



EAUC Annual Conference University of Leeds 23 – 25 March 2015

CHALLENGING CONNECTIONS

Incorporating the Student Sustainability Summit, Further Education Sustainability Summit and Transformational Leadership Summit

Exchange A10: Net-Works project: Developing an inclusive business model with positive social, business and environmental impact

*Louise Swift, Public Sector Sales Director,
Interface*

Conference Sponsor





EAUC Annual Conference **University of Leeds** 23 – 25 March 2015

CHALLENGING CONNECTIONS

**Net-works: Developing an
inclusive business model
with positive social,
business and
environmental impact**

Conference Sponsor



CarbonCredentials

**Leadership and
Governance**





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Governance



Louise Swift:

21 years experience in
multiple roles at Interface

Now UK Public Sector Sales
Director

Lead on Tertiary Education
and BIM



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Governance



We're here today to talk
about a unique project we're
a part of:

Our first step towards
a ***restorative*** future

The Problem: Ocean Livelihoods



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01

The Problem Setting the scene

“In old days, whenever you go out fishing, you were assured of a catch. Unlike today there will be times you will catch nothing.”

Eduardo Valmoria Furog
Fisherman – Jao Island, Bohol, Philippines



The Problem: Ocean Livelihoods



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1 Billion (in the poorest areas) depend on fish for a healthy balanced diet

*660 million people
rely on the ocean for
their livelihoods*



The Problem: Waste



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*640 thousand tonnes
of waste fishing material
is discarded every year*

*If laid out end to end, this
would stretch 1.39 times
around the earth*

The Problem: Waste



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Many coastal communities
don't have access to
waste channels

*Leaving waste to pile up
on beaches or in the ocean*



The Problem: Waste



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Nets discarded in the
water can take *hundreds
of years* to break down

The Problem: Ghost Fishing



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These discarded nets
float through the water,
trapping and killing
marine wildlife...

...Ghost fishing

The Problem: Reduced Income



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Which means smaller catches
taken home by the fishermen
*...and a smaller income
for the village families*

The Problem: Mission Zero



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Interface has vowed
as part of Mission Zero,
to lessen our
dependence on oil

The Problem: Supply Chain



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The supply chain challenge:
Finding affordable,
consistent sources of
100% recycled Nylon-6

The Problem: Closing the Loop



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Interface challenges the traditional 'take-make-waste' model of manufacturing, and vows to *close the loop* on manufacturing product

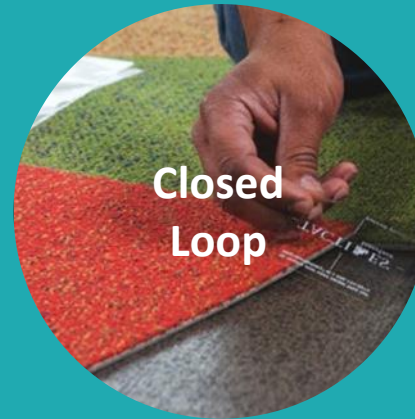
The Problem: Summary



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We want to try and solve these problems...



Ray Anderson



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“...showing it’s possible to create a better world, being restorative by the power of our influence...”

Ray Anderson
Founder, Interface





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02

The Opportunity Solving the problem



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We asked ourselves...

*“What if we could create a
truly inclusive business model?”*

The Opportunity: A New Business Model



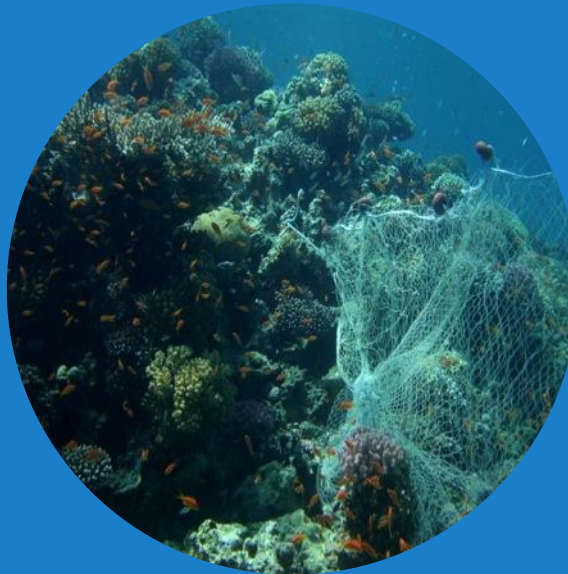
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An inclusive business model to benefit:



People...



the environment...



