

Innonet Lifestyle – Interior & Clothing

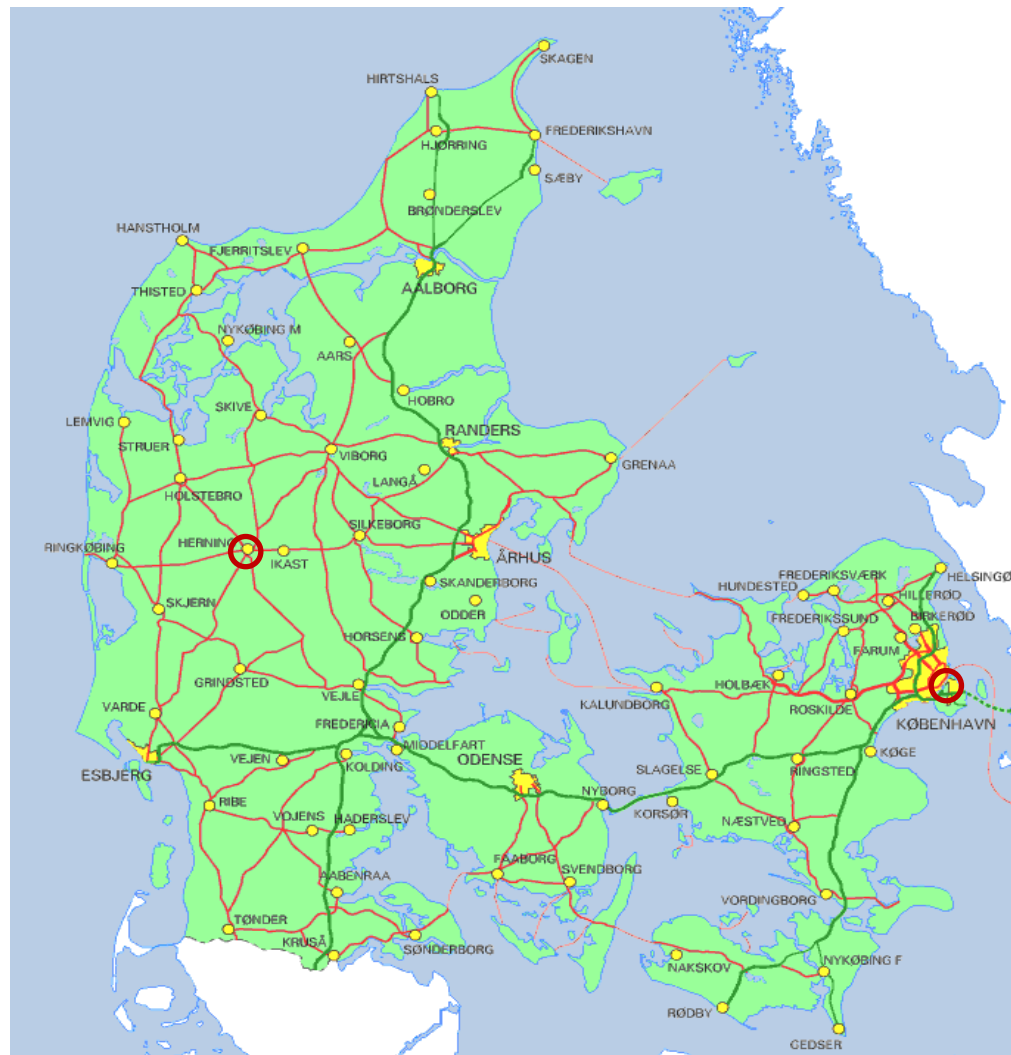
Innovationsnetværket Livsstil – Bolig & Beklædning



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The secretariat of Innonet Lifestyle-
Interior & Clothing

www.innonetlifestyle.com





The vision

is to strengthen and support Danish companies within interior and clothing sectors in becoming among the most innovative in the world.

The strategy

is to increase innovation, insight and knowledge of the interiors and clothing of the future with respect to new materials and added value via the use of design.



Who are we?

22 Innovation networks - clusters financed by the Danish Agency for Science, Technology and Innovation (Ministry of Education and Research)

The networks offer a number of core activities:

Bridgebuilding and meeting places – you can find and obtain inspiration, find partners and have your ideas developed via seminars, conferences and matchmaking with businesses and clever people.

Collaborative projects – you can participate in a pilot project, an innovation project or a project with other companies' participation. The innovation network helps to put together the strongest team and find project financing so that good ideas can be tested and realised.

