

Seminar:

Regulating Sustainability through Law and Innovation

The case of textile industry

Date and Venue: 5th November 2020, 13–14:30, via Microsoft Teams.

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Description: The ‘Regulating Sustainability through Law and Innovation: the case of the textile industry’ seminar will discuss key legal, ethical and technical issues that technological innovation brings along to sustainability and sustainable development. The seminar will first present a general perspective to the relationship between law and sociotechnical change, as well as how IPR can enable sustainable innovation. Afterwards the seminar will provide a more detailed case-example in the form of the global textile and fashion industry.

Students can gain 1 ECTS (under the general optional studies, Code onval9999) by attending the entire seminar. In addition, they read the article:

Read the article “*Fashion piracy and artificial intelligence—does the new creative environment come with new copyright issues?*” Härkönen, Heidi. [Journal of Intellectual Property Law & Practice, 2020, Vol. 15, No. 3, p. 163–172](#)

And address in written form the following key questions:

1. What problems can be encountered by using AI to improve sustainability in the textile industry?
2. Will it be possible to solve those problems by international law (de lege lata or de lege ferenda?)
3. What would be your solution?

Written answers to the questions should be around 4-5 pages (Times new roman, 12) in length. They shall be sent to rosa.ballardini@ulapland.fi by 30.11.2020.

Programme

13:00 – 13:05 Opening words

Associate Professor Rosa Maria Ballardini / University of Lapland

13:05 – 13:20 Law and Sociotechnical Change: Issues and Approaches

Doctoral Candidate Mikko T. Huttunen / University of Lapland

Prepared comments: Doctoral Candidate Iiris Kestilä / University of Lapland

13:20 – 13:35 IPR and sustainability: what do they have in common?

Doctoral Candidate Mikko Kaunisvaara, University of Lapland

Prepared comments: Associate Professor Rosa Maria Ballardini / University of Lapland

13:35 – 13:50 Regulating AI for promoting sustainability in fashion through IPR

Doctoral Candidate Heidi Härkönen, University of Lapland

13:50 – 14:00 Back to the roots - making the luxury industry more sustainable

LL.M. student Ville Verronen, University of Lapland

Prepared comments: Professor Rob van den Hoven van Genderen, University of Lapland

14:00 – 14:30 Group work

Closing remarks/Associate Professor Rosa Maria Ballardini / University of Lapland