Outcomes

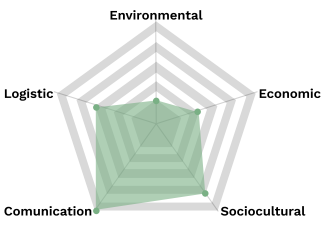
Consequences of the new systemic model starting from its outputs to complete the project, performed on several categories and analyzing different possible scales and timeframes

Short term

Starting point - 1st year

Outcome | Supporting data *(Good practices)* | Timeframes

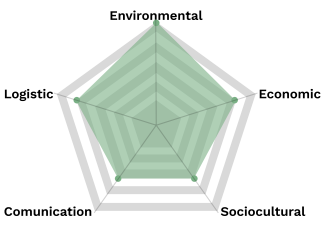
f. **Take advantage** of the web page design to include **important information**



- Fibershed has at the moment **62 collaboration points arround different countries** that could be reached with the web page

PHASE	1- 4 Months	5-8 Months	9-12 Months
1. Make a general overview of the information in both the company and the territory			
2. Collect and organize information on both hemp crops and their benefits			
3. Establish a point of contact with the community			
4. Establish communication strategies to connect with the community			
5. Contact a designer for the development of the web page			
6. Keep the page active for the benefit of the company and the community.			

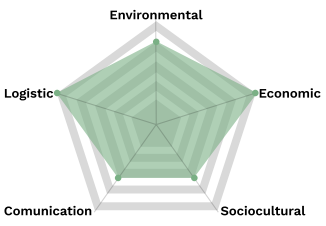
d. Implement the **hemp as a break crop** in the crops of the **cereal industry inside Leicestershire**



- The **MultiHemp project** (2017) reported that hemp can be important in crop rotations.
- The **cereal industry** is about the **50.1%** of the land in **Leicestershire.**

PHASE	1- 4 Months	5-8 Months	9-12 Months
1. Establish discussions and relations with cereal companies in the territory			
2. Plan the agreement in terms of commercial and economic profits			
3. Establish logistics for crops and raw material collection			
4. Establish the raw material collection points			

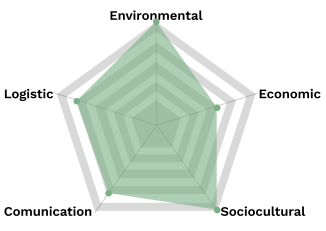
i. **Camira**, as a future partner for **building new products** using **yarns based on recycled materials**



- They are testing **70% wool and 30% hemp.** In the future they would like to produce 50/50 fiber.
- There are some initiatives on the territory that include **new lines made from hemp, textiles** with higher potential for recycling.

PHASE	1- 4 Months	5-8 Months	9-12 Months
1. Establish discussions and relations with Camira			
2. Establish logistics for the creation of new products with new and recycled raw materials			
3. Plan the agreement in terms of commercial and economic profits			
4. Product definition and sales strategy			
5. Strengthen the relationship between Papillon Bleu and Camira by launching many more products on the market together			

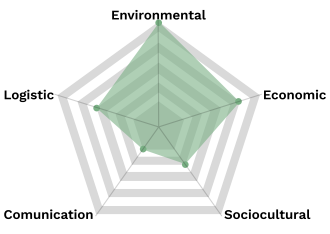
e. Establish **partnerships** with **upcycling centers or artisans of the territory**



- **75-80%** Of garment production represents fast fashion in leicester.
- On the territory there are artisans that work on Jewellery, Ceramic, Wax work, **Needlework, knitting and mending.**
- There are already **upcycling courses, classes and workshops**

PHASE	1- 4 Months	5-8 Months	9-12 Months
1. Establish conversations and agreements with groups of artisans and up cycling centers of the territory already formed			
2. Propose a joint action plan for sustainable products based on textile waste			
3. Plan a communication strategy that reinforces the idea of community sustainability			
4. Definition of products and their sales or propagation strategy			
5. Include these new allies as a key part of the post-consumer phase			

g. Use the **Hemp mulch** as an **ecological protector** that works as a **natural alternative for herbicides**



