



Når forretningsmodellen er søppel

Sirkulærøkonomi fra prat til praksis

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Recycling Lead, TOMRA Textiles
Bærekraftige Bedrifter 2024

The background of the image consists of numerous pairs of folded denim jeans, arranged in a dense, overlapping pattern. The jeans are light blue and appear to be made of a standard denim fabric. The folds create a complex, textured pattern of curves and lines. The entire image has a semi-transparent green overlay, which makes the text stand out clearly.

Vet du hvor buksene
dine ble produsert?



Import av tekstiler til Norge økte fra..

33 000 tonn

74 000 tonn



1989

2018

Dobbelt så mye, til nesten samme pris

8 kg



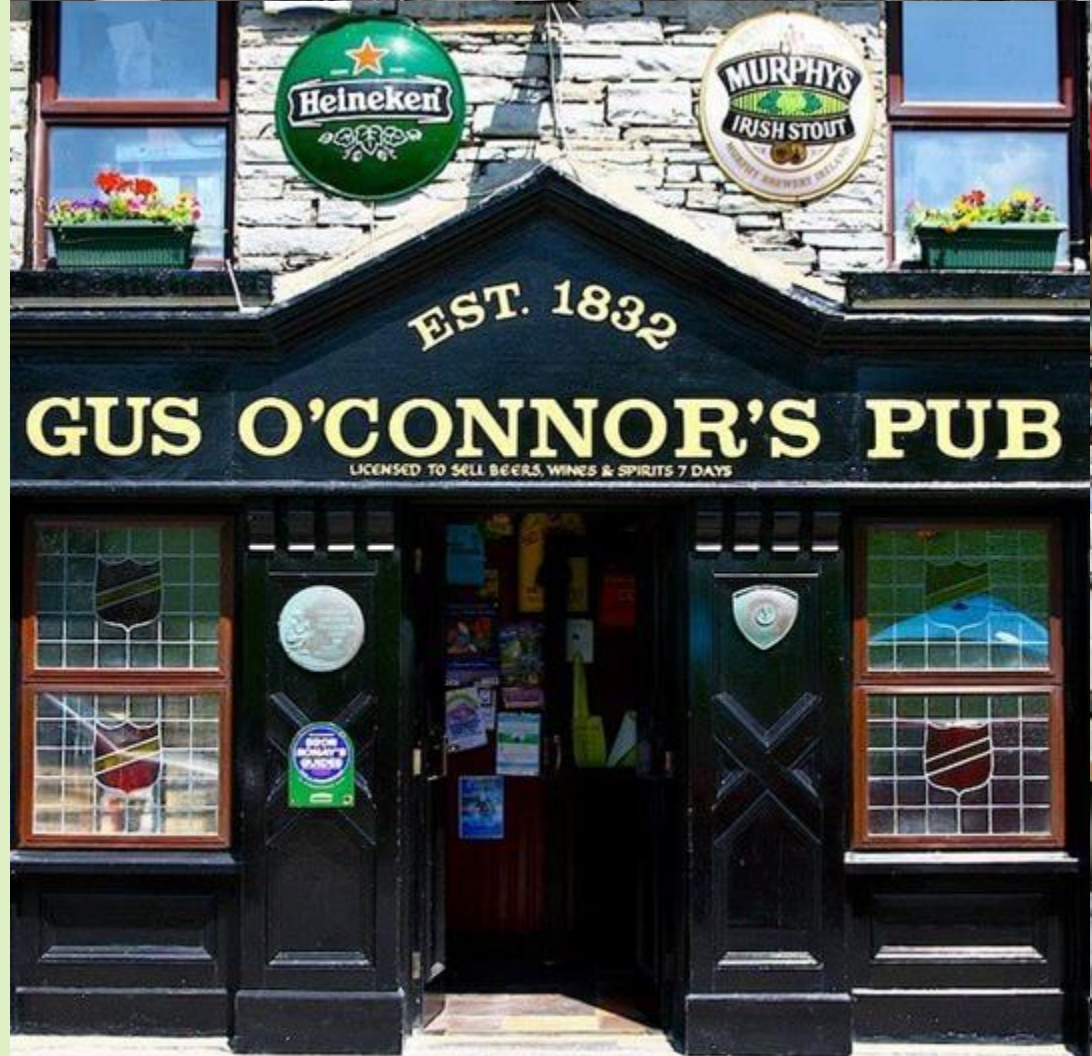
1989


14 kg



2018

More isn't
always more

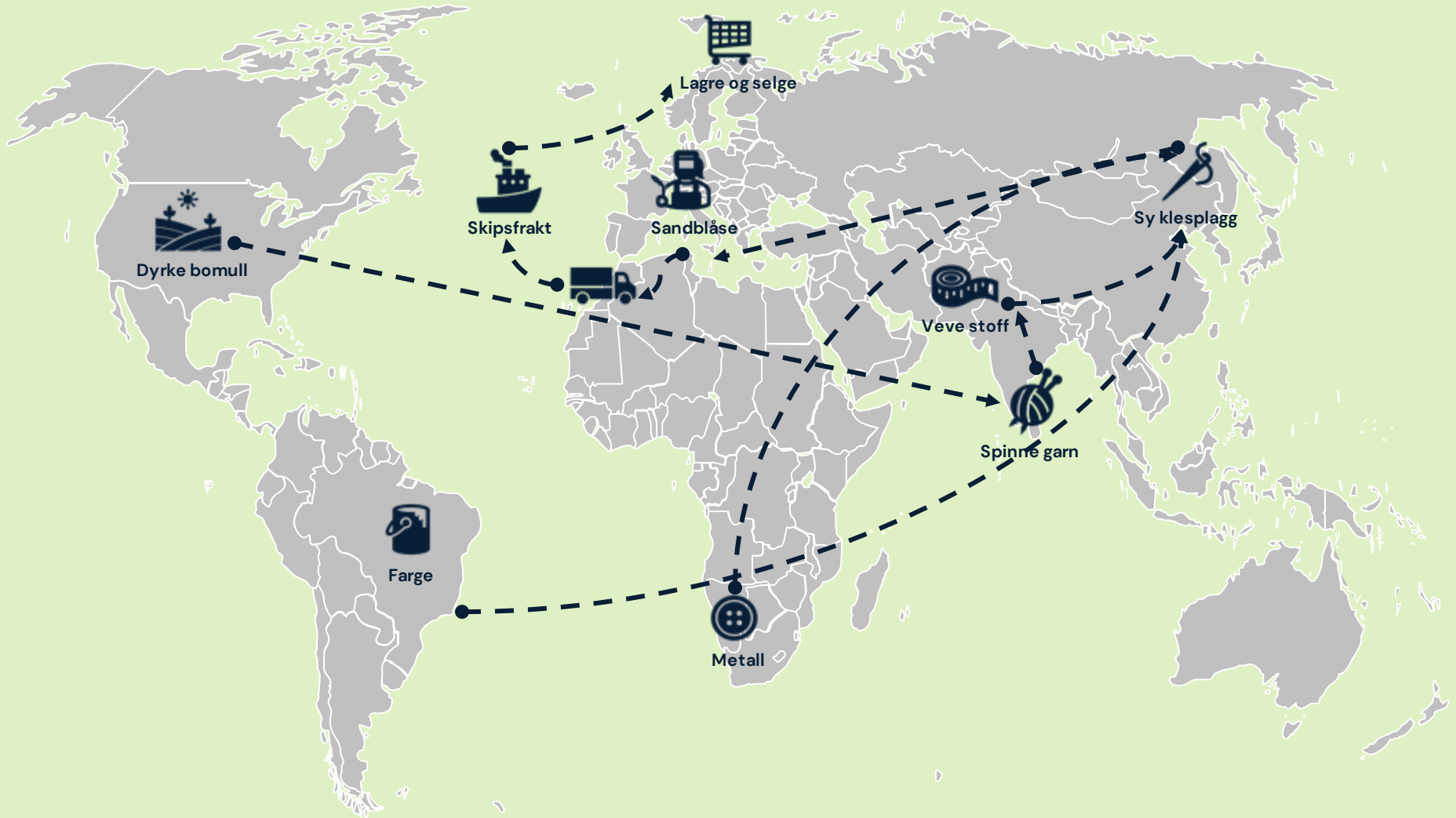



The background of the image consists of numerous pairs of denim jeans, folded into neat, circular or rectangular shapes. The jeans are arranged in a dense, overlapping pattern, filling the entire frame. The color of the denim is a light, muted greenish-blue, and the overall lighting is soft and even, highlighting the texture of the fabric and the repetitive patterns of the folds.

Hvor langt har et klesplagg reist før det når dine hender?



