

THE FUTURE COLLECTIVE

# DESIGN FOR BETTER 2.0

For people, planet & business.

In partnership with

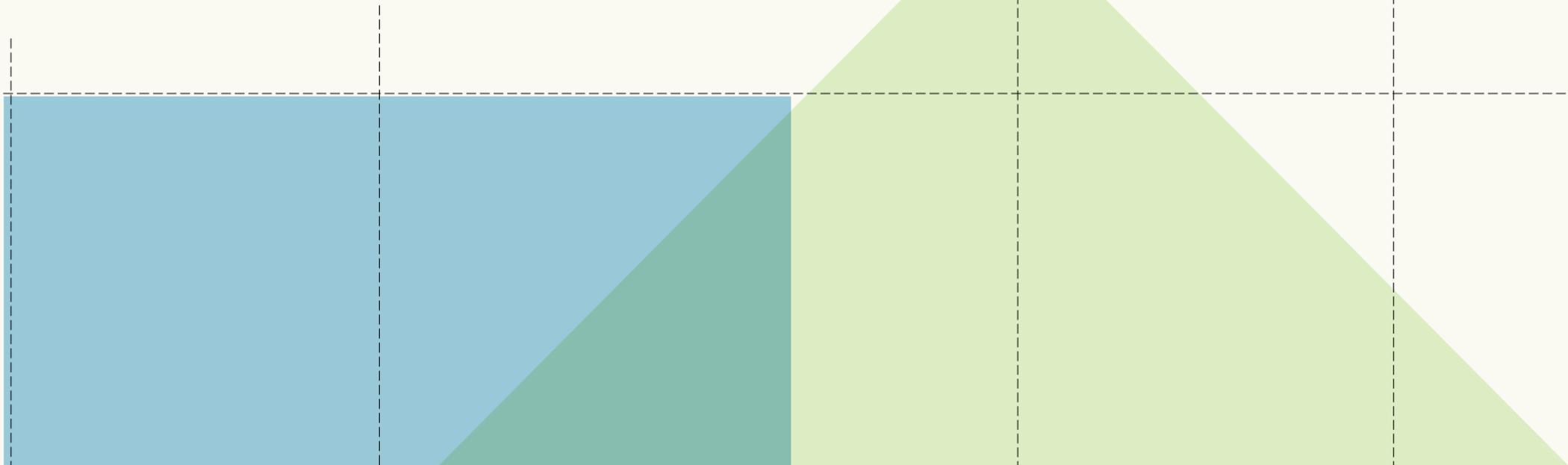
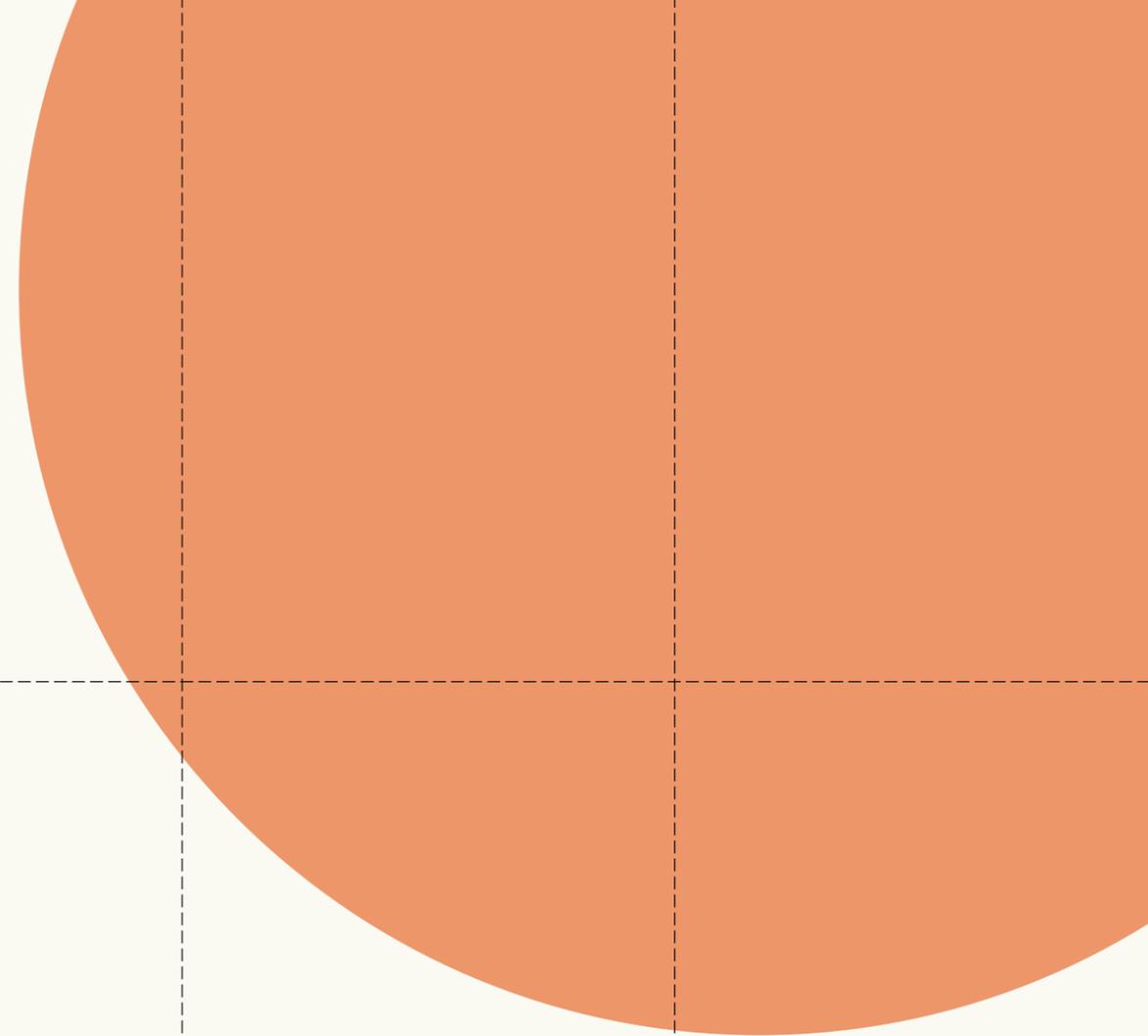
**RE** \_\_\_\_\_  
**THREADS**

