

---

UNITED NATION GLOBAL COMPACT RELATED ACTIVITIES

# COMMUNICATION ON ENGAGEMENT 2014 & 2015

COPENHAGEN SCHOOL OF DESIGN AND TECHNOLOGY





# STATEMENT OF CONTINUED SUPPORT TO UN GLOBAL COMPACT

*by Chief Executive principal Ingo Østerskov*

---

25. JANUARY 2016

## TO OUR STAKEHOLDERS:

I AM PLEASED TO CONFIRM THAT COPENHAGEN SCHOOL OF DESIGN AND TECHNOLOGY KEA, REAFFIRMS ITS SUPPORT TO THE UNITED NATIONS GLOBAL COMPACT AND THEIR TEN PRINCIPLES IN THE AREAS OF HUMAN RIGHTS, LABOUR, ENVIRONMENT AND ANTI-CORRUPTION.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We report as an NGO as it was how our engagement with UN Global Compact started in 2008 through our former knowledge center CRD, Center for Responsible Design. Our present Applied Research and Innovation department, the campus and a selected range of our educations and special-

izations are represented in this report, within the areas whereby they support the UN Global compact 10 principles.

With this COE we are happy to announce our future commitment to UN Global compact and we also commit to sharing the information with our stakeholders using our primary channels of communication.

Sincerely yours,

**INGO ØSTERSKOV**  
PRINCIPAL

**PRODUCED BY KEA**  
COPENHAGEN SCHOOL OF DESIGN AND TECHNOLOGY

**EDITORS:**

TINA HJORT

HELENE JEUNE

TUE HYLBY LINDQVIST

**LAYOUT:**

ANNIE TOFT PEDERSEN

**PHOTO:**

Helena Lundquist, KEA press photo

COPENHAGEN 2016



---

## TABLE OF CONTENT

### INTRODUCTION - KEA AND UN GLOBAL COMPACT

### UN GLOBAL COMPACT TEN PRINCIPLES

### KEA'S PRACTICAL ACTIONS TO SUPPORT THE GLOBAL COMPACT PRINCIPLES AND TO ENGAGE WITH THE INITIATIVE:

- 8 **ENGAGE** companies and education in Global Compact-related issues
- 16 **INVOLVE** Campus in Global Compact-related issues
- 20 **PARTNERSHIP** projects on corporate sustainability
- 27 **PROVIDE** commentary to companies on Communications on Progress
- 29 **ENGAGE** education for sustainable development
- 30 **FUTURE** - KEA's future engagement in sustainability



---

# INTRODUCTION

## - KEA AND UN GLOBAL COMPACT

KEA - COPENHAGEN SCHOOL OF DESIGN AND TECHNOLOGY WAS ESTABLISHED IN 2009 AS A FUSION OF PARTS OF FOUR OTHER EDUCATIONAL INSTITUTIONS, AMONG THEM BEC WHO ORIGINALLY BECAME A MEMBER OF UNGC IN 2008. KEA HAS NOW GROWN TO ROUGHLY DOUBLE THE SIZE IN TERMS OF APPLICANTS, STUDENTS AND EMPLOYEES, AND CURRENTLY MORE THAN 5000 FULL TIME STUDENTS ARE ENROLLED IN 32 FULL TIME PROGRAMS.

KEA is a higher education with close ties to private and public companies with full time program areas in BUILD, TECH, DIGITAL, DESIGN and COMPETENCES, all focusing on putting theory into practice and learning 'to do', rather than learning 'about'.

Since its inception, KEA has been involved in projects and activities in the fields of entrepreneurship, innovation and, most relevantly for this purpose, sustainability. From the outset the KEA Center for Responsible Design (Now Applied Research and Innovation) made some initial sustainability projects and paved the way for larger initiatives like the Sustainable Design specialties at the Design & Business Program as well as in-depth projects and initiatives such as the Material Design Lab,

Youth Fashion Summit, ECOweek - New Nordic Living 2013 and later KEAweek'14 and KEAweek'15.

KEA is an institution always in motion, exploring new possibilities and ways of doing things and this report's purpose is to sum up the initiatives from the past two years related to UN Global Compact.

For this purpose we have followed the suggested activities guidelines provided in the Communication on Engagement (COE) for Civil Society actors, which is KEA's membership type, but we have made slight additions for the purpose of reporting for an educational institution.

Enjoy your reading and if you are interested in knowing more or engage with us on the matter of sustainable development and UN Global Compact activity please do not hesitate to contact us as we are always open to new collaborative adventures.

# GLOBAL COMPACT

# THE TEN PRINCIPLES

---

## HUMAN RIGHTS

**PRINCIPLE 1:** Businesses should support and respect the protection of internationally proclaimed human rights; and  
**PRINCIPLE 2:** make sure that they are not complicit in human rights abuses.

---

## LABOUR

**PRINCIPLE 3:** Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;  
**PRINCIPLE 4:** the elimination of all forms of forced and compulsory labour;  
**PRINCIPLE 5:** the effective abolition of child labour; and  
**PRINCIPLE 6:** the elimination of discrimination in respect of employment and occupation.

---

## ENVIRONMENT

**PRINCIPLE 7:** Businesses should support a precautionary approach to environmental challenges;  
**PRINCIPLE 8:** undertake initiatives to promote greater environmental responsibility; and  
**PRINCIPLE 9:** encourage the development and diffusion of environmentally friendly technologies.