1,5x





Hvor mange
klesplagg eier du?

The background of the image consists of numerous pairs of folded denim jeans, creating a dense, textured pattern of light blue and white fabric. The jeans are folded in various ways, showing different parts like the waistbands, pockets, and hems. The overall color palette is a soft, muted greenish-blue.

359

2 kolleksjoner i året



6000 nye plagg daglig








Fast fashion er ikke billig

Det koster planeten 2,1 milliarder tonn CO₂ i året

A woman with blonde hair, wearing red sunglasses, a white blouse, a black and white patterned scarf, and red pants, stands in a field of plastic waste. She is holding several shopping bags. The background shows a hazy landscape with hills.

Fast fashion er ikke billig
Det koster 50 milliarder
plastflasker i havet

A woman with blonde hair, wearing red sunglasses, a white ruffled blouse, a black and white patterned scarf, and red pants, stands in a landfill. She is holding several shopping bags. The background is a vast expanse of discarded plastic and other waste under a hazy sky.

Fast fashion er ikke billig
Det koster 7000 liter
vann per dongeribukse

A woman with blonde hair, wearing red sunglasses, a white blouse with a black patterned scarf, and red pants, stands in a landfill. She is holding several shopping bags. The background is a vast expanse of discarded plastic and other waste under a hazy sky.

Fast fashion er ikke billig
Det koster 16,5% av verdens
forbruk av sprøytemiddel

A woman with blonde hair, wearing red sunglasses, a white blouse with a black patterned scarf, and red pants, stands in a landfill. She is holding several shopping bags. The background is a vast expanse of discarded plastic and other waste under a hazy sky. The text is overlaid on the image.

Fast fashion er ikke billig
Det koster dyrebart areal for
matproduksjon



Fast fashion er ikke billig

Det koster barns frihet og livet til mennesker som er elsket



Mindre enn 1%



TOMIRA Textiles

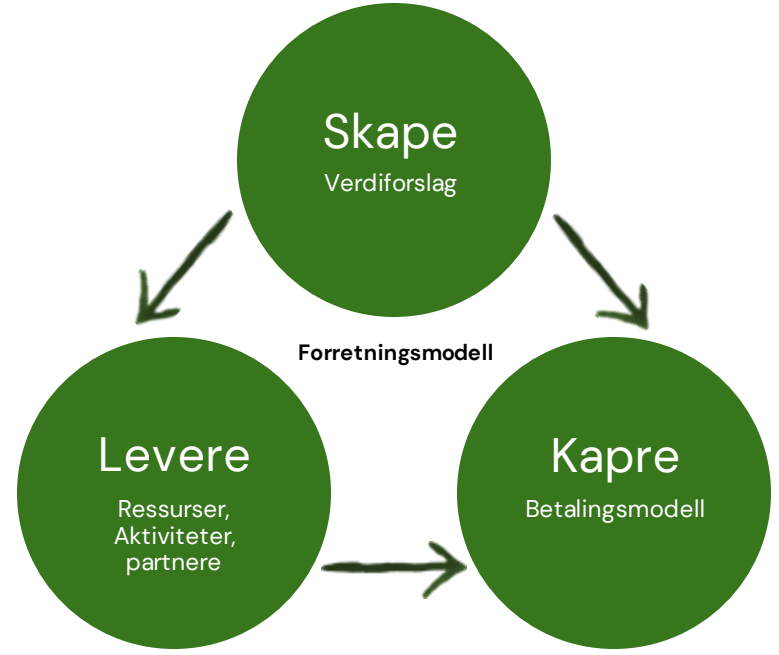


Hvordan gå
fra prat til praksis?

RESTART



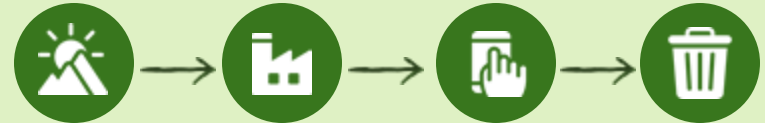
Redesign E S T A R T



Redesign Eksperimentering S T A R T



Redesign
Eksperimentering
Sirkulasjon
T
A
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T



