

H&M Global Change Award

The annual H&M Global Change Award is one of the world's leading challenges for early stage innovation, and the largest one of its kind in the fashion industry. The Global Change Award catalyses early innovations that can accelerate the shift from a linear to a circular fashion industry.

In 2017, Inspidere BV gained the third place in the contest with the Mestic[®] project, winning €150.000 and access to the acceleration program in collaboration with Accenture and the KTH Royal Institute of Technology in Stockholm. For the Mestic[®] clothing line, we have perfected a process to transform the abundant cellulose found in cow manure to create a hardy, soft fabric which is also biodegradable. We then used this cellulose to create biotextiles, which were used to design the clothing items. The garments made from the manure were exhibited by organizing an exclusive fashion show.

After winning the Global Change Award, our focus is on a scale-up of the process.