# Let's Design for Better.

To build a better future for people, the planet and business as a whole.

It's time for radical change and reinvention; equally it's time to do the right thing. To instil new practices and find new ways. To give back and pay forward. To design with conscience and care.

Designing for Better calls for a different approach to research, ideation and creation that is altogether more thoughtful. Combining Design Thinking, Futures Thinking and Systems Thinking, with an understanding of the real needs of people at the very core.



# FORUM

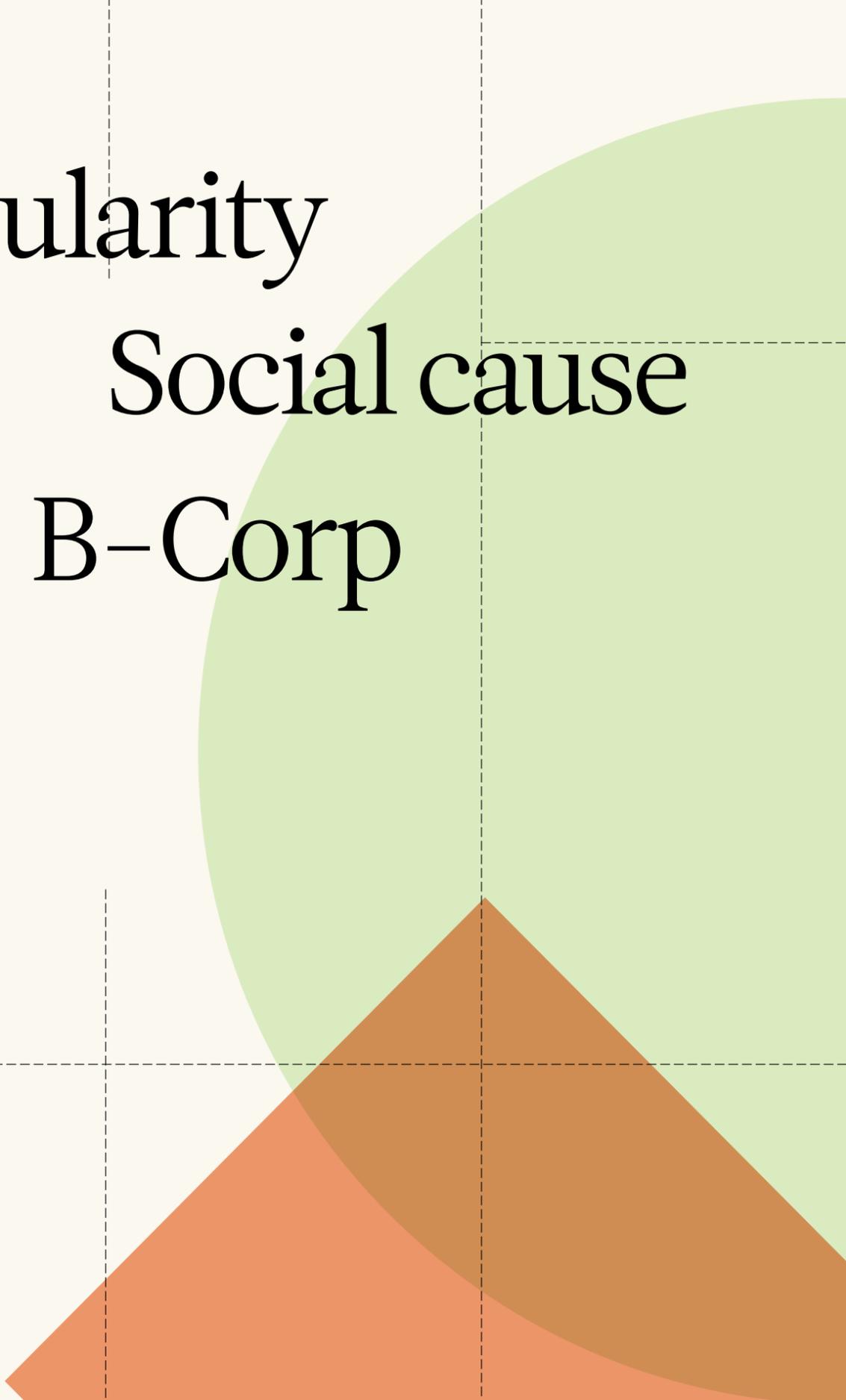
We've carefully curated a forum, designed to reveal the true possibilities and opportunities ahead.

Drawing together a powerful mix of designers and makers, crafters and carers, scientists and storytellers, strategists and visionaries.

Join us as they share their unique stories and perspectives about treading a new path and creating positive change and impact.

During our three day event, we will be focusing on the core themes of Circularity, Social Cause and the growing B Corp movement.

Together, let's be inspired.



Circularity  
Social cause  
B-Corp



## Better design is circular.

A radical, restorative and regenerative approach to business is becoming an imperative. We are transitioning away from the 'take-make-dispose' linear model of old, towards a circular economy focused on tackling the global challenges of climate change, biodiversity loss, waste and pollution.

It's clear that a more circular design industry requires a collective effort, and the key lies in agile thinking, with an innovation-first mindset. This will drive competitive advantage in tomorrow's companies, as well as fundamentally reshaping the way we interact with products and brands.