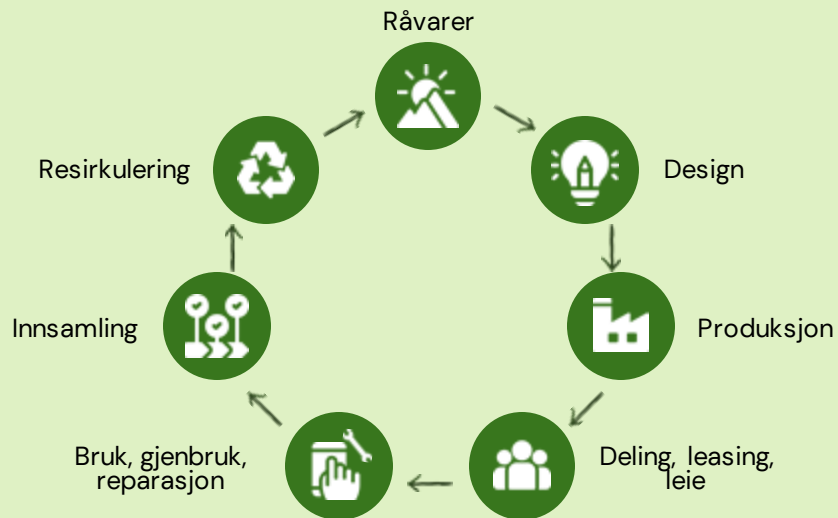
Råvarer

Produksjon

Forbruk

Avfall

Redesign
Eksperimentering
Sirkulasjon
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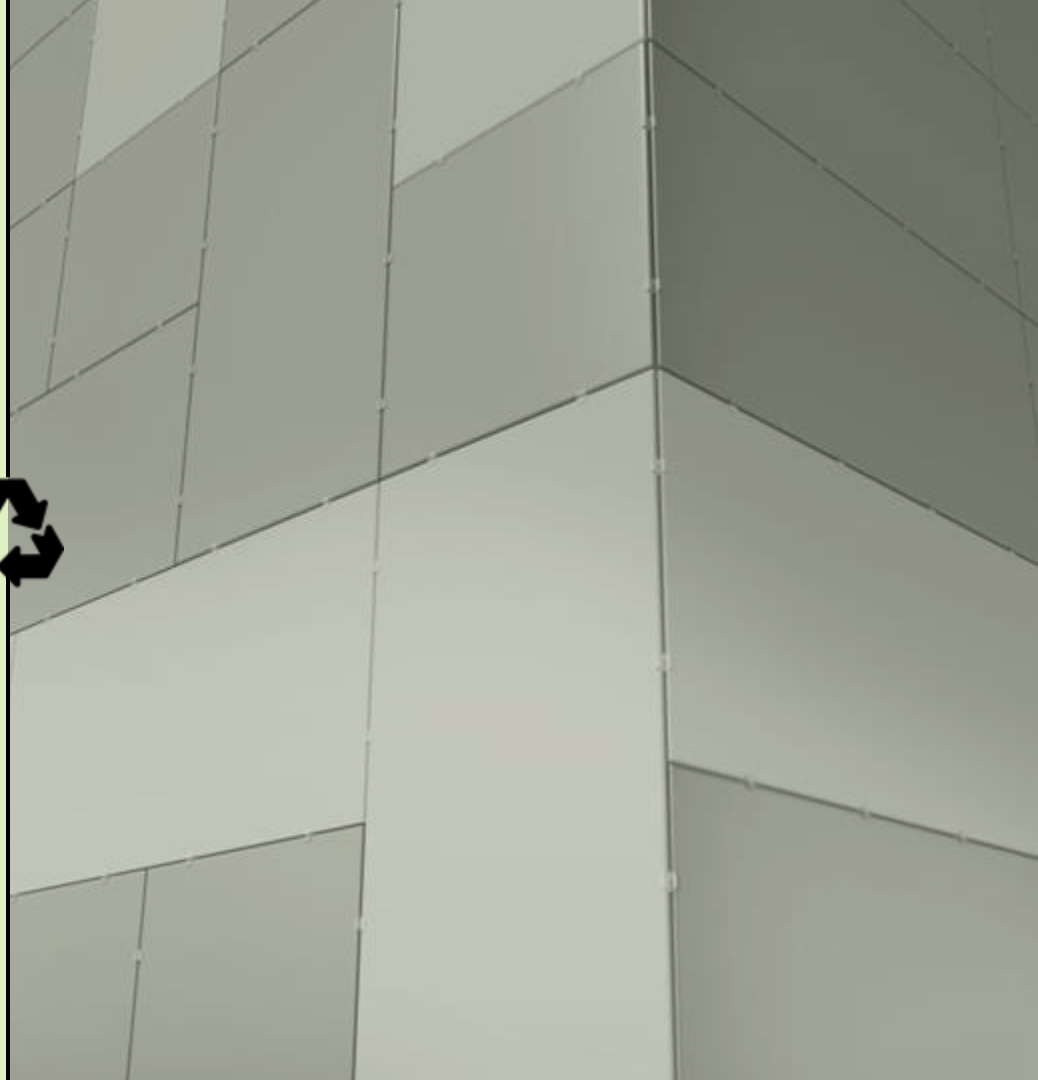
Redesign
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Redesign
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Redesign
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Redesign
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Redesign
Eksperimentering
Sirkulasjon
Tjenestelogikk
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Redesign
Eksperimentering
Sirkulasjon
Tjenestelogikk
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“Sharing is caring”

