

Sustainable Innovation 2025
Sustainable Innovation in Products, Services and Business Models
Past, Present and
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**Michael Cusack, Chief Sustainability Officer,
ACS Clothing Ltd, UK**

Michael Cusack is the Chief Sustainability Officer at ACS Clothing Ltd., Europe's leading circular fashion fulfilment company. He has been central to transforming ACS from a traditional hirewear business into a global leader in circular fashion, working with major brands, charities, and public bodies. Michael's focus is on building large-scale infrastructure for rental, resale, repair, and recycling, while using AI and automation to create efficient, inclusive second-life systems. He is also a strong advocate for green jobs and social impact. Michael will share insights on the realities of product second life and circular innovation.