# Travel Report for Sten A. Olsson Foundation Scholarship 2018:
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We are very grateful to have received the scholarship from Sten A. Olsson Foundation during the spring of 2018. The scholarship gave us the opportunity to travel to London for collecting empirical data for our master thesis. This enabled us to gain more neutral and rich information for the thesis by conducting interviews face-to-face and getting the opportunity to get in contact with additional interviewees by a so-called snowballing approach.

**Purpose and Background of Thesis**

Our thesis found a gap of knowledge regarding blockchain technology in supply chains in the fast fashion industry. This topic was partly identified by a discussion with a large technology company that expressed that there is an interest in examining this further. Even though there is a lot of discussion about the benefits that blockchain can provide in supply chains, the use cases in the fast fashion industry is nearly non-existent. The literature discuss different types of blockchains but there is a lack of a full compilation and knowledge of which type that would be suitable in the industry. The study thereby aims to examine how compatible the different types, in the study called configurations, are in the supply chains management in the fast fashion industry. This by both collecting data of the wants and needs in the supply chains in fast fashion companies and also by interviewing blockchain experts to gain further insight in this new and exploratory subject. The study contributed by building a model used to asses compatibility as well as by a mapping of the industry.

The research question formulated to fulfil this aim was the following:

- *How compatible are the different configurations of blockchains with supply chain management in the fast fashion industry?*

**Description of Stay in London**

London is one of the most prominent cities within both technologies and fashion, and was consequently a valuable place for us to visit in our thesis process. It is a hub both for fast fashion and blockchain technology, where for example many blockchain startups within supply chains could be found. Further, due to contacts we had the opportunity to book some interviews in London before traveling, making London a suitable choice since the accessibility of especially fast fashion companies can be limited.

We performed interviews with one of the most well-known fast fashion companies with its headquarters in London. Apart from interviewing the company's Group IT Director and Enterprise Architect, we also got to visit the offices and got to observe how a fast fashion company works in reality.

Although London is a city where fashion is very evident, our visit to London was especially valuable for us in terms of getting contact with people working with blockchain technology. The interviews with blockchain experts based in London were to a large extent made possible by the use of so-called snowball sampling. Before we travelled to London, we had one interview booked with a blockchain consultant and one with a blockchain startup. From these interviews, we got the contact information to two additional blockchain startups that we were able to book and conduct interviews with.

We also visited a blockchain event at University College London (UCL) where we got to listen to several interesting presentations about blockchain technology that gave us valuable

insight in the topic. During this event, we also got to meet many people that, in different ways, are engaged in blockchain technology. By participating in this event, we also managed to book two additional interviews with two blockchain startups based in London.

Thus, in total, we performed one interview with a fast fashion company and six interviews with blockchain experts (one blockchain consultant and five blockchain startups). Unfortunately, it turned out that one of the interviews we performed with a Blockchain Startup was outside the scope of the thesis and the findings from this interview could thereby not be included in the thesis. To summarize our experiences in London, we got to meet several knowing people about blockchain technology, supply chain management and fast fashion. This provided valuable experiences and findings for the thesis.

**Results**

The key findings from our thesis are a model build in order to assess compatibility, that none of the configurations are fully compatibility with the supply chains in the fast fashion companies today. However, all the configurations are compatible in some ways in different settings. Further, four recommendations was presented for companies to increase compatibility. The final step of our research process was to present our findings at the technology company that initially suggested the topic.

*Interview with fast fashion company*


*Outside the blockchain event at UCL*

*Waiting for an interview*

*Presenting our findings at the technology company*