

Nudie jeans and their impact on biodiversity 2022

Background

Nudie jeans is a leading company within sustainable clothing. They now want to know more about the impact of their business operations on biodiversity and vice versa.

Thesis aim

To investigate the impact of their business operations on biodiversity:

- What's the situation today (baseline)? What steps in the production have an impact, negatively and positively?
- How can we assess these impacts?
- How can the situation be improved (action plan)?
- What targets/objectives would be meaningful?
- How could these be monitored and communicated?

Points of departure could be both or either of the following:

- Analysis of the various steps in the product chain and how they impact biodiversity at different levels (genetic, species, ecosystem)
- Analysis of the contribution from the various steps in the product chain on the major drivers behind biodiversity loss: habitat loss, climate change, direct exploitation, pollution and invasive species
- In-depth analysis of one of the drivers, e.g. land use/habitat loss, as this is generally regarded as the largest threat

A case study in Turkey, where much of the organic cotton Nudie Jeans uses is grown, could potentially be part of the thesis.

Supervisors

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