



# BUCKINGHAMSHIRE NEW UNIVERSITY

EST. 1891

Downloaded from: <https://bnu.repository.gulidhe.ac.uk/>

This document is protected by copyright. It is published with permission and all rights are reserved.

Usage of any items from Buckinghamshire New University's institutional repository must follow the usage guidelines.

Any item and its associated metadata held in the institutional repository is subject to

## **Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0)**

### **Please note that you must also do the following;**

- the authors, title and full bibliographic details of the item are cited clearly when any part of the work is referred to verbally or in the written form
- a hyperlink/URL to the original Insight record of that item is included in any citations of the work
- the content is not changed in any way
- all files required for usage of the item are kept together with the main item file.

### **You may not**

- sell any part of an item
- refer to any part of an item without citation
- amend any item or contextualise it in a way that will impugn the creator's reputation
- remove or alter the copyright statement on an item.

If you need further guidance contact the Research Enterprise and Development Unit  
[ResearchUnit@bnu.ac.uk](mailto:ResearchUnit@bnu.ac.uk)





# Empowerment Through Research: Bridging Academia and Society

## Sustainability Intelligence (SI):

### Guiding Decisions and Policies for a Transformative Design of the Denim Industrial System

Authors: Gurpreet Singh, Dr. Sri-Kartini Leet and Brigitte Stockton

#### 01 INTRODUCTION

##### Context and Importance:

- The fashion industry, particularly the denim sector, faces urgent needs for sustainable practices due to its extensive environmental impact.

##### Research Focus:

- Introduces Sustainability Intelligence (SI), a new framework tailored to enhance systemic sustainability within the denim industry.

##### Key Aspects:

- Sustainability Intelligence Navigator (SIN):** Guides industry professionals through comprehensive sustainability challenges.
- Sustainability Intelligence Synthesis (SIS):** Integrates decision-making and policy formulation to drive transformative changes.

##### Objective:

- Explores decision-making interplay, regulations, and sustainability policies, aiming to establish a more sustainable and ethically responsible denim industry.

#### 02 IMPACT VISION

Catalyze transformative changes that promote long-term sustainability and ethical practices in the denim industry, setting a benchmark for broader fashion industry applications.

#### 03 METHODOLOGY

The research employs semi-structured interviews (Saunders et al., 2019) with eight industry luminaries, focus groups (Morgan, 1997) with twenty professionals, and multi-case studies (Yin, 1994) in the EU and Asia, concluding with a thematic analysis (Braun & Clarke, 2021) using a constant comparative method (Glaser and Strauss, 1967)

#### 04 MAIN COMPONENTS

SI Conceptual framework	Elements of SIN	SIS Relationships
Mindset	<ul style="list-style-type: none"> <li>Systemic thinking</li> <li>Consciousness cultivation</li> </ul>	Capacity and Capability
Competence	<ul style="list-style-type: none"> <li>Tradecast</li> <li>Enterprise development</li> </ul>	Measure and Verify
Adaptation	<ul style="list-style-type: none"> <li>Design innovation</li> <li>Solutions implementation</li> </ul>	Flexibility and Balance
Transformation	<ul style="list-style-type: none"> <li>Fostering Systemic Change</li> </ul>	Vision and Action

Sustainability Intelligence (SI) is crucial for navigating critical gaps and synthesizing strategies in the global denim industry



#### 05 FINDINGS

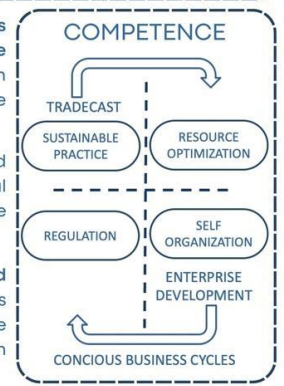
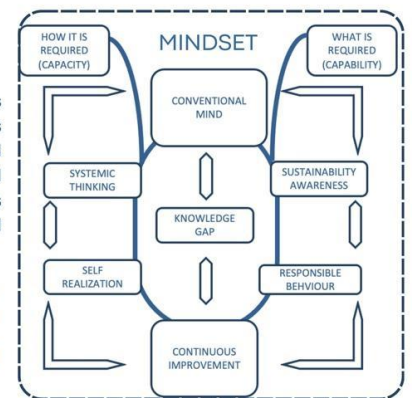
##### SI Navigator (SIN) Elements:

- Systemic thinking** promotes unconventional mindset, explores decision-making complexities, and fosters solutions that instill sustainability across organizational, national, and generational boundaries
- Consciousness cultivation**, is the awareness fostered through education and systemic thinking, promotes responsible behavior and sustainable practices continuously.

- Conscious business cycles** integrates Tradecast's analysis of commercial trends with Enterprise development's focus on sustainable production and consumption, driving comprehensive sustainability practices

- Design innovation** leverages systemic thinking and consciousness cultivation to transcend traditional aesthetics, incorporating true cost analysis to drive systemic change at an industrial level.

- Solution implementation**, incorporating informed distance, strategically assesses gaps and risks across the denim product lifecycle to optimize decision-making and minimize true costs in conscious business cycles.



##### SIS Underlying patterns:

- Create capacity for capability and be capable of creating capacity
- Measure the verification, and verify the measurement
- Be flexible to balance and be balanced in flexibility
- Envision actions and act for the vision

#### 06 CONCLUSION

The study contributes to the discourse on denim fashion sustainability, offering actionable insights for policymakers. It envisions a future where SI is ingrained in the global system of the denim industry, fostering conscious creativity and enduring sustainability.



#### 07 LET'S CONNECT

##### RELATED LITERATURE

- Capra, F., & Luisi, P. L. (2014). The systems view of life: A Unifying Vision. Cambridge University Press.
- Fletcher, K., & Tham, M. (2014). Routledge Handbook of Sustainability and Fashion. Routledge.
- Gardetti, M. A., & Torres, A. L. (2017). Sustainability in fashion and textiles: Values, Design, Production and Consumption. Routledge.
- Muthu, S. S. (2017). Sustainability in denim. Woodhead Publishing.
- Paul, R. (2015). Denim: Manufacture, Finishing and Applications. Elsevier.

# 2024



