

DIGITAL VILLAGE 2.0

WE ARE ALL ROOMMATES

Together as a society and species, we are moving forward with faith in one another. Consciously and proactively we are coming together to drive and build a better future. Together we can choose to invest in a shared tomorrow.

We embrace democracy and transparency. We are revising capitalism and updating the meaning of 'human rights' - this is our new philosophy and guideline. One outlook that unites us all along one line and in one circle. We want human rights and the well-being to be the heart of our project.

The current economic system that was built by the humans before us is obsolete and no longer capable of maintaining growth and achieving collective prosperity, without destroying our natural habitat and home - planet earth.

There is no other option but to rethink the system. We now understand that we must build a system that is flexible and inclusive, one which leaves nothing and nobody outside of our quest towards a better future, from humans to animals.

We have to cure for gangrene, the gangrene that is responsible for all the misery and suffering we all experience and share, and we can develop our society by rebuilding our economic system.

We want to redefine the meaning of value based on our planetary raw material resources, and not simply on the current ideology of constant economic growth that belongs to outdated and destructive thinking.

We choose not to allow digital fashion to inherit the flaws of the IRL fashion industry; instead, we will collaborate to develop the traditional fashion industry by using digital tools.

We want to reset our mind frames in line with our shared values; where collaboration and co-creation are more valuable than financial gain and temporary fame.

Our priorities at Digital Village (DV) are not dictated by short-sighted benchmarks such as shareholder profits; such current measures of success and validation is the standard by which many companies and governments operate is no longer valid. The current logic behind the growth is simply wrong and does not serve the greater good - not for our planet, and not for us. It is a short term thinking that we no longer want to participate in.

We want to redefine the definition of success as the impact on social wellbeing; this is the new goal we expect all companies to take on.

We want for improving social well being and tackling environmental challenges to become the top priority for any business model, this needs to be legislated.

Greenwashing must be treated internally within organizations, starting with their leaders. It cannot continue that our values are held random by the systems that our fathers and grandfathers have created.

We continue this quest by experimenting, setting our own example, and sharing with you all of our findings in this first-ever digital sustainability report.

We share this with you for you to gain the information, learn from our mistakes, and join us in creating a better future for all.

Because in this philosophy of oneness, we know that nobody is above life or love.

Evelyn Mora
Founder

Digital Sustainability Report part 2
will be published in November 2020



THE VISION

The Digital Village is the platform that hosted the first all-digital 3D fashion week event during this summer. It's an open digital metaverse where all fashion, buying, showcasing, and networking are combined.

The Village supersedes so many conventional restrictions, focusing on unifying an international, inclusive, multicultural and open community of interdisciplinary artists.

We are building an online society, with new rules and paradigms, providing an opportunity for the new Gen to shape their creative field to fit Sustainability Values. Users can then export the digital world's Vision and Tools back into the real world, thereby shaping the 'In Real Life' (IRL) industry on becoming more transparent, collaborative, traceable, efficient and sustainable, in all variations of its meaning.

The Digital Village is a space designed by a select few multidisciplinary Visionaries, including information architects, IRL architects to 3D designers. The unique soundscape was composed in line with the color frequencies from the Digital Sanctuary; and the address — digitalvillage.io

At the heart of the project are values of transparency, social equality, and collective effort.



DESIGNER RESIDENCY

15 sustainable designers and 15 3D artists were selected to take part in our Designer Residency Program which will launch the 6th edition of Helsinki Fashion Week. During the residency, designers collaborated and worked together and focused on transparency, collaboration.



To scale our vision and impact across industries, we partnered with experts from a range of disciplines, including science, technology, and innovation who will be joining the residency as [mentors](#). Visit [Digital Village YouTube Channel](#) to watch the videos.

