

## Sustainable Innovation 2021

*Accelerating Sustainability in Fashion, Clothing, Sportswear & Accessories*

23<sup>rd</sup> International Conference

Online Conference: 15<sup>th</sup>-21<sup>st</sup> March 2021

Business School for the Creative Industries

University for the Creative Arts

Epsom, Surrey, UK



### **Michael Schragger, Founder & Executive Director, The Sustainable Fashion Academy, Sweden**

Michael has been working at the forefront of the sustainability movement for more than twenty years. His experience and expertise involves initiating sustainability relevant research and analysis so it can be used as the basis for better decision making; advising global companies, non-governmental organizations, investors and government agencies on their sustainability strategies and policies; educating organizational leaders and change agents; and mobilizing stakeholders around key sustainability goals and action plans. He is a frequent keynote speaker and moderator and has trained thousands of professionals in the principles and practices of sustainability.

In 2010, Michael founded the *Sustainable Fashion Academy (SFA)*, a non-profit organization whose mission is to rapidly accelerate societal progress to science-based sustainability targets and the global sustainability goals. SFA's strategy for impact is unique because it involves influencing the development and impact of the apparel industry, an industry that is both environmentally damaging and socially important, given it employs millions of people, especially in lower-income countries.

Michael founded and directs *The Swedish Textiles Initiative for Climate Action (STICA)*, a platform for ensuring Nordic companies and industry stakeholders set science-based climate targets and work actively to reduce GHG emissions inline with the 1.5 degree warming pathway. Michael also sits on the advisory boards for a range of global sustainable apparel initiatives including the United Nation's *Fashion Industry Charter for Climate Action*, the *World Resources Institute Market Maker's Project*, and *The Science-Based Targets Initiative for the Apparel Sector*. He also works actively to convene financiers and investors to help accelerate the development and uptake of sustainable solutions in the apparel sector.

Michael is the creator and host of the *Big Closets Small Planet* podcast and frequently contributes to Eco-Textile News.

You can learn more about SFA here: [www.sustainablefashionacademy.org](http://www.sustainablefashionacademy.org).