

Sustainable shopping

Making sustainability a part of the decision making while shopping clothes online

Comparing the environmental impact of different pieces of clothing should be a natural part of the shopping process, equally to price, popularity, features etc. We want to make this choice effortless and accessible for everyone, especially for those who lack knowledge on sustainability but are trying to make more conscious choices. The clothing industry is dominated by fast fashion and trends that lead to consumerism. **Ideally shopping in general should be reduced**, but we believe that making it more sustainable is a good and more realistic starting point. We want to improve our practice by facilitating for better choices, because conscious consumers will affect retailers, who again can start setting demands for their cooperating manufacturers.

Research

User research

Using a questionnaire we gained insight to what people believe is "sustainable shopping". Based on this data in addition to feedback from several manufacturers, we developed three filter categories; **transportation, production and waste**.



Material Sustainability Index

As a base for our rating we are using the Higg Material Sustainability Index (MSI)¹. The Higg MSI, which originated in Nike, have been further developed as a tool for brands and retailers in the clothing industry. The goal is to cause awareness of the environmental impact this industry has. MSI offers accurate calculations on sustainability for specific textiles, production methods etc., and is therefore a good resource for the material and waste section of our filter.

¹msi.higg.org

Manufacturer and retailer feedback

Wanting to know more about retailers access to manufacturing information for given products, we contacted several clothing manufacturers and online retailers. Our goal was to gain insight in how this information is managed and how readily accessible it is to end-consumers.

Both retailers and manufacturers can easily exchange information, but collecting information is mainly motivated by financial profit.

Retailers and manufacturer are experiencing a growing focus on sustainability from consumers, giving them motivation to meet the "trend".



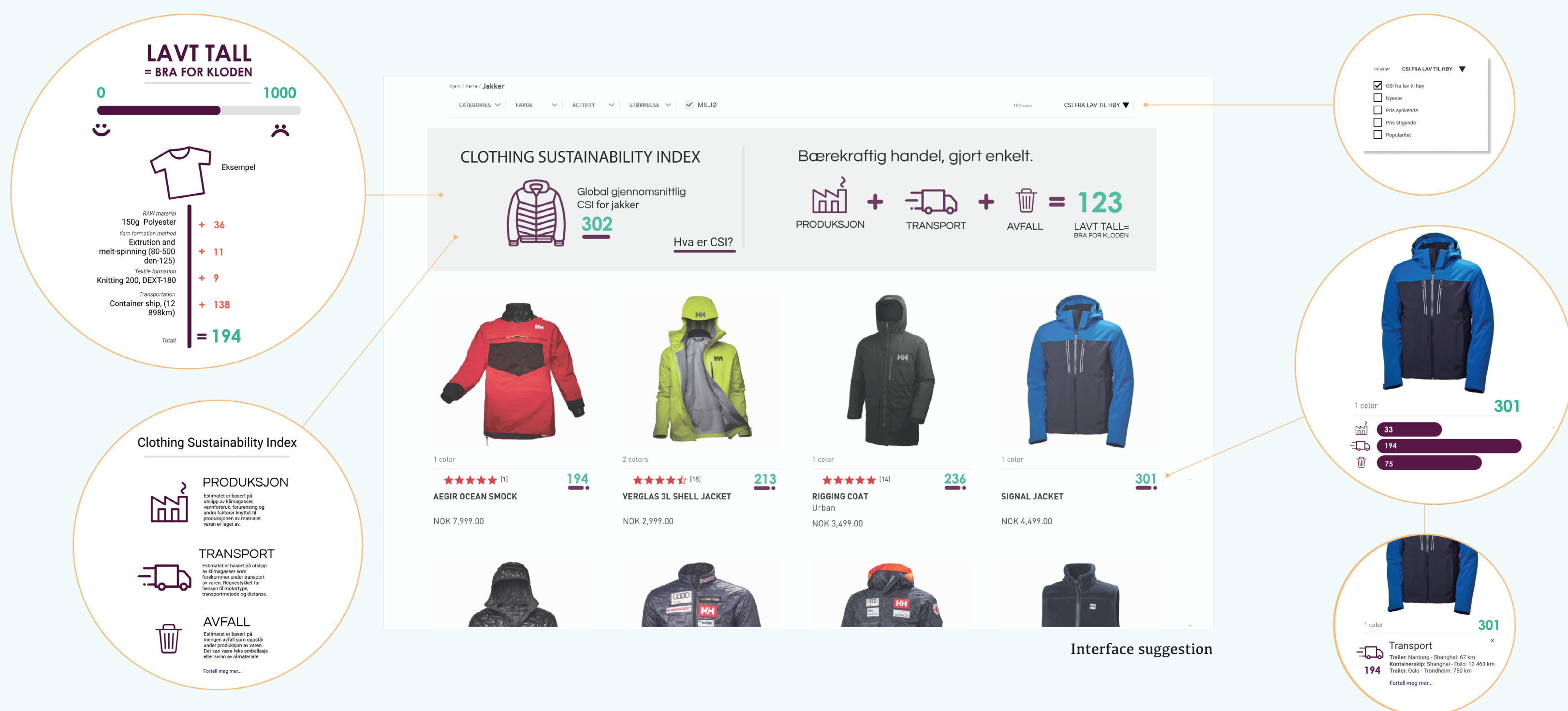
Clothing Sustainability Index (CSI)

The solution

Our solution to improve the practice of shopping (with sustainability in mind) is to give customers the option to sort clothing items by sustainability. We have made a template that takes complex information from the producers, converting and providing this information to the customers in a **simplified rating system**. With Higgs' MSI as the base, we give the customer an estimate of how environmentally friendly each product is in comparison to each other in a

given category. As mentioned we are using a baseline with the three categories we have found that people associate with "sustainability" the most; **transportation, production and waste**. Through the CSI, a modified MSI rating, we will act as a third party and let the customers make conscious decisions regarding their shopping. The solution will also make more detailed information readily available for the customers who want to know even more.

The system



Strategy

Target users

As seen from several different motions in today's society, problems regarding the environment are on the rise. For example, the students' strikes spreading throughout Europe, this last year, show that the zeal for a more sustainable society is prevailing. Based on this, our target group is everyone who, to even the smallest degree, shares a motivation to adapt to a more sustainable future. People who in some way or form want to adjust their lifestyle to give the world a helping hand, but who might lack the knowledge to make said choices.

Potential stakeholders

The target user group is the key to success to our stakeholders. This customer group is significant, not due to their numbers alone, but also their age. A large part of the group is youth who will continue to bring value in the future. Accompanying these consumers in their quest for sustainability will put the stakeholders

in a fortunate view of the society. Due to the unobtrusive nature of our solution, the sustainable direction of the stakeholders will not scare away the consumers with more conservative views. In our research phase and solution, we have used Helly Hansen as one of our manufacturers and Nelly.com as one of our retail stores.