---

## ANTI-CORRUPTION

**PRINCIPLE 10:** Businesses should work against corruption in all its forms, including extortion and bribery.

[www.unglobalcompact.org/what-is-gc/mission/principles](http://www.unglobalcompact.org/what-is-gc/mission/principles)

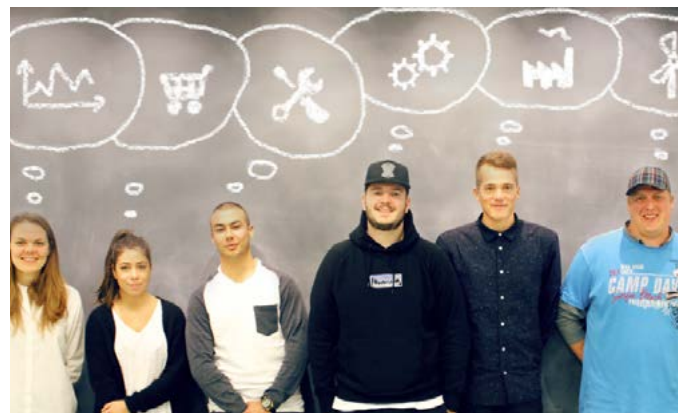


## KEA'S PRACTICAL ACTIONS TO SUPPORT THE GLOBAL COMPACT PRINCIPLES AND TO ENGAGE WITH THE INITIATIVE

SINCE THE FIRST ENGAGEMENT WITH UN GLOBAL COMPACT KEA HAS TAKEN ITS SUSTAINABILITY COMMITMENT TO THE NEXT LEVEL. KEA HAS EXPANDED ITS FOCUS. WHAT YOU WILL SEE IN THE FOLLOWING TEXT ARE SEVERAL INITIATIVES WHERE KEA ENGAGES THE APPLIED RESEARCH AND INNOVATION DEPARTMENT, THE CAMPUS AND EDUCATIONS, BOTH INTERNALLY AND EXTERNALLY WITH OUR STAKEHOLDERS ON A BROAD RANGE OF SUSTAINABILITY PROJECTS.

As for the measurement of outcomes there is no direct measuring in the different activities. However under each activity is its underlined how many people involved. How many ripples in water these activities has set in motion is not measurable.





# ENGAGE

**- WITH COMPANIES AND EDUCATION IN GLOBAL COMPACT-RELATED ISSUES**

## KEA WEEK 2014

### GO INNOVATE WAS A WEEK OF INNOVATION WORKSHOPS AND TALKS

NEARLY 2000 STUDENTS, FROM A MULTITUDE OF KEA PROGRAMS, WORKED TOGETHER IN TEAMS TO COME UP WITH SOLUTIONS FOR A WIDE RANGE OF CHALLENGES FROM COMPANIES. MANY OF THESE WORKSHOPS WERE CENTERED ON SUSTAINABLE INNOVATION; AMONG THESE:

- Typehouse of the future; developing concepts for energy saving and sustainable houses.
- Sustainable Schools; developing sustainable solutions for classrooms and the exterior at a Copenhagen school, informed by school students own ideas.
- PLAN; a project with the international NGO, where students had to come up with innovative solutions for upgrading a slum area in Zimbabwe with special attention to water management.
- Waste, Conduct, Albertslund; a project where students developed sustainable service designs and design solutions for public waste management in a suburban municipality.

- City-lab; a workshop where students developed socially sustainable building design solutions for a disadvantaged neighborhood in Copenhagen in cooperation with a Brazilian design university.
- Sustainable Learning; a project where students worked on sustainable fashion design and communication.
- Energy Info-Art; where students and teachers worked with real time visualizations of energy usage data.

THE PURPOSE OF THIS PROJECT WAS TO STRENGTHEN INNOVATION COMPETENCIES AND ABILITIES TO WORK CROSS-DISCIPLINARY AMONG KEA'S TEACHERS AND STUDENTS.

Nearly 2000 KEA students in their second or third year of studies, from almost all of KEAs full time programs participated in KEA week. This made it the largest innovation project ever held in Denmark within the education sector .

## KEA WEEK 2015

### A WEEK OF CROSS-DISCIPLINARY INNOVATION WORKSHOPS

IN KEA WEEK 2015, 3500 STUDENTS FROM ACROSS KEAS PROGRAMS PARTICIPATED IN WORKSHOPS REGARDING DIFFERENT TYPES OF INNOVATION, OR WORKED TOGETHER TO COME UP WITH SOLUTIONS FOR A WIDE RANGE OF CHALLENGES FROM COMPANIES. MANY OF THESE WORKSHOPS WERE CENTERED ON SUSTAINABLE INNOVATION AMONG THESE:

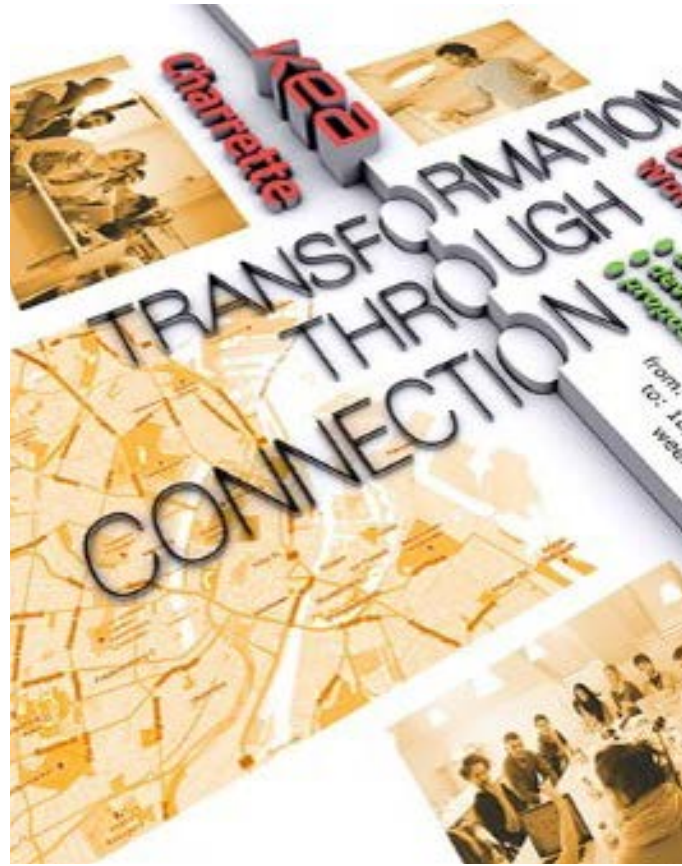
- Gate 21; students worked on innovation in public lighting systems in relation to the Internet of Things.
- Stikling; students developed implementable concepts for a rooftop garden made with lightweight geodesic domes suited for deaf volunteers.
- Tagtomat (roof tomato); students made new concepts for urban gardening watering systems and products.
- Diakonissestiftelsen - Loppeshoppen; students made upcycling concepts and volunteer strategies for a thrift store.
- Kontoret for bæredygtig udvikling (the office for sustainable development); students made non toxic and sustainable renovation concepts for two children institutions in Copenhagen.

