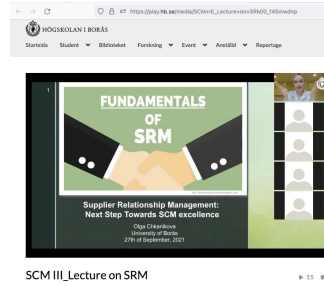




Program report 2022



AMSTV20 – Master in Textile Value Chain Management

TMFMM20– Master's program in Fashion Marketing and Management

AMATM21 – One-Year Master in Textile Management

Looking back on 2021/22

The academic years of 2020-2022 were marked by the Covid-19 pandemic, which affected both students and faculty. It should be noted that the students, especially in the two-year programs, have been very industrious in keeping the group together. To a large extent, the student representatives were responsible for this. During the academic year, the program managers have also added program meetings on a regular basis with the students to make assure an information flow which has considerably improved the students' opportunities to participate and take responsibility. Student representatives were invited to take an active part in the Advisory Board meetings.

In 2021, the program reports were divided between the programs, but this year the program report will be unanimous for all three programs since the management consists of a team that works together. In order to make the report more accessible to both faculty members as well as students and external partners, this year, we have aimed to make the program report in a new format. In Appendix A, you will find a complete overview of the three programs in terms of courses.

The Quality Audit of 2020 was also interrupted by the pandemic, and it was not until Spring 2021 that a formal action plan was presented to the Faculty Board. Some of the issues had already been addressed during the audit, but the main focus for improvements during 2021/22 has followed this action plan. In Appendix B, you will find an overview of the action plan, marked in colors with green as completed, blue for in-process, and orange for pending actions.

**Olga Chkanikova
(PhD)**

Supply Chain
Management and CSR
Program Manager
Master in Textile
Value Chain
Management



**Hanna Wittrock
(PhD)**

Social Anthro-
pology and Fashion
Studies
Program manager
Master in Fashion
Marketing and
Management



**Jenny Balkow
(PhD)**

Culture studies –
International-
ization, CSR, and
Digitalization
Program
Coordinator



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Program	Ladokkod	Total ETCS:	Year of Admission	Program manager/s
Master's programme in Textile Value Chain Management	AMSTV20	120	2020	Olga Chkanikova
Master's programme in Textile Fashion Marketing and Management	AMFMM20	120	2020	Hanna Wittrock
Master's programme in Textile Management (one-year)	AMATM21	60	2021	Jenny Balkow

Vid upprättande av programrapport ska rutin för programvärdering vid akademien för textil, teknik & ekonomi (Dnr 251-22) tillämpas. Enligt Riktlinjer för löpande utvärdering av kurser och utbildningsprogram vid Högskolan i Borås (Dnr 589-17) ska programrapporten utgå ifrån följande aspekter:

- 1) Studenternas möjlighet till ansvar och delaktighet
- 2) Sambanden mellan programmets kurser samt mellan examensmål, lärandemål undervisningsformer och examinationer
- 3) Forskningsanknytning i programmet
- 4) Programmets resurser och hur dessa har använts
- 5) Programmets användbarhet och förberedelse för ett föränderligt arbetsliv

The establishment of the program report should follow the routines for program evaluation at the Faculty for Textile, Technology, and Business (Dnr 251-22). According to *Guidelines for continuous evaluation of courses and programs at the University of Borås (Riktlinjer för löpande utvärdering av kurser och utbildningsprogram vid Högskolan i Borås, Dnr 589-17)* the program report must cover the following aspects:

- 1) Students' opportunities for participation and to take responsibility
- 2) Relationship between the courses in the program as well as goals of examination, learning goals, pedagogical approach, and examinations.
- 3) Integration of research in the program
- 4) Resources of the program and how they have been used.
- 5) Usability and preparation for a professional life in transformation.

1. Outline of key quality aspects

In accordance with the guidelines for program evaluation, five key aspects are to be covered. Here you find a summary of each of these key aspects.

1. Students' opportunities for participation and to take responsibility

This part is covered primarily in section 2, with summary of program development work to improve these opportunities described in section 6. Participation is still something that needs to be addressed primarily.

2. Relationship between the courses in the program as well as goals of examination, learning goals, pedagogical approach, and examinations.

These aspects are discussed both in section 3 from the students' perspective and later in section 5 from the perspective of faculty members. Summary of program development work to improve these aspects is presented in section 6.

3. Integration of research in the program

This is described in section 6. The formal key performance indicator as decided by the university is percentage of professors time in courses.

4. Resources of the program and how they have been used.

This is described both sections 5 and 6.

5. Usability and preparation for a professional life in transformation.

This is described briefly in chapter 8.

[In chapter 8 you find a summary of these key aspects based on the outcome of the quality assurance process.](#)

2. Program quality routines

The data gathered for this report is retrieved from numerous sources as part of the quality routines for academic programs at the University of Borås.

Individual Student feedback: The foundation for quality routines is ensuring that students are an integral part of the development and continuous improvement of the programs. The routine for the Master's programs in textile management is to have regular program meetings throughout the fall semester in which the students are able to meet with the program managers and address questions of concern. In addition, all courses end with a survey and a course report in which the students are able to give anonymous feedback on the individual courses. The students are also encouraged to respond to the final program evaluation survey that was available on site during EXIT and then sent out with a reminder a week after.

Class representatives: In addition to this, each program appoints its class representatives to meet in a separate meeting to address those issues that individual students might not wish to address in public. These class representatives are also invited to the advisory board meetings to be able to partake in discussions with external stakeholders.

Advisory board: There are two advisory boards, one for each two-year program, that meet twice a year to discuss the content of the programs today and in the future, to ensure that it is in line with the development of the industry. This year alumni students for both advisory boards were added.

Faculty members: Faculty members present a course report in which they comment on the student's feedback on the course. Once a year, a meeting is held with faculty members to discuss the feedback from the students and advisory board. Faculty members are encouraged to give suggestions for improvement based on their course reports and other discussions with the students.

Statistical data: Statistical data was retrieved from NyA (the admissions records) and Ladok (the academic achievement records) with the help of our administrative colleagues.

3. Applications and admission

Note regarding statistics regarding the application, admission, and completion rate: The tables on the following pages show admission and application between 2016-2022 with a more detailed scope for the years 2020 and 2021. In general, for students that graduated in 2022, the application and admission for the two-year program were made in 2020 or prior. In contrast, for the one-year program, the application and admission were made in 2021 or prior. There is a significant number of students that re-register or change programs, which means that all statistics concerning admission, application, and the completion rate is hard to compare. In table 1, the completion rate is calculated as the number of students that have received all their credits in relation to the number of students that have registered at the program, plus the number of students that have chosen to join the program from other sister programs, minus those that have left for the same reason (and thus in most cases graduated on the new program).

