



Press release

IIIEE joins as new research partner on policy to Mistra Future Fashion

Mistra Future Fashion continues to grow, and can now announce that IIIEE, International Institute for Industrial Environmental Economics at Lund University, becomes research partner on policy and guidelines for a sustainable fashion industry.

Stockholm, July 7th 2016. IIIEE, International Institute for Industrial Environmental Economics, will be new partner in the Mistra Future Fashion program on policies and guidelines. IIIEE is an international, interdisciplinary center for research and education at the University of Lund. The Institute promotes sustainability solutions pursued by the public authorities and businesses by assessing the governance and management processes, evaluating policies interventions and business models, and exploring visions and scenarios for sustainable futures.

In Mistra Future Fashions phase 2, the IIIEE researchers will look into government interventions in three areas: global and national policy measures for sustainable supply chain, local policy measures to enhance sustainable consumption, and extended producer responsibility, the so-called EPR policies that would promote reuse and fiber-to-fiber recycling of textile.

"For many years, we have been looking into various product-oriented environmental law and policies, and their influence on business practices. Textile is definitely among the "hottest" product groups for which varieties of interventions by various levels of government are under discussion/started to be implemented", says Naoko Tojo, associate professor of environmental and product legislation and policy on IIIEE. "I believe Mistra Future Fashion, which engages a broad range of both private and research partners, captures this momentum really well and provides an excellent platform to further the work in this area."

IIIEE will work together with other researchers from PlanMiljø and IVL on policies in the Mistra Future Fashion program.

To learn more about IIIEE, visit www.iiiee.lu.se

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Mistra Future Fashion is a research program on sustainable fashion and serves for a future positive fashion industry. Its vision is to close the loop and enable a systemic change with a sustainable development of the industry. It holds uniquely a system perspective and operates cross-disciplinary in a big consortium with over 40 research and industry partners. The program is primarily funded by Mistra and led by SP. Visit www.mistrafuturefashion.com.