

# REGENERATION OF THE ENVIRONMENT AND BIODIVERSITY



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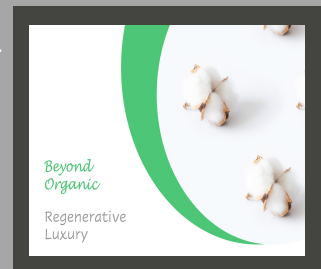
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## CONTEXT

We aim at rethinking sourcing of fashion brands to regenerate the soil and the environment.

Our project was idealized by focusing on answering the following three question:

1. What kind of farming techniques mostly contribute to soil degradation?
2. What are the most used raw material within the luxury and fashion industry?
3. What are the impacts of soil degradation?



## How can luxury brands act towards the regeneration of soil through cotton farming techniques ?



Our project proposal, *Beyond Organic*, is about regenerating soil through cotton farming techniques of fashion brands.

Our solution is to introduce a global program supporting fashion brands' suppliers transition to regenerative cotton farming techniques. It is a comprehensive program focused on improving the Lifecycle Assessment of fashion brands by targeting the initial stage of global supply chains, given that 75% of biodiversity loss comes from raw material production.

In this way we are able to delivering cotton garments more sustainably through fashion brands' partnership with OnePoint.

## CHALLENGES

- The extra expense associated with the regeneration process has to be borne either by the customer or the luxury company
- Yield of cotton is dependent on external factors. Natural calamities like droughts and floods can destroy the yield and the availability of regenerative cotton for the season

## OPPORTUNITIES

- Rather than proposing new partners for the sustainable sourcing of raw materials, we bring the regenerative transition to the current supply chain
- Instead of finding innovative substitutes for cotton, we improve the cotton industry's current practices

To us, only by improving current farming practices we can  
*green brown businesses*