

# MANUFACTURE COPENHAGEN

Addressing industry challenges through  
accessibility, visibility and possibility

## Physical co-working space

Hosting educational activities, sharing resources and bringing stakeholders together.

## Online platform

A one-stop-shop for making informed decisions / connecting to the larger industry.

## Prototyping lab

Dedicated to innovating, exploring and co-creating the future of sustainable fashion.

## Challenges:

- The textile and fashion industry is one of the world's most polluting industries.
- Due to mainstream outsourcing, it is a challenge for SMEs to be competitive and stay innovative.
- Lack of education for young designers - how to translate their designs to production
- The Danish textile and fashion industry is in need of a bottom-up reinvigoration.
- Dwindling skills and talent pool in the production industry. No incentive for investment.



# NORDIC MAPPING INITIATIVE

**KEY PLAYERS:** Make Works, Dansk Erhverv, DAFI, Lifestyle and Design Cluster, Norwegian Fashion Institute, Icelandic Fashion TEKÓ, Finish Textile & Fashion, WEAR.

**TOTAL MARKET VALUE:**

TEXTILE & APPAREL: DKK 38,6 BN  
NO: € 1.9 M - SE: € 1.25 M - FIN: € 1.1 M

**MCPH ADVANTAGE:** Sector-specific Manufacturing Expertise; Pre-existing Customer Base; Contacts in the industry; Facilitate Communication between Disciplines.

**BUDGET:** DKK 2,5M

**FINANCING PROSPECTS:** Karl Pedersen og Hustrus Industrifond, Nordisk Råd, Dansk Erhverv, other industry grants in SE, NO, FIN

**STATUS:** Started

**OTHER PERKS:** First Mover in mapping production. Copenhagen as central hub for the Nordic region

## DESCRIPTION OF OPPORTUNITY:

The Nordic Mapping Initiative would be the first of it's kind in the Nordic region. It is a unique opportunity to map local manufacturing in an aesthetic and useful way. The platform would be specifically adapted to SME's looking to produce closer to home and give them an edge in innovation and sustainability.



FINNISH  
TEXTILE &  
FASHION

Danish  
Fashion  
Institute



Lifestyle & Design Cluster.



NORWEGIAN  
FASHION  
INSTITUTE

wear.  
The Danish Textile Organization

# PROTOTYPING LAB

**KEY PLAYERS:** KPH Projects, FabLab Under Broen, SVK, KEA, Manufacture New York.

**TOTAL MARKET VALUE:**  
TEXTILE & APPAREL: DKK 38,6M  
Makers movement: ca. DKK 7,5M

**MCPH ADVANTAGE:** Sector-specific Manufacturing Expertise; Pre-existing Customer Base; Contacts in the industry; Strong Tech Ecosystem; Complete Value Chain In-House.

**BUDGET:** DKK 745.000

**FINANCING PROSPECTS:** KFU, Industriens Fond, Crowd-funding (kickstarter, indiegogo)

**STATUS:** In Conversation

**OTHER PERKS:** Possibility to start up on a small sale. Useful expertise from existing spaces. Copenhagen as central hub for the Nordic region

## DESCRIPTION OF OPPORTUNITY:

MCPH has forged strategic partnerships with KPH projects and Fab Lab Under Broen to collaborate on a soft start for the prototyping lab. The existing partnership with MNY allows for direct access to industry tech leaders such as GoogleX Labs, Intel, MIT, etc. to redefine the future of sewn product manufacturing.



UnderBroen



DANISH  
ART WORKSHOPS  
STATENS VÆRKSTEDER  
FOR KUNST

# EDUCATION / TRAINING

**KEY PLAYERS:** KEA, FFSI, KADK, Jobcenter København

**TOTAL MARKET VALUE:**

Job creation: DKK

Education: DKK

**MCPH ADVANTAGE:** Know-how in full value chain. Contacts in the industry. Industry active teachers. Extended network of experts in the field

**BUDGET:** In the making

**FINANCING PROSPECTS:** Beskæftigelses og Integrationsudvalget, Uddannelses- og Forskningsministeriet, Private grants.

**STATUS:** In Conversation

**OTHER PERKS:** Job creation for graduates, unemployed, refugees, etc.

## DESCRIPTION OF OPPORTUNITY:

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**KADK**



FORENINGEN FOR  
SOCIAL INNOVATION

  
**jobcenter**

**kea**  
KØBENHAVNS ERHVERVSAKADEMI

Companies' cost cuttings through outsourcing are often built on the misconception that design and manufacturing could be easily separated.

The long-term consequences of the present day dominating outsourcing strategy remains to be seen, but many researchers have stressed that problems can arise from the separation of design and manufacturing. Predicting future directions of the clothing industry is difficult, but the Danish case can serve as a reminder that new value chain strategies are constantly in the making and successful ones rarely remain

– Kristoffer Jensen and René Taudal Poulsen, *Changing value chain strategies of Danish clothing and fashion companies 1970-2013*

Outsourcing of production [...] may enhance the share of value captured by firms and their investors but in the short term firms lose their industrial experience and expertise. **This eventually undermines their competitive advantage.**

- Lane and Probert *National Capitalisms, Global Production Networks 2009*