Applications: The number of applications remained high in comparison to other Master's programs at the University of Borås. As presented in figures 1 and 2 on the next page, all programs are above the Key Performance Indicator (KPI) of two Prio1 applicants per seat, marked by the black line. Textile Value Chain Management (AMSTV) and Textile Management (One-Year) are, however, just above the line for the national application.

Comparing figures 1 and 2, it is evident that, in general, there are more applicants in the international application than in the national. Asia is still the most prominent region for applicants, most notably countries in which textile production is strong. There is, however, a notable change in the pie charts (figures 3 and 4) on the next page, displaying a rising number of applicants from Africa.

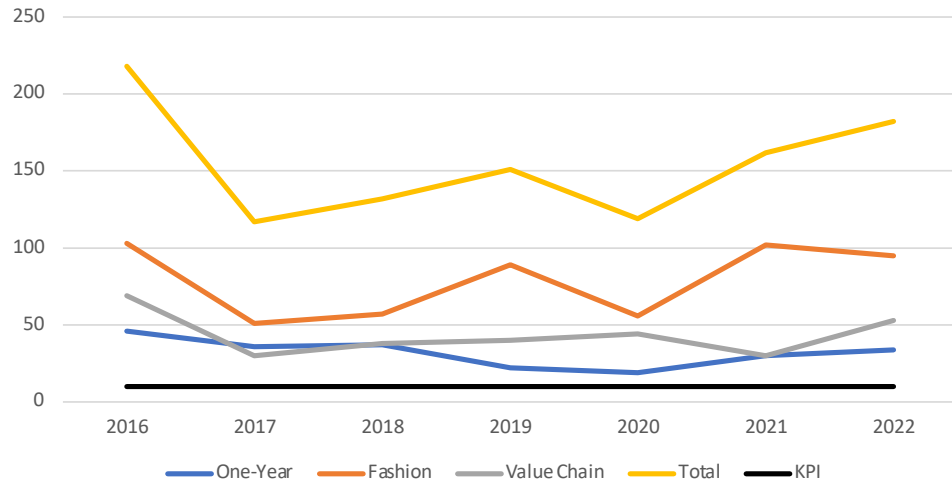


Figure 1. International Prio1 Applicants 2016-2022

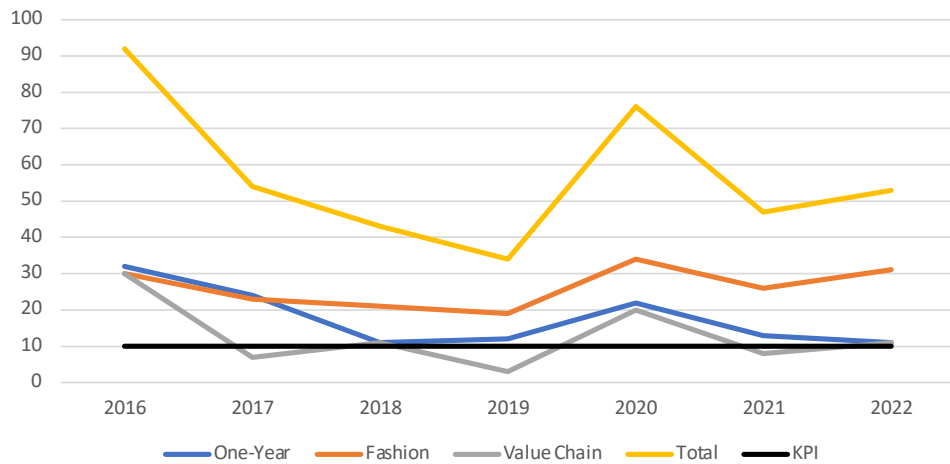


Figure 2. National Prio1 Applicants 2016-2022

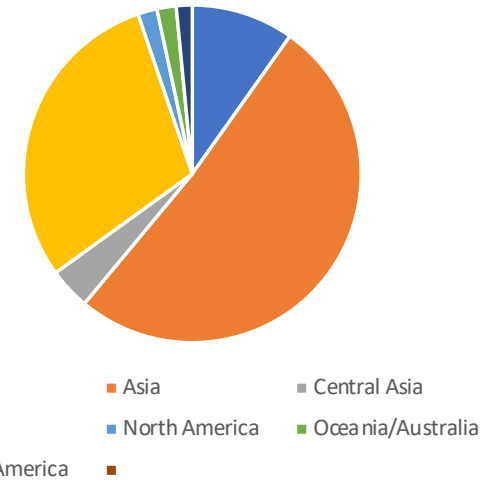


Figure 3. International applicants per region 2020

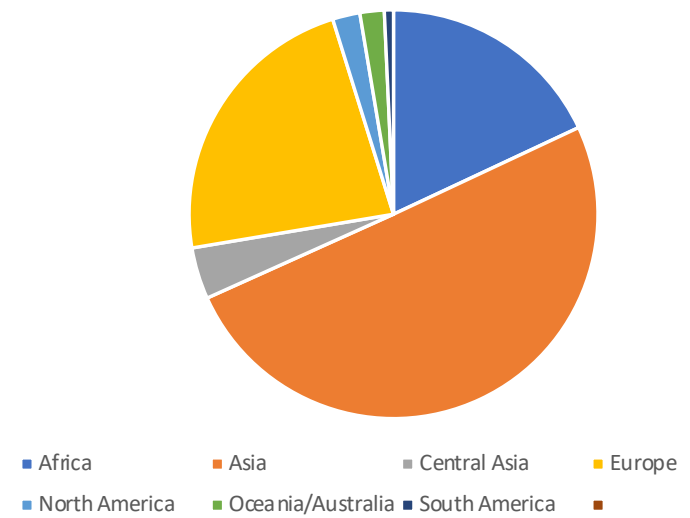


Figure 4. International applicants per region 2021

Table 1. Completion rates overview

Programme	AMATM	TMFMM	AMSTV
Year of admission	2021	2020	2020
INT Reg. Students	4	14	11
NAT Reg. Students	3	16	13
Added students	5	1	3
Change to other program		3	4
TOT Reg students	12	28	23
Reg Thesis	9	20	20
Completed	3	16	19
Completion rate	25%	57%	83%