Otto



“Leie fremfor eie”

Slettvoll



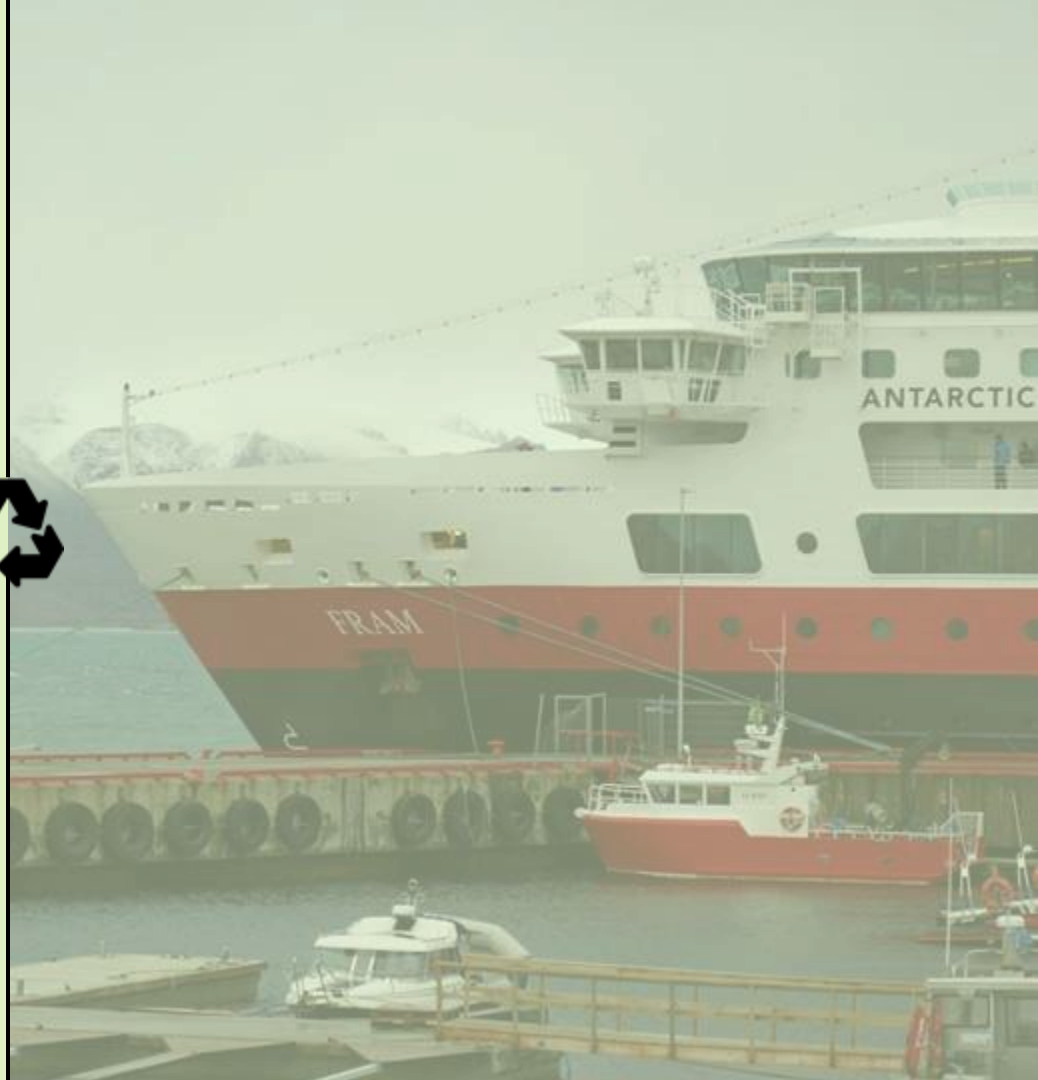
“Hvis onkel ønsker seg ingenting til jul - gi ingen ting”

