



CREATIVES FOR OUR FUTURE
SWAROVSKI FOUNDATION

CREATIVES FOR OUR FUTURE

IMPACT REPORT 2021



CREATIVES FOR OUR FUTURE
SWAROVSKI FOUNDATION

EMPOWERING THE NEXT GENERATION OF CREATIVE TALENT
TO UNLOCK OUR GLOBAL SUSTAINABILITY CHALLENGES
AND DRIVE PROGRESS TOWARDS
THE SUSTAINABLE DEVELOPMENT GOALS

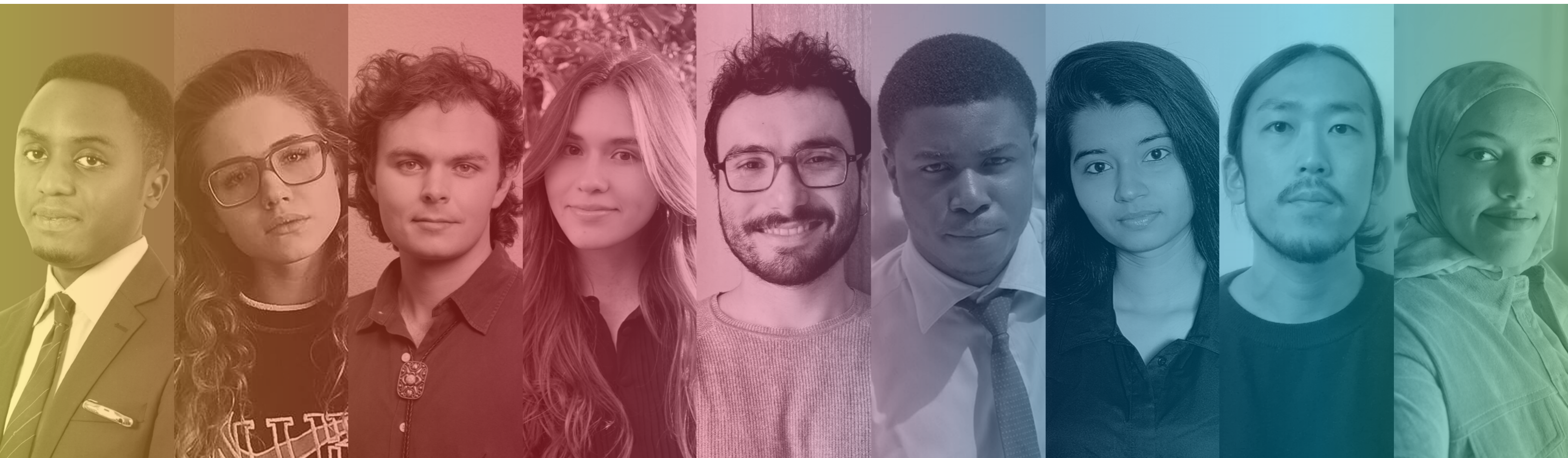




TABLE OF CONTENTS

- 04** CREATIVES FOR OUR FUTURE
- 05** INTRODUCTION
- 06** GLOBAL GOALS
- 07** PROGRAM OVERVIEW
- 08** PROGRAM STRUCTURE
- 09** OUR COHORT
- 10** THE NINE PROJECTS
- 20** OUR ADVOCATES
- 23** OUTCOMES
- 26** THE SWAROVSKI FOUNDATION



CREATIVES FOR OUR FUTURE

IMPACT REPORT

The Swarovski Foundation launched Creatives For Our Future, a global mentorship and grant initiative, in collaboration with the United Nations Office for Partnerships. With a focus on the brightest young talents in design, engineering and the arts, the program's goal is to identify and accelerate the next generation of creative leaders in sustainable development.

Creatives For Our Future builds on the Swarovski Foundation's commitment to foster creativity that will drive positive change through cultural, educational and advocacy collaborations.

The cornerstone of the Swarovski Foundation's work is the 17 Sustainable Development Goals set out in 2015 by the United Nations General Assembly. In turn these goals have been the anchor for our Creatives For Our Future program.

The report tells the story of the brilliant group of innovators from around the world chosen in 2021 to form the Creatives For Our Future cohort, their eight-month journey on the program, and the advocates who helped shape their ideas into inspirational models for a sustainable future.

www.sfcreatives.org



Credit: Sustainable Ocean Alliance



JAKHYA RAHMAN-COREY

DIRECTOR OF THE SWAROVSKI FOUNDATION

At the Swarovski Foundation, we believe young creatives hold the keys to unlocking our global sustainability challenges. That is why we partnered with the United Nations Office for Partnerships (UNOP) to devise the global grant and mentorship program, Creatives For Our Future.

Our aim was to identify and accelerate the next generation of leaders in sustainable development, and we were excited to receive submissions from over 400 young talents from 72 countries.

The winning Cohort of nine sustainability innovators came from a wide range of academic disciplines and their work spans the diverse fields of fashion, product design, biotechnology, architecture, engineering and the visual arts. What they share is a commitment to driving progress towards the United Nations 17 Sustainable Development Goals.

With the support of our inspirational Advocates – 28 global sustainability thought leaders from a range of disciplines – we provided the nine cohort members with the skills, tools and opportunities to develop their ground-breaking ideas and turn them into reality.

We are proud of our Cohort's achievements in striving to design a better world, and we would like to express our gratitude to UNOP for their guidance and support. Together, we commend the power of all the young creatives around the globe who are searching for new pathways to a more sustainable future.



ANNEMARIE HOU

EXECUTIVE DIRECTOR OF THE
UNITED NATIONS OFFICE FOR PARTNERSHIPS

Creatives for Our Future is a trailblazing initiative that provides an opportunity for the co-creation of sustainable solutions to better our planet and our communities.

The program supports young global leaders to harness their creativity and lay a foundation for new ideas that can deliver the Sustainable Development Goals (SDGs).

Just as the SDGs are deeply interconnected, solutions to global challenges must be interdisciplinary. We need to encourage visionary talents like the cohort of Creatives for Our Future to think beyond the status quo, and help us design a better, more sustainable future.

GLOBAL GOALS

17 GOALS FOR SUSTAINABLE DEVELOPMENT

The Sustainable Development Goals are a universal call to action to end poverty, protect the planet and ensure that by 2030 all people enjoy peace and prosperity.

They act as a guiding light for our work at the Swarovski Foundation and through Creatives For Our Future.

UNITED NATIONS OFFICE FOR PARTNERSHIPS

The United Nations Office for Partnerships is your global gateway to co-create partnerships to deliver the Sustainable Development Goals (SDGs). Working globally, regionally and in countries – we convene, connect, and co-create opportunities to accelerate solutions for people and for the planet.

UNOP seeks to mobilize everyone, everywhere; demand ambition and accountability to act now to deliver the SDGs.