& our business

The Opportunity: Introducing Net-Works™



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A new partnership between three global organisations

Interface®
Global
Carpet Tile
Manufacturer

ZSL
LIVING CONSERVATION
Global
Conservation
Organisation

AQUAFIL 
Leading Global
producers of
Nylon 6 yarn

The Opportunity: A New Partnership



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Each leveraging their unique skillsets to create
genuine, long term partnership



Interface®



Danajon bank: A rare double-barrier reef
spanning 97 miles within the 7,107 islands of
the Philippine archipelago



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03

The Process

How it Works

How It Works: Collecting & Cleaning



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1. Collecting & Cleaning

The local communities collect, aggregate and clean discarded Nylon 6 fishing nets

How It Works: Buying



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2. Buying

The nets are sold through Net-Works, via community banks, providing villagers with supplemental income

How It Works: Baling



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3. Baling

The Net-Works team has developed a mechanical baling machine which compresses and packs the nets without electricity

How It Works: Shipping



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4. Shipping

With the help of local partners,
the baled nets are gathered and
shipped to Aquafil

How It Works: Regeneration



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5. Regeneration

Aquafil's ECONYL Regeneration System turns the Nylon 6 from the waste nets into 100% recycled carpet fiber

How It Works: Production



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6. Production

Interface purchases this 100% recycled yarn
and turns it into beautiful carpet tile



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04

The Results Our Impact

The Results: Programme Outreach



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So far, we've reached

892 households

4,460 people

The Results: Less Waste



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56,408 kg of discarded nets
have been collected

Stretched end to end, they would circle the Earth!

The Results: Increased Income



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Participants have increased their household income

Enabling them to better provide for their families



The Results: Access to Banking



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A background photograph showing a person's hands counting stacks of banknotes on a wooden table. In the foreground, there is a blue metal box, a green bowl, and a white bowl containing a blue cloth. The image is overlaid with a semi-transparent teal rectangle containing text.

Members now have access to banking services

Enabling financial opportunity & security



“Our community bank was able to loan money out for things like school. My sister was one of the first to get such a loan. Never did I think this would happen because of a fishing net.”

Cristina Peptio
Village Community Banking Group





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05

Disaster & Recovery

How Net-Works helped

Disaster & Recovery: Typhoon Haiyan



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In October 2013, a devastating earthquake & super typhoon ripped through the Philippines, laying waste to all in its path

Disaster & Recovery: Typhoon Haiyan



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Interface & our partners
quickly raised \$40k,
put directly towards
ZSL's relief efforts
on the ground



Disaster & Recovery: Typhoon Haiyan



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In many areas, net collection
increased in the months
following the disaster

*The program provided
valuable income*



Disaster & Recovery: Typhoon Haiyan



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Net-Works continues
to provide additional
income to villagers,
helping them to
support their families
in uncertain times





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06

The Future Looking Forward



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\$1 Million: 3 year funding to support
conservation projects and Net-Works

Strengthening Philippines
Expanding into Cameroon



The Future: Increased Capacity



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Net-Works aims to collect
38,000kg of nets *each year*

And keep them from damaging fragile ecosystems



The Future: Programme Expansion



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Net-Works is expanding

Our next collection hub will be in the Lake Ossa region of Cameroon

The Future: Conservation



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500 Hectares of Marine Protected Areas

Net-Works expansion will support in restoring the biodiversity of these aquatic ecosystems



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Our hope is that through
our unique partnerships,
Net-Works can be a driving
force in changing the world
& the future of business

The Net-works programme:

- Innovative cross-sector initiative to tackle environmental issues as well as providing a transparent supply chain
- It demonstrates how the triple bottom line can be achieved in reality:

PROFIT. PEOPLE. PLANET

- Collaboration/ developing partnerships and the sharing of best practice is absolutely key when looking at improving sustainability credentials in any industry - universities as well as manufacturing