

From North Karelia to catwalks





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Enocell

Megatrends are increasing textile demand




Population growth



Urbanisation



Increasing disposable income



Buying online



...but, due to them, we are facing some of the greatest challenges of our times



... but we have already started to change...



Global warming



Global warming can be significantly slowed down by making correct material and raw material choices

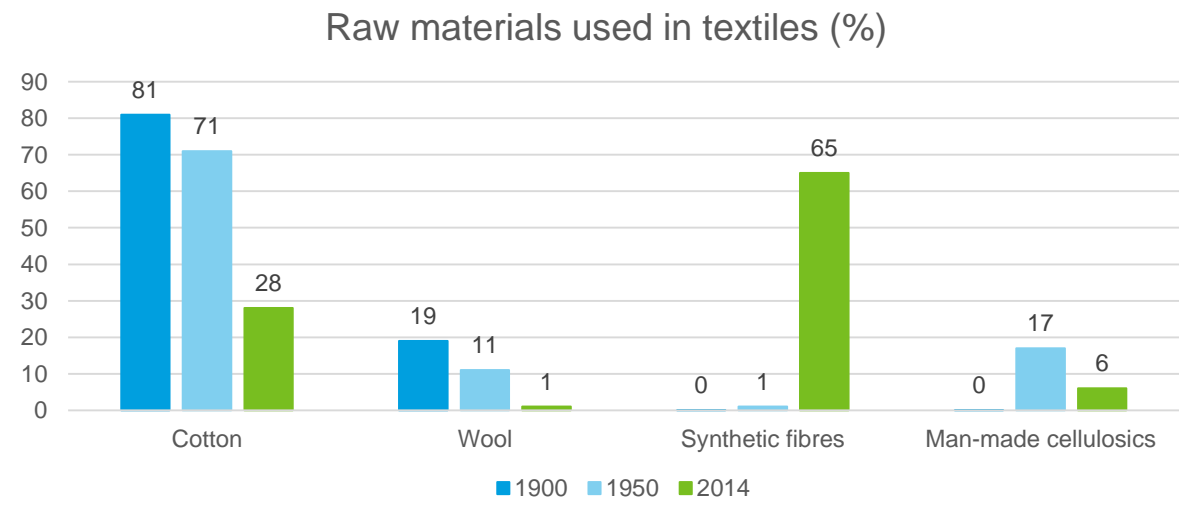
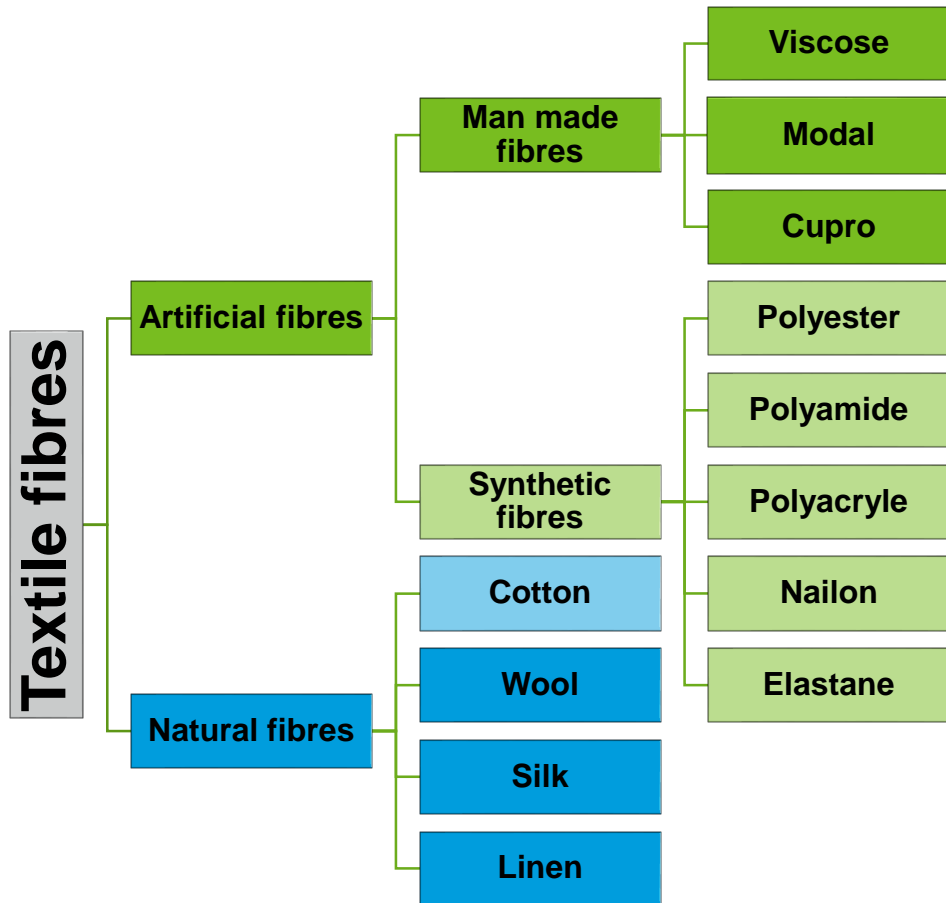
Eco awareness



Visibility of the supply chain, environmental friendliness and sustainability of the materials

... but are we quick enough?