Dissemination of knowledge – you can engage in discussions on the latest knowledge within your field, and the networks can ensure development of the required skills to meet your business's special needs.



Why are we doing this?

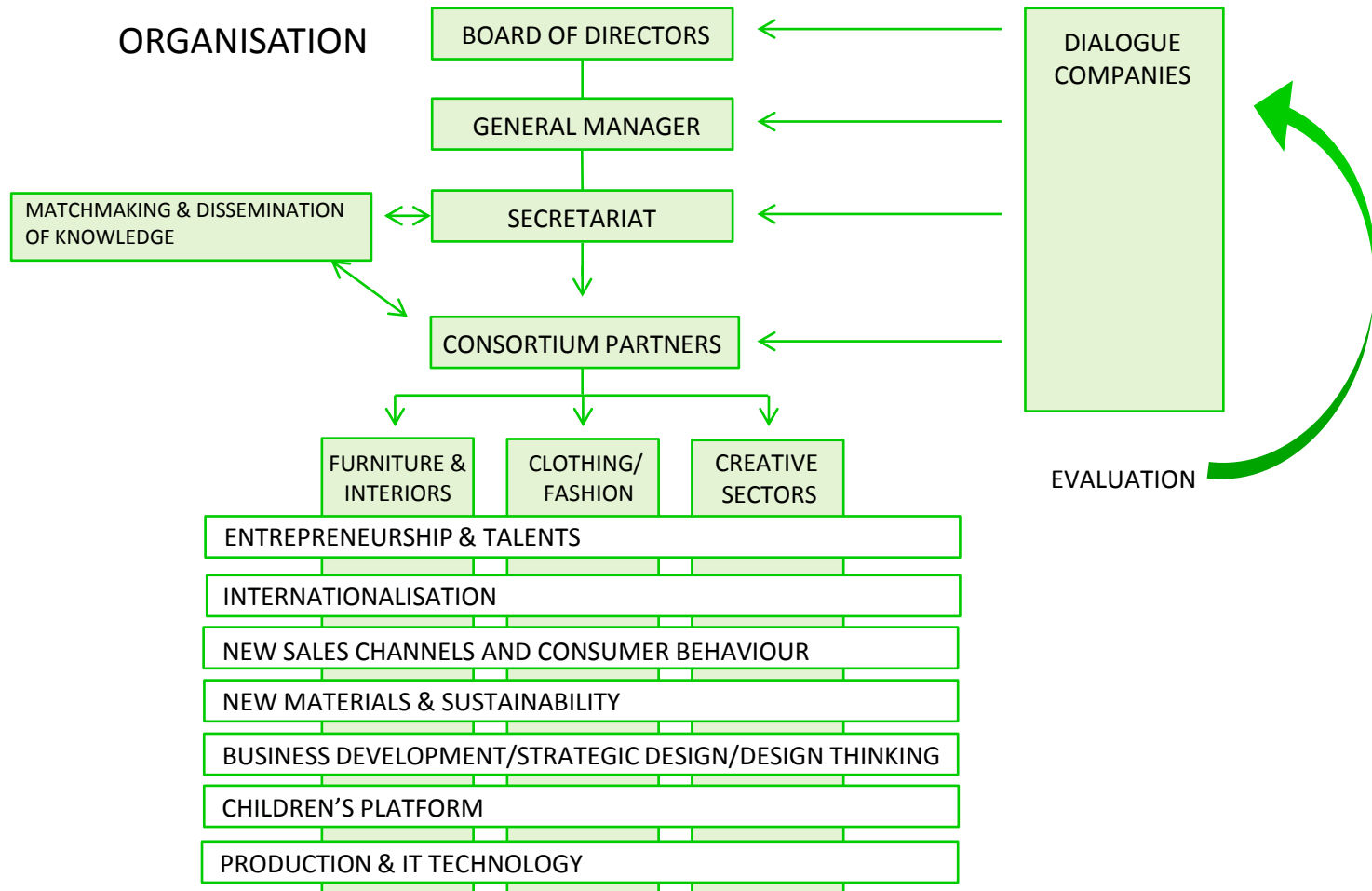
Because it works:

- More R&D projects
- More companies gain new ideas and new skills.
- Increased productivity and profitability
- Research – participating companies four times as innovative
- Over 350 companies participate in short or longer-term activities.
- Over 800 companies participate in conferences/go home meetings/seminars
- Over 1750 receive the newsletter
- The interior and clothing sectors are the fourth biggest export business in Denmark.
- Interior and Clothing has few employed academics and very little research.
- Large parts of the production are outsourced – what about the knowledge?
- Major growth potential



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It all started with a Kids' conference



Out of companies' interests from the conference several new initiatives were started:
Created 4 Kids, network group for chemicals in Kids' wear, Kids and sustainability

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Created **4** Kids

Purpose: To create a common mobile retail / etail platform for promotion of products and services targeting children and families on distant markets

Concept: Edu-/ entertainment

Role: Innonet Lifestyle was initiator and project manager on first preproject under Central Region Denmark's programme: more creative.