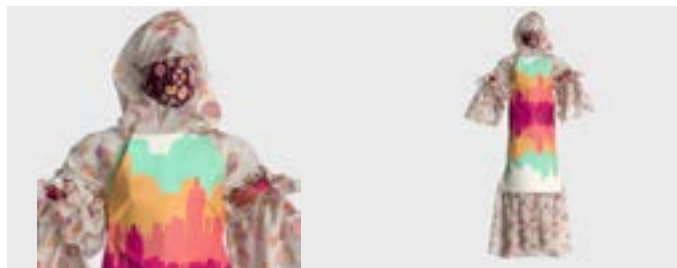
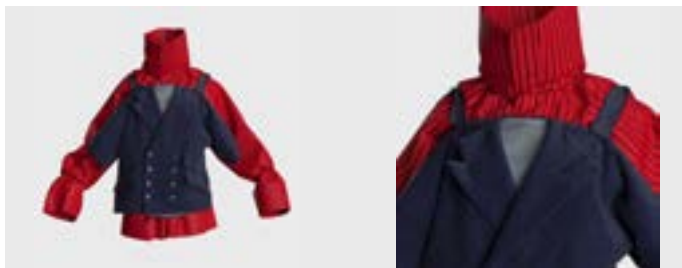


Communication is a two-way street and by sharing insights and information by engaging with the community through cyberspace and the documentary series, we created experiences and access to embrace diverse ways of doing, sharing, knowing, and learning about what sustainability really means and how is it being implemented.



3D STORE

At the Digital Village, you have the opportunity to wear the clothes in cyberspace, pre-order the looks in real life, as well as claim digital assets on the blockchain, use them, trade them, and exchange them. We created the world's first a holistic blockchain-based 3D store for the fashion industry for selling and showcasing digital items.





DIGITAL SUSTAINABILITY

We are moving forward with our existing knowledge and becoming responsible for cyberspace, focusing on digital sustainability and taking into consideration the opportunities and threats that a large-scale automation presents.

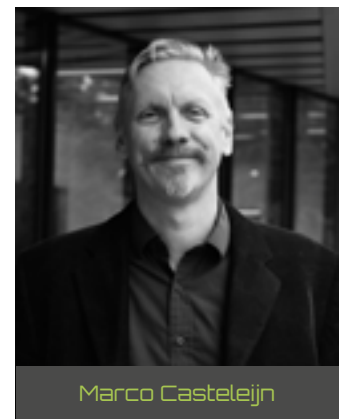
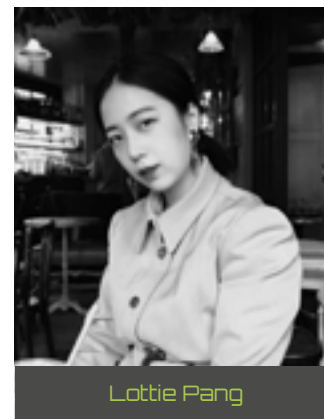
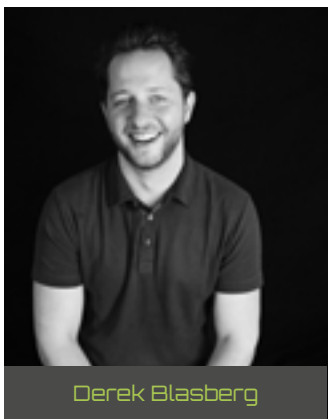
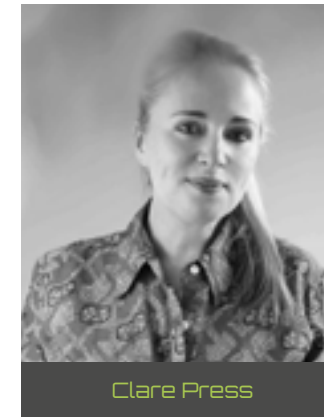
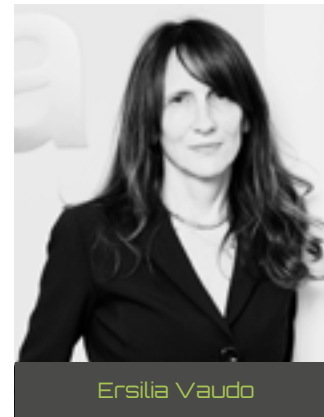
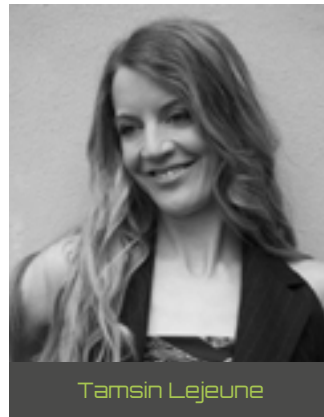
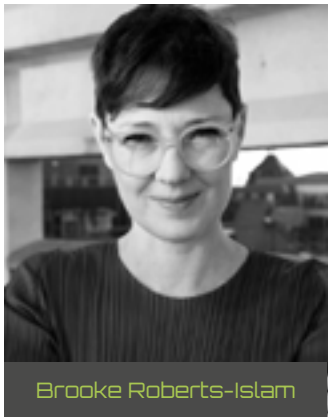
Our event goes further to bravely ask the needed questions surrounding garment production in the era of fast fashion and greenwashing; along with addressing the physical and mental wellbeing of the consumers of our showcased garments, to truly move into an inclusive all-encompassing space.