The world dresses in oil



CIFR 2014 statistics

From seasonal fashion into fast fashion

1900-1920



1930-1940



1950-1960



1970-1980



1990-2000

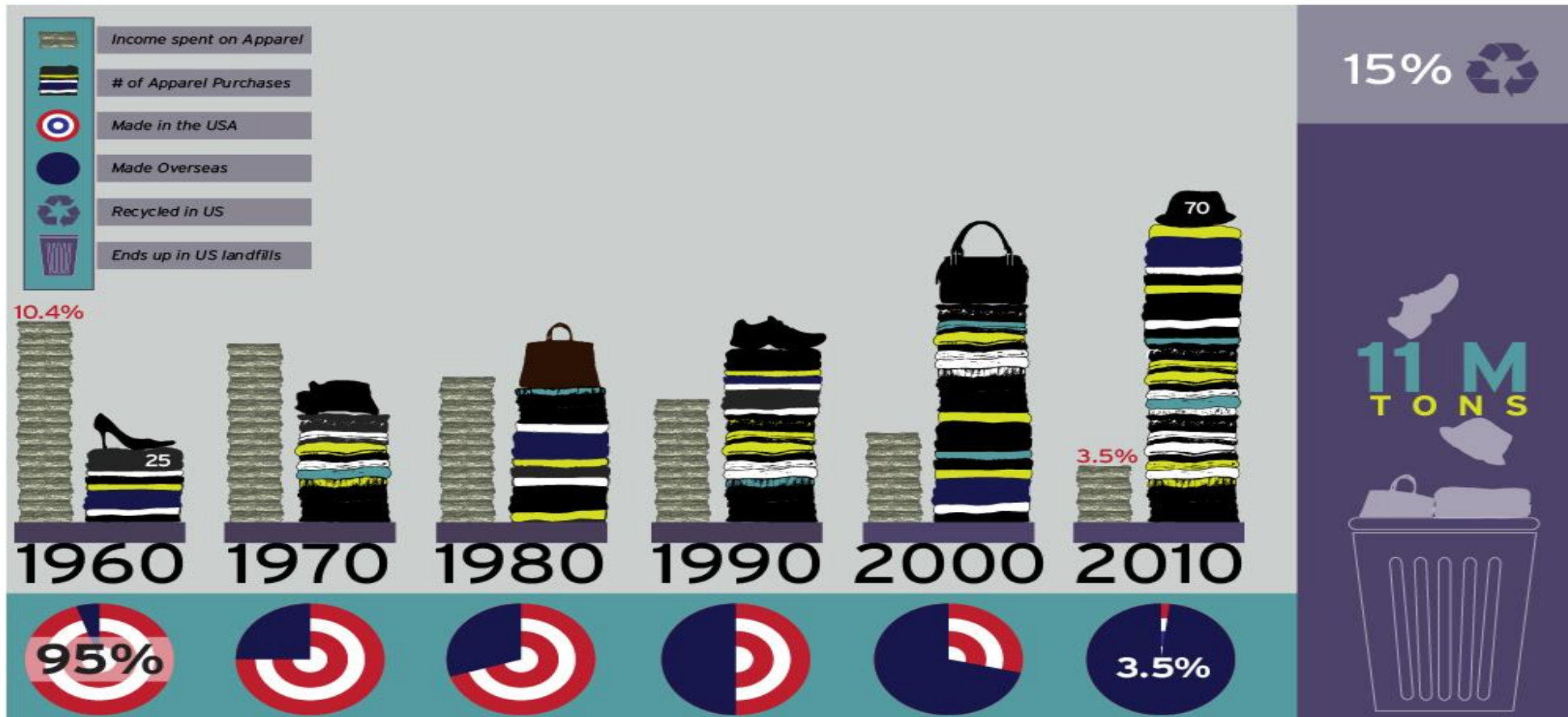


2000 -



Sources: <http://www.cantoniche.com/2015/01/fast-fashion-series-brief-history-fast-fashion/>
<http://www.inclusi.co/the-end-of-fast-fashion-introduction-what-is-fast-fashion/>

Change in the fashion and textile industry in the USA



<http://sandranegron.com/wp-content/uploads/2013/09/Cost-of-Fashion-vers-2.jpg>



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3,625l of water
3kg of chemicals
400mJ of energy
13m² of harvested land



13,24 billion



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**“We must do more with less,
consider carefully the raw
materials we use, and recycle”**



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What is sustainable?

- Polyester vs. viscose
- Cotton vs. viscose
- Recycled polyester
- Garment made to last many seasons vs. fashionable garment for one season
- Domestic vs. exported garments
- Recycling of garments/second hand
- Sewing or having a garment sewed
- Garment personalizing or tuning



Enocell – a unique mill



- Stora Enso's Enocell mill is the only mill producing textile pulp in Finland and converting the whole mill fully to produce dissolving pulp in Q3/2019
- We also do future research to expand presence in interesting new value chains
- Ioncell-F



Thank you

100% Ioncell-F made by Aalto University from Finnish birch wood