- The **cereal industry** is about the **50.1%** of the land in **Leicestershire**
- **Hemp mulch** provides many benefits, for example; weed suppression, moisture retention, temperature moderation, soil improvement, etc
- it is recommended to spread a layer around **2-3 inches** thick around plants

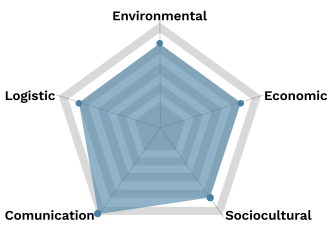
PHASE	1- 4 Months	5-8 Months	9-12 Months
1. Collect materials considered waste on the harvesting phase			
2. Establish an agreement with companies in the cereal industry to offer an environmental protector by-product that leaves the production chain			
3. Set the amount of soil to which they want to apply the product to see how much mulch is needed			
4. Establish the periods in which these companies would need this product			
5. Expand this product in all companies of the cereal industry on the territory			

Medium term

2nd year- 4th years

Outcome | Supporting data *(Good practices)* | Timeframes

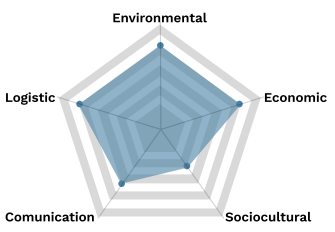
h. Create an **open material** where everyone can be informed of **hemp crop and its benefits**



- There are existing **materials, books and web pages**, where they teach some aspects of plant care, but they do not go into detail for the case of the company
- In the **Hemp 30** identified the **lack of accessible material** to everyone

PHASE	1st and 2nd year	3rd year	4th year
1. Collect the necessary information from all parts of the process of care and growth of hemp crops by taking the website reference and expert advice			
2. Establish the strategic order in which to communicate the material			
3. Make the tool virtual and easy access for Papillon Bleu workers			
4. Improve cultivation and management techniques of the hemp making production more efficient			
5. Expand the use of the material and make it available to those interested in the type of crop that the company makes			

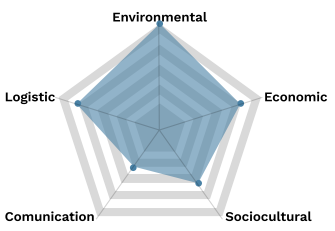
c. **Implement** an integrated agricultural system that includes **sheep breeding and hemp crops**



- According to **Chico Center for Regenerative Agriculture and Resilient Systems (CRA) reintegrating animals** into crop production systems yields **considerable benefits in improved soil health**
- There are companies both **sheep breeding or studying** these behaviors in the territory

PHASE	1st and 2nd year	3rd year	4th year
1. Search and characterize the possible compatibility between sheep breeding and hemp crops.			
2. Run a pilot crop with both agricultural systems together to prove the success of the process.			
3. Establish relationship between farmers or sheep breeders in order to maintain a local relationship and involve local actors.			
4. Establish the land that will be used in the process and prepare it to adapt to both agricultural systems.			
5. Start running the model.			
6. Scale the model to include other sheep breeding farms.			

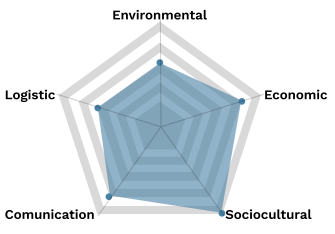
k. **Construction, retail and manufacture sectors** in which the wastes could be reused as main resources of Companies like **Avon Hemp Solutions**



- The **construction, retail and manufacture sector** is about the **34.25%** in **Leicestershire**
- The are companies in Leicestershire **which already implement the hemp** as a raw material

PHASE	1st and 2nd year	3rd year	4th year
1. Collect the hemp hurd on the hackling phase			
2. Establish an agreement with Avon Hemp Solutions to offer a by-product made from hemp hurd			
3. Set the amount and type of products to which they want to apply the by-product to see how much hemp hurd is needed			
4. Establish the periods in which these companies would need this product			
5. Expand this product to other construction companies on the territory			

