A New Hybrid Training Program
Sustainability by MOTIF

What does it take to build a fashion brand that is good for the planet, the people in it, and still makes business sense? In this brand new hybrid program, MOTIF lays out the framework for building a responsible fashion business.

A 12-week hybrid learning program for a team of industry professionals that consists of self-paced online learning modules plus three virtual workshops and covers how to deliver sustainability successfully at a product level. The virtual workshops* are deep dives customised to a brand’s specific educational needs and allow the learners to put their challenges directly to industry experts.

Learners will be exposed to
- Why sustainable fashion is important
- Strategies for implementing sustainable practises
- How to set realistic goals and action plans
- How strategic goals can be translated to change at a product level
- Developing product with circular principles in mind

Online Modules + Customised Workshops

Sustainability Concepts and Practises
- What is Sustainability and why we must act in Fashion
- Supply chain and sustainable practises
- Sustainability steps and environmental issues
- Building visions, goals and action plans

Sustainability at Product Level
- Sustainability mission & lifecycle thinking
- Introduction to the Sustainability Wheel
- Understanding how to source low impact materials
- Product longevity, end of life strategies and consumer responsibility

Strategy to Life
- Sustainable packaging for a circular economy
- Identify key opportunities at a client level
- Set targets and define action plans
- Draft a communication plan

Contact sales@motif.org to discuss your needs and pricing options.

*Customised workshops can be run virtually or in-person subject to applicable local travel restrictions.