

ALLIANCE FOR RESPONSIBLE DENIM



Alliance for Responsible Denim in the spotlight at the Gala of Science

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Amsterdam, the Netherlands – Dr. Willem van Winden, Professor at the Amsterdam University of Applied Science, Centre for Applied Research on Economics, presented the Alliance for Responsible Denim research at the Gala of Science.

The Gala of Science brings together renowned scientists from the Dutch academic world to showcase their research in short, accessible presentations. It's an evening full of fascinating new developments and wonder in the social and physical sciences.

"It's an honour to be included in the Gala of Sciences and it's the first time that applied research has been presented", said Willem van Winden, Professor at the Amsterdam University of Applied Sciences. "It's a great opportunity to show how applied sciences universities can work with industry to develop new knowledge."

The Gala of Sciences, an annual event, is organized by the *New Scientist*, *Het Parool*, the Stadschouwburg Amsterdam and NEMO Kennislink.

Notes to editors:

- Website: www.denimalliance.org
- Twitter: @denimalliance
- The Alliance for Responsible Denim aims to make our industry cleaner and smarter so that denim is produced in the most sustainable way possible.
- The Alliance for Responsible Denim is an initiative from House of Denim, Made-By, Circle Economy and the Amsterdam University of Applied Sciences.
- House of Denim is an Amsterdam-based platform for craftsmanship and innovation in the denim industry. Through the development of education, innovation, enterprise and networking projects, House of Denim strives to make the denim industry dryer, cleaner and smarter. House of Denim hosts Denim City (which includes the Jean School, Blue Lab, and the Denim Institute) and the Global Denim Awards. www.houseofdenim.org
- MADE-BY is a not-for-profit organization that focuses on helping fashion brands improve ecological and social sustainability within the fashion industry supply chain. MADE-BY has over a decade of experience working in the field of sustainability and fashion. www.made-by.org
- Circle Economy is a social enterprise, organized as a cooperative that accelerates the transition to circularity through on the ground, action focused development of practical and scalable solutions. www.circle-economy.com
- The Amsterdam University of Applied Sciences and Centre for Applied Research in Economics and Management (CAREM) facilitates the alliance process and conducts research on the best practices for collaborating with competitors to improve sustainability impact. The research is funded by the Netherlands Organization for Scientific Research (NWO), Taskforce for Applied Research (SIA). www.amsterdamuas.com

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