- DMI; students made concepts for new uses for the weather data from the Danish Meteorological Institute and new designs for a section of their website.
- Microsoft; students made new sustainable concepts for the Internet of Things.
- NCC construction; Students came up with concepts for the sustainable home of the future.
- Sprout; students analyzed and formed business strategies and products for penetrating the chinese market with their seed bearing sustainable products.

THE PURPOSE WAS TO STRENGTHEN INNOVATION COMPETENCIES AND ABILITIES TO WORK CROSS-DISCIPLINARY AMONG KEA'S TEACHERS AND STUDENTS.

Almost all the full time KEA students (3500), who were not doing their final thesis or internships at the time, participated. Again it was the largest innovation project in the sector in Denmark.





## KEA CHARETTE

### TRANSFORMATION THROUGH CONNECTION

For the last three years the KEA Charette has been held annually and has involved 60-70 students and many lecturers from KEA and it's many global partner institutions in intensive cross-disciplinary workshops concerned with innovative urban planning combining digital and physical space - involving aspects of sustainability in cooperation with, among others, the municipality of Copenhagen.

During the Charette, lectures, counselling and on-site visits to case study areas in Copenhagen provides the students with information and inspiration to create solutions which are then displayed at a final event.

The Charette is scheduled to continue as an annual event at KEA.

## KEA AND BRAZIL WORKSHOPS

FOR THE LAST THREE YEARS KEA'S TEKNIK EDUCATIONS HAS BEEN INVITED TO, AND HAS ALSO HOSTED, ANNUAL WORKSHOPS WITH KEA'S BRAZILIAN PARTNER INSTITUTIONS IN RIO DE JANEIRO AND SAÕ PAOLO, WHERE KEAS TEACHERS AND STUDENTS WORK TOGETHER WITH LECTURERS AND STUDENTS FROM DESIGN AND ARCHITECTURE.

In the workshops sustainable and socially inclusive urban design solutions has been produced for very different contexts in urban Brazil and Copenhagen. For two years, the Copenhagen workshops have been part of the KEA Charette and KEAweek.

The purpose of the cooperation is to strengthen ties between Denmark and Brazil, learn about the different cultures, world views and methods while working together to make sustainable innovation.

Participants in the workshops from KEA have been mainly from TECH, DIGITAL and DESIGN programmes, and the Brazilian participants were from FAU-USP and SENAC.

The collaboration is set to continue and build upon the form and content of earlier workshops.

## KEA IN IKEA

THE COLLABORATION BETWEEN THE KEA AND IKEA FOCUSED ON THE DEVELOPMENT OF A PLATFORM FOR SHARING IDEAS ON HOW TO LIVE A MORE SUSTAINABLE LIFE AT HOME FOCUSING ON PRODUCT REPAIR AND REFURBISHING.

The IKEA sustainable living project challenged BA students to develop and test the "Sustainable Living Platform" and come up with ideas within the categories of repair, refurbish, redesign, hacking, sharing, new materials, new business models etc...

The overall objective for the students was to develop concepts that enable people, locally and globally, to share ideas on prolonging the life of their products.

350 BA students from Design & Business and Product Development & Integrative Technology participated in the IKEA Sustainable Living case. Sixteen teachers were involved and the project was managed by the Material Design Lab.





## NIKE MEETS KEA

PBA STUDENTS FROM FASHION DESIGN DEVELOPED SUSTAINABLE CLOTHING OR ACCESSORY PRODUCTS, BASED ON NIKE AS A CASE WITH THEIR CORE PILLAR 'PERFORMANCE'. BESIDES THIS SUSTAINABLE APPROACH TO THE PROJECT, THE STUDENTS TESTED THE APP "MAKING" DEVELOPED BY NIKE IN ORDER TO ASSESS THE LEVEL OF SUSTAINABILITY IN THE CHOICE OF MATERIALS.

The core elements of the project was materials and sustainability. Regarding materials, the students primarily focused on sustainability, manipulation and innovative properties including methods and techniques based on the principle Zero Waste.

The purpose of the project was to support the students' work practices so that their learning and skills could be translated into actual projects in a real business case.

The project was structured around a student-developed design brief, which included design, business and sociological

aspects. The emphasis was on didactics, entrepreneurship, sustainability, knowledge, communication, materials and technology.

In the KEA meets Nike project 22 students from the PBA Fashion department participated. Eight students were selected for the final exhibition at the KEA library. KEA had the pleasure of receiving representatives from Nike, who participated in the opening of the exhibition and gave feedback on the projects at the exhibition.

