



MATERIAL
INNOVATION
CONFERENCE

POST EVENT REPORT

VIRTUAL

JUNE 21-23, 2023

ABOUT THE EVENT

The Material Innovation Conference worked to advance the next-gen materials industry by sharing vital expertise and bringing together all key players along the innovation path from concept to commercialization.

With 37 expert speakers from leading brands, investors, next-gen material companies, academics, raw material suppliers, mills, and nonprofits, the event explored opportunities and challenges in accelerating the commercialization of next-gen materials.

196 attendees came together virtually across 3 days to discuss the development and adoption of next-gen materials that can outcompete their animal-derived counterparts, not only in terms of sustainability and ethics, but also performance, price, and aesthetic.

3 DAYS
—
VIRTUAL

37
SPEAKERS

196
ATTENDEES

8
PARTNERS

715
REPLAYS WITHIN ONE
WEEK OF CONFERENCE

8.55
AVERAGE HOURS
SPENT

ATTENDEE OVERVIEW



27

ACADEMIC

35

BRAND

3

COMPONENT SUPPLIER

7

CONSULTANT

INDUSTRY
BREAKDOWN

9

ENTREPRENEUR/
INNOVATOR

16

INVESTOR

9

MANUFACTURER

57

MATERIAL COMPANY

22

NONPROFIT

8

PRESS/MEDIA

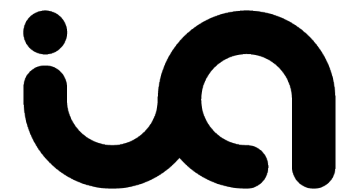
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RETAILER

SELECT ATTENDEES

			AMERICAN APPAREL & FOOTWEAR ASSOCIATION	A E R A	AlephFarms®	ALPINE GROUP	ALWYN CAPITAL	AMSiik	Apple	EVERY DENNISON	Beyond Leather
			BioChange	BIOFABRICA	BIOFLUFF	BIOFORCETECH Corporation	BOF	BOLT THREADS	BREITLING 1884	BUCHA BIO	Buckman™ Chemistry, connected.
BYWAYS GROUP	canopy	CAPITAL V	Checkerspot®	irc	CLOSED LOOP partners	COACH	COVATION BIO.	CULTIVARIUM	EarthShift Global ADVANCING YOUR SUSTAINABILITY		enel
ettitude	ECOVATIVE DESIGN	evoco	F	FAST RETAILING	FORVIA Inspiring mobility	FOUR PAWS	GANNI	GAP	Genecis	GINKGO BIOWORKS	GlassWall SYNDICATE
GLOBAL CAD	GOZEN BIOWORKS	GreenBiz	GUCCI	THE HUMANE SOCIETY OF THE UNITED STATES	InnoVision	ISA nextgenmaterials	ISA TanTec The Brand > Behind The Brand	KAESA	KAROLINSKA INSTITUTET ANNO 1829	KEELLABS	KERING
LA FORCE	Laudes Foundation	LIMONTA 1893	LINK SPIDER	INDITEX	MABĒ bio	macy's	Marubeni Ventures	MATERIAL DRIVEN	MELINA BUCHER	MIT Massachusetts Institute of Technology	ModernSynthesis
MODERN MEADOW	NATURE Fynd	NEWB	next-gen leather	NFI	NISSAN	NUVI Releaf	oleatex®	o	PARADISE TEXTILES	PETA	PRADA
PurewayBio	PVH	Reebok™	Regeneration.VC	RENEWCELL	Rensselaer	RICHEMONT	RIT	Rothschild & Co	SCARLET SPARK	seevix spidersilk innovations	SK
Soarce™	SOURCING JOURNAL	stahl	STELLA MCCARTNEY	Sumet	SUSTAINABLE	synonym	TEL AVIV UNIVERSITY תל אביב	Techstyler	TMc	TORY BURCH	TRIMCO GROUP
UNCAGED	Unovis	VALENCE	VEGBOOST	VESHIN	VitroLabs Inc	vsp vision care	WEIZMANN INSTITUTE OF SCIENCE	W WOLVERINE WORLDWIDE	zalando		

THANKS TO OUR PARTNERS



ISA nextgenmaterials

PLATINUM



GOLD



SUPPORTING



SUPPORTING

ModernSynthesis

SUPPORTING



SUPPORTING



SUPPORTING

VON HOLZHAUSEN

SUPPORTING



OUR SPEAKERS

Thank you to our conference speakers! We couldn't have done this without you.



