

Michelle Urvall-Ashraf

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I am a results-oriented Head of Sustainability and Textile Specialist with deep expertise in material science and circular economy principles. I specialise in developing and implementing roadmaps that maximise the value of used textiles and minimise waste. My experience includes translating complex environmental challenges—such as carbon reduction and decarbonization—into measurable strategies, influencing stakeholders at all levels, and fostering collaborative change through external partnerships with organisations like the NHS Net Zero Group, Sustainable Hospitality Alliance, British Fashion Council, and the UN Global Compact.

Experience

Head of Sustainability, Oxwash

AUG 2022 – JAN 2026, LONDON/SWINDON

- Leading the company's sustainability strategy, including development of its net-zero roadmap, resulting in an 80% reduction in Scope 1 and 2 emissions and reporting and collection of data for 11 categories of Scope 3 within the first 12 months. Developed and managed internal environmental policies and translated complex GHG data and progress reporting into actionable sustainability roadmaps and public-facing reports.
- Championing the adoption of new utility management policies in line with ISO 14001, driving the use of water-saving and energy-efficient practices that lowered utility costs by an average of 12%.
- Authoring and delivering the company's annual Sustainability Reports and B Corp statements, key documents that increased customer engagement and helped attract new investors.
- Collaborating with Procurement to enhance sustainable sourcing, transitioning 90% of key suppliers to a traceable, lower-impact supply chain and onboarding the company on the SEDEX platform.
- Lead all external stakeholder engagement to foster sustainability collaboration, including representing Oxwash in B Corp and UN Global Compact and NHS Net Zero working groups. Forging new partnerships and enhancing brand reputation.
- Providing strategic advice to the board on their legal obligations while leading the company's sustainability reporting to align with emerging standards like SRS and ISSB, and the TCFD framework.
- Applied Social Value principles and the TOMS framework to improve tender responses and secure new business opportunities.

Sustainability Manager, Oxwash

JAN 2022 – JULY 2022, LONDON/CAMBRIDGE

- Established the foundational ESG reporting framework by delivering Oxwash's first greenhouse gas assessment, creating crucial baseline data for the sustainability roadmap.
- Built and managed a data-driven reporting system that collects environmental and social data through newly developed reporting templates. Trained three junior colleagues, improving data accuracy by 90% and streamlining the reporting cycle.
- Drove stakeholder engagement and external visibility by co-leading sustainability workshops and community briefings for over 200 participants.

These efforts yielded two new community partnerships while also strengthening industry collaborations through coordinated public-facing panel talks.

Sustainability Manager, BLANC

SEP 2019 – DEC 2021, LONDON

- Led sustainability initiatives from the ground up, establishing the first sustainability working group and project-managing the company's full-scale impact measurement, including an initial greenhouse gas inventory.
- Designed and implemented a company-wide environmental management system, which reduced operational waste by 15% and set clear metrics for energy and resource management.
- Developed and delivered a new employee training program for over 50 staff, increasing engagement with sustainability goals by 40% and fostering an internal sustainability community.
- Authored and published the company's inaugural corporate sustainability report, translating complex data into a clear narrative for both external stakeholders and internal teams.

Early Career Roles

Brand Manager, Vanessa Seward

JAN 2017 - MAY 2019, LONDON

Managed retail operations, teams and worked with the Paris team to analyse data to inform buying decisions..

Retail Store Buyer & Merchandiser, Robert Clergerie

JUNE 2015 - DEC 2018, LONDON

Handled buying and allocation, ensuring brand consistency.

Buying & Retail Management, A.P.C.

JUNE 2013 - MAY 2015, LONDON

Oversaw seasonal buying and developed employee training programs.

Education

MSc Management with Sustainability and Environment, University of London, Birkbeck

SEP 2018 - SEP 2020, LONDON

BA in Textile and Garment Design, University of Gothenburg

AUG 2007 - SEP 2010, GOTHENBURG

Skills

Sustainability & ESG: GHG Protocol, SBTi, Life Cycle Assessment (LCA), Circular Economy, ESG Reporting (GRI), B Corp, ISO 14001, Sustainable Supply Chains.

Data & Analytics: Advanced Microsoft Excel, Power BI, ESG Data Analysis, Corporate Reporting.

Languages: Swedish (Native), English (Fluent), French (Fluent).

Personal Ventures & Projects

Co-founder of Untied, textile workshops, focused on extending product life and promoting reuse (e.g., darning, embroidery, printing, knitting, dyeing), directly tackling post-consumer waste and influencing Circular Living habits.

I founded **Ever Rêve**, a sustainable womenswear brand, gaining hands-on knowledge of textile production and supply chains across Europe and Asia. My work focused on sustainable surface design methods—including hand-painting, batik, and digital silk

printing—while minimising environmental impact at the product level.