

**Systemic  
problems  
require  
systemic  
solutions.**

**Slow Factory Institute for Systemic Change  
Design & Culture for Collective Liberation**

# What on Earth is Slow Factory?

With a mission as broad as global systemic change, it can be difficult to encapsulate all of what Slow Factory is in a simple statement.

**We embrace the plurality that is required to engage with and affect large complex systems.**

To do so we use three interlocking approaches, all through the lens of environmental justice and human rights:

1. Education to affect individuals
2. Design to change systems and industries
3. Narratives to change culture, which in turn shifts policy, industry and individuals' mindsets, in a virtuous cycle

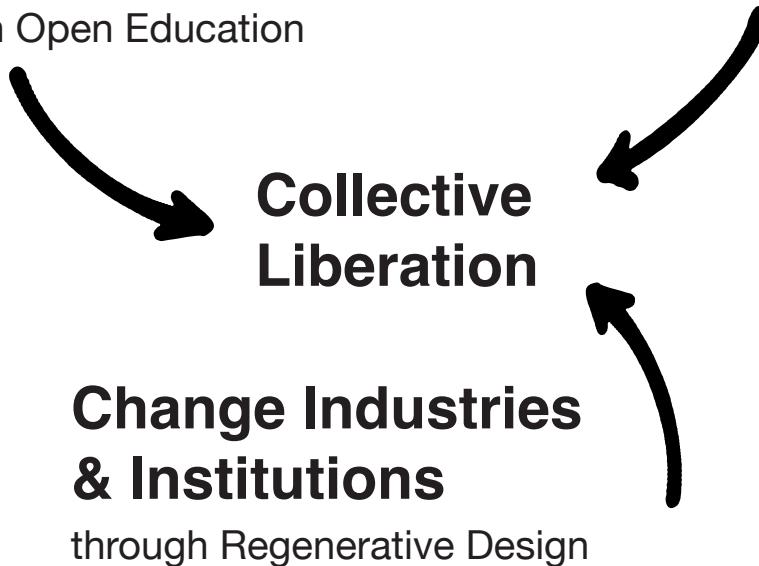
Slow Factory is an ecosystem positively impacting:

- Culture
- Art
- Fashion
- Policy
- Education
- Science
- Politics

# the Slow Factory Method for Systemic Change

**Change Minds**  
through Open Education

**Change Culture**  
through Narrative Change



Our unique framework for systemic change involves interventions at the individual, group, and societal levels simultaneously. We must change minds, industries, and culture all at the same time.

# Change Mindsets

through Open Education

## **Education is the foundation of progress**

Research, knowledge and education are fundamental to understanding any system and how to approach change within that system. No matter the conditions and system being examined, it is important to foster and facilitate important conversations and education around climate justice and human rights.

Over 28,000 students from 46 countries participate in our equity-focused education programs. The majority of students, collaborators, program beneficiaries and voices we center are visible minorities and over 85% self-identify as women. We must dismantle the current paradigm of extraction, exploitation, and racial oppression and revive a pan-Indigenous paradigm to restore our relationships to each other and our planet.

# Change Industries

through Regenerative System Design

**Accelerating progress and systems design thinking by offering solutions for people, organizations and brands addressing global challenges**

By designing models that are good for the Earth and good for people, we make meaningful contributions to the climate movement through supply chain consulting, material innovation (the lab), and developing regenerative systems (waste to resource).

The goal: reversing the intersecting global crises of climate change, biodiversity loss, and human rights abuses.

Our research on sustainable strategies for materials technology, textile innovation and life cycle analysis communicates and influences consumer perception and behavior and creates scalable climate positive solutions.

We work with a wide range of companies to change their systems and supply chains, guiding them to change their policies by taking into consideration environmental impact and human rights concerns.