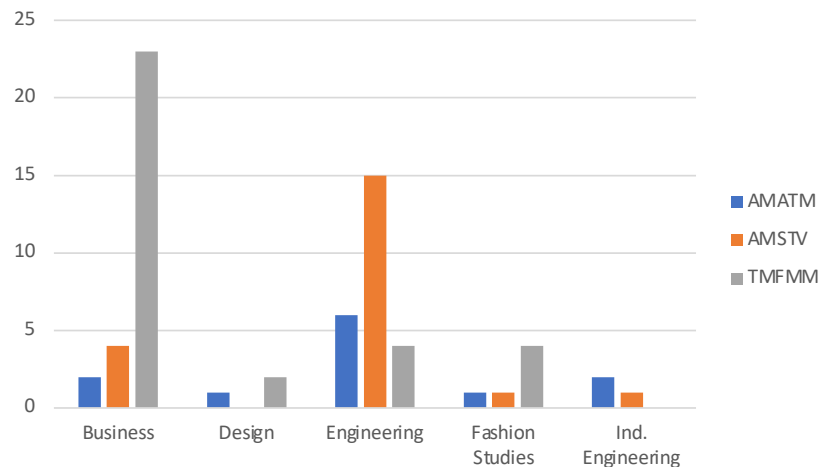


Figure 5. Undergraduate specialization admitted students 2022

4. Completion rate

Table 1 shows the completion rate for all three master's programmes. In 2022 the figure for the one-year master's (AMATM) was alarmingly low. Most of the students did not pass the thesis, and this year, perhaps in the aftermath of the pandemic, we had serious difficulties keeping up motivation among the one-year students. It should be noted that the restrictions were lifted just as these students were about to start their thesis work, which means that they have hardly seen the campus at all in the one year that they studied at the university. In addition, the number of "added students" are, in most cases, students that have previously been registered at one of the two-year programmes. This means that they might already have returned home when they start their thesis work and find it hard to find a writing partner. Finding a writing partner was, in general, rather tricky for these students this year since they had not met each other IRL.

On the other hand, the figures for Textile Value Chain Management (AMSTV) show great results. 83% of the students registered in the program also fulfilled all their studies on time. The remaining three students of this program is however very likely to either fulfil their studies during the next academic year or change to the one-year programme.

Finally, Fashion Marketing and Management programme, was not fantastic but not as alarmingly low as the one-year programme. Beyond the table output, there are a number of students who only have a couple of course credits or the thesis left and but there is also a number of students who, for different reasons, have been affected badly by the pandemic. Some will hopefully reregister for the next academic year or for the one-year programme.

5. Students' voices

Getting students to fill in the student evaluation survey is still problematic. Getting feedback during the program meetings and in individual meetings is, however, easier. The overall response rate in the survey is 27% which is, of course, far too low (see next page).

Overall the students seem to have found the workload manageable despite some periodical moments of stress during the semester. To better align assignments, exams and re-exams are suggested. Some learning elements/activities could be better aligned with the program goals.

In the survey, as well as during program meetings, the questions regarding **delayed responses** (to emails, exams, assignments etc.) have been raised by the students. This could partly be explained by the Covid-19 situation, with faculty members being on sick leave. In addition, the students also asked for more extended feedback from examinations and clearer communication in regard to re-examination dates.

In the survey and during program meetings, questions regarding the application of **methods** and support for **academic writing** were discussed. The students felt that there is a need to further explain and practice methods in relation to different theoretical perspectives that are raised in the courses. In regards to writing, they felt that it was difficult to improve skills when comments were few. A suggestion from the students is to use more peer review sessions that allow students to comment on each other while also getting comments for their work.

In regards to course content, in general, students also ask that platforms are updated prior to the course start, and in particular, that **mandatory reading** should be available in advance. It should be noted that this academic year we changed the learning platform for the students, which of course, led to some extra confusion for both students and faculty.

Students highlighted to need to further increase **collaboration with industry and profession**. The students ask for more industry lectures, more real-life cases in assignments, and more opportunities to network with companies.

"I would like to summarize 1) My concepts on Textile and Fashion materials, product development have significantly improved 2) My project management skills as well as Business strategizing skills have taken a leap 3) My net-working with peers as well as with industry has ascended 4) My scientific Research knowledge and skills are at-least 50 % better than before 5) I feel like I am equipped with state of the art knowledge in supply chain mgt, traceability, and Demand management. All in all, this course actually benefits you, even if you are coming after spending years in the Industry. I highly recommend it. And the Faculty is AMAZING, such helpful and such knowledgeable. You can't go wrong with this course. I super recommend it."

Comment in program survey

"The main learnings are regarding the different perspectives of sustainability and what truly it means. It's a complex idea, and through this program I was able to grasp what it really takes to make a change in the industry."

Comment in program survey

"That my previous knowledge in combination with this masters degree can be used to advance the textile industry. It's a benefit to let students with different background to attend this master. I have also gained a better understanding of how the textile industry works, and how innovation can be used to promote sustainability and social welfare in the industry."

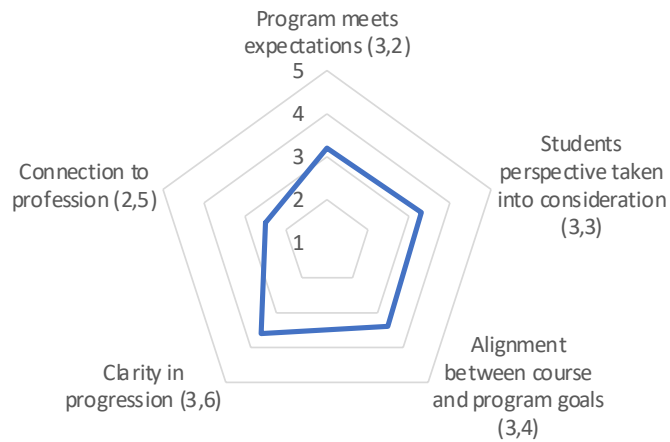
Comment in program survey

"Sustainable fashion consumption, current fashion trends are challenges"

Comment in program survey

Results from programme evaluation survey

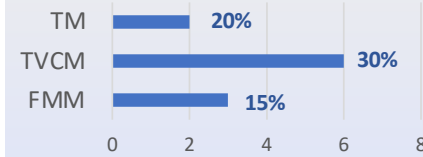
Satisfaction, clarity and relevance of learning experience