UNOP works globally, regionally and in countries – to transform the world through SDG partnerships – for people and for the planet.

www.sdg.un.org/goals





CREATIVES FOR OUR FUTURE PROGRAM OVERVIEW

Creatives For Our Future is an open-submission initiative, to which creatives aged 18 to 25 of all nationalities are invited to enter ideas for sustainable innovation.

The Swarovski Foundation received 400 submissions from 72 countries, from which nine successful applicants were chosen. They come from nine different countries, and represent a wide range of disciplines, including fashion, product design, biotechnologies, architecture, engineering and the visual arts. All share a focus on sound environmental and human practices.

The program aims to leverage the Swarovski Foundation's ability to combine investment and education with a stakeholder network crossing borders and industries. As well as funding, the Swarovski Foundation assembled an international team of 28 Advocates to provide tailored mentorship and training, making the program a unique digital teaching and learning platform.

Embarking on the eight-month program in April 2021, and taking in a week-long digital summit featuring some of the world's leading thinkers in sustainability and creativity, the cohort presented their final projects at a virtual graduation event in December 2021.

PROGRAM STRUCTURE

WHAT DID THEY LEARN AND HOW?

MASTERCLASSES

A key element in the program was its wide-ranging digital teaching and learning platform. The Swarovski Foundation's team of 28 'Advocates' – renowned thinkers on creativity and a sustainable future, drawn from 10 countries – some of whom acted as master teachers in a series of training classes for the participants.

Aiming to bring focus to their vision and empower their practices, topics covered included Self-shooting and Documenting; the UN Sustainable Development Goals; Storytelling; Regenerative Fashion & Innovation from Nature; and Personal Branding.

MENTORSHIP

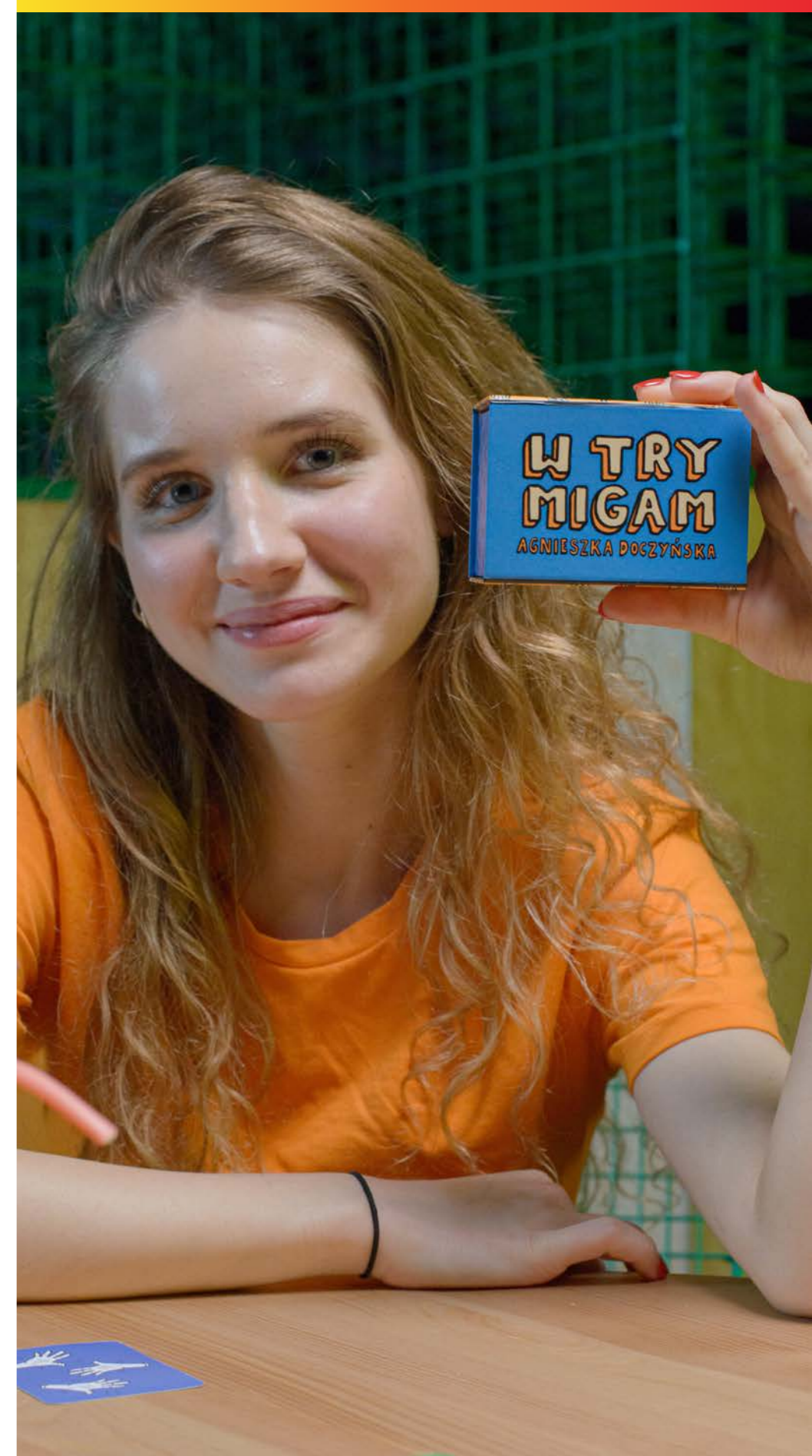
Members of the creative cohort received two 60-minute face-to-face sessions of tailored mentorship and training with their designated mentor.

Mentors were drawn from the Advocate team, and assigned to best match their creative fields, from areas including fashion, design, architecture, academia, culture and activism.

NETWORKING

As well as offering our cohort members prestigious connections with creative and business leaders through mentorships and masterclasses, the program sought to give each student access to wider networks at innovation and creative focused convenings.

For example, six students presented their projects during a live panel at the YMCA Youth Led-Solutions Summit; three students featured in the Shan Future Forum, one of Asia's most prestigious conscious fashion conferences; and others took part in the Whitechapel Gallery Creative Career Forum.



