Sustainable Fashion – Revitalizing an Exhausted Industry Model

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The Current Fashion Industry Paradigm

The Current Value Chain: Linear Model

(A) Disenfranchised workers

(B) Brands and intermediaries

(C) Uninformed consumers

Moving Towards an Inclusive Sustainable Value Chain

(A) Empowered Artisan Workers

(B) Responsible Brand

(C) Informed Consumer

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.
Hecho por Nosotros and Animaná – A Synergistic Relationship

Incorporating Sustainable Fashion concepts into Business Courses – Some Quick Thoughts

• Strategic Management
• Entrepreneurship
• Leadership and Organizational Behavior
Incorporating Sustainability into *Strategy* Courses
Incorporating Sustainability into *Entrepreneurship* Courses

The Sustainable Business Model Canvas

<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Propositions</th>
<th>Customer Relationships</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who are our buyers?</td>
<td>What are we doing to create value?</td>
<td>What do we deliver to our customers?</td>
<td>What type of interaction do we have with our customers?</td>
<td>To whom are we selling our solution?</td>
</tr>
<tr>
<td>What is the value proposition we are offering?</td>
<td></td>
<td>What is our unique value proposition?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Category</td>
<td>Key Resources</td>
<td>Channels</td>
<td>Revenue Streams</td>
<td>Eco-Social Benefits</td>
</tr>
<tr>
<td>Who are our key partners?</td>
<td>What are the key resources we need?</td>
<td>Which channels do we use to reach our customers?</td>
<td>How do we generate revenue from our customers?</td>
<td>What are the social and environmental benefits of our business?</td>
</tr>
</tbody>
</table>

**Cost Structure**
- What are the fixed and variable costs of our business model?
- What is the cost per unit of our business model?

**Eco-Social Costs**
- What is the eco-social impact of our business model?
- What is the eco-social cost per unit of our business model?

**Eco-Social Benefits**
- What are the eco-social benefits of our business model?
- What is the eco-social benefit per unit of our business model?

Based on: [www.businessmodelgeneration.com](http://www.businessmodelgeneration.com)

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 are rational approaches to revitalize the fashion industry and lead a sustainability-focused transformation.
- There are benefits to raising consumer awareness regarding unsustainable practices.
Questions?