

Consumer Engagement Meeting October 12, 2017 in Washington D.C.



Call To Action

Isaac Nichelson, Source3, will host this highly-interactive, action-orientated and “fiber neutral” consumer engagement session. Joining Isaac will be Marzia Lanfranchi, Cotton Diaries, connecting stories from crop to cloth, and Nicole Lambert, Textile Exchange.

The session starts with Nicole providing an early insight into this years’ Benchmark Program, homing in on the early findings of the consumer engagement section.

The remainder of the session will be dedicated to exploring new and creative ways to engage with consumers about things that matter. We use Marzia’s Cotton Diaries to explore the opportunities that interactive technology and collaborative story building brings.

Ultimately we want to come away from the day with a call to action and a way forward. For those wanting to help the sector gear up for the biggest campaign for sustainability to hit the high street and shopping malls this is the place for you. We need your creativity, energy and great ideas!

Full agenda coming soon.