

# decoding: *Luxury*



Get Smarter about Sustainability

Summer Workshops 2022

**Sustainability is becoming a hot topic for brands and consumers alike – and rightly so!**

**With all of the scientific evidence stacking up to show not only the impact that our usage and consumption habits have had on the world so far, but also the future consequences in a very few years if we don't change our behaviour soon, few can deny that we all have a part to play in slowing and even reversing the impact of climate change on the planet and the people.**

However there is a lack of real understanding of what Sustainability actually IS and how it can make a difference to our future, and that's why we have dedicated our entire Summer 2022 Programme to the topic. Our range of workshops will give you a far better understanding of what you can do as a consumer, providing inspiration, information, and practical tips on how you could make small changes that can make a big difference.

By enrolling on the whole series of workshops you will learn about the different things you should be looking for that will help you become more sustainable in your everyday life. In each of the five sessions we examine a critical aspect of Sustainability, and give you the questions that you need to ask of the brands that you're buying in future. Consumer Power is growing, so we'll show you how to use it!

Sustainability is about making choices. This course isn't about making anyone feel bad about buying and selling products, but to help you make better choices when doing so.

*Do not wait for extraordinary circumstances to do good action; try to use ordinary situations*

*Jean-Paul Richter*

## Why these workshops are for you

- If you want to know how to make better choices in what you buy so you can be more sustainably driven, these workshops are for you.
- If you want to be seen as a well-informed source of information amongst your family and friends, these workshops are for you.
- If you want to know the questions to ask of brands in order to drive their Sustainability responses, these workshops are for you.
- If you feel that you should be taking more interest in what sustainability is and how you could apply it to your lifestyle, these workshops are for you.
- If you'd like to apply your knowledge to develop a new brand concept that is truly sustainable, these workshops are for you

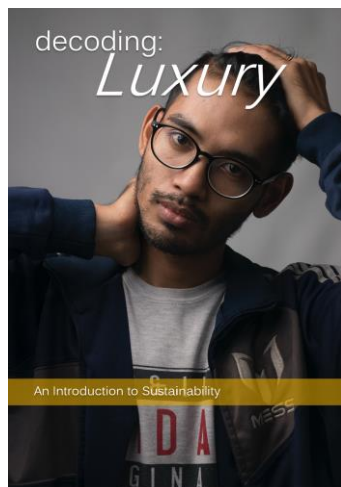
Consumers like you are now looking for brands that help them make the right choices – and to be successful in the future, businesses need to make sure that they provide that help with the right products and services.

By asking questions that need answers, brand will have to start to respond to their consumers or face going out of business very quickly.

'The Power of Many' can achieve much more than the single individual, so get involved and discover the simple actions that will lead to significant changes for our generation and those that come after us.

## Who is this for:

- Consumers wanting bite-sized learning on Sustainability so they can take action
- Employees wanting to become more knowledgeable about the topic to influence their boss
- Brand Managers wanting to learn how to apply Sustainability to new products for their brand



## An Introduction to Sustainability

Your learning objective for this workshop will be:

To understand how Sustainability is defined and have clarity on the basic changes you can make

### About this workshop:

It's very easy to think that you as an individual can have very little impact on climate change. However it only takes each person to make one small change to what they do or buy to make a massive difference to the current climate crisis. Don't believe us? Then you should definitely enrol on this workshop and we'll show you how.

The truth is that Sustainability will only take hold in our everyday lives when we understand it – and understanding it needs knowledge and education. And that's where we come in.

We'll take you through the basics, explaining different words and descriptions that you might have heard, talking about some of the barriers to making changes, and even discuss the reasons why Sustainability is viewed as a gendered problem!

What you'll learn:

- ✓ The three pillars of Sustainability
- ✓ The 17 UN SDGs and what they mean
- ✓ How individuals really can make a difference
- ✓ The 5 barriers and motivators to adopting sustainability
- ✓ Developing a 5 point commitment that brings sustainability to life every day

Each workshop will provide:

- Tutor led learning
- Individual and group exercises
- Open forum discussion
- Certificate of Completion
- Workbook to write down and save ideas



## How Luxury brand choices impact Sustainability

Your learning objective for this workshop will be:

To have a better understanding about Greenwashing and a checklist of what to look for from brands in future

### About this workshop:

Of all of the markets that should be leading the way in developing Sustainability the Luxury market should be at the forefront, so why isn't it? Historically, innovation and Luxury have gone hand in hand, but that's less evident in recent years, where profit is now the primary motivation.

Luxury brands need to earn the right to charge the prices that they do by helping their consumers achieve the sustainable lifestyle that they are seeking. They have a direct responsibility and you need to know the questions to ask before choosing the brands you buy.

How are the raw materials obtained? Is all of the packaging from sustainable and renewable sources? How is the brand using innovation to tackle climate change? How wasteful are they in materials and resources such as water?