We are looking at the sustainability aspects affecting the mental and physical health in combination with the design process, creating a sustainable environment – the Digital Sanctuary - designed to optimize physical and mental wellbeing of our users. The aim is to find ways of transforming the greater digital space in a sustainable way, using 'smart' environments to achieve a positive influence on our state of being.

Using the recorded sound data, the sanctuary will allow you to grow your own avatar which is your own reflection, allowing you to create your own personalized chatbot who thinks like you, sounds like you, and looks like you want.

We are using digital tools to strengthen our digital community, the experience, and connection but most importantly letting our creativity run wild as there are no limitations in cyberspace.

THE MENTORS



54 views from countries

719K people reached during
designer residency streaming

466.2k live viewers

286.8k unique viewers reached

25 min the average length
of the streaming session

20+ 3D Designers

18+ sustainable Designers

30+ countries

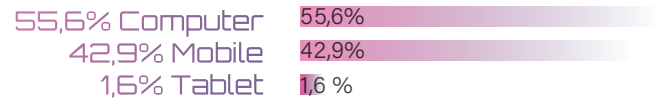
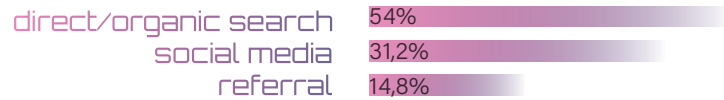
40+ media from countries

500+ publications

THE NUMBERS

4,16 min one session on the site

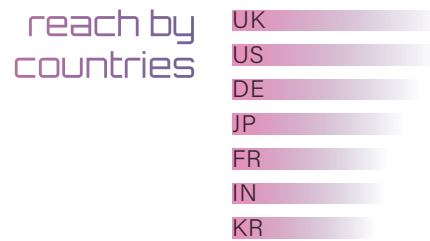
4.6K active users



417 M global audience of GenZ and Millennials (16-37)
(source Mbrain)

3.5 M earned online media value
(source Meltwater)

0% negative publicity



WEBSITE REACH

Digital Sustainability Report part 1 by Digital Village in collaboration with Helsinki Fashion Week and Normative.io

Sustainability has become a hot topic in the fashion world. Brands are turning towards more responsible businesses, using green labels and statements about creating clothes that are sustainable for both people and the planet. Still few are actually backing these statements up on reliable and transparent data.

To be able to talk about sustainability and responsibility in terms of people and the planet it is important to be able to show evidence of what you state as an institution. This report shed light on the need for transparency in an industry that is in urgent need of it.

Normative help companies transition to the next generation of responsible business. This report is therefore important for any professional looking to understand the emissions created during a fashion week. It is also a call to action for the rest of the industry to be transparent about emissions throughout the supply chain.



About Normative

Normative automatically calculates your company's ESG performance. Analysing your entire supply chain and operations, we provide you with the most reliable data accessible on the environmental and social impact of your actions.

Automatic calculations are our ally to simplify ESG assessment and make it accessible to every company in the world, no matter size, location or budget.

Our dream is a world where sustainability reporting is integrated into financial valuation. Where the environmental and social cost of every purchase is transparent, and where people are empowered to take informed decisions, for us and for the planet.