OUR COHORT

NINE
YOUNG
TALENTS
FROM
NINE
COUNTRIES

ECUADOR
EGYPT
INDIA
ITALY
JAPAN
NIGERIA
POLAND
RWANDA
USA



SEJAL BUDHOLIYA
Artist & Engineer
India



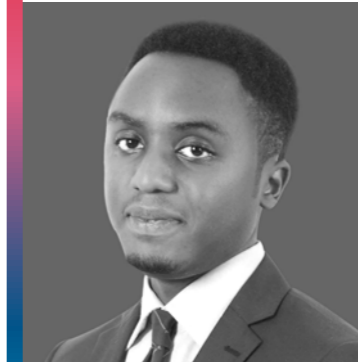
AGNIESKA DOCZYNSKA
Graphic Designer
Poland



YARA EWIDA
Architect
Egypt



DANIELE FICARRA
Product Designer
Italy



GHISLAIN IRAKOZE
Entrepreneur
Rwanda



SHUZO MATSUHASHI
Fashion Designer
Japan



OSASUMWEN OBASOGIE
Mechanical Engineer
Nigeria



BENJAMIN SPENCER
Footwear Designer
USA

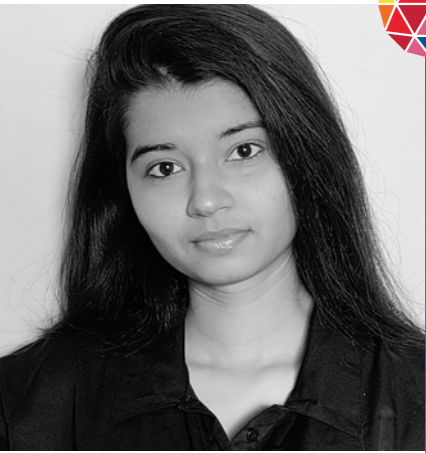


CAMILA WANDEMBERG
Textile Designer
Ecuador



THE NINE PROJECTS





SEJAL BUDHOLIYA

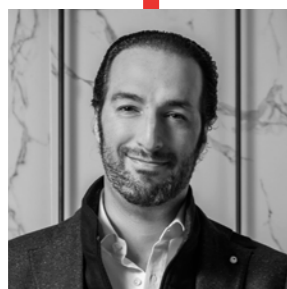
ARTIST & ENGINEER, 21, INDIA

Sejal is a dancer and mechanical engineer from Bengaluru in India, and the co-founder of Neysa, a performing-arts initiative aimed at young people from underprivileged backgrounds.

Focusing on dance, the project collaborates with 15 organizations to reach more than 200 children. She also strives to improve their lives through engineering projects, which include: a modular rainwater harvesting system; a technique for filtering rainwater using corn cobs; and Gaia, a tool to ease the logistics of changing sanitary products during menstruation.

MENTORED BY:

JOSEPH SCHWARZKOPF



GENERAL MANAGER OF URIBE & SCHWARZKOPF, ECUADOR

"Her commitment to a positive environmental and human impact has the power to open our minds and make us think further about the impact of our everyday decisions."



ON CREATIVES FOR OUR FUTURE

"Masterclass sessions have helped me with self-development such as personal branding, and introduced me to using sustainability in many different creative mediums."

Each session inspired me to improve and enhance my creative practice. Having a mentor, an industry perspective improved the quality of the product and enables ease in scaling up. The funding has enabled me to accelerate my Research & Development, and prototype the products. I am also collaborating to develop projects with other members of the cohort."

SUSTAINABILITY IN THE CREATIVE WORLD

"I believe without sustainability, we can't continue – in any part of the creative industries. Sustainability is an inevitable part of each of our lives."

The simplest of choices – switching to a bamboo toothbrush instead of a plastic one, making efforts to lead a zero-waste life, changing daily habits – can be a ripple in the vast cosmos of change to make the world a better place. The solutions to grave problems like climate change lie in the realms of sustainability."

SEJAL'S GOAL

"My goal is to use my creative practice to break down walls within society and find innovative solutions to critical problems through sustainability."

I believe in taking chances and learning new things each day, and I am confident that my creative practices drive the colossal wave of change to make the world a better place to live in.

The path towards sustainability is paved with passion and dreams, and I hope to contribute and create a world where opportunities are not just for the privileged."



AGNIESZKA DOCZYNSKA

GRAPHIC DESIGNER, 25, POLAND



MENTORED BY:

LILLI HOLLEIN

DIRECTOR & CO-FOUNDER OF VIENNA DESIGN WEEK,
DIRECTOR OF THE VIENNA MUSEUM OF APPLIED ARTS MAK,
AUSTRIA

"Social Design has developed so much over the last year, and Agnieszka is on that great path using design to bring people together and to serve the society."

Agnieszka is a graphic design student at the Academy of Fine Arts in Warsaw. Her practice applies visual communication skills to engage with social and environmental issues and support those with disabilities. Her project is a card game that helps players learn sign language, and raises awareness of the issues faced by people with hearing impairments.

As well as teaching sign language through play, the game also provides information about the everyday life of the Deaf. The game format is effective, and after just a few turns players are able to remember enough gestures to form a sentence.

Agnieszka is currently in consultation with publishers about releasing the game, and making it available to organisations that work with the Deaf.



ON CREATIVES FOR OUR FUTURE

"The program expanded my knowledge, brought inspiration, and funded my project. Not only did it make me feel like my work mattered, it gave me the confidence to take my project to a higher level. Through the mentor session and masterclasses, I understood how the different creative industries can influence each other.

Thanks to my mentor, I was able to better plan further steps in the development of my project and consult the outcome at every step. It has made me not only a better, but also a more conscious, designer."

SUSTAINABILITY IN THE CREATIVE WORLD

"The creative industry is one of the most influential and visible in the marketplace. Addressing and implementing SDGs should be a kind of social responsibility of each person working in this sector, because if you create something that reaches a larger audience, you should take responsibility for the values behind it.

The possibilities for the creative industries to lead by example are innumerable. Sustainability should be an integral component of this sector and I hope that initiatives such as this program will soon make this happen."

AGNIESZKA'S GOAL

"As a graphic designer I am responsible for the direction in which I guide the viewer's attention, and it is important to me that what I design is consistent with my beliefs.

Creating projects to help improve someone's life or inspire others to take action keeps me motivated. In the future I hope to collaborate with designers who have similar goals and create a studio focused on social and environmental work.

Thanks to the program I know that this is not an unreal vision, but rather a goal to be achieved."





YARA EWIDA

ARCHITECT, 25, EGYPT

Yara recently completed a Master's at the Universitat Internacional de Catalunya, in Barcelona, Spain. Her focus was 'synergistic architecture', which addresses ways that man-made and natural eco-systems can live in harmony.

She sees the preservation of the ocean as the most urgent issue of our time, and the ocean's biggest habitat – coral reefs – is the focus of her project. She has developed a 'Bio-rock' which mimics the growth of coral by building itself up through the sedimentation of calcium and calcium carbonate, triggered by an electric current.

Yara hopes to use the Bio-rock to aid the restoration of this most bio-diverse of ecosystems, which is also the earth's carbon dioxide equalizer and the habitat of a quarter of all marine life.

MENTORED BY:

CRAIG ROBINS

CEO & PRESIDENT OF DACRA, USA



"Mentoring Yara was an opportunity to engage important voices and explore how we can use design to bring about positive change in society. Programs like this bring everyone to the table and that exchange is invaluable."