# Change Culture

through Narrative Change

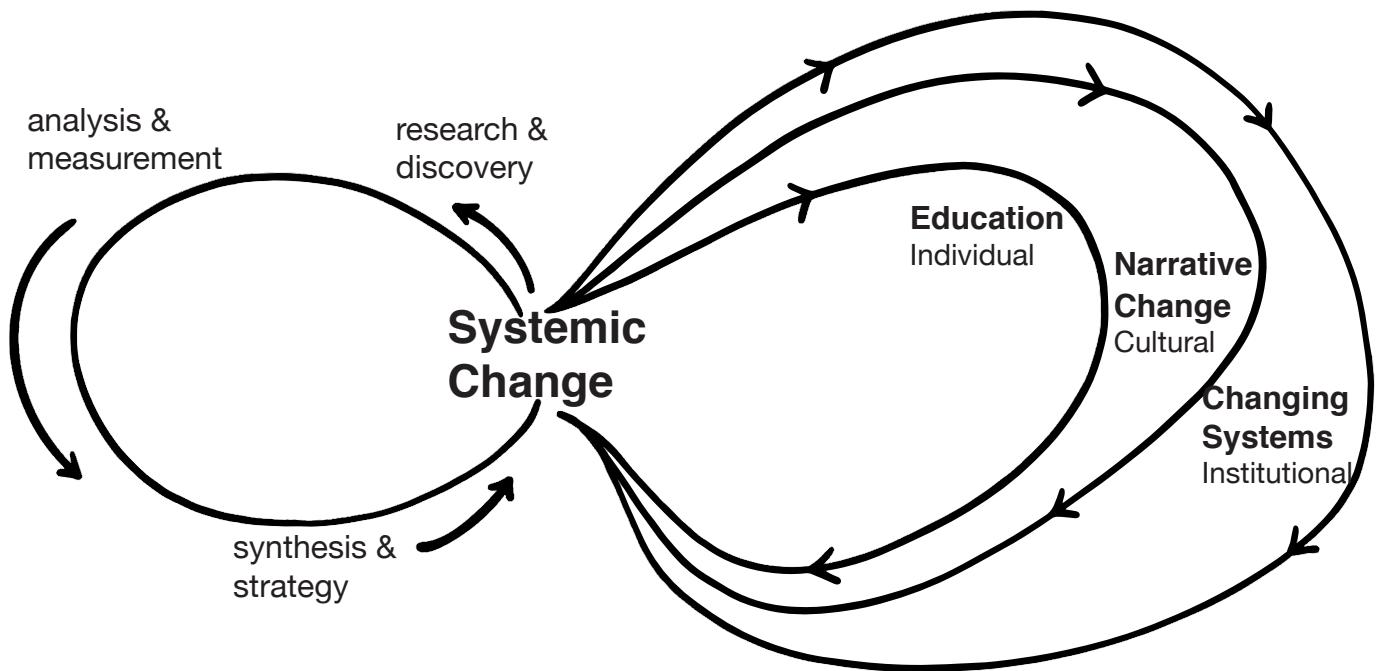
**A narrative reflects a shared interpretation of how the world works. Successful narrative change shifts power as well as dominant narratives.**

We are at a turning point where we need to create the right kind of changes if we want our children and their children to have a healthy planet. Slow Factory's goal is to empower individuals, companies and governments to adopt bold strategies while reforming and evolving existing systems with the focus on benefiting all people and the planet.

Through a lens that examines the intersection of climate justice and social equity we can shift our culture to create systemic change for our collective liberation.

Our impact and reach goes beyond just the individuals who attend our programs. We have over 150 million media impressions and our educational social posts have reached 34 million people.

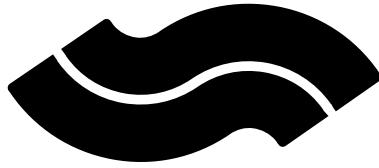
# the Slow Factory Method in Action



**Introducing the Sustainable Standard –  
A customized framework for ongoing  
systemic change**



**sustainable  
standard**



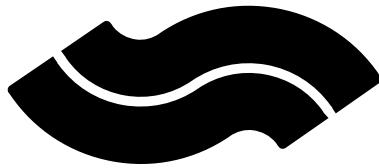
# sustainable standard

## I. Identifying Your Environmental Impact

**The Collective Problem:** Organizations must decrease their carbon footprint, water usage, ocean contamination, resource extraction, material usage, waste accumulation, manufacturing processes and transportation emissions.