REINER HENGSTMANN

Vice President Additional Materials, ISA Next-Gen Materials — Platinum Partner



ANDY BASS

Chief Marketing Officer, Ecovative — Gold Partner



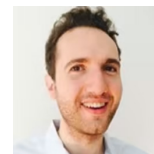
KASHIF NOOR

Biomaterials VP of Business Development, Modern Meadow — Supporting Partner



JEN KEANE

Co-Founder and CEO, ModernSynthesis — Supporting Partner



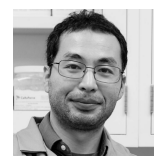
JOSHUA LACHTER

Co-Founder & Chief Business Officer, Synonym Bio — Supporting Partner



ONUR EREN

Co-Founder, Gözen Bioworks — Supporting Partner



DAYONG CHEN

Director of Innovation, von Holzhausen — Supporting Partner

OUR SPEAKERS

CHRISTINE HALL — Sr. Designer Material Innovation, New Balance

LAUREN BARTLEY — Sustainability & CSR Director, Ganni

ALAN LUGO — Product Strategy Manager, Natural Fiber Welding

SARAH KENT — Chief Sustainability Correspondent,
Business of Fashion

CAMILLA MJELDE — Sustainability and Compliance Director,
Trimco Group

JAMES LAFORCE — Founder and President, LaForce Agency

TRICIA CAREY — Chief Commercial Officer, Renewcell

AMANDA TURNER — VP of Product and Impact, ettitude

SYDNEY GLADMAN — Chief Scientific Officer, MII

NICOLE RAWLING — Co-Founder and CEO, MII

JOEY PRINGLE — Founder, Veshin Factory

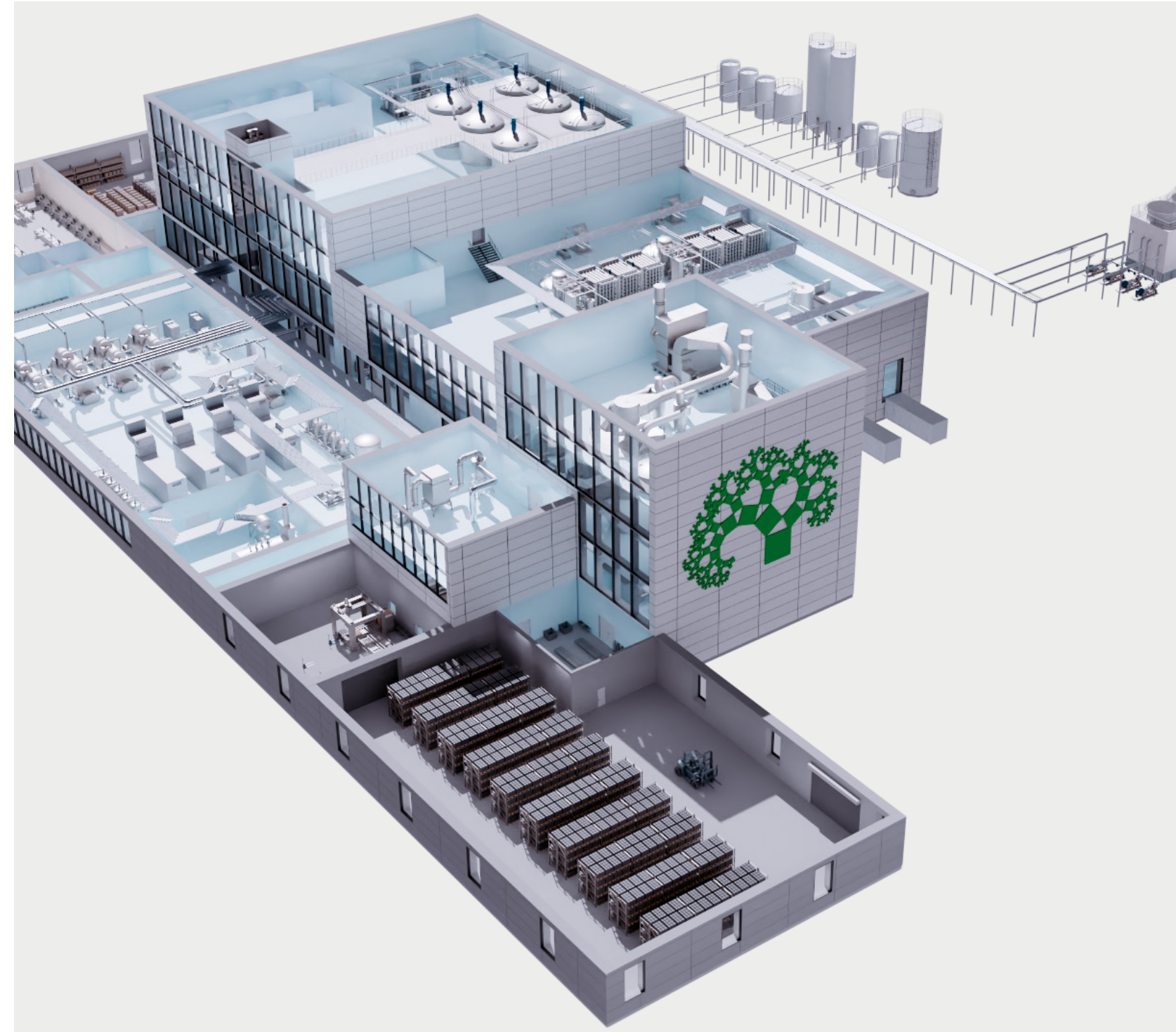
STEFANO VIGANÒ — General Manager, Limonta

