

Sustainable Innovation 2019

Road to 2030: Sustainability, Business Models, Innovation and Design

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**Dr Anne Prah, Design & Innovation Consultant,
concept+design, UK**

Anne is an independent design and innovation consultant with over 20 years of experience in the global fashion and sportswear industry, where she has worked for brands and retailers including Nike, Puma, Ellesse, Esprit, Speedo, Marks & Spencer and trend forecaster WGSN. Since completing her Master's Degree in Design for Textile Futures from Central Saint Martins College of Art & Design in 2009, her projects have focussed on design-driven sustainable innovation, which explores and creates opportunities to utilise better material and manufacturing solutions, as well as embedding resource efficiency and more sustainable consumption directly into the design process. Anne's projects are diverse and have included the creative re-use and recycling of obsolete stock, the design of sustainable concept collections, the development of unique sustainable design strategies for various global brands and start-ups, and inspiring other designers and industry professionals through webinars, collaborative design projects, interactive workshops, tailor-made tools and mentoring. Anne is a regular speaker at international conferences and industry events and contributes to a selection of industry platforms and publications, including online resource Innovation in Textiles and Greenpeace's 'Fashion at the crossroads' report (2017). Anne is a long-standing supporter of Wrap's Sustainable Clothing Action Plan (SCAP), which aims to minimise the environmental impact of textiles and clothing in the UK by reducing waste, water and carbon footprints. As part of her supporting work, she co-invented and developed WRAP's Clothing Knowledge Hub, a free online tool, which showcases initiatives, processes and technologies to reduce the environmental impact of clothing. In addition Anne contributed to WRAP's 'Sustainable Clothing Guide', a practical guide to help brands and retailers to improve the quality and durability of clothing and developed a series of supporting workshops to train staff on design for durability and longevity. In 2016, Anne was awarded the PhD degree for her practice-based research '*Designing wearable sensors for Preventative Health: An exploration of material, form & function*' at London College of Fashion, UAL. This research has led her to present industry keynotes and webinars on the pressing need to integrate circular design approaches into the innovation of textile-based Wearable Technology and she is also supporting the European Union's Horizon 2020 research and innovation programme funded Wear Sustain project as a mentor to selected teams.