An 8 weeks project, including company introduction, webinar, lecturers, teamwork, individual work, presentation, exhibition and feedback from representatives from Nike on the eight selected projects .

After the exhibition KEA created an E-booklet:

<http://www.keaforskninginnovation.dk/keameetsnike/>

## FROM IDEA TO IMPLEMENTATION

THE MODULE "FROM IDEA TO IMPLEMENTATION" WAS A 5 WEEKS COLLABORATIVE COURSE DEVELOPED AND FACILITATED BY THE THREE SUSTAINABLE SPECIALIZATIONS ON THE PBA BACHELOR DEGREE: SUSTAINABLE COMMUNICATION, SUSTAINABLE FASHION AND SUSTAINABLE PURCHASING. THE MODULE HAS BEEN TAUGHT FOR FOUR YEARS IN A ROW WITH DIFFERENT FASHION COMPANIES.

The purpose was to give the students the opportunity to work with real companies cases addressing sustainability issues in an interdisciplinary way and from three different perspectives in the value chain. The students were asked to identify key challenges for the fashion industry in a long term perspective and develop strategies/concepts that could improve sustainability aspects throughout the whole value chain.

The structure of the module was developed taking point of the departure of the processes and insights from the Youth

Fashion Summit 2014 (described below) and developed further into the curriculum. It was build up around 7 Theme cards framing the challenges and potentials in the fashion industry. The themes included: Resources, Re-think, Re-arrange, Re-connect, Re-organize, Reach-out, Reliability; in addition the module was facilitated with the use of 7 process cards and posters to take the students through an explorative and strategic process, these cards included: Future, Company, Explore, Solution, Concept, Pitfalls, Visualization, Presentation and Argumentation.

### PARTICIPANTS:

75 international students from the International PBA Design Business department: Sustainable FASHION, Sustainable PURCHASE & Sustainable COMMUNICATION.

Companies involved The Band, A question of, Soulland, Neutral, Aiayu, Fønnesbech, Copenhagen Fur and Samsøe & Samsøe





## A SUSTAINABLE H&M

“A SUSTAINABLE H&M” IS A COLLABORATION BETWEEN H&M AND 1. SEMESTER STUDENTS AT THE DESIGN TECHNOLOGIST PROGRAMME AT KEA.

The scope of the project was to have students to identify: How H&M's can make the 'used clothes collection initiative' in the stores more visible, and how can what subsequently happens to the clothes be communicated to customers? The students also identified: how H&M inform customers about what share of the range is actually made from sustainable products, and how customers can be kept up to date about the H&M's progress to having a 100% sustainable Cotton range in 2020?

H&M have ambitious plans with regard to becoming a sustainable brand and in this collaboration the student had the opportunity to voice their ideas as students and come up with proposals meeting this challenge. Based on their research on the subject Sustainability and research on the company H&M, as well as a presentation from H&M they were asked to work on a sustainability concept, which could be implemented in H&M's existing concept.

The purpose was to give the students an opportunity to work with a current and relevant in a close to practise environment framed by an international company. During this case study the students were challenged at their ability to uncover new innovative sustainable possibilities. This gave the students new knowledge and awareness on the topic sustainability, while it at the same time provided the professional part, H&M, with new sustainable concept ideas.

### PARTICIPANTS:

In the project 227 students from Design Technology were participating working in cross-disciplinary teams representing the whole value chain.

Lecturers were from the KEA Design Technology specializations.

Company represented by H&M's Press and Communication Department and H&M Marketing Department

## PROJECT H&M - GARMENT COLLECTING

'PROJECT H&M - GARMENT COLLECTING' IS A COLLABORATION BETWEEN H&M AND BRAND DESIGN, PBA DESIGN BUSINESS. BRAND STUDENTS WERE ASKED TO DEVELOP A COMMUNICATION PLATFORM FOR H&M WITH CONCRETE, VISUAL SUGGESTIONS TO ONE OF H&M SUSTAINABLE COMMITMENTS. THE SOLUTIONS INCLUDED A WHOLE RANGE OF SUGGESTIONS FROM SUSTAINABLE PACKAGING, 'GREEN' DECORATION OF THE SHOPS, BRANDING OF THE SUSTAINABLE STRATEGY IN THE PUBLIC SPACE AS WELL AS EVENT- GUERILLA AND PR ORIENTED INITIATIVES.

The purpose was to give the students an opportunity to work with a large company around the topic of sustainability and to

help diffuse knowledge and understanding for H&M's sustainable profile and strategic initiatives to a relevant target group. The assignment was developed in close collaboration with H&M to make it practical oriented and as relevant as possible for all parties. The project was presented at the H&M location in CPH, as well as at 'Kea Kuren' 2015.

### PARTICIPANTS:

47 students participated from Brand design, PBA Design Business department and lectures from Brand Design H&M was represented by H&M head of marketing, head of PR and the H&M Danish Director.





# INVOLVE

## CAMPUS IN GLOBAL COMPACT-RELATED ISSUES

### MATERIAL DESIGN LAB

MATERIAL DESIGN LAB INCLUDES THE LAB, THE LIBRARY AND THE BOX CONTAINING PHYSICAL MATERIALS.

Material Design Lab is an interdisciplinary space where science and design meet in the exploration and understanding of materials at Copenhagen School of Design & Technology. Further readings: [materialdesignlab.dk](http://materialdesignlab.dk)

Material Design Lab consists of the Box, The Lab and The Library. The Box is a walk-in box that contains an exhibition of raw ingredients. It is the starting point to a basic understanding of the “raw ingredients” before they are processed and mixed. The Lab is a space for materials to be tested, manipulated and refined - and potentially for new ones to be created. The Lab is setup to facilitate hands-on exploration of materials. The library is the Material ConneXion Copenhagen containing 1500 material samples as well as access to an online database of more than 7500 materials.