Outcome: A strong concept with interested and committed companies - Next step: testing store in China





Network group for chemicals in kids wear

Purpose: To gain new knowledge and insight about problematic chemicals in kids' wear in order to produce safer products

Concept: To gather companies with same interest in a networks group sharing information and gaining expert knowledge

Role: Initiation and facilitation of 2 first network group meetings together with DM&T.

Outcome: Expert knowledge and insight - ongoing interest. Facilitation outsourced to expert company providing courses in chemical control in clothing etc.





Kids and sustainability

- Purpose:** To match newly graduated research designers from knowledge institutions with 3 companies interested in sustainability in order to create a totally sustainable plan which could be to development product, concept or promotion material targeting kids
- Concept:** To identify new possibility or challenge in the companies and match them with relevant design competence to enhance sales of green products, promote growth in the companies and create new jobs.
- Role:** Recruitment of companies and match, process facilitation and project management, dissemination of results
- Outcome:** New sustainable furniture produced of residual material from other production with FLEXA
Major material research and proposal for new tumble furniture with Bobles
..... and for Fred's World By Green Cotton:





Fred's World / Green Cotton

How matchmaking between design researchers and companies turned into story telling, superheroes and education material about sustainability at eye level of kids and families





Fred's World By Green Cotton

Purpose: Through the match with the design research team to create sustainable communication plan to gain more impact.

Concept: Develop communication at eye level of children and their parents - how does sustainability become tangible and engaging for kids

Role: Recruitment of companies and graduated designers, match, process facilitation and project management, dissemination of results

Outcome: New Communication Platform: Super heroes /animated figured that each represent sustainable principles- a totally new approach to marketing and the collaboration continues.

Launch of new collection of kids wear with the super heroes this autumn together with a cute animation video for the 3-7 yearolds that is almost ready.

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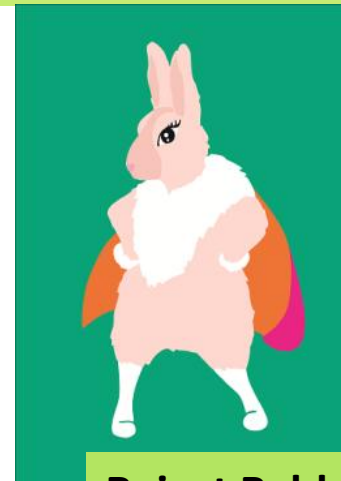
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Repair Bear:



Recycle Owl:



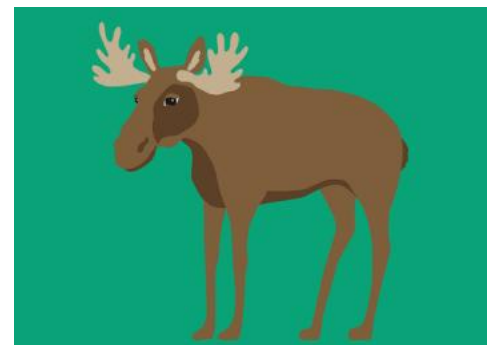
Reject Rabbit:



Reuse Racoons:



Toxi Foxy:



Reduce Moose:



Network group: Learning space of the Future (elementary school)

Purpose: To gather experts across sectors, public and private, consultants, companies, municipalities, teachers etc. for knowledge sharing and vision making

Concept: Through knowledge sharing across sectors to share best practice and to identify the challenges that lie in how the existing classrooms can support the paradigm shift that comes with the new school reform (more physical activities, IT integration and inclusion of kids with special needs etc.)

Role: Administrator of the network, communication and part of the steering committee

Outcome: A holistic solution to define the classroom of the future and how to "equip" the classroom to become a learning space rather than a class room for teaching. New solutions to furniture, light, sound, IT integration, new materials etc.



Network group: Learning space of the Future (elementary school)

The network started 23. 02. 2015 and met 2 times already with some twenty participants per meeting

This year the network works with 3 themes:
The garage: The experimental learning space
From teaching to learning
The interactive learning space

