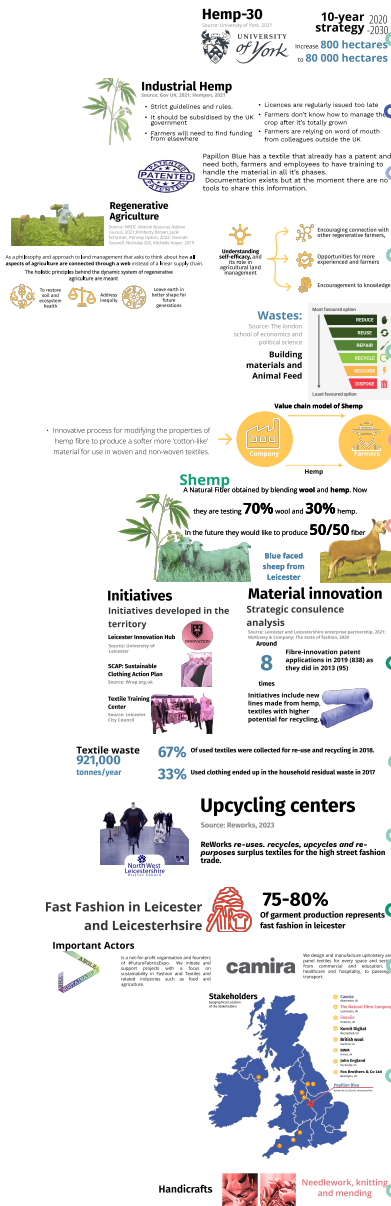


# Challenges and Opportunities

The network shows the relevance and connections between criticalities of the productive process and the territory at different levels, and the opportunities to respond to each issue

## Holistic Diagnosis



## Challenges

- Hemp is **not optimized, is expensive** and **difficult to access**.
- The **largest upward contribution** to the annual inflation rate for **agricultural inputs** was from **fertilizers and soil improvers**
- Producers will not grow** at scale **until the markets** for their **product are secure**.
- Potential large scale users will not invest** in hemp as a raw material because **supply is insecure with limited numbers of producers**.
- They are often **relying on word of mouth** from colleagues or advice from suppliers **with data from outside the UK**
- Farmers don't know how to **manage the crop** after it's totally grown
- The performance of industrial hemp is **poorly characterized** and has a **misconception related to marihuana**
- There are **strict guidelines and rules** to get licenses and permits to grow hemp
- Papillon Blue has a textile that **already has a patent** and need both farmers and employees to **have training to handle the material in all its phases**
- The company needs to find strategies to **incorporate the regenerative agriculture** principles on their supply chain to have a more sustainable process
- Retting** is a problematic stage in the process of fibre separation because it **requires a very long process**
- Documentation exists **but at the moment there are no tools** to share this information
- Connections between stakeholders in supply, value, and innovation chains are not well established**
- The company wants to have a completely **circular supply chain with zero wastes**
- The company wants to **pass on this knowledge** about crops and their **model of industry in exchange** for farmers to **cultivate hemp**
- They want to produce Natural Fiber obtained by blending **wool and hemp**
- The spread of **pests and diseases** to new areas due to changing climatic conditions.
- There are several **initiatives** that have begun to appear to make **innovation in materials**
- On average **the 67% of used textiles** are collected for **re-use and recycling**.
- The district council has **initiatives like Upcycling centers** for a better management of waste
- 75%-80%** of garment production represents **fast fashion** in Leicester
- Papillon Bleu needs and wants to find **stakeholders that help them to scale and grow** in the market and as well in the development of their productive chain
- All their stakeholders are **outside Leicestershire**
- The company wants to find a way to **build a farmer community where they can exchange knowledge and techniques in the territory and use them as a group support** for the company's development

## Opportunities

- Involve the company into **innovation and sustainable fashion events**
- Create a **community of farmers around the company** to help them share **information about improving, processes and skills**, between them and with other farmers in UK
- Implement an integrated agricultural system that includes **sheep breeding and hemp crops**
- Implement the **hemp as a break crop** in the crops of the **cereal industry inside Leicestershire**
- Establish **partnerships with upcycling centers or artisans of the territory** to make the post-consumer fase of **their products more circular**
- Take advantage of the web page design to include **important information about hemp and the new material** the company is building
- Use the **Hemp mulch** that is considered as a waste of the textile industry process as an **ecological protector** that works as a **natural alternative for herbicides**
- Create an **open material** where everyone can be informed of **how to manage hemp crop and its benefits**
- Camira**, as a future partner could work with Pappillon Bleu for **building new products**, because provides the ultimate in sustainable design of environmentally sensitive fabrics using **yarns based on recycled materials**
- Find **new stakeholders** that help the company making it part of the community **focusing on sustainable materials** and supporting projects with a focus on **sustainability and fashion**
- Construction, retail and manufacture sectors** are in the 5 more important **economic sectors** on UK in which **the wastes of the productive process** could be reused as main resources of Companies like **Avon Hemp Solutions**
- Find **new stakeholders** like, **Unyte hemp, Fibershed and ATMf** that could help the company making it part of the community **focusing on sustainable materials**
- Manage hemp wastes of the company for using them in the **cosmetic sector**, with companies like, **Urban CBD and CBD oil supplies**.

### LEGEND

Flows of energy, matter and info Supply chain and relations Productive process Environmental Flows Economical Social