ON CREATIVES FOR OUR FUTURE

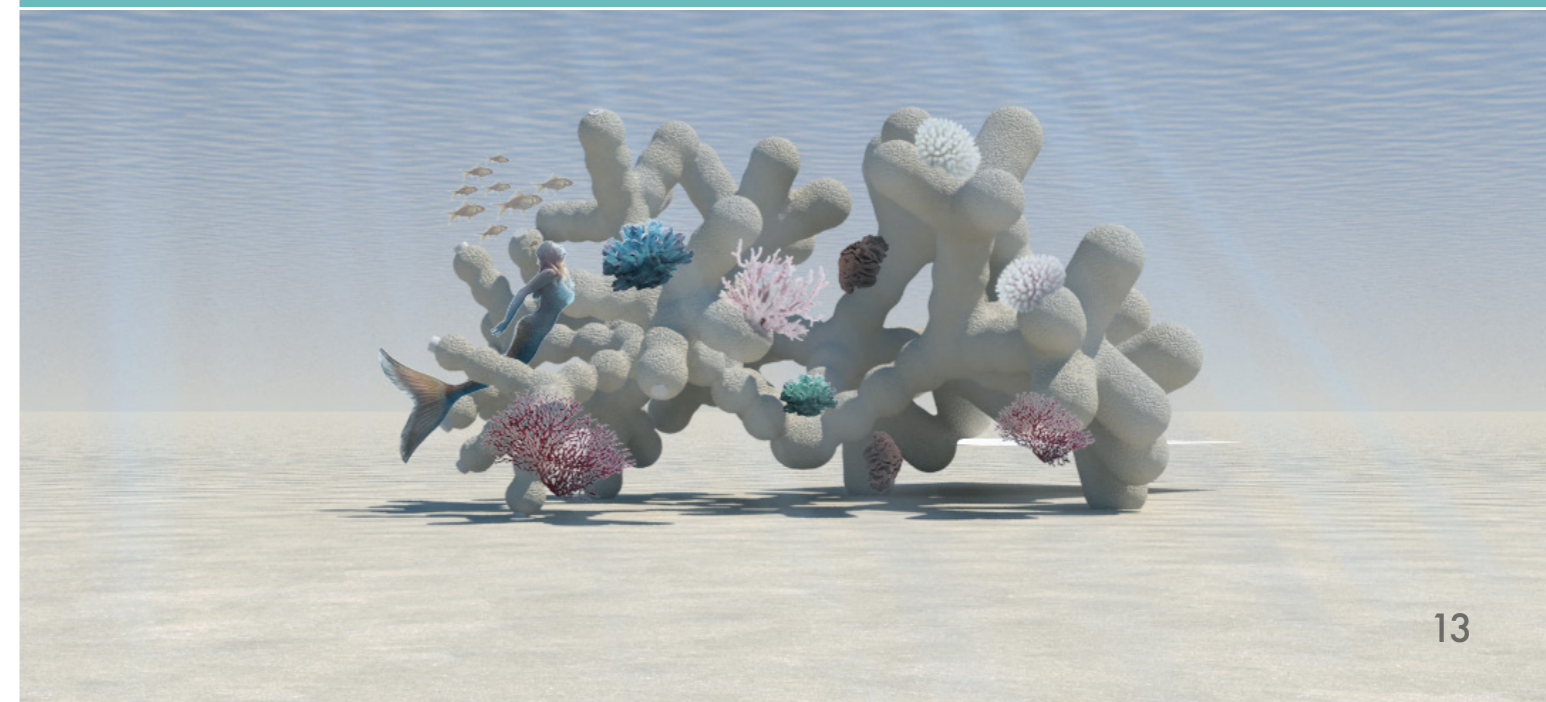
"The beauty of this special program is that at every step there was something new to learn. My mentorship with Craig Robins and the various masterclasses helped me a lot in shaping my project from the concept, design and technically; it also shaped my understanding of sustainability, design thinking and many more of the 'trending' topics of today's world. The Creatives For Our Future program is the Oculus [VR headset] that shows you the world from a different perspective."

SUSTAINABILITY IN THE CREATIVE WORLD

"Sustainability is a connected cycle: when you start from one point, with time the effect will reach everywhere else. Being sustainable is not only limited to materiality, or a certain behavior, it is a full lifestyle. And in terms of creative thinking, it is a holistic process of layering ideas and achieving the maximum outcomes from one design or product."

YARA'S GOAL

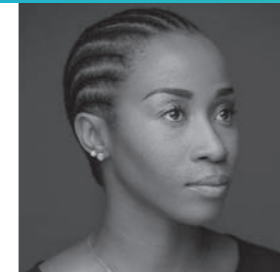
"My main aim as an architect is for cities to unify with nature. To define a new type of architecture that bridges the separation between architecture and nature, as it becomes the essential piece to restore the whole ecosystem."





DANIELE FICARRA

PRODUCT DESIGNER, 25, ITALY



MENTORED BY:

TOSIN OSHINOWO

ARCHITECT & DESIGNER, NIGERIA

"It has been a fantastic experience to mentor Daniele, but also to learn from him - learning is such a symbiotic relationship, and it's been refreshing to see problem-solving through another's eyes."

Daniele is an Italian product designer and a recent graduate of Domus Academy in Milan. The focus of his professional practice is the translation of forms and behaviours from nature into objects to improve the lives of human beings.

In his project, Daniele has used bioluminescent organisms to develop a sustainable light, which he calls 'Aquo'. Aquo is portable and harnesses green energy from marine bacteria, which is liquid and therefore easily shaped. The light is rechargeable and it works in any conditions. His aim is to provide light in areas where there is no electricity without producing electronic or petrol wastes.

ON CREATIVES FOR OUR FUTURE

"Thanks to the Creatives For Our Future program, I was able to bring my vision closer to reality. Now I know that I have the super-power to change the world with my ideas and creativity.

The advice of my mentor Tosin Oshinowo made me think about the perception of the object for those who do not know it, and its usability. She also made me aware of the potential of my project and the value of concepts that, if developed, can become ideas that transform the way we live."

SUSTAINABILITY IN THE CREATIVE WORLD

"I gained knowledge about the impact of sustainability by large companies, and also the modus operandi of creatives who have achieved the goal of improving the world we live in.

The 'factory of creatives' – of which I am proudly a part – is nowadays the pulsating engine of a more equitable future for our planet. Taking sustainability into account is not only a duty but also an obligation if we want to move towards a more ethical and fair design."

DANIELE'S GOAL

"My first goal was to reach a wider audience and make known the world of bioluminescent bacteria. In this sense I intended my project as a manifesto.

Through the program I also realized what my next goals will be, by listening to the countless sources of inspiration in the masterclasses. I would like to develop a prototype power-plant of the future based on the cultivation of bioluminescent bacteria, and cut the amount of electronic waste currently produced."





GHISLAIN IRAKOZE

ENTREPRENEUR, 21, RWANDA

Ghislain is a sustainability entrepreneur and activist based in Kigali, Rwanda's capital city. With a vision for a climate-resilient and waste-free world, he founded Wastezon, a clean-tech company that leverages cutting-edge technology to provide e-waste traceability, sorting, and collection services.