We will be exploring the theme of 'Circularity' in detail, examining rising consumer demands and reflecting on the progress that has been made. Celebrating radical positive change and impact, and highlighting the opportunities that lie ahead.

# CIRCULARITY

# SOCIAL CAUSE

## Better design puts people first.

It's more important than ever to take a human-centred approach to business. Building a culture of accessibility, inclusivity and empathy; supporting people in their daily lives while also taking greater responsibility to address wider social issues in an authentic and relevant way.

The most well-respected brands and retailers create value in society; building meaningful, mutually beneficial relationships and supporting employees, consumers and communities alike. Using their networks and influence to create positive change.

With this in mind, we will be exploring the ways in which brands can give back; through involvement in philanthropic initiatives, creating opportunities for empowerment and supporting people when it comes to their wellness and mental health.





# B-CORP

Better design is transparent.

Cutting through greenwashing, purpose washing, false claims and PR stunts, a growing number of brands are joining the B Corp movement to ensure they are genuinely doing the right thing. It's about making a commitment to do better, with a desire to be held accountable.

From the biggest of brands to the smallest of startups, the B Corp certification unites those with the vision to put people and planet before or alongside profit; taking an impact-driven approach with authentic purpose at the heart of the business model.

Highlighting new ways of doing business and the journey to becoming a B Corp, we will be exploring the challenges and opportunities faced by those established organisations taking a new responsible direction, as well as those that join the movement during their founding years. Looking through the lens of the creative industry, we will also examine the benefits to designers and agencies looking to be a force for change.

Certified



Corporation

# WORKSHOPS



## Customisation and care.

Re\_Threads offer free repairs on all of their garments, which they will be championing during the event by hosting a drop-in repair shop.

They will also be hosting a series of creative and immersive workshops. that celebrate craft and customisation.

**RE** \_\_\_\_\_  
**THREADS**

# THE FUTURE COLLECTIVE

## On a mission to Design for Better.

The Future Collective is a strategically-led creative consultancy based in the UK that's fast becoming globally renowned for thought-leadership and creativity.

We were founded in 2019 with the ethos of equal collaboration over ego and an ambition to foster and nurture deeply rewarding client relationships. Since then, we have worked with ambitious global brands and startups alike; creating distinctive brand identities and designing progressive brand communications and experiences.

It's always been our intention to create the antidote to the traditional agency-client relationship and to establish a better way of working together that leads to positive change and commercial success.

We've joined the B Corp community of leaders to drive a global movement of people using business as a force for good. We meet the highest standards of environmental and social impact.

**WWW**     [future-collective.co.uk](https://future-collective.co.uk)  
**IG**         [@the.future.collective](https://www.instagram.com/the.future.collective)  
**LINKEDIN**   [/the-futurecollective](https://www.linkedin.com/company/the-futurecollective)



ABOUT

# RETHREADS

## Creating a cape of kindness

We believe that given the chance, everyone is capable of being extraordinary. So we are on a mission to turn profit into purpose by creating a workwear brand that in turn, creates opportunity for others.

Why workwear? We saw a gap for a brand that is synonymous with utility, style and sustainability. We know that workwear needs to work hard, so ours is made to be versatile, durable and comfortable. However, it should also be inclusive, so we make workwear that everyone can wear. It should be worn with pride, so ours has a distinct design signature. And, because it can't be a burden on the planet, ours follows circular principles.

We do this to create clothes that people love to wear but also so that Re\_threads can provide the resource to transform lives via our charity partner Rise Futures. Our commitment is to help young people who have been left behind, to teach skills, restore self belief and be a guide to help them to realise their potential. So every Re\_threads garment is not only fit for purpose, stitched into each and every piece, is the spirit of hope and opportunity.

WWW [re-threads.co.uk](https://re-threads.co.uk)

IG [@rethreads.uk](https://www.instagram.com/rethreads.uk)

LINKEDIN [/rethreads-uk](https://www.linkedin.com/company/rethreads-uk)



ABOUT

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