The ambition of Material Design Lab is to teach and share knowledge about materials in a contemporary context embracing the quantity and complexity of new materials and environmental challenges. Material Design Lab is setup to facilitate hands-on exploration of materials, both artistically and technically, because truly understanding of the materials and being capable of working with them creatively requires more than memorizing data and theory.

New knowledge about materials frequently emerges from fields not traditionally related to design and the key to innovation often lies in cross-disciplinary collaborations. This is why we make an effort to work with a variety of professionals from both research and industry.

All students at KEA can use Material Design Lab during courses and also when working on their own projects. Companies and other educational institutions can become members of Material ConneXion.

### INVESTIGATING THE USER PERSPECTIVE IN SUSTAINABLE HOUSING

PHD FELLOW JAN JOHANSSON, THE ROYAL DANISH ACADEMY OF FINE ARTS SCHOOL OF DESIGN AND KEA.

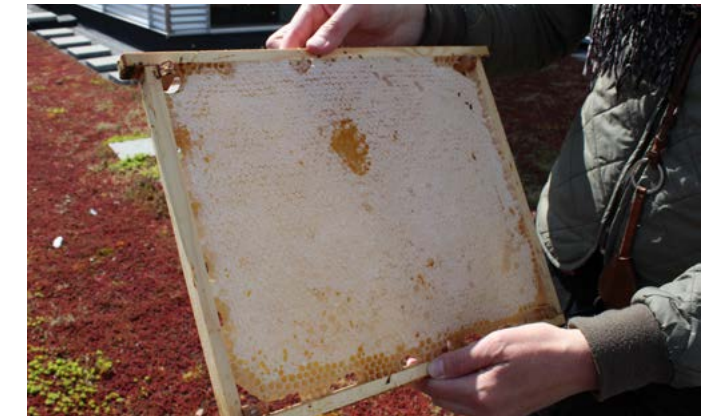
Jan Johansson seeks to capture users’ experience related to sustainable intentions in three Danish ordinary (almene) terraced housing complexes. A case study focusing on users, defined here as the staff of administration, operations staff and residents.

### MATERIAL DRIVEN DESIGN

PH.D. FELLOW METTE BAK-ANDERSEN, THE ROYAL DANISH ACADEMY OF FINE ARTS SCHOOL OF DESIGN, STUDENTS FROM KEA, EMPLOYEES FROM MATERIAL DESIGN LAB, NIKE INT. BIOMIMICRY INSTITUTE AND ASKNATURE.ORG

Mette Bak-Andersen explores how designers can learn from natural science in the understanding of the relation between material and form. It focuses on how to translate nature’s way of building into a new design process that enables production for a circular economy.





## KEA, ENERGY AND SUSTAINABLE CAMPUS

KEA AS AN INSTITUTION MAINTAINS EIGHT CAMPUSES IN COPENHAGEN, MOST OF THESE HAVE ENERGY- AND WATER SAVING TECHNOLOGIES LIKE CTS SYSTEMS FOR LIGHTING AND VENTILATION INSTALLED AND FOLLOW DANISH REGULATIONS FOR PUBLIC BUILDINGS THAT DEMANDS RELATIVELY LOW LEVELS OF ENERGY USE.

Years ago a goal was set: KEA should keep the same total energy use while getting many more students in the coming years, a target that has been reached. Today the energy usage per student at KEA is much lower and total energy use is the same.

In the newest and largest campus at Guldbergsgade that opened in autumn 2013, energy savings has been a key priority. The building team decided a more ambitious scheme for energy and used the BR15 rather than the standard BR13. The campus is a highly refurbished old office and earlier factory building. Due to original non energy saving walls in parts of the campus, the building cannot in itself deliver the needed energy savings required in the regulation, so there is a need to estab-

lish renewable energy sources at the campus. Therefore, the roof of the large campus main building is prepared for solar panels. Panels that will be installed in the coming years when newer and more effective solar technologies are available. Additionally the campus has been installed with 3 layers thermal windows instead of the required 2 layers and water saving technologies have been installed in the restrooms.

Other environmentally responsible initiatives at the new campus is that the canteen sells food by the weight, which reduces food waste, and students have installed honeybee hives on the roof.

The campus design also instigates sustainable transportation by the fact that very few parking lots (less than 10) are available, while there is a huge bicycle parking basement with space for more than 1000 bicycles and several public transport nodes nearby.

## STUDENT DRIVEN WASTE SORTING SYSTEM

KEA IS CURRENTLY TESTING A 4 FRACTION WASTE SORTING SCHEME DEVELOPED BY STUDENTS AT OUR BIGGEST CAMPUS AT GULDBERGSGADE 29 N.

During a three week Design Thinking course in January 2015, a group of students from KEA's Design & Business program developed and tested a prototype waste sorting system. With guidance from key stakeholders at KEA it was proposed for the management who purchased the system for an initial trial period.

The purpose of the project is to limit the amounts of waste at KEA being incinerated and at the same time save money that KEA uses to pay for incineration. It also enhances awareness of waste issues and potential for a more circular economy among KEA's students and employees while setting an example of students creating sustainable change on KEA to be followed by others.

Participants are a group of students from the Design & Business BA at KEA, guided by employees from KEA's building and maintenance, and the Applied Research and Innovation

department. The target group is all the students, employees and guests at KEA's largest Campus located at Guldbergsgade 29N.

