

ISPO AWARD FOR BERGANS X SPINNOVA

ISPO JURY HONORS “BACKPACK FROM WOOD”

Development partnership for more sustainable textiles is awarded!

Since launching *The Collection of Tomorrow*, Spinnova and Bergans have experienced overwhelming interest and dedication on the project. Now the project and product receive honors in the ISPO Award 2020.



The ISPO Award strategically integrates aspects of sustainability judged by experts of a separate Sustainability Jury. In addition, the individual juries of each segment discuss the products in a separate process, evaluating the products' innovative value, design, and functions. This is how the Sustainability Jury is judging *The Collection of Tomorrow*:

Bergans has developed and created according to the principles of the “Circular Economy”. It combines innovative, sustainable materials and a clean design with an eye for details. Bergans integrates the consumer in their circular economy strategy through the coownership approach under which the consumer owns the material; from the backpack, the consumer can make another item while still owning the material itself.



It was in October 2019 Spinnova and Bergans announced their long-term cooperation, aiming to develop a new and radically sustainable textile production method. Their joint project was to continue the development of a cellulose-based textile fiber that is 100 % recyclable and uses no harmful chemicals – seeking to revolutionize the textile industry.

[Read more about the technology and project in total](#)

The Collection of Tomorrow was launched on Friday, November 29, 2019 – also known as Black Friday. The product was still a prototype and only available in a very limited quantity. It was clear that this project was not only about creating new materials and products. Bergans was also anxious to test out new and circular ways of consumption.



Overwhelming interest

The launch campaign encouraged consumers to buy in as co-owners in the fabric quantity, and with it become field testers of the material. Due to the low quantity, you had to apply to become one of the few

co-owners. Those who were selected had to sign a co-owner contract and pay a deposit of NOK 1500 before they got a backpack. The concept is that the co-owners, after a certain period of use, can return the backpack and have it recycled and reshaped into a new and different product.

The excitement was great at launch. Would the consumers welcome such a different and innovative concept? Would anyone apply to participate? The answer was yes!

Right after launch the applications began to tick in. The majority came from Europe, but there were also applicants from India, Taiwan, Vietnam, USA, Australia, New Zealand, Turkey and the United Arab Emirates. When Bergans decided to close the application form, simply because they had more than enough, they had received 150 applications.

Common to most applicants was that they were interested in sustainable solutions, loved nature and wanted to contribute to a more circular consumption. The applicants were also asked to substantiate their motivation for participating in the project. Here are some of the reasonings:

"I'm a designer, biomaterials enthusiast and a marketing professional, who loves outdoors and wants to help our material world to have better choices"

"It would be great to be able to what wood products can do and inspire people in the UK that there is another way to see value in our forests and to move away from the culture of disposal to the circular economy."

«The world needs this. My hope is such developments can brought to market as quickly as possible and to be made viable so as the address the rising tide of fast fashion.»

"Well done Spinnova - I am so excited about your materials. I have a forestry start-up in the UK and I really want to develop the market of the bioeconomy so that we can have more diverse sustainable forests, and so that we can reduce the environmental impact of our economy."

«My passion both in personal and professional life is sustainability and circularity! I want to be part of the change and deliver a better future to the next generations! I am a Sustainability expert and Circular Economy consultant within the urban environments and the food industry.»

The backpack will be presented at the ISPO at Bergans in Hall A2.216 as well as in the CSR Hub, at the Scandinavian Bar, at Greenroomvoice.com and at the ISPO Award.

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