We help companies transition to the next generation of responsible business.

The Partnership

"What doesn't get measured, doesn't get improved".

Aims to create real impact by providing traceable and verified data on emissions of the event and its participating suppliers.

Encouraging the rest of the industry to show the importance of transparency in the form of honest and reliable data to avoid greenwashing.

The purpose is to promote and foster sustainable innovations in the fashion industry.

NFWA - using Normative tool and showcase it on HFW platform to gain insights, visibility and new clients by promoting fact based information sharing and transparency.

Methodology

The greenhouse gas protocol lays the foundation of how to calculate and present your emissions.

Methodology internal emissions: a mixture between spent-based and travel activity-based.

Methodology designer emissions: activity-based emission calculations on self-reported usage by designers.

Methodology digital emissions: a mixture between spent-based and internet specific emission factors.

Source: [GHG Protocol](#)

SUMMARY

VS

PHYSICAL HFW 2018

Actual preparations
and internal operations:

- 97,000 kg CO2-eq
- 2157 kg CO2-eq
- 247 kg CO2-eq

Travels

- 1,060,000 kg CO2-eq
- 8000 visitors

Total footprint per
visitor: 137 kg CO2-eq

DIGITAL HFW 2020

Actual preparations
and internal operations:

- 47,000 kg CO2-eq

Streaming

- 430,000 kg CO2-eq
- 719,000 visitors

Total footprint per
visitor: 0,66 kg CO2-eq

HFW 2018 - internal operations

Impact per ecom. activity (NACE classification)

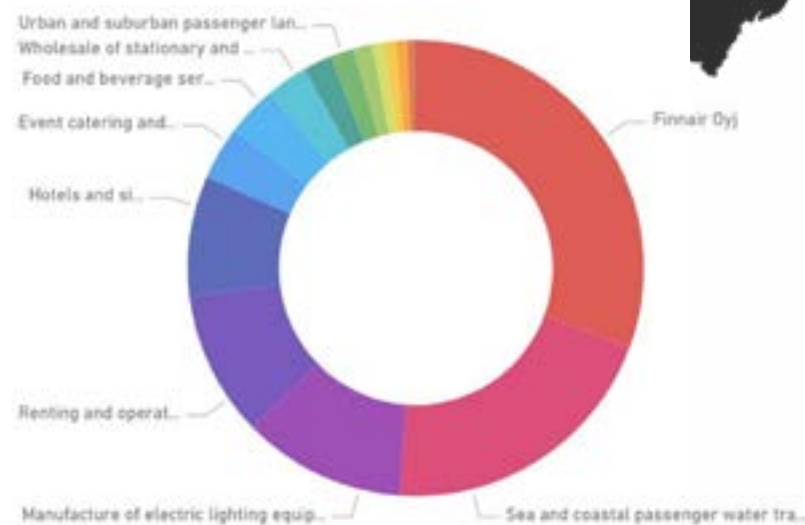


97K
kg CO2-eq

Impact by country of transaction



Impact per top 20 supplier



HFW 2018 - travel data

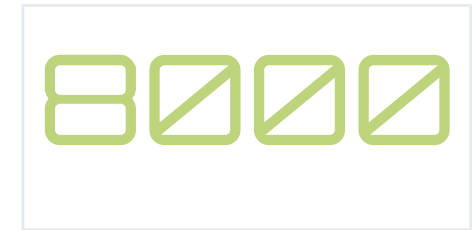
Greenhouse gas (GHG) emissions - estimated