BROOKE ROBERTS-ISLAM — Founder and Senior Contributor,
Techstyler

LEWIS SHULER — Head of Innovation, Alpine Creations

YULY FUENTES — Closed Loop Partners

CHARLINE DUCAS — The Microfibre Consortium



OUR SPEAKERS



TERESA KRUG — SVP of Innovation, Circ

MICHAEL SALZBERG — CEO, CovationBio

DELAINE MAYER — Head of Partner Success, Genecis Bioindustries

MARTIN LANKES — AMSilk

THOMASINE DOLAN DOW — Director of Materials Innovation & Design, MII

MARTIN STÜBLER — Co-Founder, BioFluff

ZIMRI T. HINSHAW — Founder & CEO, Bucha Bio

ALEKSANDRA GOSIEWSKI — Co-Founder, Keel Labs

RANJANI THEREGOWDA — Environmental Data Scientist, MII

LISE LAURIN — Founder and CEO, Earthshift Global

KIM BAWDEN — Technology Commercialization Program Manager, Rochester Institute of Technology

LAURENT VANDEPAER — ESG Explorer, On

CHRISTINE GOULAY — Founder, Sustainabelle Advisory Services

BARRY MCGEOUGH — Global Vice President, Product & Digital Innovation, Wolverine Worldwide

NATE HERMAN — Senior Vice President, Policy, American Apparel & Footwear Association

MICHAEL COLAROSSO — Vice President, Product Line Management, Innovation & Sustainability, Avery Dennison

TASHI NYIMA — Universal Compassion Buddhist Congregation

MALLORY GLADMAN — Founder, WasteKnot Weddings and Events

TESTIMONIALS



“There is an increasing demand of plastic free and sustainable materials in the market. ISA decided to enter the plant-based material market and offer plastic free additional materials beside our already recognized LITE leather. Hence, we established our COSM business unit with the focus on sustainable additional material besides our sustainable leather, LITE leather, without cannibalizing it. Our vision is to provide the market with our next generations to come with more sustainable additional material choices. So we are glad to partner with and support MII to further protect our planet.”