What you'll learn:

- ✓ The main elements of Sustainability for brands
- ✓ How individual and brand choices impact on Sustainability
- ✓ A list of the key questions to ask luxury brands
- ✓ Practical group work to discuss current and future brand choices

Duration:

3 hours per workshop  
15 hour for the whole Programme  
Offline option available (Mumbai only)



## Greenwashing and how to spot it in Luxury

Your learning objective for this workshop will be:

To have a better understanding about Greenwashing and a checklist of what to look for from brands in future

### About this workshop:

Greenwashing is something that is intended to mislead and prevent consumers from making the choices that they want to make to improve the future for the world, its resources, and everyone who lives on this planet. But do you know how to spot it?

This workshop has been designed to help you identify the signs of 'greenwashing' by brands, and provide you with some of the questions that you need to ask.

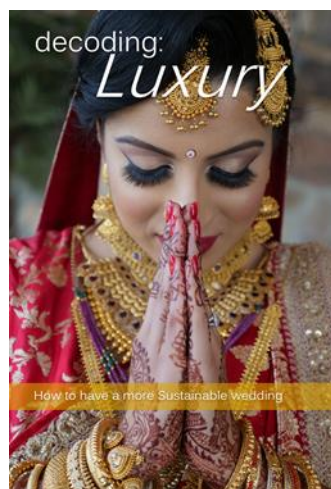
Luxury brands are a focus for the criticism because of their lack of consistent action so far, but all brands need to be more honest about how they're responding to sustainability.

What you'll learn:

- ✓ The definition of Greenwashing
- ✓ Ways to bring Sustainability into brands
- ✓ A checklist on how to spot Greenwashing – and 'Greenhushing'
- ✓ How innovation is supporting greater sustainability in Luxury
- ✓ Critically examine luxury brands and assess their response

Each workshop will provide:

- Tutor led learning
- Individual and group exercises
- Open forum discussion
- Certificate of Completion
- Workbook to write down and save ideas



## How to have a more sustainable wedding

Your learning objective for this workshop will be:

To be more aware of the options available to make your wedding – or any big occasion – more sustainable

### About this workshop:

In this specialist workshop we'll show you the different ways that you can have a more sustainable and planet friendly approach to your wedding without compromising on the fabulous and memorable experience for you and your guests.

It all starts in the planning stage, which is why we work with you and your plans during this workshop to understand your personal choices and demonstrate creative ideas where small changes can make a big difference.

Wouldn't it be wonderful if your start to married life also had a positive impact on the environment and local communities.

What you'll learn:

- ✓ How to get started in the planning process
- ✓ Top tips on rethinking your sustainability options for your wedding
- ✓ How to restyle your outfit to wear afterwards
- ✓ Minimising waste at every stage
- ✓ Sharing your love with local communities through your support

Duration:

3 hours per workshop  
15 hour for the whole Programme  
Offline option available (Mumbai only)



## How to develop a Sustainable brand idea

Your learning objective for this workshop will be:

You will apply your new knowledge of Sustainability to create innovative and exciting brand concepts

### About this workshop:

This specialist workshop is hosted by sustainability and luxury brand experts who will guide you through a number of different ways to develop and explore new concepts that have the potential to be a sustainable luxury brand of the future. It's fun, fast, and full of practical tips that you can take from the session and continue to refine your ideas.

What does a great idea look like? How can you create something that is innovative and exciting for consumers? Greenwashing must be avoided so how will you make your new brand truly Sustainable?

Even if you don't consider yourself to be 'creative' you will discover that you can also develop good ideas using the techniques you will learn.

What you'll learn:

- ✓ Applying the foundations of Sustainability for brands
- ✓ New opportunities emerging from the Luxury Shift
- ✓ Exploring different ways to generate ideas
- ✓ Developing early stage ideas
- ✓ How to present new concepts to the group

#### Each workshop will provide:

- Tutor led learning
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## Our Values & Manifesto

**Respect • Equality of opportunity • Inclusivity • Ambition • Sustainability**

We believe that...

1. Everyone should have the opportunity to achieve their ambitions if they are prepared to work hard, create exceptional quality, be patient, and take care of the world around them.
2. No one should be denied their dream or excluded from opportunities because of a lack of education, money, or confidence.
3. Cultural or gender bias, regional location and family background should not be used to hold an individual back if they want to achieve more for themselves and their families.
4. The power of the Community to help others achieve their life goals is a lifeforce. Sharing a lifetime of knowledge and skills is our way of contributing to the global community.
5. There is a need to 'democratise knowledge of the luxury market' helping craftsmen and producers to shift from being the 'server' to becoming the 'owner'. Our primary goal is to open up opportunities for entrepreneurs in communities across India to create luxury brands and build their own sustainable businesses.
6. The future of Luxury can only lie in sustainable manufacturing and ethical working practices. That's why we use the UN's 17 Sustainable Development Goals as a guide for our teaching.

## Technical Requirements

In order to take this course you will need:

- A Current email account
- Access to a computer and the internet
- Access to PDF Reader software on your PC
- Access to a printer for downloading and completing workbooks
- Access to Zoom software for online seminars and coaching (for the online option only)
- A WhatsApp account to allow you to join the Members only group



**HELEN COOPER**

School of Luxury

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