

Nordic Eco Design Challenge (NEDC) 2014

'Eco Design Exchange between the Nordic Countries and the United States'



October 7, 2013

Dear Patron,

You are cordially invited to join **Nordic Eco Design Challenge (NEDC) 2014-17, as our valued Sponsor or Co-Host in your region.** The participation affords You an opportunity to communicate in a personal manner to an international audience and support **SAFG's** (Scandinavian American Foundation of Georgia) cultural exchange and education programs between the State of Georgia, and Denmark, Finland, Iceland, Norway, and Sweden. The NEDC features **NORDIC DESIGN**, and educates audiences about Eco inspired products, services, lifestyle, and **tourism**.

We source **Designers across the Nordic region** to compete for a spot on **EcoRunway Show Series 2014-17** to feature their latest Eco Collections. The ultimate goal, in addition to bringing some of the most talented Fashion Designers together to debut their latest designs, is to educate professionals and consumers, and inspire them not only purchase the products, but to visit the featured regions and learn more about the Nordic Countries, people, culture and history.

During the competition there will be a twelve month multi media campaign (February 2014-15) including an interactive NORDIC **EcoRunway Magazine** and **Virtual Showcase** showcasing the designs, lifestyles, and regions. A different corporate sponsor will be featured each month.

The campaign will also include video releases, monthly newsletters and industry reviews, social media campaigns and additional coverage through **Eco Commerce Media Hub**, **Eco Fashion Media Group**, and our international network of marketing partners.

Participation is limited to qualified enterprises and organizations, first come - first serve. The NEDC 2014 program net proceeds will benefit SAFG. For Sponsorships, Trade Missions, and Events, please contact Ms. Tana Torrano, Market Vision, osbollc@gmail.com, (USA) 256.520 7544 Mobile. We look forward hearing from you by December 15th, 2013.

Sincerely,

Minna LeVine

[Linkedin](#)

Executive Producer
EcoRunway
[Eco Fashion Challenge 2014-17 \(EFC\)](#)

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SPONSORSHIP

As an PLATINUM patron You will receive:

- Video Marketing Release (VMR) inclusion in the Nordic EcoRunway Virtual Showcase.
- Inclusion in monthly multi media campaigns including Nordic EcoRunway Business Review which will go monthly to a global audience of industry professionals. The campaigns will be sent not only to our database but to the associates and connections of our marketing and global media partners.
- An audio interview that will be archived on the Nordic EcoRunway Virtual Showcase website and distributed through our monthly campaigns as well as our Internet channels.
- Opportunity to provide a company video to showcase your commitment to support Nordic EcoRunway Virtual Showcase and SAFG's cultural exchange and education programs.

All featured articles and interviews will also be shared with each sponsor for their own marketing campaigns.

- One page print advertisement in the Nordic EcoRunway Virtual Showcase.
- Monthly recognition (12) with logos in newsletters, press releases, media and marketing.
- Recognition at the annual SAFG - NEDC 2014 Awards Gala in Atlanta.
- A sponsor table with 6 tickets to the SAFG - NEDC 2014 Awards Gala event in Atlanta.
- Logos on the Nordic EcoRunway Virtual Showcase website.
- Opportunity to provide a company video for distribution on our website and social media campaigns.
- At least one featured position in the monthly Nordic EcoRunway Business Review sent to industry professionals and global consumers.
- **Total cost for Annual Campaign (12 months): US \$24,000.00**

As a GOLD Patron You will receive:

- Print Marketing Release inclusion in the Nordic EcoRunway Virtual Showcase.
- Monthly recognition with logos in newsletters, press releases, media and marketing.
- Recognition at the annual SAFG - NEDC 2014 Awards Gala event in Atlanta.
- 2 tickets to the SAFG - NEDC 2014 Awards Gala event in Atlanta.
- Logos on the Nordic EcoRunway website.
- Opportunity to provide a company video for distribution on our website and social media campaigns.
- At least one featured position in the monthly Nordic EcoRunway Business Review sent to industry professionals and global consumers.
- **Total cost for Annual Campaign (12 months): USD \$12,000.00**

About EcoRunway

EcoRunway (ER) was founded in 2012 in Atlanta, with the goal of being the most engaging and international mix of regional Eco Fashion programming - all distributed on the ER media network. ER's niche of serving as a platform of exposure, for both local and global, content makes it a must watch for trendsetters, affluent, and influential people. Its unique Eco Fashion coverage makes it not only the finest online programming in international marketplace, but the first in the world!