REINER HENGSTMANN —
Vice President Additional Materials,
ISA Next-Gen Materials



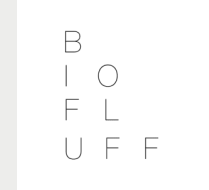
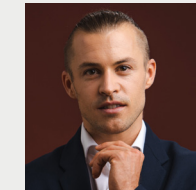
“Material Innovation’s commitment to circularity fully aligns with our mission at Circ -- to power the clean closet. Alongside this year’s exciting panelists, I’m looking forward to discussing the crucial role next generation materials play in achieving a more sustainable future.”

TERESA KRUG — SVP of Innovation,
Circ



“It’s an honor to be invited to share insights that will hopefully provide valuable food for thought for all of us working towards a more sustainable future in fashion. A collective passion and action for lowering our impact on the environment and a better understanding of navigating greenwashing are exactly what our industry needs right now. I look forward to a great panel discussion alongside the other experts invited, and hope we’ll be able to provide thought-provoking insights that will challenge the status quo and inspire action.”

CAMILLA MJELDE — Sustainability
and Compliance Director,
Trimco Group



“I believe that clothing and other consumer items will be grown directly from renewable materials in the future. Our use of these objects will likely be very different from our current use. For example, it would be entirely possible to purchase a variety of new pieces of clothing per year, but like a leaf on the forest floor, they could simply be recycled to create the next material. Such a technology could usher in a new era of sustainable fashion.”

MARTIN STÜBLER — Co-Founder,
BioFluff

TESTIMONIALS



RENEWCELL

“In this age of innovation for the textile and apparel industry, I am pleased to participate in the Material Innovation Conference to connect, share and learn about the ways we can lower our environmental footprint in a socially responsible manner.”

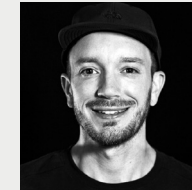
TRICIA CAREY — Chief Commercial Officer, Renewcell



LAFORCE

“In my nearly 40 years of working with individuals, companies, and brands on how to tell their unique story, I have been the voice saying: “shorter, louder, funnier!” Today, it’s more difficult than ever to get someone’s attention, make them understand something new, and then to translate that understanding into new behaviors. As we introduce next generation materials which are cleaner, healthier, and better for the planet, we have an opportunity to show consumers a better way, rather than just telling them. Maybe the material is the message?”

JAMES LAFORCE — Founder and President, LaForce Agency



“The MII Conference is one of the most important gatherings for those focused next-gen materials. It brings together progressive innovators for technical discussions and inspires collaboration among those with a passion for change.”

LEWIS SHULER — Head of Innovation, Alpine Creations



“I attended last year and coming out of it I knew the Material Innovation Conference was an important event to get on the calendar for 2023. Whenever you have so many material innovators and brand leaders in one place talking candidly about the challenges and solutions you must stop and take note.”

CHRISTINE HALL — Sr. Designer Material Innovation, New Balance

SELECT LEARNINGS



SUSTAINABILITY OF NEXT-GEN MATERIALS

- ▶ Next-gen materials, on the whole, are poised to be more sustainable than animal-based and petro-chemical based materials.
- ▶ Environmental impact assessments are complex and many industry players have joined a new coalition to address common industry problems.
- ▶ There is no one silver bullet solution.
- ▶ It is necessary to work on progress, not perfection, in advancing a new product.
- ▶ Sustainability is complicated and simplistic messages are suspect: e.g. not all “plastics” are bad; sustainability is not just about carbon footprint.
- ▶ Only 4% of materials get recycled and valorized so products need to be designed with end of life in mind and know that they will likely end up in landfills and the oceans.

PATH TO MARKET

- ▶ Currently, very few materials are “plug and play” and getting them to market takes time and access to existing supply chains.
- ▶ Price is higher now and is an issue but will come down over time.
- ▶ There are not enough next-gen materials at scale yet but many companies are getting there: it will happen soon.
- ▶ Need to go to market with high-quality materials. However, it is also important to understand performance needs of the product and not require more than what is needed.
- ▶ Shouldn't try to make next-gen materials shiny and sexy. Sell the science. Need to be honest. There are significant advantages to next-gen materials and we need to focus on those.

