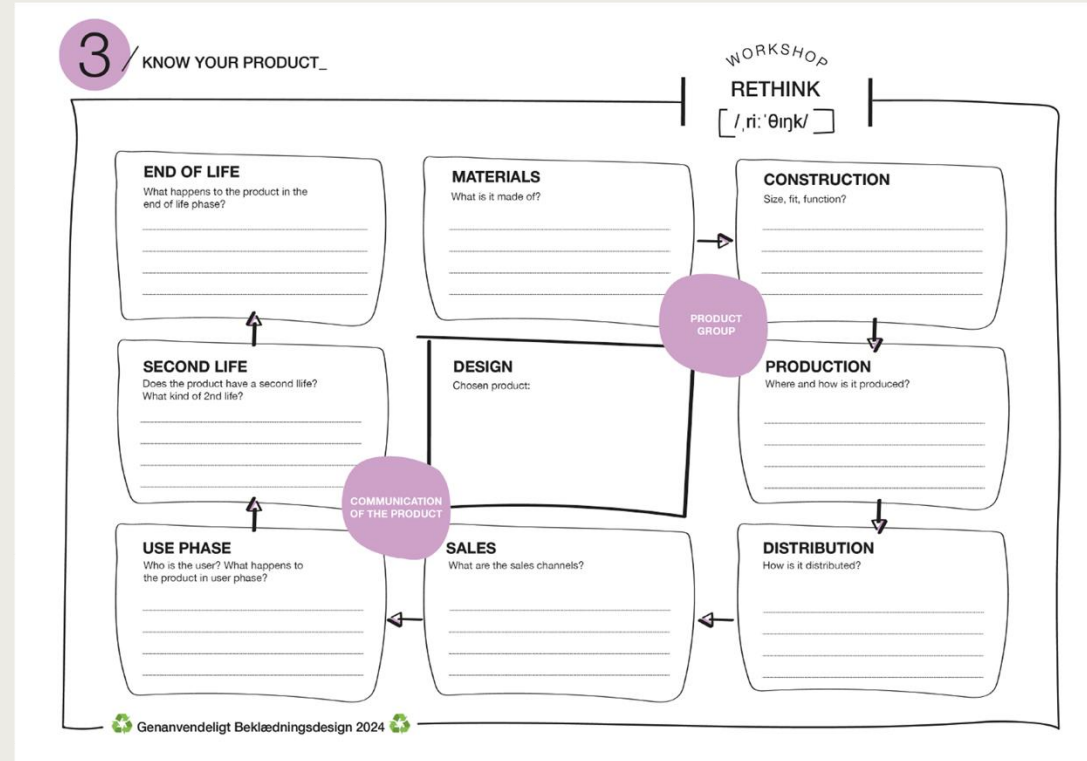
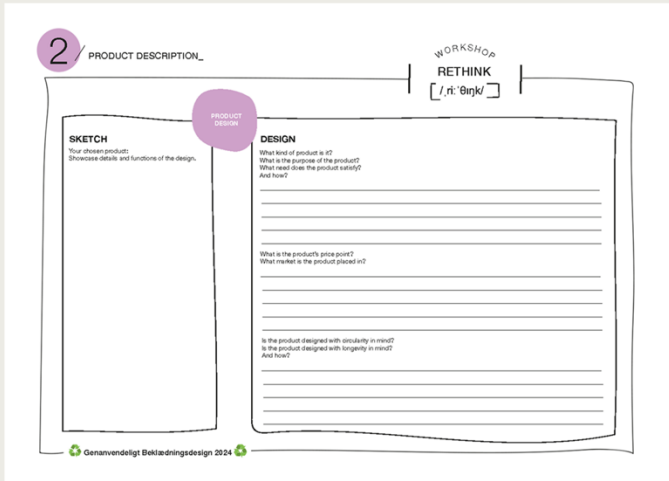
Photo: LEON LOUIS

Reusable Clothing Design

In the 'Rethink Workshops,' the participating companies have collaborated to develop Action Plan 2024. The goal has been to integrate practical strategies for reusable clothing design based on their own product portfolios.