Jernia

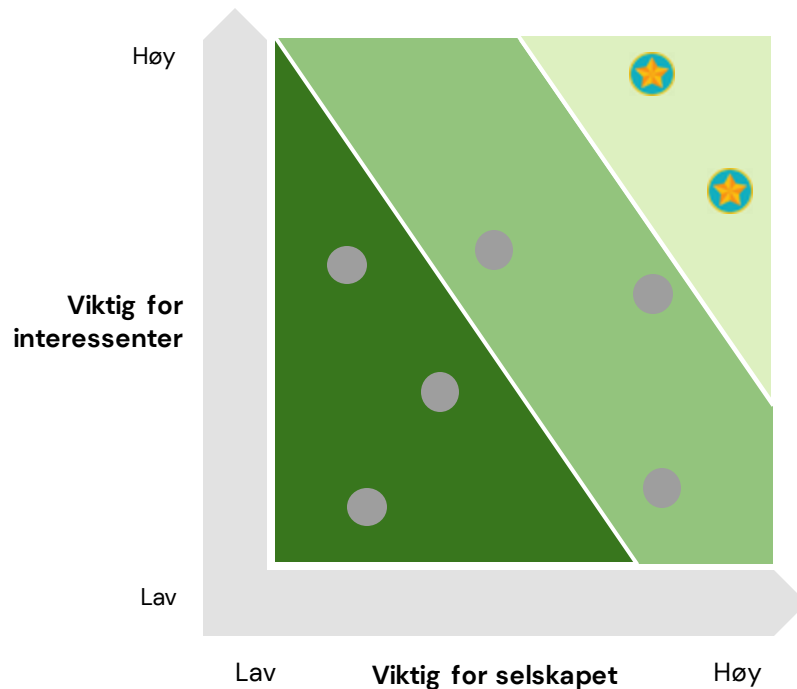
Redesign
Eksperimentering
Sirkulasjon
Tjenestelogikk
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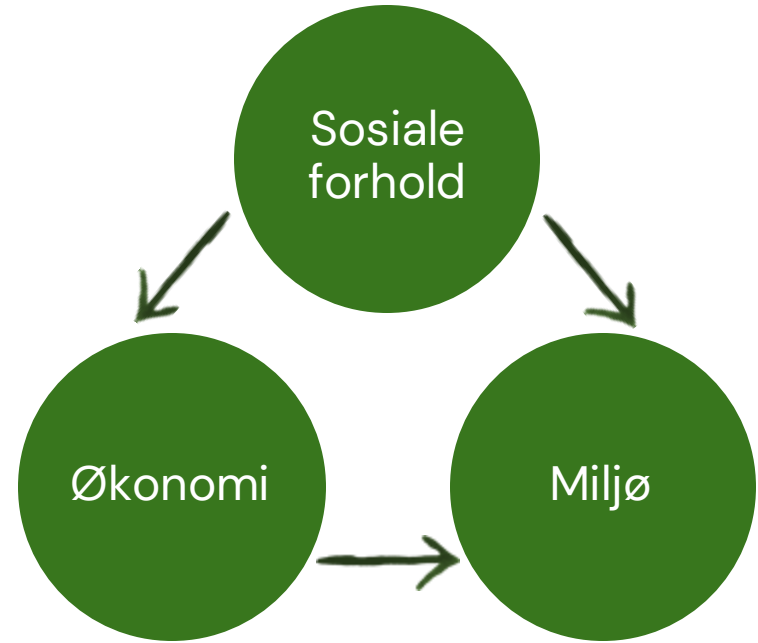
Redesign
Eksperimentering
Sirkulasjon
Tjenestelogikk
Allianser
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Redesign
Eksperimentering
Sirkulasjon
Tjenestelogikk
Allianser
Resultater
T




Redesign
Eksperimentering
Sirkulasjon
Tjenestelogikk
Allianser
Resultater
Tredimensjonalitet





7,2%



Hvis ikke du - *hvem?*