The project is in its trial period, thereafter it will be considered whether it should be continued and/or extended to other campuses.

## BEE PROJECT

THE BEES AND HONEY IS AN URBAN GREEN SPACE PROJECT RUN BY VOLUNTEER STUDENTS AND MATERIAL DESIGN LAB. THE PURPOSE IS TO GET HANDS-ON KNOWLEDGE ABOUT BEEKEEPING, THEREBY SUPPORTING AND ENCOURAGING AN INTEREST IN NATURE, SUSTAINABILITY AND PRODUCTION OF LOCAL FOOD.

The students have several beehives on the rooftop of Copenhagen School of Design and Technology at the Guldbergsgade 29 campus.



# PARTNERSHIP

## PROJECTS ON CORPORATE SUSTAINABILITY

### LAUNCH NORDIC

LAUNCH NORDIC IS A SCANDINAVIAN INNOVATION PLATFORM ABOUT SUSTAINABILITY.

Launch Nordic started in 2014 and is running in yearly cycles. Each year has a special theme and is composed by a series of events. The theme for 2014 was textiles, fabrics and fibers, and the theme for 2015 was sustainable materials.

KEA is involved in facilitating events and participates in the project with students, teachers and is a co-operator.

Launch Nordic has a twofold purpose, engaging the production system in greening the value chain of materials, and helping form precompetitive industry collaborations to drive sustainable solutions.

The Project is managed by Leaderlab.

Project Partners in 2015: IKEA, Novozymes, Kvadrat, 3GF & Danish Ministry of the Environment, Vinnova, Region Skåne, Malmø Stad, the Capital Region of Denmark and the Fund for Green Business Development.

Operative partners: KEA, DAFI and DDC.

Launch (US) founding partners: NASA, NIKE, USAID and U.S. Department of State.

The projects goal is to come up with innovative and sustainable solutions to the problems it identifies and has a global scope.

See more at: <http://www.launch.org/nordic>

### IN LINE WITH THE WORLD (ITMV)

#### - A SOCIAL INCLUSION INITIATIVE

IN LINE WITH THE WORLD (ITMV) IS A PRODUCTION WORKSHOP FOR COMPANIES, DESIGNERS AND ARTISTS THAT WISH TO EXPLORE OLD HANDICRAFT TECHNIQUES SUCH AS KNITTING, CROCHET AND EMBROIDERY.

ITMV was started in 2010 by fundings from the Ministry of Refugee, Immigrants and Integration. KEA and the Red Cross made a collaboration and the project ITMV was established. Beside funding the project KEA as provided ITMV with a project manager for the last 5 years. The project has also been integrated into multiple teachings modules and students projects.

In Denmark, there are many ethnic minority women who are isolated from society and do not have access to the job market. Many of these women hold an ingrained knowledge of ancient needlework traditions from across the world. There is a unique potential for both Danish and International designers and artists to have good quality, handcrafted work produced that also benefits a worthy social cause.

The women are refugee or immigrant women between the ages of 35 – 65 years, that have a vast knowledge of, and a lot interest in, needlework. The women at ITMV primarily create jewellery, clothing and products for interiors. The focus



is to use techniques from knitting, crochet and embroidery. Everything produced at ITMV is created with care and with a genuine passion for needlework.

ITMV has two workshops on the outskirts of Copenhagen with about 20 members associated with each location. They meet every day in the workshops to work on their needlework, grow their social network, drink lots of coffee and improve their Danish.

Quote from Asta Astrup (a previous member at ITMV) - "I was trained as a tailor in my homeland of Lithuania, but am unfortunately unemployed. However, by being affiliated with ITMV, I have gotten a mentor from the design industry; I have improved my Danish and have more confidence. These are all things that will improve my changes on the job market. I would never had thought that I could get so much out of being a member."

A positive side effect that ITMV has given to their members is that needlework has a meditative and relaxing effect. As

several of the women have had hard and traumatic lives, it is essential for their self-esteem and well-being.

Ayesheh Khador Ali (member of ITMV) - "My only thoughts are 'it is beautiful, it is good' when I crochet. Not on anything else, not on my children or my husband. My husband is sick all the time. He has a herniated disc. The children work and are tired when they come home. The time down here is my time."

Over time, ITMV has had many different types of collaborations with designers and artists and have discovered that it is during the meetings between the designer/artist and the women from ITMV that small miracles happen. They have had the experience of working with small independent designers who just need to produce a single piece as well as companies who wished to produce a small collection. They have also been part of collaborations with artists and museums that had a more process-orientated approach to production.

---

## REGIONAL CENTER OF EXPERTISE, RCE, IN EDUCATION FOR SUSTAINABLE

RCE DENMARK IS A CROSS-SECTORAL NETWORK WORKING TO STRENGTHEN LEARNING AND EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD) IN DENMARK. RCE STANDS FOR REGIONAL CENTER OF EXPERTISE IN EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD).

RCE Denmark is an open professional network of researchers, officials, NGOs, educators and others, who works with developing and practicing Education for sustainable development (ESD) in Denmark. Originally it was established in relation to the UN Decade of Education for Sustainable Development (2005-2014), but continues to operate and to strengthen ESD in Denmark.

KEA is a member and sits in the board of RCE. Some of RCEs main activities are events, among them a full day master class held at KEA in 2014, with participants from NGOs, public and private companies, educational institutions and political parties.

Members are educational institutions and some public and private companies and NGOs. Members of the board are primarily from universities and NGOs.