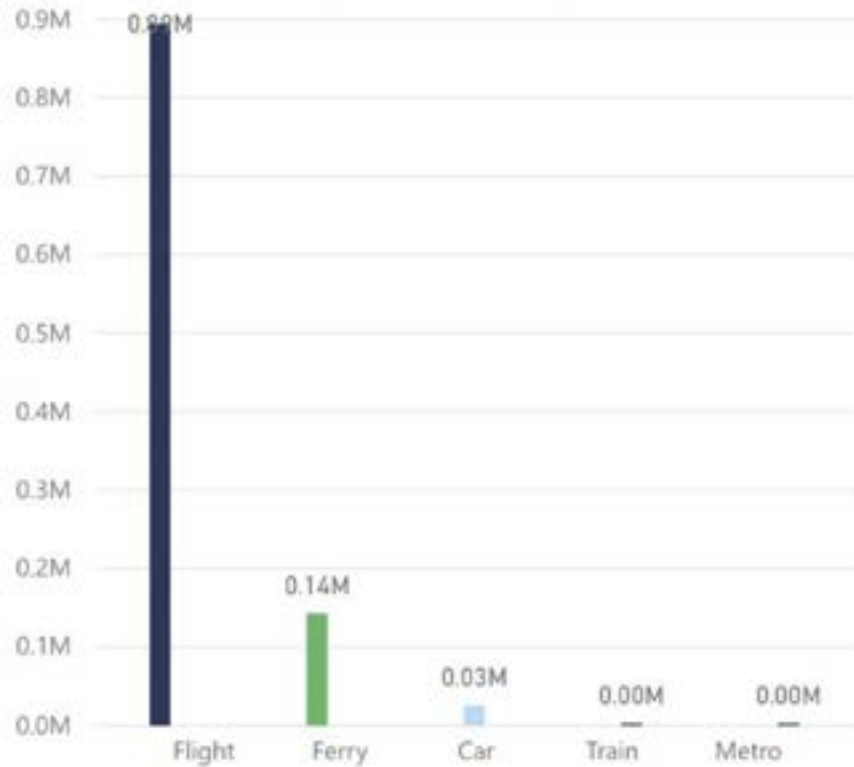
Total travel distance - estimated



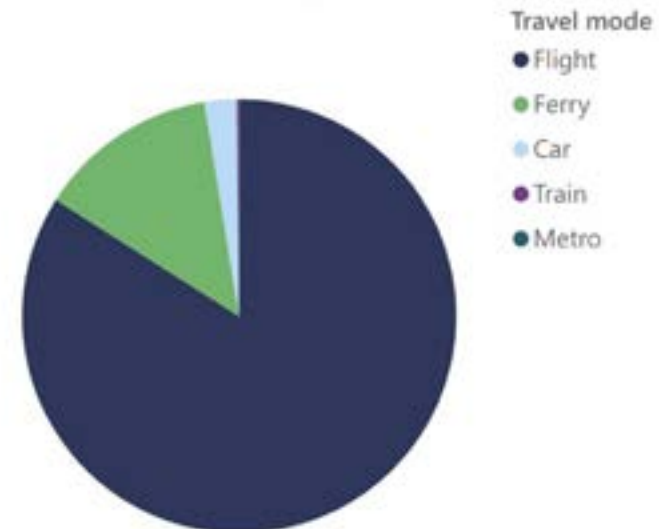
Total number of visitors



GHG emissions by means of transport (kg CO2-eq)