So far over 400 tons of e-waste have been transacted on the Wastezon app. Through the support of Creatives For Our Future, Ghislain has launched Kigali Green Gallery, a conservation art centre that aims to reconnect visitors with extinct and endangered species. The opening exhibition features 100 artworks of endangered species by 10 young artists-in-residence using banana trunk canvas.

Ghislain intends the venue to be a platform for Rwandans to understand conservation issues and strengthen their conservation efforts.

MENTORED BY:

NADJA SWAROVSKI

FOUNDER OF THE SWAROVSKI FOUNDATION, UK



"Emerging talents drive innovation and this program will equip them with the education, tools and contacts to help make their groundbreaking ideas a reality."

ON CREATIVES FOR OUR FUTURE

"Creatives For Our Future has been instrumental in initiating the Kigali Green Gallery. Besides the grant funding, the mentoring aspect of the program was influential in refining the project impact metrics, governance, as well as project sustainability model.

I am honoured and thankful for the opportunity of being mentored by Nadja Swarovski. In addition, the webinars exposed me to several tools and strategies that are continuously shaping the success of the project."

SUSTAINABILITY IN THE CREATIVE WORLD

"Throughout the program, I was astonished by the power of the creative industry in promoting and advancing sustainability.

Being surrounded by young innovative leaders who are leading the change in their communities was a lifetime opportunity I will cherish. I strongly believe the creative industry has the ability to provide products and services that enrich people's lives, protect the planet and enhance global prosperity."

GHISLAIN'S GOAL

"I am already busy developing next years' programs, expanding the team, bringing in new partners and collaborators.

I want to see the gallery tapping into different forms of art, spearheading youth-driven sustainability projects.

We want to be an art centre that goes beyond empowering young people – we want to provide artistic products that bring Africa and the world closer to transitioning to a sustainable way of life."





SHUZO MATSUHASHI

FASHION DESIGNER, 25, JAPAN



MENTORED BY:

SHAWAY YEH

FOUNDER OF YEHYEHYEH, CHINA

"It's exciting to meet young people from diverse backgrounds with different skill sets and imaginations who are each proposing different sustainable solutions. Shuzo is offering something new by amending something old, which is a very important take on the current fashion system."

Shuzo studied textile design in Tokyo, before relocating to Vienna, where he is now studying fashion design at the Angewandte (University of Applied Arts).

A practitioner of traditional skills such as weaving, dyeing, printing, and knitting, Shuzo has been inspired by the idea of mending to produce a fashion collection using worn-out clothes and recycled materials. His project is a reaction against our current mainstream culture, in which people do not wear clothes for a long time or repair them.

Through his work, he wants to change that culture by showing the importance of craftsmanship in the fashion industry, and helping shift it towards a more sustainable approach.



ON CREATIVES FOR OUR FUTURE

"When I moved to Vienna, I hoped to visit craftsman, artisans and factories in Europe.

Thanks to the program, I was able to spend time in France researching, and collecting beautiful old fabrics such as embroidered bedspreads and lace.

From the session with my mentor Shaway, I gained hints for my creation business, for example, how I can make larger quantities or some different ways of producing items."

SUSTAINABILITY IN THE CREATIVE WORLD

"Listening to the opinions and perspectives of experts from different genres and backgrounds helped me learn about the SDGs. I have a deeper understanding of sustainability now, and would like to keep learning and trying to follow the SDG principles, specifically 'Responsible Consumption and Production'.

Sustainable development is important because we have limited resources, even our energy, also for equality.

Everyone needs to think about it, and I believe the creative industries can motivate people."

SHUZO'S GOALS

"I would like to expand the fashion world in the direction of craft.

I was very much influenced by my upbringing in Japan. A lot of traditional craft remains there and I respect the philosophy of Mingei [the belief that beauty can be found in everyday objects made by anonymous craftsmen].

My goal is to create beauty which we can use for long time, and love for a long time in our basic daily life."



OSASUMWEN OBASOGIE

MECHANICAL ENGINEER, 24, NIGERIA

Osasumwen is a student and entrepreneur from Nigeria, currently studying mechanical engineering at the country's Landmark University.

His project – Ina' Vibe – is aimed at the 620 million Africans who lack access to electricity and must spend much of their earnings on kerosene lamps, which produce dim light that is harmful to the eyes.

A lightweight, portable cooking burner and stove, Ina Vibe employs a thermo-electric generator to harness waste heat energy and generate clean, sustainable electricity. Via an inbuilt USB connector, the 10-15 watts produced can be used to power energy-saving light bulbs or charge small devices such as cellphones.

MENTORED BY:

GREG LYNN

CEO PIAGGIO FAST FORWARD AND GREG LYNN FORM, USA



"Working as a mentor with Osasumwen and learning how a young designer is engaged with technological innovation, cultural impact, creativity and self-expression was so refreshing. It's a privilege to engage with other perspectives and to help realize the vision and ambitions of another designer."

ON CREATIVES FOR OUR FUTURE

"I was able to re-design a more functioning prototype of my product and do market testing thanks to the Creatives For Our Future program.

The program's focus on sustainable development goal has encouraged me to create a more human-centric product.

During one of the many memorable masterclasses, I learned about bio-mimicry. I was connected with a fantastic mentor, Greg Lynn, who taught me how a product can affect people's lives and help to build a sustainable community."

SUSTAINABILITY IN THE CREATIVE WORLD

"Ina' Vibe is primarily committed to the UN's 7th Sustainable Development Goal, which calls for affordable and clean energy.

We need to change the methods we use for manufacture and use technology, because the rate at which we are depleting the earth's natural resources means there will be none left for future generations."

OSASUMWEN'S GOAL

Ina' Vibe aims to use waste heat energy to generate power for underprivileged areas of Africa, providing a long-term and realistic solution to their current lighting situation.

We may not be able to light up the entire world, but we certainly be a light in our own continent. I gratefully acknowledge the Swarovski Foundation for assisting me in this goal by providing the Creatives For Our Future program."





BENJAMIN SPENCER

FOOTWEAR DESIGNER, 24, USA



MENTORED BY:

PHILLIP LIM

CREATIVE DIRECTOR AND CO-FOUNDER OF 3.1 PHILLIP LIM, USA

"I'm always inspired by young creatives - it's so exciting to witness their innovation and different perspectives, first-hand. This experience reminds us why we are passionate about what we do as creatives: sharing new ideas, learning from each other, and inspiring one another to continue pushing boundaries both creatively and in the world around us."

Footwear and accessories designer Benjamin is a recent graduate of Savannah College of Art and Design in the US state of Georgia, and has a special interest in creating sustainable materials for the fashion industry to reduce the waste it creates.