<http://www.rce-danmark.dk/>



---

## YOUTH FASHION SUMMIT

### -THE VOICE OF THE NEXT GENERATION

YOUTH FASHION SUMMIT (YFS) IS AN INITIATIVE THAT WAS INITIATED IN 2012 BY THE DANISH FASHION INSTITUTE (DAFI) AND DEVELOPED IN CLOSE COLLABORATION WITH KEA. THE AIM IS TO GIVE STUDENTS IN DESIGN AND BUSINESS SCHOOLS, ALL AROUND THE WORLD, A PLATFORM AND A VOICE FOR DISCUSSING HOW TO PUSH A MORE SUSTAINABLE FASHION INDUSTRY FORWARD.

How can the fashion industry justify a future with fewer resources and more people to share them? What will the industry look like in 2050? In what direction should the industry head to ensure the best possible solutions for the key challenges?

These were the three overall questions the 111 students from Design and Business school all over the world within the area of sustainable fashion have been asked to work at the Youth Fashion Summit (YFS) in Copenhagen from 22nd and 23rd of April 2014.

First, the students attended 7 webinars on sustainability in the fashion industry. They also individually conducted an “Ethno-raid” of a Fashion company in their home country. Then they were gathered in Copenhagen in a two-day workshop to prepare them with talks, teamwork, students presentation, feedback and finally selection of the 7 best solutions and demands. The students presented these solutions and demand the 24th April in the Opera House at The Copenhagen Fashion Summit.

The purpose of the workshop was to show how future designers, purchasers, communicators and other actors in the fashion industry are able to deal with the challenges the fashion industry faces now and in the future with fewer resources and more people to share them.





**To create** a sustainable vision for the new generation, who are set to inherit the future challenges for people and planet and let these approaches on sustainability embed their daily routines as well as in their long term planning.

**To show** they can push the boundaries the established fashion business challenges and leads the way for new sustainable solutions in the fashion industry.

**To provide** the students with knowledge and tools to enable them to present their ideas in the Opera House to appointed stakeholders and continue after the Youth Fashion Summit with

There were no physical product but an immaterial outcome in the form of seven solution and demands targeting stakeholders represented in the audience in the Opera house during Copenhagen Fashion Summit 2014.

The seven solution and demands were each routed in one of the seven themes and were presented by the students at stage in the Opera house.

**THE SEVEN THEMES WITHIN THE STUDENTS OUTCOME WERE: RESOURCES, RETHINK, RE-ARRANGE, RE-CONNECT, RE-ORGANIZE, REACH OUT AND RELIABILITY**

The Youth Fashion Summit is in partnership with Copenhagen School of Design and Technology (KEA), the Danish Fashion Institute and Nordic Fashion Association.

**THE CONTENT WAS DEVELOPED IN COLLABORATION WITH:** Design School Kolding, KADK – The Royal Danish Academy of Fine Arts Schools of Architecture, Design and Conservation, CBS – Copenhagen Business School and KEA – Copenhagen School of Design & Technology.

**STUDENTS WERE REPRESENTED FROM:** KEA - Copenhagen School of Design & Technology, KADK - The Royal Danish Academy of Fine Arts, Schools Of Architecture, Design and Conservation, Design School Kolding, Via University College, CBS - Copenhagen Business School, Chelsea College of Arts, University of The Arts London, Catholic University Of Milan, University Of Applied Sciences Of Southern Switzerland, Central st. Martins – College of Art and Design, Milano Fashion Institute, University For The Creative Arts, Corvinus University Esmod Berlin, London College of Fashion, Aalto University, University of Lapland, Nottingham Trent University, Swedish School of Textiles, Hong Kong Polytechnic University, Buenos Aires University, Kingston University, Donghua University, Reutlingen University, Hochschule Hannover, Lüneburg University



## YOUTH FASHION SUMMIT 2016

**IN MAY 2016 THE NEXT GENERATION OF FASHION DESIGNERS, COMMUNICATORS AND BUSINESS EXECUTIVES WILL GATHER AT THE WORLD'S LARGEST EVENT ON SUSTAINABILITY IN FASHION – THE 2016 COPENHAGEN FASHION SUMMIT – TO ENGAGE WITH WORLD LEADING BRANDS, MANUFACTURES AS WELL AS RETAIL AND GOVERNMENT REPRESENTATIVES.**

They will also present the industry with a framework to operationalise and implement the United Nations' new Sustainable Development Goals into the supply chain.

In partnership KEA and the Danish Fashion Institute and Nordic Fashion Association will initiate the third edition of the Youth Fashion Summit.

The content are developed in collaboration with Esmod Berlin, Centre for Sustainable Fashion UK, Design School Kolding, KADK – The Royal Danish Academy of Fine Arts Schools of Architecture, Design and Conservation, Via University College and KEA – Copenhagen School of Design & Technology.





## THE VOICE OF THE NEXT GENERATION

### - A DOCUMENTATION OF THE YOUTH FASHION SUMMIT (YFS)

IN THE AFTERMATH OF THE YFS 2014 AND THE OVERWHELMING POSITIVE RESPONSE FROM BOTH STUDENTS, TEACHERS, SCHOOLS, COMPANIES, MEDIA AND OTHER STAKEHOLDERS KEA DECIDED TO DOCUMENT THE PROCESS UP TO, DURING, AND AFTER THE SUMMIT IN AN E-BOOKLET.

The purpose of this booklet was twofold: to document the processes and discussions involved in organising the YFS event and to collect, condense and communicate the teaching methods, educational material and knowledge that have been accumulated throughout the research around YFS. The E-booklet also contains the reflections of collaborative schools of how they integrate sustainability in their curriculum.

