

# The rise of conscious design

At Volvo Cars we recognise many of the materials commonly used today aren't safe for the planet. So in order to protect the planet we all share, we've asked 'what does the future of safer, sustainable materials look like?'

## The need for a new material world

Global demand for new textile fibres is expected to increase by 150% by 2050<sup>1</sup>.

The vegan leather market is expected to reach £64.6bn in value by 2025<sup>2</sup>.

Circular economy strategies could cut global greenhouse gas emissions by 39%<sup>3</sup>.

67% of global consumers support the desire for greater carbon transparency<sup>4</sup>.

"There is an opportunity to really challenge the status quo and shift our balance with wildlife and nature toward something positive."

Claire Bergkamp, COO Textile Exchange

## Key trends driving conscious design



### Whole-system thinking

We are developing a more holistic understanding of sustainability and ethics.



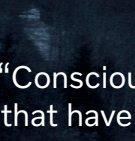
### Trust fatigue

There is an epidemic of widespread mistrust of institutions.



### Nature renaissance

The pandemic has led to a renaissance of love for wildlife and nature.



### Luxtustainability rising

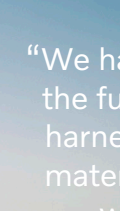
Sustainability, regeneration and circularity is driving new directions in luxury.

"Conscious consumers are demanding products that have a clean bill of health when it comes to environmental and social impact."

Dr. Leonardo Bonanni Founder & CEO Souremap

## Volvo Cars materials

Instead of leather interiors, Volvo Cars will offer customers alternative choices such as:



Nordico, a new interior material created by Volvo Cars, will consist of textiles made from bio-based and recycled sources.

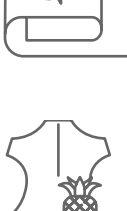


Different types of premium textiles made from sustainably sourced materials.

"We have a vision of where we need to go in the future, with the first step to ensure we harness sustainable, natural, and recycled materials. The next challenge is to change what we do with these materials."

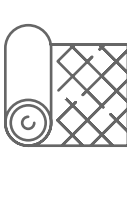
Robin Page, Head of Design, Volvo Cars

## Tomorrow's materials



### Natural luxury

Responsibly sourced wool. Linen.



### Repurposed richness

Circulose. Regenerated cellulose. Recycled polyester.



### Bio-positive premium

Totomoxtle. Piñatex. Leap. Algae. Biovyn.



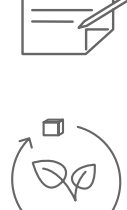
### Experimental textiles

Mycelium. Microsilk. Zoa.

"No one is safe till everybody is safe, and to get there is everybody's collective responsibility."

Wen Zhou, CEO, 3.1 Phillip Lim

## Conscious design principles



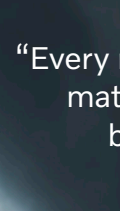
### Circular economies

Moving from linear consumption models towards closed-loop systems.



### Regenerative resilience

Spearheading new practices when sourcing raw materials.



### Total transparency

Where every material and its impact is fully traceable.



### Open-source sustainability

Insight and education making design output more sustainable and ethical.

"Every material can have a future. What really matters is ensuring that the processes behind them are reconsidered to minimize their impact."

Xu Gang Co-Founder Bentu Design

<sup>1</sup> <https://www.axfoundation.se/en/projects/the-swedish-wool-initiative>

<sup>2</sup> Research from McKinsey

<sup>3</sup> <https://www.circularity-gap.world/2021>

<sup>4</sup> <https://www.carbontrust.com/news-and-events/news/2020-consumer-research-shows-sustained-support-for-carbon-labelling-on>

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