

**Sustainable Innovation 2025**  
***Sustainable Innovation in Products, Services and Business Models***  
***Past, Present and***  
**25th International Conference**  
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**Professor Rebecca Earley, Chair of Circular Design Futures**  
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Professor Rebecca Earley is a sustainable fashion textile designer and circular economy expert, based at Chelsea College of Arts, University of the Arts London. Her work currently focuses on design strategy for sustainable and circular textiles, spanning innovative material developments, low-impact production and manufacturing processes, creative practice methods and design for mindset and behaviour change of both designers and users. After graduating from the MA Fashion course at CSM in 1994, she won several awards including London Fashion Week's New Generation, Princes Trust, Crafts Council, Arts Council England and Peugeot Design. Her first funded research projects in 1999 explored a broad set of design strategies for textiles using recycling and low impact printing and dyeing techniques, including the Eden Project (Natural Indigo / Spindigo). AHRB/C projects included 5Ways, Worn Again and Fire Up. In 2007 she was nominated as a Morgan Stanley Great Briton following the curation of the Crafts Council's 2006 Well Fashioned exhibition. Her own [design work](#) is collected in by museums including the Victoria and Albert in London and MFIT in New York. Between 2010 – 2022 she led two design research groups at UAL – the Textile Futures Research Centre at Central Saint Martins (2010 - 2017) and Textiles Environment Design (Chelsea, 1999 – 2017). In 2017 she co-founded the Centre for Circular Design (Chelsea, 2017 – 2022). In 2020 she co-founded [World Circular Textiles Day 2050](#) to celebrate on 8 October every year, the progress being made in circular textiles. For international research consortia she led the design work for the Mistra Future Fashion Program (2011 – 2019) in which she explored sustainable strategies (*The TEN*), producing guidance for H&M and the Sustainable Fashion Academy (Sustainable Fashion Fundamentals); and later, lifecycle speeds for circular fashion textiles (for Filippa K and other Swedish SMEs). In the Horizon 2020 EU project Trash-2-Cash, she led the UAL work on Design Driven Material Innovation ([DDMI](#)) processes. For the most recent EU project work – [Herewear](#) (2020 – 2024) - Becky led on the development of the [BIO TEN](#) (biolocal circular design). Becky delivers keynote talks and facilitates workshops, collaborating with brands and organisations to embed sustainable design research within a diverse range of cultures. As UAL Chair in Circular Design Futures, Becky is currently exploring the social, 'common good' questions around design, circular economy and behaviour change; she coordinates the [UAL DESIS Lab](#) for Chelsea, Camberwell and Wimbledon colleges.