SELECT LEARNINGS

PARTNERSHIPS: FASHION BRANDS AND MATERIAL COMPANIES

- ▶ Partnerships are extremely valuable: next-gen material companies learn from brand experience and brands get early access, insights, and influence. This co-developing can advance materials more quickly.
- ▶ Brands can connect innovators with their weavers, knitters, and manufacturers to flatten the learning curve.

MESSAGES TO MATERIAL COMPANIES

- ▶ Honesty is critical - don't overpromise and underdeliver.
- ▶ Don't look for shortcuts or quick solutions. Brands with the interest and money to use next-gen materials expect quality.
- ▶ Start your environmental impact assessments early as it will help guide your development. Start with simple assessments – don't need to over complicate. This is cheaper and allows you to be more fluid as your processes and inputs change.
- ▶ Include stakeholders who are experts on distribution, end-of-life, processing, etc., in the development process to ensure the most sustainable and systems-integrated product.
- ▶ Start developing products in partnership with clients. The earlier the better. Every innovator wants a big name brand to feature their product but this can mean higher expectations, longer approval processes, and unreasonable performance targets. Consider working with smaller brands who have fewer requirements and can get your product to market quicker, offering you quicker learning opportunities.

MESSAGES TO BRANDS

- ▶ Environmentally preferred and animal-free materials are the future. The regulations are coming so start to prepare now. Look to Europe and California to set rules the rest of the world will have to follow
- ▶ Consider working with next-gen material companies in advancing their product: it will help products get to market quicker, you will gain an understanding that not all brands will have, and you will have early access to materials consumers are demanding.
- ▶ While some next-gen materials are replacements for animal-based and petro-chemical derived materials you already use, not all are: sometimes you need to think of these materials as completely new and novel. Use them to inspire your design teams.
- ▶ Fear of picking the “right” or “best” material stalls progress. There won't just be one material and market solution. There are many different technologies and solutions, the industry is huge, and we need a multitude of solutions to address the negative impact from materials.
- ▶ It is important for your PR teams to communicate accurate information. Some ideas: bring PR into the discussion with technical teams to truly understand the impact of the material or have the technical team review public statements before publishing. Sustainability is complicated and simplistic marketing campaigns are usually inaccurate. Inaccurate promotion sets the entire industry back.

OUR TEAM

The Material Innovation Initiative exists to make the sustainable option the easy option.



THANK YOU TO THE TEAM BEHIND THE SCENES THAT HELPED MAKE MIC 2023 A SUCCESS:

NICOLE RAWLING — Programming and Host

CORTNEY BUSCH — Legal and Finance

SYDNEY GLADMAN — Scientific Programming

THOMASINE DOLAN — Fashion Programming

RANJANI THEREGOWDA — Environmental Programming

CAMILLA SOUZA — Producer and Project Manager

AILEEN KOUNAVES — Tech Support

ANASTASIA ORTH — Sponsorships

CARRA CHESLIN — Planning and Coordination

TEMMA MARTIN — Communications Support

OLIVIA WEATHERS — Intern, Tech Support

CLAUDIA ERIXON — Intern, Tech Support

SUPPORT THE NEXT-GEN MOVEMENT



SIGN UP FOR OUR NEWSLETTER TO KEEP UP TO DATE WITH PROGRESS AND ANNOUNCEMENTS.

[SIGN UP NOW](#)

MISSED THE EVENT?