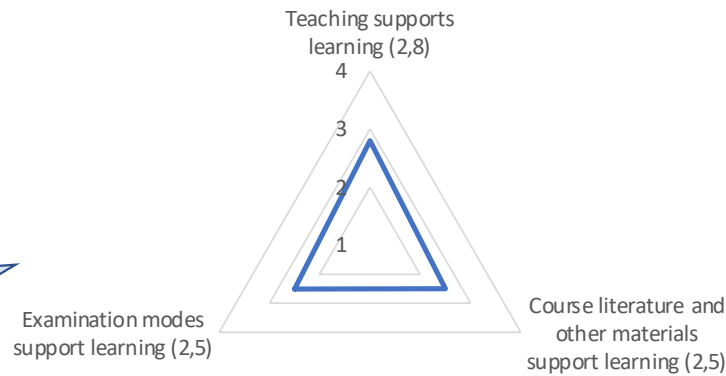
Assessed on the scale 1-5 ('not well/satisfied at all' to 'very well/satisfied')
Number in brackets refers to mean value

Assessed on the scale scale 1-4 ('don't agree at all' to 'completely agree')
Number in brackets refers to mean value

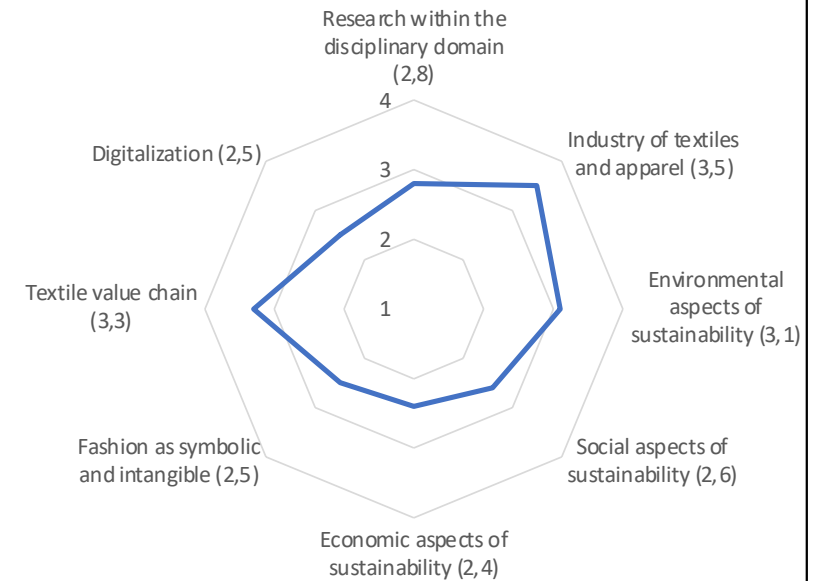
Student survey response rate



Teaching support in learning



Improvement in knowledge and competences



Assessed on the scale scale 1-4 ('don't agree at all' to 'completely agree')
Number in brackets refers to mean value

6. Advisory board

Both advisory boards had one meeting in the spring of this year, focusing on competencies that the industry needs in the future. The boxes below contain a summary of the discussions held during these meetings.

Economic sustainability

Envisioning, communicating to management, and operationalizing sustainable digital business models (competencies regarding BM development, creativity, and leadership for sustainability skills)

The business case for sustainability – more practical knowledge on how different types of values can be simultaneously created, more insights into how economic revenues are generated via sustainability initiatives, calculating ROIs regarding sustainability initiatives

Digital data collection and analysis

Competences regarding collecting, retrieving, analyzing, and making decisions based on digital data (for example, consumer transaction data)

Use of algorithms and software for analysis & decision-making

Competences to use new digital media for sales (such as Metaverse, Snapchat)

Bridging the gap between extracting data and decision making

Project management

More advanced skills & competencies regarding project management

How do you influence and make yourself heard in a company that does not prioritize sustainability

Policies and their impact on textiles & apparel

EU taxonomy
Digital product passports

Policies to support the implementation of sustainable supply chains and business models

Traceability

More competencies and skills regarding industry traceability tools, solutions providers, and how to use/choose them to create a business case for traceability

Textile Value Chain Management



Karin Ekberg,
CEO Sustainability and Leadership



Fredrik Johansson,
Business Developer,
FOV Fabrics



Fredrik Timour,
Head of Fashion Innovation Center.



Laura Dittmann
Quality Assurance & Traceability, Ganni A/S



Erik Sandberg,
Associate professor in Logistics, Linköping University



Rudrajeet Pal,
Professor in Textile Management.
Sustainable Value Chain Management

Fashion Marketing and Management



Lotta Ahlvar,
Entrepreneur and chairman of Design Sweden. Former CEO of the Swedish Fashion Council



Karin M. Ekström,
Professor in Business Administration Marketing, Fashion, and Sustainable consumption.



Ted Boman
CEO Gina Tricot



Sofia Hagelin
Head of PR, Tradera



Martin Behm
Strategic director Few Agency



Sofia Cederfeldt,
CSR & Sustainability manager Alumni

7. Faculty member's reflections

Resources and connection to research:

Overall, the program is run by faculty members that are also active researchers. There are a few exceptions to this, though this is explained by courses either being bachelor-level introduction courses and/or specialized knowledge. In addition to the professors and researchers within Textile Management, there are also professors and docents from other disciplines, such as Business Administration, teaching at the program. The year started under pandemic restrictions, but as opportunities have opened up, we have also been able to invite more professionals to the courses.

Workshop on quality and faculty evaluation:

In August, faculty members met up to discuss quality and what competencies they find essential to the program. The discussion during the workshop revolved around three main topics: academic writing/methods/study skills, professional competencies, and contents unique to the field of study. In regards to **academic writing/methods and study skills**, there is a general sense that we need to clarify the progression throughout the programs for students as well as teachers. Today, the focus is mainly on the methods course, but these skills need to be practiced throughout the program.

In regards to **professional skills**, this concerns two types of skills. First, skills that are seen as necessary for professionals, primarily digital competencies, such as the use of different software and team management. Second, the concern is the preparation of students for employability, such as networking competencies, engagement with industry professionals, etc. Finally, concerning **field of study** it was discussed that the contents of the specialization courses need to be defined in collaboration with the researchers within each field so that the distinction between them is clear.

Apart from this, there was also a clear concern that we need to focus on the **marketing** of the programs since there is a general sense that the number of students is dropping.

Course reports

There are a lot of course reports missing for these programs. The primary reason seems to be a lack of responses to the surveys.