99% of emission come from 20% of the visitors



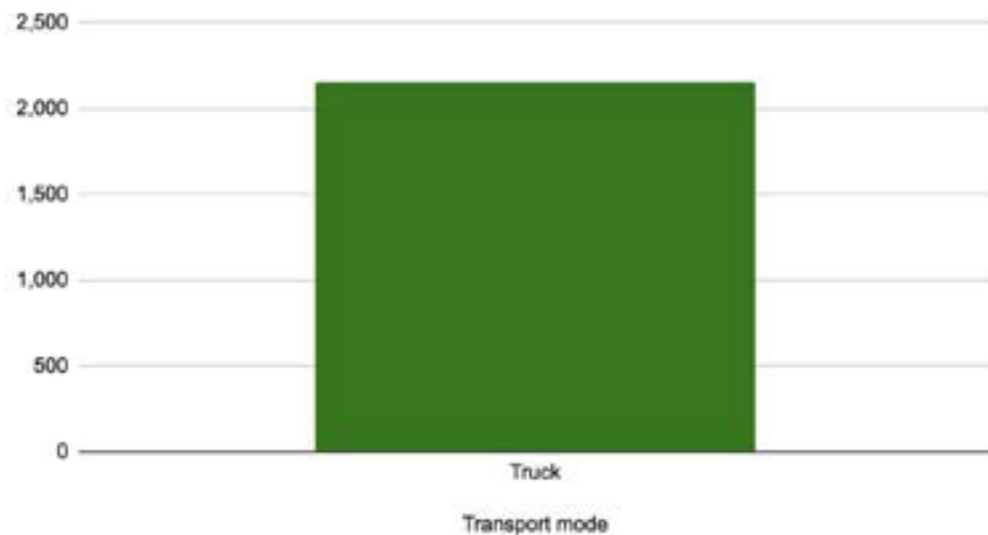
HFW 2018 - internal transportation

All estimated emissions that occurred while transporting the material for building the Eco-village in 2018.

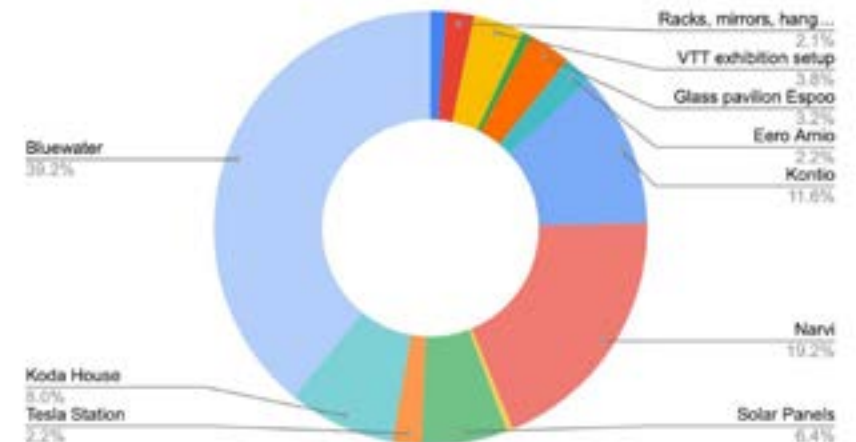
The total estimated is 2157 kg CO₂-eq.

The Eco-village itself consisted all of borrowed material that was reused or recycled and therefore is not taken into consideration.

GHG emissions for transportation to eco-village



GHG emissions per part



HFW 2018 - key notes and takeaways

The total estimated emissions for HFW 2018* are **1,1M kg CO₂-eq.**

- Traveling is by far the biggest source of emissions
- 99% of the emissions come from 20% of the visitors
- Transportation of materials outside Finland the biggest source of emissions

- The internal emissions are mostly based on financial data (spent based)
- The travel emissions are based on estimations provided by HFW
- The transportation of materials for Eco Village is based on data provided by HFW

Calculation Methods

Transactions - The internal HFW 2018 emissions are based on the financial data that was provided by the team. This included all expenses that were made for their internal operations.

Travel - Based on people that came to the event as visitors; press and models.
8000 visitors in total: 80 % FI and 20 % EU other. 80% by metro, train, car or ferry; 20% by plane.

Transportation - The calculations are for the transportation of construction material to and from the Eco-village. Trucks were used and estimations are based on the km driven from and to the Eco-village to deliver the goods.

* Travel, construction & internal data

HFW 2020 - Designer data

Total GHG emissions estimated for 10 designers



GHG emissions per designer



Total material



Designer emissions estimates are based on the weight and type of material used by the designer. The emission factors are based on Defra 2020 Material - Textile

Stage	Emission Factor (kg GHG/t material)
New	22310
Re-used	152.25
Recycled	152.25