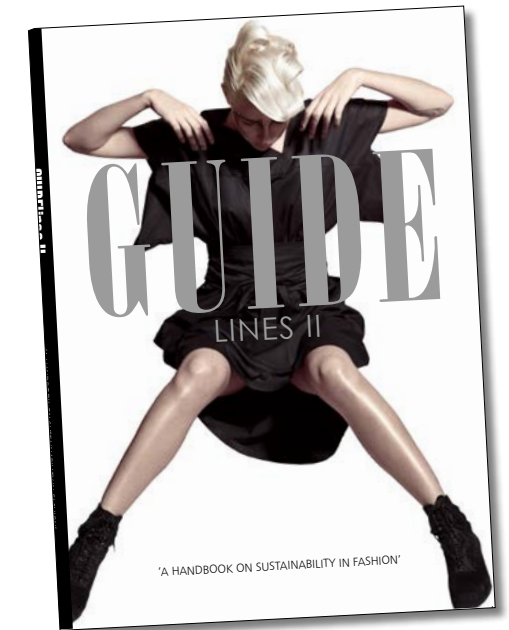
The e-book can be found here: <http://www.keaforskninginnovation.dk/yfs/index.html>

For more info go to the website <http://kea.dk/kealabs/sustain/booklet/> that also contains teaching materials used at the YFS and is freely available to use.

Editors and Co-authors Helene Jeune & Tina Hjort, KEA  
Graphic design by Ditte Frisk Hansen, KEA

# PROVIDE

## COMMENTARY TO COMPANIES ON COMMUNICATIONS ON PROGRESS



## GUIDELINES II – A HANDBOOK ON SUSTAINABILITY IN FASHION

GUIDELINES II – A HANDBOOK ON SUSTAINABILITY IN FASHION WAS WRITTEN AND PUBLISHED IN 2012 ON REQUEST OF THE FORMER KNOWLEDGE CENTER 'CENTER FOR RESPONSIBLE DESIGN' AT KEA.

It was co-funded by The Danish Ministry of Education (Ministry of Science, Innovation and Higher Education), KEA. Christian Frederik Madsen's Foundation through The Danish trade organization DANISH FASHION AND TEXTILE.

GUIDELINES II introduces the UN Global Compact's 10 principles as a foundation for a company's work with sustainability. It introduces a sustainable value chain, provides a guide in 'how to design a system that works' when implementing these elements. It gives a thorough insight to 'The environmental impact of a textile product' and 'The social impact of a textile product' plus how this is worked out in company cases. In this way, it influences how businesses can advance human rights, the environment, labour standards and anti-corruption. *"This impressive book explains what a fashion designer needs to know to get started in the field of ecological fashion and provides compelling case stories to inspire those who have more experience in this important field. I hope readers are as inspired as I have been by reading this remarkable work and I look very much forward to reading Guidelines 3 in years to come."* Mary Jo Hatch, Professor Emerita University of Virginia, USA

GUIDELINES II focuses on creating a tool that provides an easy and inspiring approach to a complex issue. GUIDELINES II is intended to be used not only by designers and companies but also by students and other stakeholders in the fashion and textile industry, the general consumer and the politicians who need insight into these issues.

The aim of GUIDELINES II is also to simplify and illustrate how a number of companies have worked with sustainability. The point of departure for companies is described in more detail in the individual cases, all of which vary in terms of topic and approach.

It is the hope of the authors of GUIDELINES II, that this book will provide a better understanding of the topic of sustainability and encourage the reader to read even more about sustainability.

Guidelines II is a part of the curriculum in several specializations at KEA and is sold to design schools and businesses all over the world.

Written by Helle Krüger, Drude Planthinn, Eva Dahl & Tina Hjort  
[www.fashionguidelines.dk](http://www.fashionguidelines.dk)





# ENGAGE

## - EDUCATION FOR SUSTAINABLE DEVELOPMENT

---

### SUSTAINABILITY IN THE DESIGN PROGRAM

OF KEAS FIVE PROGRAMME FIELDS, DESIGN HAS BEEN THE ONE MOST PROFOUNDLY ENGAGED IN SUSTAINABILITY AND EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD).

The Design & Business Bachelor Top-up programme of 1½ year including three international specialisations, all aimed at different markets within fashion and lifestyle has until recently all been engaged with sustainability, the titles of the specialisations makes this clear: Sustainable Fashion, Sustainable Communication and Sustainable Purchasing.

From the autumn semester 2015 sustainability has to a larger extent been included in the curriculum of the whole DESIGN program (both Design technologist and the PBA & TUB-UP bachelor) and as one of the MEGA drivers at the program.



# FUTURE

## - KEA'S FUTURE ENGAGEMENT IN SUSTAINABILITY

### 6 PRINCIPLES WITHIN HIGHER EDUCATION

AS A FUTURE COMMITMENT KEA WISHES TO CHANGE FROM BEING NGO TO ACADEMIA AND TO ALIGN WITH THE UNGC PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION, PRME AS A TOOL FOR INTEGRATING SUSTAINABILITY THROUGH THE 6 PRINCIPLES WITHIN HIGHER EDUCATION:

**PURPOSE, VALUE, METHOD, RESEARCH, PARTNERSHIPS AND DIALOGUE.**

KEA look forward to engage, commit and furthermore explore, elaborate and innovate on Sustainability within the space that KEA operate and with both internal and external, national and international stakeholders for the future to be.





## CONTACT

KEA - Københavns Erhvervsakademi  
Copenhagen School of Design and Technology

T +45 4646 0000  
kea@kea.dk


## KEA.DK

---

TINA HJORT, TH@KEA.DK  
HELENE JEUNE, HEJA@KEA.DK  
TUE HYLBY LINDQVIST, THLX@KEA.DK

## MEET KEA:

 [facebook.com/kea.dk](https://facebook.com/kea.dk)

 [@keacph](https://instagram.com/keacph)

## KEA.DK