Resources

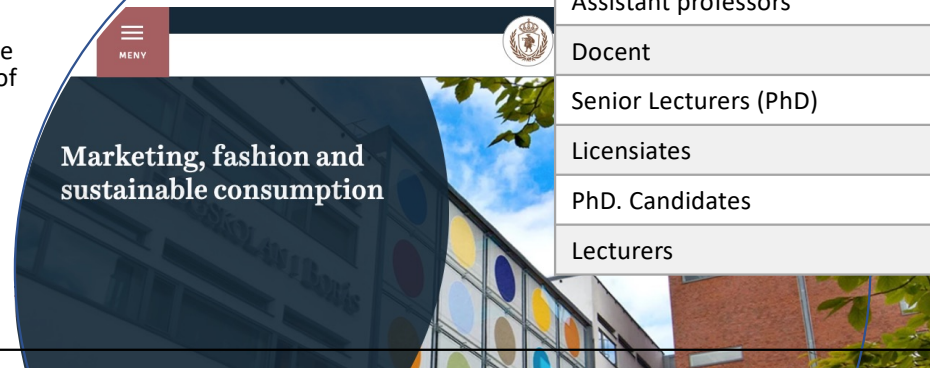
As presented in the table to the right, there is a reasonable amount of professors and senior researchers involved in the programs.



Textile Value Chain Management (TVCM)

The aim is to increase the textile industry's national and international competitiveness and its ability to create sustainable value.

4 Number of courses led by a professor



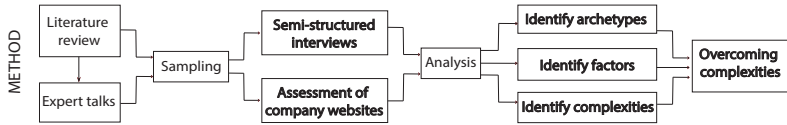
Marketing, fashion and sustainable consumption

Faculty resources	Textile Management	In program
Professors	3	4*
Assistant professors	0	0
Docent	1	1*
Senior Lecturers (PhD)	8	8
Licensiates	1	0
PhD. Candidates	7	0
Lecturers	3	2

*Resources from other relevant fields of research are employed

OVERCOMING COMPLEXITIES OF REPAIR SERVICE OFFERINGS – A STUDY ON THE OUTDOOR TEXTILE INDUSTRY

PURPOSE: The aim of this research was to gain insight into repair service offerings in the outdoor industry from an organizational management perspective by focusing on how outdoor companies overcome complexities of offering repair services.



REPAIR SERVICE ARCHETYPES

- > In-house
- > External partner
- > Customer enabled

FACTORS	STRATEGY	STRUCTURE	ENVIRONMENT
	- Customer service	- Responsibility	- Industry context
	- Sustainability	- Required resources	- The customer
	- Financial	- Operational flows	- Impact of regulations
	- Product development	- Standards for repair	
	- Communication		

REPAIR SERVICE COMPLEXITIES

PROFITABILITY

- > Lack of revenue to cover costs of offering repair service

LEVEL OF REPAIR

- > Challenges surrounding matching original quality, required function, and appearance

LACK OF STANDARDIZATION

- > Repairs cannot be automatized
- > Limited data gathered about repair services
- > Absence of best practices

FLUCTUATING DEMAND

- > Customers expect quick turn times
- > Number of repairs fluctuates seasonally
- > Capacity limitations

HOW IT IS OVERCOME BY OUTDOOR COMPANIES

PROFITABILITY

- > Prioritize benefits beyond direct economic gains i.e. product quality, customer loyalty, sustainability

LEVEL OF REPAIR

- > Creative problem solving
- > Collaboration

LACK OF STANDARDIZATION

- > Focus on repair on strategic level
- > Structured data collection for informed decision making

FLUCTUATING DEMAND

- > Set realistic expectations
- > Optimization of operational flows
- > Possibilities to cushion low times

MANAGERIAL IMPLICATIONS: A formal and detailed presentation of repair service offerings in the outdoor industry, increasing the knowledge base for all stakeholders including managers, repair technicians, and sustainability teams to inform choices about adoption and development of repair services. As well as potential for increased adoption and utilization of the service as a driver for circularity.

SARAH CASE



MIRJAM KROENERT



Dead White Man's Clothes

THE INFLUENCE OF SECOND HAND IMPORT ON YOUNG GHANAIAANS' CONSUMING PATTERNS

background method

15 million second hand garments arrive to Ghana's capital Accra weekly (Dead White Man's Clothes 2021). The second hand clothing in Ghana is also known as the Akan saying "Obromi Wawu", which translates into "Dead White Man's Clothes". The import has led to a shift in Ghanaiaans' consumption patterns.

This research is a field study of anthropological nature conducted in Accra. The data was collected through qualitative methods: 18 semi-structured interviews with 21 participants, and 12 participant observations. The results were analysed through concepts from postcolonial and waste related theories.

purpose

The second hand import has stimulated a western "throwaway mentality" among Ghanaiaans, which has become a concern among non-profit organisations. Thus, the purpose of this thesis was to study the influence the second hand import has on young Ghanaiaans' perceived value of clothing.

findings & implications

Findings of the study suggest that the influence on young Ghanaiaans' perceived value of clothing reaches beyond second hand import and is rather a complex nature of historical values and a current adoption of western culture and consumption. Findings further suggest an indirect adaptation of fast fashion consumer goods, influenced by western culture and the high presence of such goods among second hand imports. This thesis is believed to contribute to an insufficiently researched area. The study indicates that donating clothes is not the solution to the problem, instead the authors suggest that a more developed industry is required for the amount of garments that are thrown away to an increasing extent. Further suggestions is that companies should place a greater emphasis on understanding how their products influence parts of the world that extend beyond their usual market, such as Ghana.



By: Johanna Samuelsson, Linda Engell and Hanna Skoglund, Fashion Management and Marketing, Dead White Man's Clothes (2021). Introduction. Learn: <https://deadwhitemansclothes.org>



EXPLORATION OF BLOCKCHAIN TECHNOLOGY IN THE SWEDISH TEXTILE RECYCLING INDUSTRY – OPPORTUNITIES AND CHALLENGES FOR TRACEABILITY

PURPOSE

The purpose of this study is to explore the potential of technology for traceability within the Swedish textile recycling industry.

RESEARCH RELEVANCE

It is of importance to explore the present opportunities and challenges for implementing traceability technologies, as the need for creating a circular economy is evident in the light of upcoming EU regulations.

RESEARCH QUESTIONS

RQ1: How is information collected and managed regarding recycled materials in the Swedish textile recycling industry?

RQ2: What factors affect the implementation of traceability technologies, such as blockchain technology in the Swedish textile recycling industry to create a circular supply chain?

METHODOLOGY

This study followed a qualitative exploratory approach. Purposive sampling was used to collect primary data, conducted through semi-structured interviews.

The sample included experts from the academia and industry. The data was analysed through thematic analysis.

FINDINGS

There are *four challenges* which the Swedish textile recycling industry faces currently:
Information collection and management, cost, technological, and infrastructure.