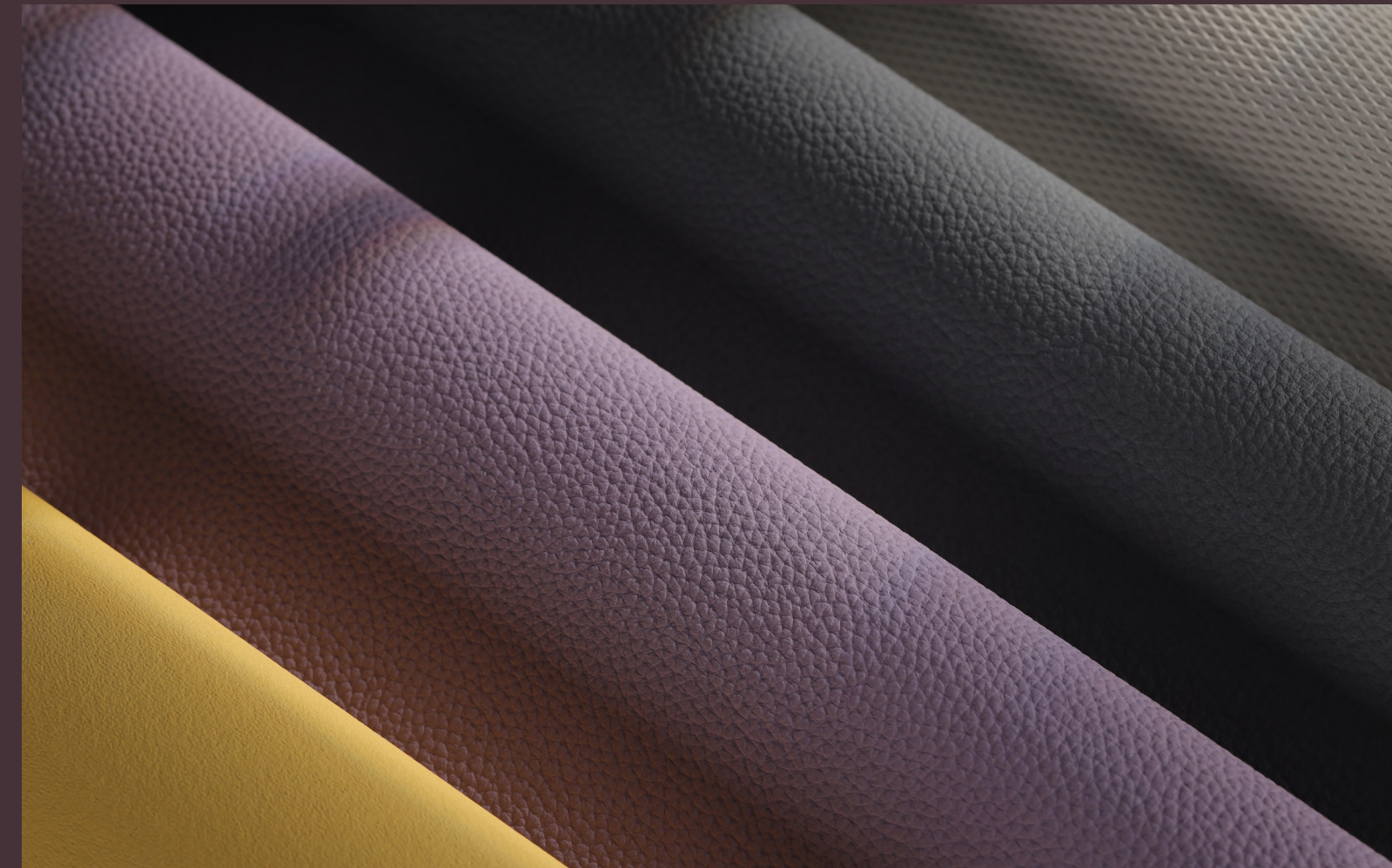
You can purchase an on-demand ticket to access the session recordings through December 31, 2023.

[PURCHASE TICKET NOW](#)

WANT TO ACCELERATE THE ENTIRE NEXT-GEN MATERIALS INDUSTRY?

Help drive material change year round by joining our family of donors and advocates.

The Material Innovation Initiative is a nonprofit that accelerates the development of high performance, animal-free, and more sustainable materials for the fashion, automotive, and home goods industries. partners with scientists, startups, brands, and retailers to bring these next-gen materials to market. Visit materialinnovation.org for more details.



Please consider a tax-deductible gift, or join us as a monthly-sustainer, and thank you.

[SUPPORT MII NOW](#)