His project was developing a first official collection for his brand, Thomas Benjamin. Using the 'symbiotic culture of bacteria and yeast' (SCOBY) that is part of the production of kombucha tea, he was able to grow a textile with similar properties to leather. He is also studying other sustainable methods for use in fashion such as bio-plastics and electrothermal textiles, although these have a long way to go before being viable.



ON CREATIVES FOR OUR FUTURE

"Throughout the program, my knowledge on sustainability expanded exponentially. My mentorship made me realize that it's important to have ideas, but collaborating with others more knowledgeable than yourself in specific areas allows you to narrow your focus and improve your goals. I have a new understanding of how every little aspect and act can have a big effect on the environment we live in. I will use this information to rethink what a new fashion brand can look like."

SUSTAINABILITY IN THE CREATIVE WORLD

"It is important for designers and creatives to focus on how the SDGs effect design, and vice versa, because the creative industries have the ability to design products that potentially drive what is popular throughout "culture". Given these opportunities, it is important that the industry is creating products that are not only beautifully designed, but made using sustainable practices."

BENJAMIN'S GOALS

"My goal is to take what I have learned about sustainable practices and the SDGs and implement them in my brand. I plan to collaborate with engineers and scientists that have the know-how to bring to life other ideas that I have. I want to use Thomas Benjamin to rebrand the concept of sustainability as less of a cliché. Sustainability was branded so poorly in the 1980s that it continues to push away consumers. I want to make the term more digestible, or create a new term that is more comfortable for consumers."



CAMILA WANDEMBERG

TEXTILE DESIGNER, 23, ECUADOR

Since her studies at California College of the Arts, fashion designer Camila has explored social interaction through garment design and research.

The focus of Camila's projects was different forms of sustainability in textile manufacture. To reduce water waste in dyeing, she worked with a designer to colour fabric with bacteria, using ancestral eco-friendly pigments.

With a local university, she devised a scheme that encouraged schoolchildren from different backgrounds to explore emotions through art. Pieces from their sessions were then transformed into textiles to be exhibited and reproduced, giving support to their schools and creating a conscious and emotionally sustainable product, with a story behind each piece of fabric.

MENTORED BY:

ANYANGO MPINGA



FASHION DESIGNER & FOUNDER OF 'FREE AS HUMAN FOUNDATION', UK

"One of my highlights of the program was watching the progress and growth of Camila. Her commitment to finding innovative solutions in developing her project, experimenting with microbial pigments whilst utilizing natural resources in her own country has been awe inspiring."



ON CREATIVES FOR OUR FUTURE

"Having the opportunity to learn and connect with experts has been a privilege – the chance to expand our knowledge, to question systems, and innovate in the field. One-to-one conversations with people that already dominate the industry inspired me to push and believe in the development of my project. I learned from my project how crucial education is in society, in our ways of developing conscious decisions, and in the way humans view and take care of our world."

SUSTAINABILITY IN THE CREATIVE WORLD

"Sustainability has become the new compass for designers, artists, thinkers, and just about anyone interested in saving the planet. The creative industry is constantly proposing and questioning ideas – factoring sustainability into the equation enables different forms and possibilities. Hence, there is not just one way in which someone can be sustainable, there are millions of possibilities. By having creatives constantly innovate what sustainability even means, we are helping everyone to have a more accommodating and inclusive definition."

CAMILA'S GOAL

"My goal is to help create consciousness in people's lives. Living and advocating for a sustainable future is something I always seek to develop. I would love to be able to correct and patch up the wrongdoings in the production of things. I would like to educate the world to see the importance of taking care of our environment. I want to help create a change through what I know best: art, fibers, and lots of love for my planet."



BRILLIANT
CREATIVE MINDS
FROM THE
WORLDS OF
FASHION
DESIGN
ACADEMIA
BUSINESS
AND ACTIVISM

OUR ADVOCATES

Some of the most exciting figures in the field of sustainability – our team of 28 renowned thought leaders was drawn from 10 countries.

Their support, mentorship and training provided the cohort with a unique combination of guidance and inspiration.



LUCIE BRIGHAM
Chief of Office for the United Nations Officer for Partnerships (USA)

Lucie helps co-create partnerships for the United Nations system to advance the Sustainable Development Goals (SDGs). She connects companies, non-profits and foundations with relevant partners within the United Nations system and highlights innovative solutions that drive the Decade of Action to deliver the SDGs by 2030.



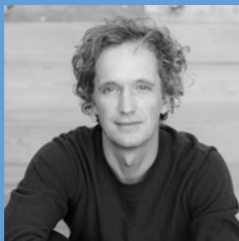
CHRISTIANE ARP
Chairwoman of the Board for Fashion Council Germany (GERMANY)

As Editor-in-Chief of VOGUE Germany from 2003 to 2020, Christiane shaped the German fashion landscape and gave brand-new relevance in the international fashion world. In 2011, she established the VOGUE Salon, the platform for up-and-coming German designers. She is the chairwoman of the board and a founding member of Fashion Council Germany.



VIVIENNE BECKER
Jewelry Designer (UK)

Vivienne is a London-based jewellery historian, journalist, and author of more than 20 books on the history of jewellery design and contemporary jewellery. She is a Contributing Editor to How to Spend It, the Financial Times' luxury magazine and contributes to newspapers and magazines around the world.



YVES BÉHAR
Founder and CEO of Fuseproject (USA)

Yves is a designer and entrepreneur who believes that integrated product, brand, and experience design are the cornerstones of any business. His humanitarian work includes the One Laptop Per Child and See Better to Learn Better, which has distributed 6 million free corrective eyeglasses to schoolchildren in Mexico for the last 10 years.



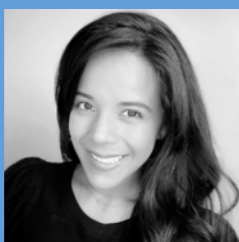
IWONA BLAZWICK
Director of the Whitechapel Gallery (UK)

Iwona is a British curator, critic and lecturer and has been Director of London's Whitechapel Gallery in London since 2001. She was formerly at Tate Modern and London's ICA and also works as an independent curator around the world. She has supported generations of emerging artists through exhibitions, publications and broadcasts. Iwona was awarded an OBE by the Queen for services to art in 2008.



MARIA CORNEJO
Founder and Creative Director of Zero + Maria Cornejo (USA)

Maria is the Founder and Creative Director of Zero + Maria Cornejo. A champion of women, in the fashion industry and beyond, her work is guided by the idea of creating wearable luxury for real women. Responsible design has been at the core of Zero since Maria first opened her Mott Street atelier in 1998 and started creating garments using upcycled materials. Maria sits on the board of the CFDA and Women.nyc



DANIELA V. FERNANDEZ
Founder and CEO of the Sustainable Ocean Alliance (USA)

Daniela is the Founder and CEO of Sustainable Ocean Alliance, award-winning social entrepreneur, thought leader, and international speaker on the entrepreneurial mindset, ocean innovation, and technology, youth empowerment, and sustainability. She has built SOA into a global organization that is cultivating and accelerating innovative solutions to protect and sustain the health of the ocean.