There are *four factors* which affect the opportunities and challenges for implementation of blockchain technology:
Management and decision making, integration and collaboration, rules and regulations and value creation.

IMPLICATIONS

This study may contribute to reshaping the traditional view on where traceability technologies can be implemented to create efforts to enhance the circular economy principles.

Blockchain technology may enhance information sharing in a circular supply chain within the textile recycling industry.

Textile recyclers have the potential to implement blockchain technology from their stage to minimise the information gaps which are currently existing.



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Developing KPI Framework for Circular Fashion Management

Problem

- When fashion brands are going for a Circular Economy, they are lacking a unified strategy. They are having a mix of a lot of measures, metrics and tools which is a hindrance to the circular and sustainable fashion supply chain. Brands can integrate Circular Business Model into the sustainable supply chain.
- EU Taxonomy is emerging as the biggest legislation in the EU to drive the investments in a sustainable direction. But its connection with the textile and fashion industry is not very explicit.

Purpose

This research connects brands' circular initiatives by developing KPIs in connection with EU Taxonomy

	Strategic KPI	Tactical KPI	Operational KPI
Environment	1. Achieving Net-zero emission by 2050	<ul style="list-style-type: none"> Measure and reduce the GHG emission and natural resources consumption at the style level and achieve 10% of net zero by 2050. Assess and verify that activities comply with Do No Significant Harm (DNSH) framework. Increase the amount of Discarded Textiles back in the chain. Lead the collaborative Circularity Initiatives within the supply chain. 	<ul style="list-style-type: none"> Adopt appropriate Metrics & Measuring Methodologies to measure environmental impact and operationalize them to reduce environmental footprint over time. Use Regenerative & Organic Material in 100% of the assortment. Financially Assist manufacturing partners in the Transformation to Renewable Energy Increase the percentage of Textile Collection and ensure 100% Circulation Activate 100% Renewable Energy usage at logistic, increase dependency on Secondary raw materials.
Business	2. 100% of assortments to be Circular* by 2038	<ul style="list-style-type: none"> Generate profit from the Used products. Adopt Eco-Design principles in all the product design and development processes. Calculative and Sensible Response to the trend. 	<ul style="list-style-type: none"> Design for enhanced Longevity, Active Use & Reduced Consumption Ensure zero Waste, Disassembly, Remanufacturing, Repair, Recycle & Upcycle of 100% of the assortments Make 100% of the assortment available for Rental and/or Lease. Ensure 100% Traceability within the value chain Decide the Lifecycle plan for all the styles at the Registering
Society	3. Direct involvement on Social Development in the manufacturing countries.	<ul style="list-style-type: none"> Reduce dependency on third party for suppliers' audit, approval and follow-up. Increase Direct Collaboration with the suppliers to achieve social sustainability goals. Skill development and participation of Indigenous Communities 	<ul style="list-style-type: none"> Assist in Local Recycling facilities establishment. Add Percentage for worker social life development in Product Costing. Allocate a Percentage of Revenue for Women Empowerment, Support People with Disability, Activities and other social issues. Collaborate with Local Seamstresses to carry on repairing service. Presentation of Landscape and Cultural Heritage, consultation of stakeholders including participation of indigenous communities where relevant.

Research Process

- Base creation - Semi-structured literature review
- Sample - Brands that are adopting Circular Business Model
- Data Source- Interview and sustainability reports
- Data Analysis - Thematic qualitative data analysis.
- Framework Formation - Framework to develop the KPIs of multiple CBM



THE SWEDISH SCHOOL OF TEXTILES UNIVERSITY OF BORÅS



Theoretical Contribution

The framework enriches academia by introducing the KPI direction which is aligned with the updated EU legislative followed by an extensive literature study.

Societal Contribution

The dedicated 'society' pillar in the framework ensures the broader and direct involvement of the companies to the social sustainability achievement.

Practical Contribution

Contribution to Industry - Contributes all the components of Triple Bottom Line in the textile and fashion industry through the framework.

Contribution to Policy - Develop a clear bridge between the EU Taxonomy and the fashion industry circularity initiatives.

8. Summary of key quality aspects

1. Students' opportunities for participation and to take responsibility

We still struggle with a very low rate of students' responses to the program quality evaluation survey (less than 30% of students) and to course evaluation surveys. As mentioned above, this has been compensated for with the help of monthly program meetings to assess students' needs and satisfaction levels with courses and the program in general. In addition, students are also able to communicate with faculty through their students' representatives, that the students themselves elect. The student representatives are also invited to board meetings making sure that their voices are heard there as well.

2. Relationship between the courses in the program as well as goals of examination, learning goals, pedagogical approach, and examinations.

Based on program evaluation and discussion with students and faculty, the learning outcomes and contents of the program courses are viewed as relevant. Progression between the courses, although generally considered clear, requires further development, with a specific focus on **methodology and academic writing progression**. Feedback and peer evaluation was pointed out as especially desirable.

3. Integration of research in the program

Three professors, all part of the Textile Management research environment, are included in the program teaching team of courses that reflect their respective competencies. All lectures in the program taught are by active members of research groups at the Swedish School of Textiles and take part in both research and education-oriented projects at national and international levels.

4. Resources of the program and how they have been used.

Faculty resources (as depicted in section 4) have been actively utilized in program teaching activities, where faculty competence and research engagements are aligned with course management and teaching responsibilities. Teaching resource allocation is jointly discussed before each study year among the faculty members to ensure the efficiency and effectiveness of educational activities.

5. Usability and preparation for a professional life in transformation.

Student satisfaction with the connection that the program has to professional life is mixed. On the one hand, many teachers have professional experience that they relate to, and the two-year programs offer opportunities. On the other hand, partly due to the pandemic, there were unusually few practitioners in the classrooms this year, which is, of course, something that the students felt would have been needed.

