

Record card for the Best Practice and its benefit for society



Name or title of the identified best practice:	otherways[project]
Presented at the TPM in:	Gothenburg
Identified by partner:	NGO Nest
Description of the best practice / project / business:	<p>Approach to a circular collection concept</p> <p>The idea: To show an alternative to fashion consumption. To present design as a long-term process and within that to create favourite items, which do not necessarily have to be owned, but can be shared with other (favourite) people. In terms of Cradle to Cradle principles to work as sustainably as possible.</p> <p>Visible mending of damages following traditional Japanese techniques transform garments through participatory craft of use into art and tell stories of former wearers. To close the loop garments can be composted or transit into up- and recycling at the end of their lifecycle.</p> <p>otherways[project] unites a variety of sustainable approaches. This integrates ethical and ecological aspects as well as an alternative consumption concept. To follow the principle of transparency all available product data are shown and enable other brands the possibility of using our sources.</p>
The project belongs to the economic sector / industrial sector of:	Fashion
Description of cultural aspects identified:	<p>To find and steadily improve healthy manufacturing ways without any harm for nature and humans. Awareness and understanding for clothes' value are created, suggestions and empowerment to mend damaged garments are given.</p> <p>Cultural motivation of the designer:</p> <ul style="list-style-type: none"> • No contribution to a linear system

	<ul style="list-style-type: none"> • Support of small European businesses and craftsmanship • Raise awareness for less consumption, garment repairs • Transfer knowledge • Build an open source for brands
Interface / point of contact to Circular Economy:	otherways[project] is the approach to a circular (fashion) collection concept, which begins with the use of sustainable materials. The circular concept shifts its focus from ownership to usership and extends a garment's lifecycle.
Interface / point of contact to Cross-border:	The collection is made from materials sourced from all over Europe, mostly based on personal relationships and trust between manufacturers, artisans and the designer.
Benefits / Advantages of the best practice locally:	Empowerment and
Benefits / Advantages of the best practice globally:	Support of small European businesses and craftsmanship
Necessity of the best practice (respectively the idea behind the best practice) for a (cross-border) circular economy	<p>Circular Economy Promotion</p> <p>Consumers:</p> <ul style="list-style-type: none"> • Transparency/create knowledge • Shift from ownership to usership • Participation in design process • Empowerment through visible mending to care for what we already possess <p>Brands:</p> <ul style="list-style-type: none"> • Transparency/create knowledge • Concept as an example of CE implementation • Material and supplier details to easily apply CE concepts
Possibility to scale up the best practice approach to industrial size / to mass-produce:	<p>Possibility to scale up is limited due to the following practical constrains:</p> <ul style="list-style-type: none"> • High minimum order quantities/ materials are not available yet • High costs due to small orders/shipping unreasonable expensive • Logistics to rent out a collection

	<ul style="list-style-type: none"> • Zero waste patterns less easy to grade into other sizes • Little manpower • No funding
Potentials seen for this best practice for a cross border circular economy	Promotion of CE, Inspiration, Education, Creating networks between designers, manufacturers and
Risks seen for this best practice for a cross-border circular economy	Could be seen as elitist or exclusive
Please surround the appropriate symbols for the best practice and cross the non-appropriate symbols out:	
Remarks:	