



Ljubljana, Slovenia



ETRI SOCIAL LAB

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TCBL Conference 2018 in Prato

- Building partnerships
- Collaborating and sharing best practice scenarios
- Brainstorming out-of-box fashion business models for the future
- Promote Sourcing Syndicate concept



- Etri principles
- Co-Factory

- Sans Concept store and Fashion Lab opens July
- First Fashion Hackathon
- Pop-ups and ethical shopping events





European Fashion Consumer Trust Standard label,
 a tool for brands designed from the consumer perspective.



- 1/ **Sans Concept Store & Fashion Lab**, Ljubljana
- 2/ **Zavod Korak**, Murska Sobota
- 3/ **Dolejši Modni Gumbi**, Podlog v Savinjski dolini
- 4/ **Humana Nova**, Čakovec HR
- 5/ **Co-F**, Metlika



Problem

- The first directive of a circular economy is to **eliminate waste**
- Fashion industry derives its profits from **overconsumption and throw-away culture**
- Fear of **job loss** while consumption decreases
- how to **educate the consumer** not to spend less on fashion but spend better

Goal

Re-framing customer values to change human habits



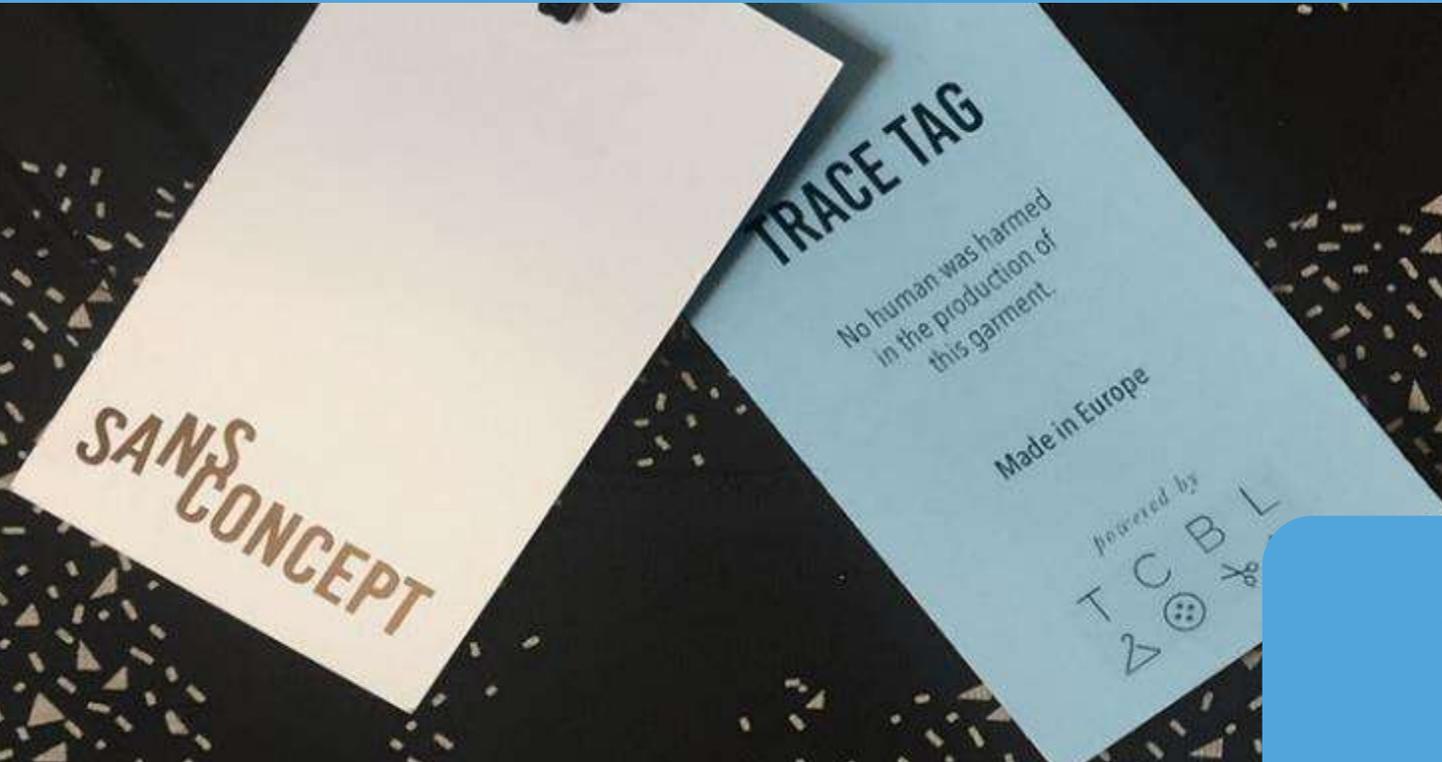


- a visual trigger at point of purchase
- basic first information about product as entry point for further exploration
- colour coding; instantly recognisable way of conveying the products main attributes
- low-tech so it can be adopted by small scale brands and producers
- QR code leading to Brand/Producer account page of TCBL digital platform
- Printed html link to product information page, including manufacturing details and BOM
- shared responsibility; each 'link' in the supply chain is responsible to perform own due diligence



A deeper understanding of human nature is required in order to motivate consumers to assess a products intrinsic value on a broader spectrum of attributes and not just based on its usefulness and price.

- Increase **consumer awareness**
- Promotion of **Made in EU**
- **Empowering Independent designers** by supplying quality certification
- **Trace Tag Trust** for financing programs in the fields of inclusive society, circular economy, knowledge and innovation transfer, high added value job creation, green work places, self-sufficiency, social responsible buying and supporting environment.



THANK YOU!

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