### **The Slow Factory Toolkit:**

- **Develop LCA:** Data collected via a life cycle assessment, identifying and analyzing all factors and inputs.
- **Analysis of Materials:** Measure material impact & use data to strategize solutions.
- **Waste Evaluation:** Assess waste output & provide waste-led design strategy to reduce impact.
- **Carbon Assessment:** Quantify carbon footprint & develop carbon negative, climate positive solutions.



# sustainable standard

## II. Quantifying Your Social Impact

**The Collective Problem:** Organizations must collect data, investigate and quantify the organizational structure, manufacturing process, and sales and marketing practices, and then develop equity-centered solutions including education, paid apprenticeships, and culturally-relevant partnerships.

### **The Slow Factory Toolkit:**

- **Analyze Labor Practices:** Analyze the supply chain and ensure no labor exploitation has occurred, whether forced, or below-living wage.
- **Address Power Redistribution & Structural Inequality:** Create programs to increase the number of BIPOC, disabled and LGBTQIA people in leadership positions in your organization and all related supplier and client organizations.
- **Downstream Social Impact:** Assess the long-term effects of your impact on society — direct and indirect — through sustainability literacy, racial justice, impact on other industry players to improve their impacts.

**BRAZIL'S MEGA TITAN OF TERROR!**

# COWZILLA

**DESTRUCTION**  
of over 7 million acres

Amazon  
Rainforest  
**CRUMBLES**  
beneath  
**DEFORESTATION**

Accounts  
for 36% of  
tree cover  
loss!



**DIRECTED BY BRAZILLIAN BIG BEEF AND LEATHER**

# Case Study:

## Awareness, Pressure and Systems Change: Leather and the Amazon Rainforest

In the fall of 2021, the Slow Factory launched a campaign with Stand.earth supported by the Ford Foundation to bring attention to the role of leather in Amazon deforestation, and to do everything in our power to decrease this destruction.

We immediately put the Slow Factory Method into action. That meant launching a media campaign across traditional and social media, starting up an Open Education class “Leather: Fashion’s Dirty Secret,” organizing a panel at BOF Voices to spark change within the industry, and doubling our efforts to launch Slowhide, a vegan, plastic free leather substitute. We realized that shockingly few people know that 80% of Amazon deforestation is due to cattle rearing, and the response on social media was immense and appreciative, our BOF Voices talk was voted the hottest “hallway track” topic, and industry engagement led to policy change within multiple major global brands. The Slow Factory’s campaign began to change the culture around leather. In many industry and activist circles we’ve radically increased awareness of its harmful impact on the Amazon, and on emissions across the globe. Demand for leather alternatives has never been higher, and is still increasingly rapidly. The industry has been affected, and continues to change.

# Case Study:

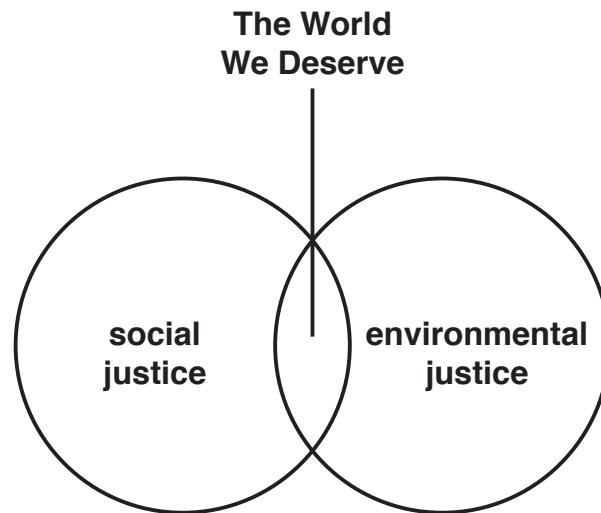
## Talking Trash, Landfills, and Sustainability: Waste-led Design

The Slow Factory has long sought to both raise awareness about, and transform industries' relation to, waste. Rather than waste being an accidental by product disposed of as an afterthought, a sustainable future requires us to incorporate waste into products and systems' designs from the very beginning. In pursuit of this goal we've utilized the Slow Factory Method through sustained social media campaigns such as "*Everything you produce returns to the Earth, either as food or as poison,*" Open Edu classes around the topic of waste, the WM Design Challenge to reimagine how a material's waste state could be transformed into a climate positive solution through circular garment processes or systems' innovation, and an innovative project called "Landfills as Museums." This program has brought students from Parsons, designers at Calvin Klein, and others to a New York landfill to see where our waste goes, and better think about how to incorporate the lifecycle of waste into every level of production.