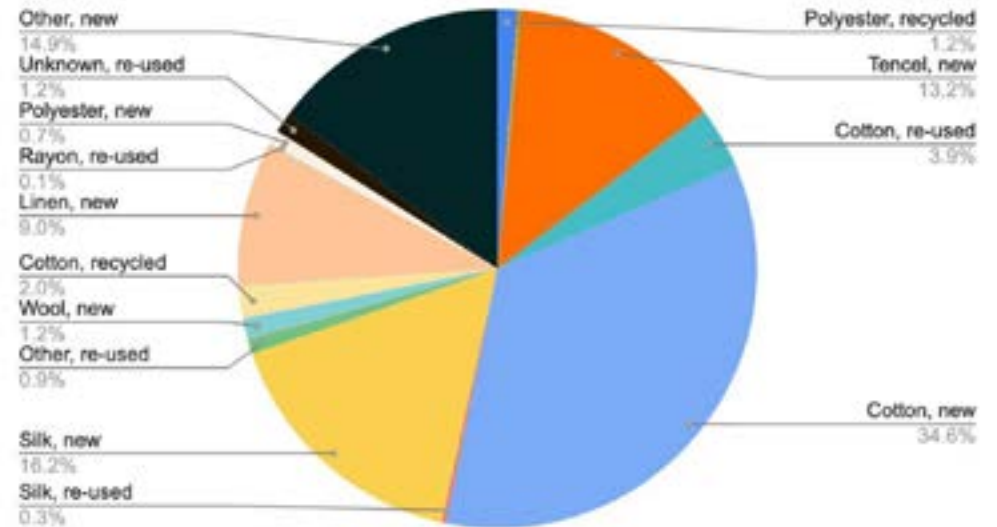
Key takeaways

- New materials create the largest amounts of emissions

Notes:

- The data is provided by the designers participating in the event and entails; type of material, weight and land of origin. The estimations are based on provided information by 10 designers.

Approximate emission per material type



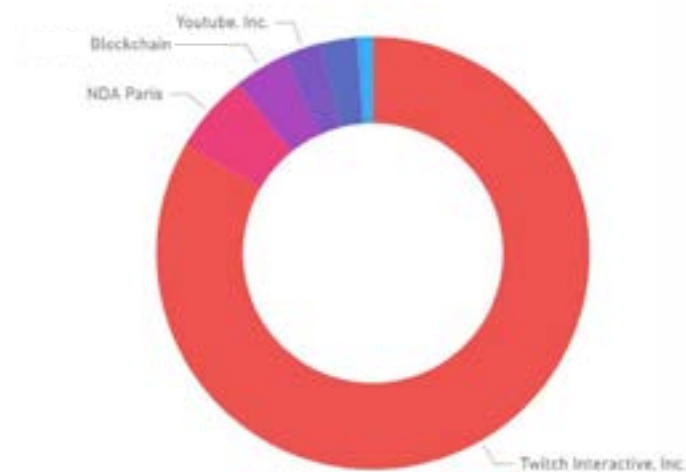
HFW 2020 - Digital village data

Impact per ecom. activity (NACE classification)



477K
kg CO2-eq

Impact per top 20 supplier



Impact by country of transaction



HFW 2020 - Spend based Input-Output Calculations

Digital Village video creation	Average Gigabyte / Video	Videos	Amount	Total	Cost of one video	Currency	Total Cost	NACE code
NDA	3 GB	22	st		5.000	EUR	110.000	742
Scotomalab	3 GB	10	st		5.000	EUR	50.000	6209
3D store		Digital Looks	Amount	Total	Cost of one look	Currency	Total Cost	
Blockchain provider		125	st		600	EUR	75.000	63
External partners						Currency	Total Cost	
Normative		Digital sustainability tool				EUR	12.000	62010
Hibrida		Graphic Design				EUR	10.000	7410
Digital Residency & Fashion Show streaming		Average GB per hours of streaming	Views in hours	GB streamed	Total Kwh (0.2KWh per GB)	Total GHG	Value in EUR	
Twitch*		2.1	2,055,891.4	4,317,372	863,474	397,198	1,485,176	6311
Youtube*		2.1	68,401.5	143,643	28,729	13,215	49,413	6311

*The business model of Twitch & Youtube is based on a variety of income streams. The company makes money by charging users a monthly subscription fee, offering their own digital currency, running video ads, as well as selling merchandise, so therefore we needed to calculate the total GHG based on hours watched by all viewers.

LINKS

www.digitalvillage.io

metaverse@digitalvillage.io

[Photo Credits](#)

[NOA PARIS](#)

[SOLOATS FILM](#)

[SCOTOMALAB](#)

[SAMY LA CRAPULE](#)

