

Bronco Challenge for Sustainable Impact

<https://wmich.edu/sustainability/initiatives/broncochallenge>

Weekly Newsletter #5



October 16, 2023

This newsletter will be issued each Monday starting with September 18, 2023; through November 10 when Bronco Challenge Phase 1 Solutions and Project Descriptions are due. The purpose is to provide tips and related information on team formation, project selection and other information that may be helpful to students competing in the Challenge. Previous issues may be found on the Bronco Challenge website noted above.

New Bronco Challenge Identity

If you have been receiving prior issues of this newsletter you will notice a new Bronco Challenge service mark in the upper righthand corner of the newsletter. It was created by Jordan Moore and Sydney Osinski as part of a service-learning project in Dr. Palmers course on sustainability and ethics. We will use it in internal documents to make Bronco Challenge posters, notices, etc. easy to spot.

For “Sustainable” Fashionistas

If you are concerned about the many unsustainable aspects of Fast Fashion, that topic might be a good **Bronco Challenge project topic for you**. Last Tuesday a panel of experts was convened (and recorded) to discuss what it will take to solve the sustainability issues embedded in the textile/fashion industry which accounts for 10 percent of the global carbon emissions. Many ideas and issues discussed by the panel are nuggets for Bronco Challenge projects. Both the panel presentations and the follow up Q&A present needs and opportunities for new products, services, businesses and public policies to address sustainability issues in the textile/fashion industry and that fit within the scope of the US Sustainable Development goals .

As mentioned above, the event was recorded. To watch the event [click here](#) . The first four minutes are introductory info and can be skipped. Throughout the recording, pop up ads appear every 5-7 minutes or so which can be dismissed by clicking on “skip ads”.

There are five panel members listed below, along with the topics of their presentations, which collectively run about 50 minutes followed by about 20 minutes of Q&A; both contain informative material as does the wrap up commentary by the moderator.

Lisa Goldsand, Circular Thrift, LLC. Circular economy strategies for waste stream reduction and sustainability in the textiles industry.

Steven Bethell, co-founder, Bank & Vogue. “Upcycling” and how brands, consumers, and regulators can move toward increased sustainability in addressing relevant post-consumer textiles.

Connie Ulasewicz, PhD, professor emerita of apparel design and merchandising, San Francisco State University. The state of sustainability in the fashion industry today and the role of policy in advancing sustainable business practices.

Carmen Gama, Director of circular design, Eileen Fisher, Inc. Circular product development at Eileen Fisher and the movement of brands from linear to circular models.

Luke Henning, Chief Business Officer, Circ. Textile recycling and technology solutions to address textile waste.

The panel was organized by The Ohio State University [Environmental Professionals Network](#) (EPN). EPN organizes monthly live and online programs that address a wide range of topics that fit within the topics of environment and sustainability.

Questions: Contact Neil.Drobny@wmich.edu, Bronco Challenge for Sustainable Impact Program Director.