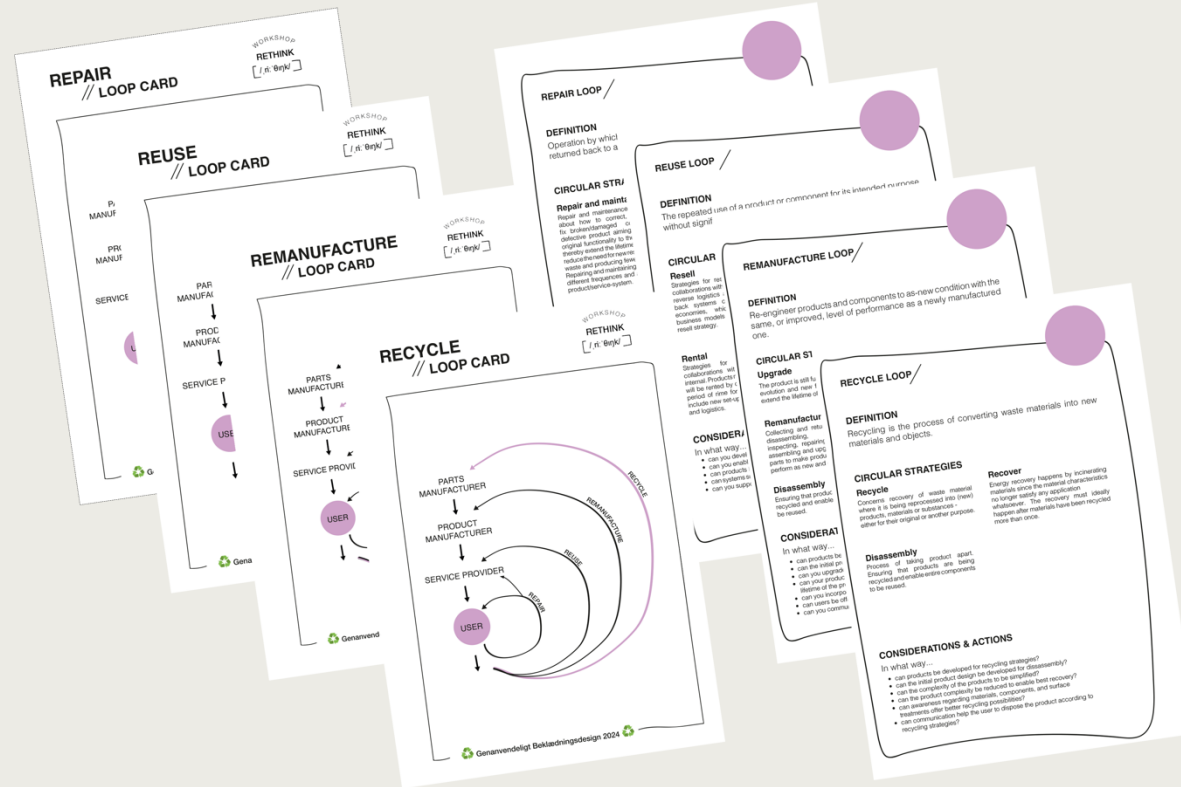
Workshop 1

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Workshop 2

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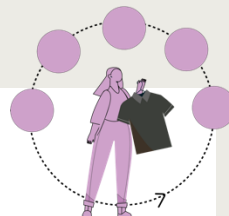
WORKSHOP INSIGHTS

Product



The product is not the problem

System



A clear system to be established for usability

User



Lack of knowledge from the use phase

Communication



Absence of engagement with user

Collaborations



New collaborations for sustaining the systems

The product is not the problem

Product

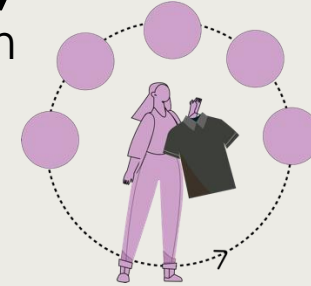


WORKSHOP
RETHINK
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- Design kender til og forstår genanvendeligheds principper
Design department knows and understands reusable principles
- Design kan være begrænset af tradition & prisstruktur
Design may be limited by tradition & price structure
- Design skal efteruddannes ift. nye innovationer
Design must be retrained in relation to new innovations & technologies

A clear system to be established for usability

System



- Virksomheder har en tendens til at kommunikere i silosystemer
Companies tend to communicate in silo system
- Virksomheders systemer er ikke forberedt på, at produktdesign kan indgå genanvendelige strategier
The system is not ready for product design to be part of reusable strategies
- På system niveau mangler virksomheder indsigt i forskellige genanvendelige strategier
At the system level, companies lack insight into the different reusable strategies

Lack of knowledge of the use phase

User



- Virksomheder mangler viden om deres produkter fra brugsfasen
Companies lack knowledge about their products from the use phase
- Virksomheder mangler viden om deres brugers adfærd i forhold til genanvendeligheds strategier
Companies lack knowledge about their users' behavior in relation to reusable strategies

Absence of engagement with user

Communication



- Virksomheder kommunikerer ikke med deres bruger efter salg

Companies do not communicate with their users after the sale

- Virksomheder ved ikke hvordan de skal kommunikere om deres genanvendelige strategier til deres bruger

Companies don't know how to communicate their reusable strategies to their users

New collaborations for sustaining the systems

Collaborations



- Virksomheder har brug for nye samarbejdspartnere for at understøtte deres genanvendelige strategier

Companies need new partners to support their reusable strategies

- Virksomheder ser potentialet i at etablere værdiskabende fællesskaber med deres brugere
Companies see the potential in establishing value-creating communities with their users

- Virksomheder søger tættere samarbejde med leverandørerne

Companies need closer collaboration with suppliers

INSIGHTS FROM COMPANIES

WORKSHOP
RETHINK
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FOR-NY, Lisa Marie Bagge - Founder

FOR-NY



LEON LOUIS, Valeriya Olkhova - Designer



KONGES SLØJD, Anna Feldmeier - ESG Specialist

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Get the Rethink Workshop material here

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