The EcoRunway celebrates the lifestyles of Eco design, fashion, beauty, food, entertainment, people, culture, and healthy living. ER is a **Media Platform**, bringing Eco Fashion to the masses around the planet. ER's niche of serving as a platform of exposure, for both local and global content, makes it a must watch for trendsetters, affluent, and influential people. Its unique **Online Magazine** and **Virtual Showcase** coverage makes it not only the finest online programming in international marketplace, but the first in the world! The ER programming brings you dynamic and original content at its finest - featuring fashion designers, luxury, lifestyle and entertainment from around the world.

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INTRODUCTION

The NEDC 2014 will take Eco Fashion to new heights and is setting an example for the rest of the world to follow. The Scandinavian countries are home to a wealth of Eco Design talent disproportionate to their size. Not only do these designers' pieces display the famous Scandinavian flair for design, they also make use of organic or sustainable fabrics or do wonderful things with vintage material and offcuts. And it isn't just the established designers whose work is making fashionable hearts beat faster.

So why is Nordic Region so good at Eco Design and what's made it so popular?

Unlike in the majority of fashion markets, Scandinavia's fashion councils are making centralized efforts to boost Eco Design – not just in terms of dedicated Eco Designers but in the industry as a whole. Representatives from the four Nordic fashion associations have come together through project 'NICE'. The first of its kind, NICE or Nordic Initiative Clean and Ethical, is a Scandinavia-wide attempt to highlight social and ecological issues and boost sustainability in the fashion industry. Delegates from the Swedish Fashion Council, Helsinki Design Week, the Icelandic Fashion Council, Oslo Fashion Week and the Danish Fashion Institute have put together a program to boost the use of waste fabric and to promote the use of local, Norwegian wool. The five countries even agreed to a 10-year plan on reducing water use, carbon dioxide emissions and waste, along with bad labor practice and minimizing the use of chemical dyes.

There was a big wave of interest that started in 2006, when a lot of attention was focused on the environment in both media and education. Because of that, there was a very nourishing environment for designers working with Eco Friendly materials, which is one reason why there are so many now. The list of current designers is long and impressive and their collections from delicate dresses to wood-soled shoes, Scandinavia's designers are producing pieces that cater to all tastes and all price points. But what makes the Scandinavian Design scene particularly sustainable is that what we would dub 'Eco Fashion' – locally made from locally grown textiles - isn't seen as a niche in Nordic countries – it's seen as an obvious choice.

'Eco' is just the way of life. People are aware of the impact of their choices. They are really proud of things that are made locally, and really think about where things come from. Nordic countries tend to be ahead of the curve when it comes to environmental matters. Perhaps this focus on localism in a fashion context isn't so surprising. With a raft of Eco measures covering everything from recycling incentives to power use, extending the Eco approach to the national wardrobe looks like a logical next step. And it's a step that's already being taken across Scandinavia, where Eco design and vintage emporia are a constant presence on the shopping streets. Organic fabric, hemp, bamboo and upcycled pieces aren't seen as a niche; they're seen as the norm.

In Scandinavia, people do not have to ask specifically for Eco Friendly fashion. Many products are just Eco friendly, regardless of whether it says it is or not. And Scandinavians are not alone. British designers have quietly been making Eco Fashion for years. Natural fabrics are produced to high ethical standards but it's not something designers focus on getting across to people. People tend to expect that Eco Fashion will be ugly but it's something that we all could improve. You can do really creative things with natural materials. This understated approach to Eco Fashion is shared with many of the Scandinavian design's hottest new talents, for whom good design is paramount with natural, ethically sourced fabrics coming as a standard. Put together, the result is sustainable clothes that people actually want to wear – a huge shift away from the impeccably 'green' but horrible to look at Eco clothing of the past. What's more, this sea change has seen sales spike and interest in Eco Design gather momentum – not just in fashion circles but among consumers in general.

In Scandinavia, designers and consumers together support sustainable development. Many designers know each other and work to boost the amount of organic clothing they offer together. But it is about more than organic clothes; it's about creating a better society for everybody. Perhaps Eco design has grown stronger in Scandinavia than in some other places, but Eco inspired fashion should be everywhere and easily available for everyone. **Education and workforce training** play a key role in understandings of Sustainable Development across Nordic Countries.