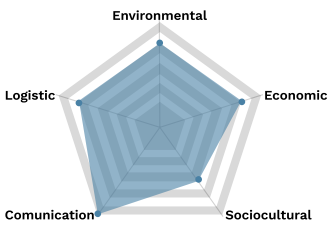
j. Find **new stakeholders** that help the company making it part of the community **focusing on sustainable materials and** supporting projects with a focus on **sustainability and fashion**



- Some organizations work with some **stakeholders** such as **manufacturers, designers, brands, innovation centres and Universities** to promote quality production that utilizes local industry.
- Design Leicester is a **cross-discipline collective of design businesses and designers working** with the city's creative hub LCB

PHASE	1st and 2nd year	3rd year	4th year
1. Contact and search about the stakeholders founded in the territory.			
2. Establish alliances with these stakeholders in order to collaborate and have the possibility of gaining new contacts and building networks focused on sustainability and fashion.			
3. Collaborate with these companies for participating and build new possible events and activities that could be added to the events that already exist.			
4. Spread this model and collaboration to other types of companies and also different territories.			

a. **Involve** the company into **innovation and sustainable fashion events**



- Some organizations work with **promote the innovation and sustainable textiles**, so the company could be involved in this events.
- Design Leicester is a **cross-discipline collective of design businesses and designers working** with the city's creative hub LCB

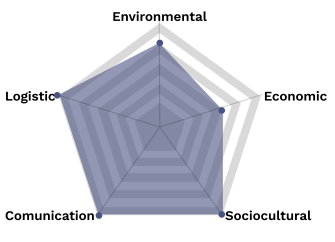
PHASE	1st and 2nd year	3rd year	4th year
1. Search and establish alliances with organizations that hold events related to fashion and sustainability to involve the company in these events.			
2. Plan the logistics of how and with which product the company can participate in these events.			
3. Design and start producing products for these types of projects.			
4. Communicate through the website the participation to these events.			
5. Participate in the events.			
6. Expand the participation of the company in more events on the territory.			

Long term

5th year - 7th year

Outcome | Supporting data *(Good practices)* | Timeframes

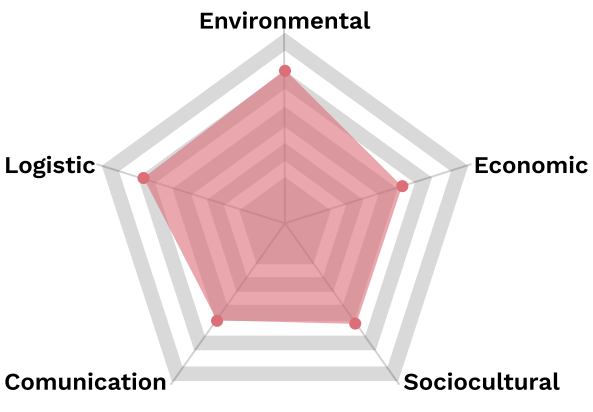
b. Create a **community of farmers around the company** to share **information about improving, processes and skills**



- In the territory **there are different organizations that aim to create community** around rural areas
- **Reference** communities outside the territory can be taken to create **strong networks of contacts** sharing knowledge, skills and experiences

PHASE	1st to 5th year	6th year	7th year
1. Contact the farmers that are willing to participate and be part of the community.			
2. Organize events and activities for meeting between them and share ideas and knowledge about the growing and farming process.			
3. Give workshops and information about crops, techniques and materials that could improve the process.			
4. Establish the times and periods for meetings and activities in order to build community.			

Based on the whole system



4/5 **Environmental** — Reducing waste from the production chain and giving them a second life

3.5/5 **Economic** — Giving the company new income from what used to be waste

3.4/5 **Sociocultural** — Creating community and making people more aware of the benefits and uses of the plant

3.3/5 **Comunication** — Improving society's perception of the plant and demonstrating its different uses

3.8/5 **Logistic** — Creation of a local network and community to work and collaborate from your specialty