PRABAL GURUNG
Creative Director for Prabal Gurung (USA)

A focus on quality and innovation has placed Prabal at the forefront of American fashion with designs worn by First Lady Michelle Obama and The Duchess of Cambridge. Prabal chooses to manufacture in New York to uphold quality standards while supporting the local community. With over 90% of the collection made in New York, he is committed to sustaining domestic employment and income.



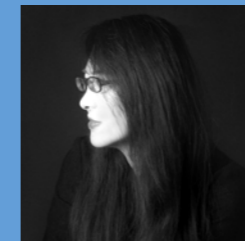
CYRILL GUTSCH
Founder of Parley For The Oceans (USA)

Cyrill is an award-winning designer and brand and product developer. In 1998 he created a method called Cross Intelligence, which brings a culture of collaboration to major organizations. He founded Parley as a collaboration network for creators, thinkers, and leaders to create awareness for the beauty and fragility of the oceans and to develop and implement strategies that can end their destruction.



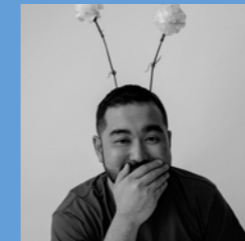
LILLI HOLLEIN
Director and Co-Founder of Vienna Design Week,
Director of the Vienna museum of Applied Arts MAK (AUSTRIA)

Lilli has worked as a curator, journalist, architecture, and design critic since 1996. She has been published widely in daily newspapers and magazines at home and abroad and acted as commissioner of the Austrian contribution for the Sao Paulo Architecture Biennial 2007.



ROSSANA HU
Founding Partner Neri&Hu Design and Research Office (CHINA)

Rossana co-founded Neri&Hu Design and Research Office with Lyndon Neri in 2006, an inter-disciplinary architectural design practice based in Shanghai. Through her practice, Hu has reinforced a core vision: to respond to a global worldview incorporating overlapping design disciplines for a critical paradigm in architecture, while believing strongly in research as a design tool.



TOMO KOIZUMI
Fashion Designer and Founder of Tomo Koizumi (JAPAN)

Born in 1988, Tomo started sewing since little. Koizumi started working as a Stylist Assistant while still in college, and launched his eponymous label, Tomo Koizumi. He is known for his feminine yet distinctive style featuring ruffles mixed with unique balance of colors. Koizumi has wide cultic followers of celebrities and artists such as Lady Gaga, and has custom made many iconic dresses globally.



PHILLIP LIM
Creative Director and Co-Founder of 3.1 Phillip Lim (USA)

Phillip sits at the helm of a 15-year-old pioneering modern luxury brand. He launched 3.1 Phillip Lim, his most personal collection to date, with business partner and friend, Wen Zhou. Recognized as one of the most talented and successful young American designers, he is the recipient of several prestigious industry honors. Beyond the label, Lim has become an outspoken opinion leader, author, and entrepreneur.



GREG LYNN
CEO Piaggio Fast Forward and Greg Lynn FORM (USA)

Greg is the founder and owner of Greg Lynn FORM and cofounder and CEO at the robotics company Piaggio Fast Forward. In addition to buildings, he has designed high performance sailboats, robots, furniture, and consumer products for Vitra, Alessi, Swarovski, and Nike. He has served on numerous corporate executive and advisory boards.



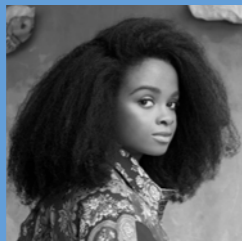
ANYANGO MPINGA
Fashion Designer & Founder of Free As A Human Foundation (UK)

Anyango Mpinga is a cultural innovator championing intersectionality as a guiding principle in circular fashion. She founded her eponymous Contemporary Sustainable brand in 2015, now renowned for its reimagined white shirts; bold prints that pay homage to her multi-cultural heritage and size inclusive silhouettes.



TOSIN OSHINOWO
Architect & Designer (NIGERIA)

Tosin is a leading architect based in Lagos, Nigeria, as well as a designer, creative entrepreneur, and founder of Ilé-Ilà, an internationally recognized furniture brand that explores bold colors through period-conscious furniture in a contemporary African context. Oshinowo is a registered Architect in the Federal Republic of Nigeria and a member of the Royal Institute of the British Architects.



MAYA PENN
Environmental Activist, Artist, Animator, Eco-Designer (USA)

Maya is a 22 year old award-winning environmental activist, artist, animator, eco-designer, sustainability consultant 3 time TED speaker, and author. She has been working in sustainability for 13 years, starting in 2008 at just 8 years old. Maya utilizes biomimicry for her work in sustainable design, and has consulted a number of brands from Fortune 500 businesses to start ups.



YASH RANGA
Advisor Jaipur Rugs Foundation (INDIA)

Yash provides strategic vision to the two intertwined verticals of Jaipur Rugs Foundation: skill development and social development, through engaging multiple diverse stakeholders and by curating an effective partnerships platform that maximizes impact at scale.



CRAIG ROBINS
CEO and President of Dacra (USA)

Craig is an entrepreneur, real estate developer and art collector focused on developing creative communities that integrate art, design, and architecture. Robins is the Chairman and Co-Founder of Design Miami/, which presents collectible design at live events around the world and through an online marketplace.



JOSEPH SCHWARZKOPF,
General Manager of Uribe & Schwarzkopf (ECUADOR)

Joseph has led the company to undertake increasingly ambitious projects, engage international architects and designers, pioneer social and cultural programs for the city at large, and invest in an emerging kind of urban development and public space through new construction. The sophisticated designs, surge of high-rise buildings and new public spaces for the city, are a result of his leadership.



TERI SCHWARTZ
Film Producer & Professor, UCLA School of Theater,
Film and Television (UCLA TFT) (USA)

UCLA TFT Professor Teri Schwartz educates and mentors outstanding, diverse graduate students to use the power of story to develop creative works and research that enlighten, engage, and inspire change for a better world. She served as Dean of the UCLA TFT from 2009-2019. She is an award-winning feature film producer; member of Producers Guild, Directors Guild, Academy of Television Arts and Sciences, amongst others.



YINKA SHONIBARE
CBE RA (UK)

Yinka studied Fine Art at Byam Shaw School of Art (1989) and received his MFA from Goldsmiths College, London, (1991). His interdisciplinary practice uses citations of Western art history and literature to question the validity of contemporary cultural and national identities within the context of globalization.



FERNANDA SIMON
Fashion Revolution Brazil's Executive Director and Sustainability
Editor at Vogue Brazil (BRAZIL)

Fernanda started her career with fashion and sustainability in England, working with pioneering initiatives and professionals like Jocelyn Whipple. Fernanda brought the global Fashion Revolution movement to Brazil, established Instituto Fashion Revolution Brazil, and currently serves as the Executive Director.