Poster 1. Thesis in Textile Value Chain Management

USED CLOTHING ACQUISITION FOR REUSE

- A CASE STUDY ON TAKE-BACK SCHEMES OF USED CHILDREN'S CLOTHING

BACKGROUND

- Take-back schemes are one relatively new business model where the central goal is to mitigate environmental impact and increase circularity in the fashion industry through reuse, the preferred method in the disposal hierarchy
- Supply availability and quality challenges remain for this business model to operate successfully as take-back schemes rely on consumers to return used garments to supply the new sales of second-hand clothing
- Children's clothing provides a suitable product group for reuse and resale as it is often rapidly outgrown rather than worn out

This study explores the supply availability and factors that affect acquisition of used children's clothing for fashion retailer take-back schemes for second-hand

METHODOLOGY

- The case company is a Swedish fashion retailer selling women's and children's clothing
- Data collected from several sources in two phases

Pre-study

Three data sources:

- Case company database
- Market research on online second-hand platforms
- Interviews with preschool teachers

Online questionnaire

Administered to consumers who potentially can adopt the role as suppliers in a take-back scheme of used children's clothing:

964 responses used as empirical data

IMPLICATIONS

Implications from the findings derive from a proposed conceptual model, composed of six identified factors

Conceptual Model

```

graph TD
    subgraph Acquisition
        A[Customer Relationship]
        B[Convenience]
        C[Compensation]
        D[Assessment Description]
    end
    subgraph Supply
        E[Product Condition]
        F[Size Range Differences]
    end
    A --> G(( ))
    B --> G
    C --> G
    D --> G
    G --> E
    G --> F
    H[Supplier-Related Factors] --> A
    H --> B
    H --> C
    H --> D
    I[Product-Related Factors] --> E
    I --> F
                    
```

SUPPLIER-RELATED FACTORS

Affect the interest and ability of identified potential suppliers to engage in take-back schemes

Fashion retailers can influence the acquisition of used children's clothing through take-back schemes by building customer relationships, facilitating consumer convenience, engaging in compensation methods and employing an assessment description

PRODUCT-RELATED FACTORS

Affect the possibility of product reuse, and thus the available supply that can be acquired in take-back schemes

Fashion retailers need to acknowledge a variability in the condition of used children's clothing and an unbalance in supply and demand across different size categories

Anna Jonsson

Julia Lidell

THE SWEDISH SCHOOL OF TEXTILES
UNIVERSITY OF BORÅS

M.SC. DEGREE THESIS

Textile Value Chain Management

ADDRESSING THE PARADOX OF COMMUNICATING LUXURY BRAND HERITAGE ON MODERN DIGITAL PLATFORMS



“ Using the heritage in small details, that’s the symbol of keeping up with the heritage, without compromise.



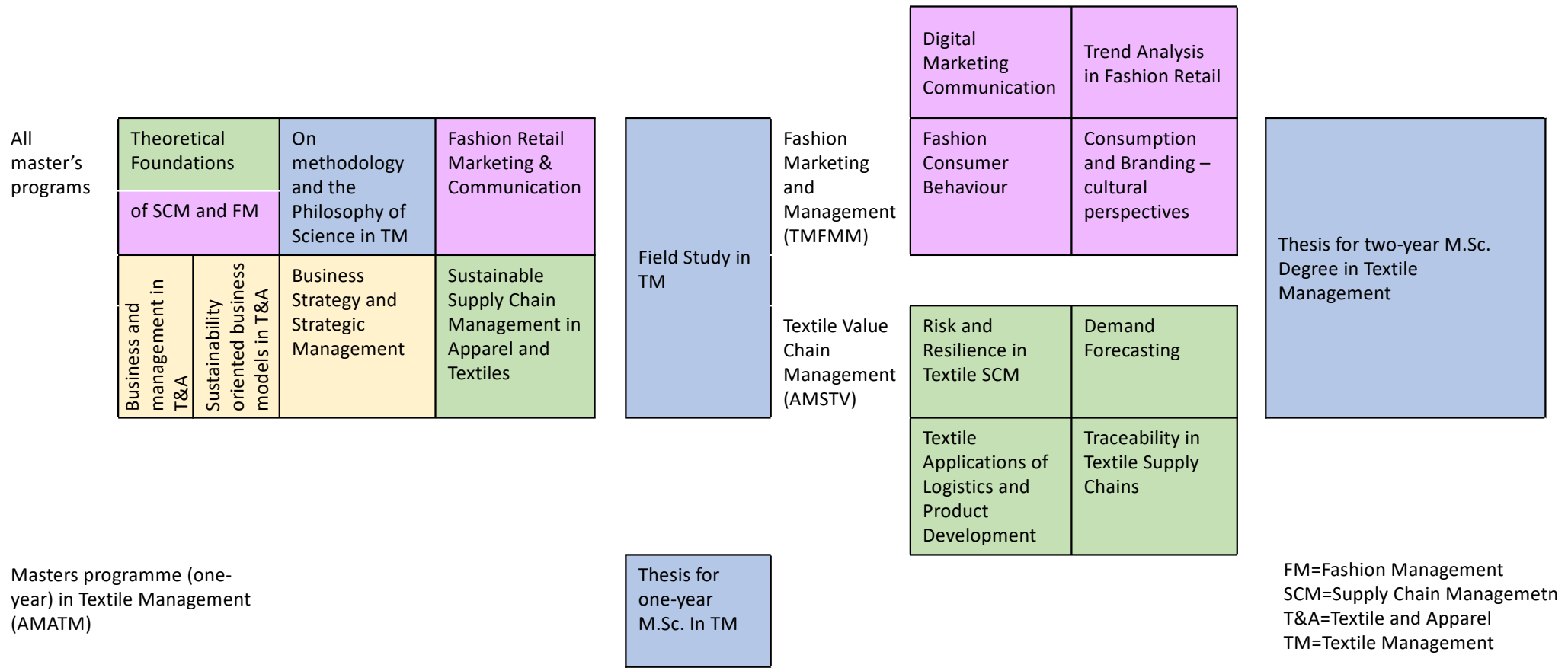
9. Prioritized development for 2022/23

For the next academic year of 2022/23, there will be some organizational changes that will affect the role of the program manager. In addition, Hanna Wittrock has decided to step down as program manager for the TMFMM program but will remain as part of the faculty and in a consultancy role. Thus, based on the contents of this report, the main focus of program quality development will be as follows:

- Further development of **academic writing and methodological progression** in program courses, including documentation of the implementation of the academic writing model at the University of Borås (Boråsmodellen) for master students.
- Strengthening connection to **professional experience** and enhancing students' employability potential. In particular, the plan is to develop better collaboration with local companies in the Borås region and involve the Coordinator for External Affairs (Retail laboratory) to support students in finding internships.
- Developing **marketing activities** to specifically target recruitment of students from so far underrepresented countries (EU countries, India and Sweden).
- Align the **admissions process** so that it meets external and internal quality standards
- Further development of **project management** skills was suggested by Advisory Board and will be part of the priorities during the upcoming academic year.
- To find ways to encourage students to respond to **quantitative evaluation surveys** as well as give oral feedback.
- An overview of the **yearly activity plan for program managers** will be outlined in collaboration with program managers at the institution.

