

# SI.

Svenska institutet.



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**Manual for the  
production and  
presentation of the  
exhibition**

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**Fashion revolution**  
–the future of textiles

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## 1. Project introduction

The Swedish fashion industry is in a development phase in which a transition to more sustainable and circular business models is as natural as it is necessary. It's an exciting time, when research, innovation and cross-disciplinary collaborations are paving the way for a fashion industry that can set an example for the rest of the world. Fashion revolution is about the challenges – but also about the possibilities – that are changing the fashion industry to help save our environment.

Swedish fashion shows turnover figures higher than the food industry and equivalent to half the vehicle industry's. Both brands and academia has a progressive approach to shifting towards a more sustainable business model. There are good reasons to shed a light on this topic around the world.

## 2. Aims, objectives and target groups

The aim of the project is to show the width of and how serious the fact is that the fashion industry is one of the worlds most polluting industries, combined with solutions and know-how by Swedish actors as well as guidance to costumers.

Furthermore the aim is to raise the awareness and knowledge about the challenges the fashion industry has to master combined with promotion of Swedish progressive initiatives.

The intention is also to boost a personal interest, that each and every one of has plays a roll and can make a difference through conscious consumption.

Target groups: The media, policymakers and shapers of public opinion, but also citizens interested in fashion, textiles and sustainable development.

## 3. Division of roles and budget responsibility

### Roles

#### *SI:*

- Contact with Swedish participants for seminars etc
- Support to the embassy during the project process

#### *The embassy:*

- Examine local conditions/prospects
- Find a venue for the exhibition and local partners

- Set up the exhibition or hire a curator
- Contact Swedish participants such as guest speakers
- Marketing/invitations
- Report to SI after completion of the project

### Financial distribution

The embassy applies for funding from SI via the online form in the toolkit with a maximum financial support of 30 000 SEK.

*SI:*

- Production support for printing
- Fee and travel- and accomodation costs for other incoming Swedish participants, where appropriate
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*The embassy:*

- Locally incurred costs such as refreshments at the opening, any costs for technology etc.
- Local costs for printing and for the wooden hanging system, as well as its mounting.
- Any costs for the venue
- Any costs for local transport/communications

## 4. Step-by-step guide

Step	Event	Timetable (Prior to implementation)
1 2	<ul style="list-style-type: none"> <li><input type="checkbox"/> Contact SI</li> <li><input type="checkbox"/> Identify local conditions/prospects</li> </ul>	2–3 months
3 4	<ul style="list-style-type: none"> <li><input type="checkbox"/> Find local partners/venue</li> <li><input type="checkbox"/> Plan seminars and any other activities</li> </ul>	2 months
5 6 7 8	<ul style="list-style-type: none"> <li><input type="checkbox"/> Begin production of prints etc</li> <li><input type="checkbox"/> Book travel for any extra activities and review whether any technology may be needed for implementation</li> <li><input type="checkbox"/> Order Fashion Revolution booklet if wanted</li> <li><input type="checkbox"/> Send out invitations to the opening/Communicate</li> </ul>	1 month
8	<ul style="list-style-type: none"> <li><input type="checkbox"/> Communicate via social media (Twitter, Instagram, Facebook)</li> </ul>	1–2 weeks and during implementation

9 10	<input type="checkbox"/> Follow-up and report to SI <input type="checkbox"/> Tour plan and future displays	Afterwards
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## 5. Planning and implementation

### Step 1

#### Contact SI

Send in your application to SI.

### Step 2

#### Identify interests, needs and target groups

Meet with people from the network to gain an understanding of what the status is for sustainable fashion, both within enterprises and academia in the region to see what opportunities they have. It may be worthwhile trying to meet the following kinds of people:

- Bloggers or the like who reach target groups interested in sustainable fashion
- Representatives and networks within fashion, textiles and sustainable consumption.

#### *Target groups for the exhibition*

- Representatives of fashion organisations and networks
- Representatives of sustainable development organisations and networks
- Journalists interested in fashion, culture, innovation and development of the fashion industry
- The general public
- The media and shapers of public opinion
- Policymakers
- Open preschools, schools and teachers.

Also, look into the possibility of linking up with activities already taking place, e.g. fashion weeks (often takes place twice a year).

### Step 3

#### Find local partners/venue

##### *Partners*

The following points are an attempt to identify relevant skills/assets in a potential partner:

- Interest in sustainable fashion and textiles.
- Networks interested in innovation and sustainable development.
- The ability to communicate the project through their own channels.
- Access to an attractive venue where the exhibition can be shown

##### *Venue*

The venue where the exhibition is to be shown could be for instance a gallery, a museum, a fashion institution etc.

The venue must:

- Be able to accommodate the entire exhibition in one and the same room

- Open for public viewings

If seminars or the like are planned in connection with the exhibition, it is a good idea if they can be organised in the same or in adjoining premises as the exhibition itself.

#### **Step 4**

##### **Plan seminars and other possible activities**

Depending on which partners are brought in, different types of activities can be organised in connection with the exhibition showing. Examples of activities that SI can contribute to:

- Seminar/talk/panel discussion together with Swedish and local partners on the topic of sustainable fashion as a whole
- Seminar/talk/panel discussion together with Swedish and local partners on any of the suggested alignments in enclosed file “seminarieprogram Fashion revolution”.

#### **Step 5**

##### **Begin production**

See production manual in toolkit

The whole content must be shown (8 wooden modules), parts can not be separated.

#### **Step 6**

**Book travel for any extra activities and check whether any technology that may be needed for implementation is available.**

#### **Step 7**

##### **Send out invitations to the opening/Communicate**

Adapt and dispatch press releases to media that report on fashion, textiles, sustainable development and/or innovation.

See ‘Fashion Revolution presskit’ in the toolkit.

#### **Step 8**

##### **Follow-up and report to SI**

Fill in the Evaluation form and return it to your contact at SI. Please also send a full media report.

#### **Step 9**

##### **Tour plan and future displays**

If the exhibition is to be shown at additional venues in the same country, SI must be informed and a tour schedule must be drawn up.

The pictures may not be shown in any context other than that which has been agreed upon.

If you’d like to showcase the exhibition again, please inform and contact the SI.