Changing culture influences policies as well as providing the industry with valuable vocabulary and frameworks in order to envision the change needed to transform an extractive industry into a regenerative one.



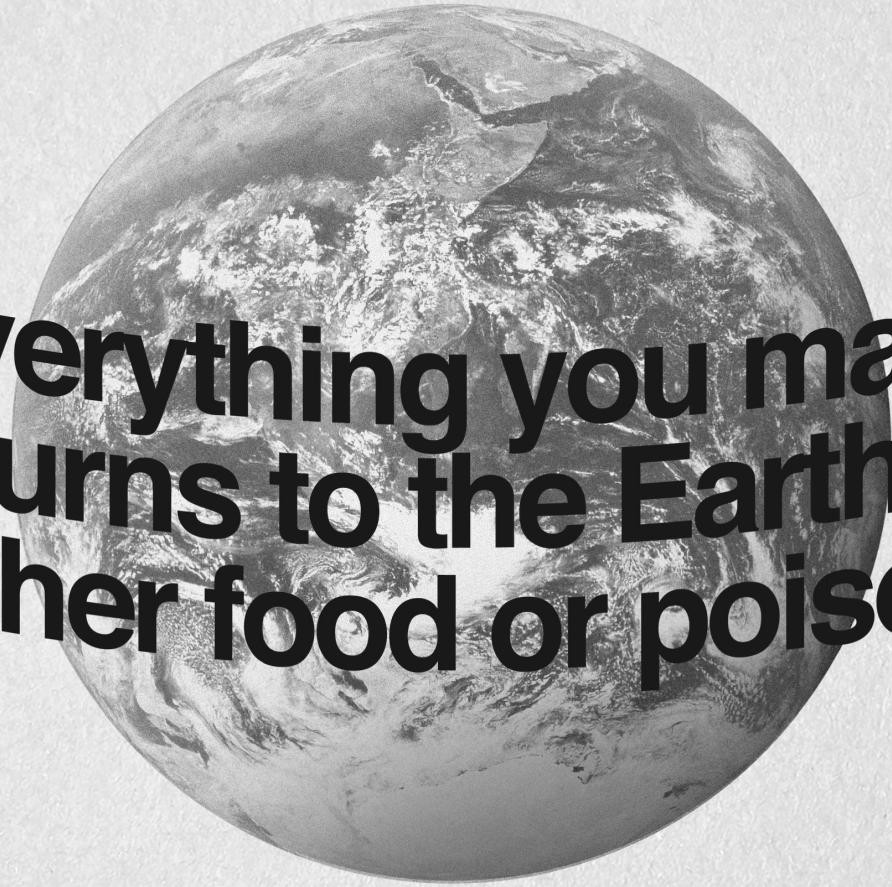
# How to measure systemic issues in a way that leads to positive systemic change



**Slow Factory ensures a smooth transition towards climate positive systems & culture that are good for people and good for the planet.**

Sustainable Standard is a new certification program where organizations and companies commit to human rights and environmental issues through equity-centered, science-based practices.

Current conversations around sustainability are often saturated, misinformed and overwhelming. Organizations that commit to the Sustainable Standard join Slow Factory's growing and global social-environmental justice coalition while also agreeing to sharing their goals publicly and working alongside our team on an individual climate positive strategy.



**Everything you make  
returns to the Earth as  
either food or poison.**



**Join Us.**

**Contact Slow Factory  
today to begin your  
organization's journey  
toward being a contributor  
to a better world for  
People and Planet.**

<http://slowfactory.earth>  
[join@slowfactory.earth](mailto:join@slowfactory.earth)

Slow  Factory