Appendix A - Overview programs and courses

	Year 1					Year 2			
	Period 1	Period 2	Period 3	Period 4		Period 1	Period 2	Period 3	Period 4



APPENDIX B - Audit2020 to-do-list

Completed	Ref. to action plan	Responsible	Completion	Comments
Updated program syllabuses	2,3,4,11,14	PM	2020-06-20	
Introductory course Theoretical foundations of SCM & FM	3, 10, 22	Jenny	2021-09-20	This was implemented fall 2021
Program meetings	6, 36, 37, 40	APM	2020-0928	Throughout the year program meetings for students are held for Q&A
The TM team - expanding resources	18, 19,	Dir of Studies	2021	Two additional faculty members in TM has been added
Overall coordinator appointed	25	Dir of Studies	2021-01-01	Jenny Balkow was appointed coordintor
Advisory boards	38	PM	2021-11-01	Two advisory boards were set up
Routine for program evaluations	35,39	PM		The routines are described in the program report
Broaden perspective on Sustainability	34	CM	2021-09-01	Spread in many courses
In progress	Reference	Responsible	Deadline	Comments
TM collegial meetings for increased communication	7, 23, 24	Pro-Prefect	2023-12-31	
Program overview in terms of content incl. progression BA/MA	1, 8, 9, 20, 26, 1	PM	2022-09-01	
Research groups relationship outlined incl. tutors	12, 21	PM	2022-09-01	
External relations coordinator involvement	31, 32	Jenny	2022-09-01	
Academic writing process	16, 17	Olga	2023-09-01	
Admissions activities routine	new	Jenny	2023-09-01	
Thesis writing / Methodology course, incl. overview of theses contents	27, 28, 29, 30, 31,	CM + PM	2023-09-01	
Yearly overview of PM activities	New	Prefect	2023-06-01	
Not yet in progress	Reference	Responsible	deadline	Summary
Open up for elective courses	33	PM		
Book on TM	5	TBD		

APPENDIX C - List of Theses 2022

Fashion Marketing and Management (30 ECTS Theses)

Andersson, E., Byrne, F., and Kaufmann, N. (2022) *Keeping up with the heritage - an exploration of emotional connections to heritage luxury fashion brands on Instagram*. Master's thesis 2022.5.06, Textile Management, University of Borås.

Bjelkenäs, E. and Rongsvåg, A. (2022) *Undressing the Swedish fashion renting market - a mixed method study about understanding a young market*. Master's thesis 2022.5.01, Textile Management, University of Borås.

Ejaz, Nadia (2022) *Sustainable practices in fashion design education a study of sustainability in design education, its implementation in teaching method, scope, and applicability*. Master's thesis 2022.5.10, Textile Management, University of Borås.

Finell, L., Samuelsson, J., and Skoglund, H. (2022) *"Dead White Man's Clothes" – The influence of second-hand import on young Ghanaians consuming patterns*. Master's thesis 2022.5.07, Textile Management, University of Borås.

Khan, A. and Abang, V.M. (2022) *Millennial's fashion buying behavior from Buy Now, Pay Later perspective – A study of Buy Now, Pay Later (BNPL) and its influence on millennials buying behavior when mobile shopping*. Master's thesis 2022.5.04, Textile Management, University of Borås.

Saikot, R.F. (2022) *Developing KPI framework for circular fashion management - a study of circularity initiatives of fashion brands in connection with EU taxonomy*. Master's thesis 2022.5.05, Textile Management, University of Borås.

Tasapuro, M. and Johansson, M. (2022) *Luxury fashion and nostalgia - a study from a marketing perspective*. Master's thesis 2022.5.03, Textile Management, University of Borås.

Vigren, S. and Hjalmeby, S. (2022) *Fashion marketing's role in buying pressure*. Master's thesis 2022.5.02, Textile Management, University of Borås.

Textile Management (15 ECTS Theses)

Siggesson, R. (2022) *Diffusion of innovation in fashion marketing and communication in relation to sustainability*. Master's thesis (15 ECTS) 2022.18.01, Textile Management, University of Borås.

Dam, M. (2022) *The Revolution (Race) of influencer marketing - a qualitative study of influencer's perspective of how to represent an outdoor clothing brand*. Master's thesis (15 ECTS) 2022.18.02, Textile Management, University of Borås.

Berghe, H. and Sanchez Adolffson, M. (2022) *What does sustainability mean? - a study of young consumers' association with and understanding of the term sustainability within the fashion industry*. Master's thesis (15 ECTS) 2022.18.04, Textile Management, University of Borås.

Textile Value Chain Management (30 ECTS Theses)

Boehler, C. (2022) *Conditions to authorise subcontracting in the fashion and apparel industry - a brand's perspective*. Master's thesis 2022.7.05, Textile Management, University of Borås.

Case, S. and Krönert, M. (2022) *Overcoming complexities of repair service offerings - a study of the outdoor textile industry*. Master's thesis 2022.7.01, Textile Management, University of Borås.

Dorf, V., Jonsson, A., and Dalal, A. (2022) *Exploration of blockchain technology in the Swedish textile recycling industry - opportunities and challenges for traceability*. Master's thesis 2022.7.06, Textile Management, University of Borås.

Frenz, L. and Wittje, J. (2022) *Management control systems a tool for startup fashion companies to implement and scale sustainability initiative*. Master's thesis 2022.7.09, Textile Management, University of Borås.

Jentsch, T. (2022) *Digitalization for sustainability in procurement of the textile value chain - analysis of artificial intelligence, robotic process automation, and blockchain*. Master's thesis 2022.7.13, Textile Management, University of Borås.

Khalid, M. H. (2022) *Attaining product level forward traceability for textile and fashion - using block chain based traceability solutions*. Master's thesis 2022.7.04, Textile Management, University of Borås.

Lehtonen, L. and Pétursdóttir, G. (2022) *Value Co-creation in Slow Fashion - Exploring opportunities in new product development*. Master's thesis 2022.7.11, Textile Management, University of Borås.

Lidell, J. and Jonsson, A. (2022) *Used clothing acquisition for reuse - a case study on take-back schemes of used children's clothing*. Master's thesis 2022.7.02, Textile Management, University of Borås.

Löthwall, A. and Jonsson, C. (2022) *The impact of Covid-19 on buyer-supplier relationship in the textile supply chain - exploring changes in relationship*. Master's thesis 2022.7.07, Textile Management, University of Borås.

Tingsvik, H. and Löwenhav, C. (2022) *The social aspects of transparency and traceability - an explorative case study of traceability validation*. Master's thesis 2022.7.08, Textile Management, University of Borås.

Torvinen, A.I. and Ekberg, J. (2022) *Comparative study between wool certifications and Swedish legislation - perspective on Swedish Wool*. Master's thesis 2022.7.03, Textile Management, University of Borås.