

NORDIC BLOCKCHAIN ALLIANCE

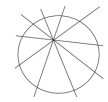
Exploring the potential and the preconditions of a joint
Nordic Blockchain in the lifestyle industries.

NORDIC
BLOCKCHAIN
ALLIANCE

SCIENC
PARK
BORÅS

NF&TA +Lab

interior cluster
sweden



FINNISH
TEXTILE &
FASHION



Lifestyle & Design Cluster.



Nordic
Innovation

THE PROJECT AIMS TO

The blockchain technology offers the possibility of exchanging product and company data in a way that could be both cost-effective and safe for Nordic SMEs. A wide range of information can be carried in a blockchain, including data that documents product history, supply chain, environmental impact, compliance, contract details and user instructions. Blockchain-based solution can also facilitate circular business models and carry a future European Product Passport.

The project aims to create a Nordic blockchain alliance to explore the potential of a common Nordic blockchain by drawing on different experiences and knowledge sources from Finland, Norway, Sweden, and Denmark.

PROJECT GOALS

The project will include a diverse range of lifestyle, creative companies, and start-ups and will have the following project goals:

- Create and connect a strong knowledge pool across the Nordics regarding the potential of blockchain technology
- Analyze experiences and case stories and align this with the EU strategy for eco-design and the product passport. Allow SME's to access this information and knowledge to support their transition to a more traceable and transparent business.

TARGET GROUPS

- Lifestyle companies that want to act proactively to meet upcoming challenges and possibilities from regulatory or customer demands on transparency and documentation
- Companies that want to explore possible advantages of using blockchain technology to develop and deepen collaboration in a shared value chain
- Solution providers, start-ups and scholars working with specific applications

ACTIVITIES

1. Collecting known use cases and research to create and connect a strong knowledge pool regarding blockchain. Completing the first blockchain toolbox (framework) for SMEs, supporting them with know-how on how to get a successful start utilizing blockchain technology.
2. Conducting 4 x Roundtables with SMEs from all four countries exploring and discussing the potentials and barriers for a Nordic design blockchain aligned with a digital product passport
3. Attracting and inspiring more technology providers to give them insights into the Lifestyle industry and blockchain and to connect them to potential collaboration partners and customers.
4. Exhibition kit of 12 brands from each partner in the project. Completing a catalog of ideas and recommendations for the potential of Nordic design blockchain. As one step in making the catalog, a small pilot exhibition shall be presented at relevant events.

CONTACT US

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