NADJA SWAROVSKI
Founder of the Swarovski Foundation (UK)

Nadja is Founder and former Chair of the Swarovski Foundation, which she established in 2013 to foster culture and creativity, promote human empowerment and preserve the environment. Nadja was the first female member of Swarovski's Executive Board, responsible for Branding, Brand Licensing and Sustainability. Her creation of the luxury brand Atelier Swarovski and collaborations with design talent increased brand awareness and established her as a major patron of the creative industries.



DR CHRISTOPH THUN-HOHENSTEIN
Head of Vienna Biennale For Change (AUSTRIA)

Christoph set up Vienna Biennale For Change in 2015. He was General Director and Artistic Director of MAK Museum of Applied Arts, Vienna, from 2011 to 2021. Following a diplomatic career, he was Director of the Austrian Cultural Forum New York and Managing Director of departure, the Creative Agency of Vienna. Christoph's special focus is encouraging the arts to address climate change, biodiversity and circular culture.



KRISTINE TOMPKINS
President & Co-Founder of Tompkins Conservation (USA)

Kristine is the president and co-founder of Tompkins Conservation, an American conservationist, UN Patron of Protected Areas, and former CEO of Patagonia, Inc. For nearly thirty years, she has committed her career to protecting and restoring wild beauty and biodiversity by creating national parks, restoring wildlife, inspiring activism, and fostering economic vitality as a result of conservation.



MIMMA VIGLEZIO
Creative Consultant, Editor and Broadcaster (UK)

Mimma currently advises companies, boards and CEOs on matters related to organization, strategy, product, and communications. Born and raised in Switzerland, she started her career in PR advising Luxury brands. Mimma then went from overseeing global communications for Bulgari then Louis Vuitton, to taking over the role of EVP Global communications for the Gucci Group (now Kering).



SHAWAY YEH
Founder of Yehyehyeh (CHINA)

Shaway is one of China's key opinion leader on Fashion and Culture. Under Yeh's editorial direction Modern Weekly reaches China's elite readers and became China's most influential lifestyle publication. Yeh is advisor to Copenhagen Fashion Agenda since 2017 and has been using her media outreach to advocate issues related to sustainability and innovation.

OUTCOMES



The rising stars chosen from around the world for Creatives For Our Future re-imagined sustainable design through nine innovative projects, which ranged from synthetic coral and a card-game for learning sign language, to fabric made from stories, and leather made from tea.

To develop their ideas, the young participants were given chances to network, connect and collaborate with some of the brightest minds in sustainable design, and to be paired with an individual mentor.

THE PROGRAM EXPANDED MY KNOWLEDGE, BROUGHT INSPIRATION, AND FUNDED MY PROJECT.

NOT ONLY DID IT MAKE ME FEEL LIKE MY WORK MATTERED, IT GAVE ME THE CONFIDENCE TO TAKE MY PROJECT TO A HIGHER LEVEL.

AGNIESKA DOCZYNSKA

PROTOTYPES, OPENINGS, COMMERCIAL RELEASES

Over the eight months of the program, they relished the guidance the mentors offered on how to bring their projects to reality; their advice on business plans to make them more commercially viable; their help to build a sustainable community of their own, and to understand the importance of education in society.

As a direct result, five cohort members – Sejal Budholiya, Yara Ewida, Daniele Ficarra, Osasumwen Obasogie and Benjamin Spencer – produced prototypes of their ideas, with Osasumwen also market-testing his stove, which is aimed at the 620 million Africans who currently lack access to electricity. Polish designer Agnieszka Doczynska is in consultation with publishers about a commercial release for her card game, which could improve the lives of 50,000 deaf people in Poland. In Rwanda, Ghislain Irakose opened a sustainable art gallery, working with 10 young artists who exhibited 100 artworks painted on canvases created from 10 tons of recycled banana trunks.

There were also promising developments in the field of sustainable fashion. Camila Wandemberg used ancestral methods to dye textiles with bacterial pigments that are non-toxic and use less water. If scaled up, such methods could save up to 90% of water and 40% of energy used in industrial dyeing processes.

And Shuzo Matsuhashi's mending techniques reflect the current interest in slow fashion practices that focus on care and rewear instead of consumption. Extending the life of clothes by just nine months would reduce carbon, water, and waste footprints by 20-30%.

CREATIVES FOR OUR FUTURE ENABLED ME
TO BRING MY VISION CLOSER TO REALITY.
NOW I KNOW THAT I HAVE THE
SUPER-POWER TO CHANGE THE WORLD
WITH MY IDEAS AND CREATIVITY.

DANIELE FICARRA





I WANT TO CREATE A WORLD WHERE OPPORTUNITIES AREN'T LIMITED TO THE PRIVILEGED, AND THE PATH TOWARDS SUSTAINABILITY IS PAVED WITH PASSION AND DREAMS.

SEJAL BUDHOLOYA

A COMMUNITY OF FUTURE LEADERS

The Digital Summit that marked the climax of the program gave the cohort front-row seats as leading figures from the creative industries discussed ways in which they can respond to our most pressing global challenges. Speakers included artist and curator Yinka Shonibare, robotics designer Greg Lynn, and ex Vogue Germany editor Christiane Arp.

On 14 December 2021, participants presented their final projects in a graduation ceremony. It was inspiring to discover that the CFOF initiative had not just built a collaborative community of future sustainability leaders, but that these students from nine disparate nations were already working together.

THE HOUSE THE COHORT BUILT

One stand-out co-creation to emerge was Universal Temporary House, a design by Yara Ewida and Sejal Budholiya that uses biometrics, architecture and engineering to produce a compact home for refugees – a project offering high potential impact with 6.6 million refugees currently living in refugee camps worldwide. In this challenging era, such collaborative problem-solving – with sustainability at its heart – bodes well for all our futures.

As the UN's Decade of Action unfolds, we can look forward to the Creatives For Our Future cohort driving progress toward its Sustainable Development Goals – and bringing their unique visions to the wider world.

It will surely be a better place for it.

THE SWAROVSKI FOUNDATION



The Creatives For Our Future program was created by the Swarovski Foundation with advisor the United Nations Office for Partnerships.

The Swarovski Foundation was set up in 2013 to honor the philanthropic spirit of Daniel Swarovski, who founded the crystal business 127 years ago in the Tyrolean Alps.

Our mission is to build on this heritage by supporting charitable initiatives and organizations working in three areas: fostering culture and creativity, promoting human empowerment and preserving the environment.

www.swarovskifoundation.org

@swarovskifoundation

WE HAVE SUPPORTED:

61
ORGANIZATIONS

REACHING:

1,355K
PEOPLE

ACROSS:

61
COUNTRIES





www.sfcreatives.org