Æra Strategic Innovation is a Norwegian agency operating in the fields of growth, strategy and sustainability.

Through transparent and collaborative partnerships, we help brands and businesses find new perspectives, new solutions and ultimately establish clarity for the future.
Englis
Tangle, Knot, Wicked
Problem
How can we turn today’s **societal challenges**, into tomorrow’s **innovation opportunities**?
A New Normal

- Detangling a broken fashion system, together.

In 2020-21 Floke ® will explore the regenerative fashion systems of tomorrow through an open-innovation process connecting Nordic & Baltic players across the value chain.

A New Normal is facilitated by Æra Strategic Innovation in support by The Nordic Council of Ministers.
If the last decade was the decade of awakening, the 2020s will be the decade of radical change.
Our hypothesis

We need a local perspective on circularity, radically reduce volume input and explore new paths to value.
Potential policy goals to explore

- Maintain high consumption of second-hand and further nurture the demand for and culture of second-hand, repair, sharing and other reuse practices.

- Establish a thriving recycling sector in the region to take advantage of low labour costs (compared to Nordics) and high quantities of recycling feedstock (non-reusable textiles) emerging from the sorting industry.

- Seed renewal (clean and repair) and upcycling (resewing and redesign) industries in collaboration with Nordic/EU brands/retailers to create quality products for sale in the Nordic/Baltic/EU market.
The Floke journey

- **Signal**  
  Q4 2019  
  Why this topic, now?

- **Mobilize**  
  Q1 2020  
  Mapping out the territory

- **Pre-phase**  
  Q2-Q3 2020  
  Define the innovation brief and recruit

- **Innovation process**  
  Q4 2020 - Q2 2021  
  Develop a portfolio of new answers

- **Realization**  
  Q2 2021  
  Prepare the work for realization
A New Normal

Season 10

Deadline
Key partner: 01.03.2020
Project partner: 01.06.2020

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