



Venice Sustainable Fashion Forum 2022

From Venice, an appeal for a sustainable fashion industry

The Venice Sustainable Fashion Forum 2022 is the first international summit dedicated to a sustainable future for the industry.

The event underway at the Giorgio Cini Foundation (Island of San Giorgio Maggiore) lasts two days and is dedicated to understanding the present and future of a key sector of the Italian economy through an extensive program of debates, trend analyses, data, market behavior and best practices. The promoters of the initiative - Confindustria Venezia Metropolitan Area of Venice and Rovigo and The European House – Ambrosetti, under the aegis of Assocalzaturifici and Fondazione Venezia Capitale Mondiale della Sostenibilità (Venice World Sustainability Capital Foundation) - will host the first day, entitled "Just Fashion Transition", while the Camera Nazionale della Moda Italiana (National Chamber for Italian Fashion - CNMI) and Sistema Moda Italia (SMI), will host the event on October 28, entitled "The Values of Fashion". The main objective of the Forum, which is attended by institutions, brands, supply chain professionals, representatives from the world of industry and business and from NGOs, is to forge ahead on a path towards sustainable transition in a sector that suffers from a lack of data and standardized measurement tools.

In fact, according to the surveys conducted by The European House – Ambrosetti, carbon emission estimates from the fashion industry present a deviation of up to 310% among the various sources addressed; similarly, estimates of annual freshwater withdrawals by companies show deviations of up to 172% from one another and up to 429% with respect to data on the use of water for the production of jeans.

But against this backdrop of conflicting surveys, on the basis of which political and business leaders are called upon daily to make fundamental decisions, approx. 1,000 European companies in the fashion and luxury sectors are obliged as of 2023, or at the latest as of 2024, to make their quantitative sustainability performance public on an annual basis, according to the standards introduced by the new European directives. Italy, in particular, is first in Europe for the number of companies impacted by this deadline, almost 300, followed by France with more than 130 and by Germany with 110, while for all the other countries in the EU area, an average of roughly 25 companies are affected. Numbers that corroborate the extent to which sustainable transition is a strategic issue for the domestic fashion industry, which - with a turnover of around 100 billion, more than 500,000 employees and over 60,000 companies - has both the privilege and the duty to be at the center of the global debate in the industry, indicating a way forward in terms of reducing the environmental, social and economic impacts generated by said industry.

Europe, on the other hand, has set the ambitious goal of becoming the first carbon-neutral continent by 2050 and has drafted a roadmap of measures with intermediate goals for 2030. The "Fit for 55" package, approved by the EU in July 2021 for example, envisages a 55% reduction in greenhouse gas emissions compared to 1990 levels by 2030, an increase to 40% in the share of renewable energy in the energy mix and an energy efficiency goal of 36%. As part of the Green Deal, which includes investments of €1 trillion over the next 10 years for the green transition, the EC adopted a Circular Economy Action Plan in March 2020. The plan focuses on resource-intensive sectors, including the fashion supply chain, and zeroes in on the concept of circularity as the basis for achieving the EU goal of climate neutrality by 2050.

The Venice Sustainable Fashion Forum 2022 will take place over two days: the day of October 27 entitled "Just Fashion Transition" organized by Confindustria Venezia Metropolitan Area of Venice and Rovigo and The European House – Ambrosetti, under the aegis of Assocalzaturifici, will analyze the environmental and social impacts of the fashion system, giving voice to the players who exert pressure on the system and to the representatives of the supply chain, and providing, for the first time, the results of a sustainability assessment conducted on companies in the Italian fashion supply chains. The day will end with a presentation featuring recommendations and proposals to Italian and international institutions geared towards facilitating a just transition.



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The second day, October 28, entitled "The Values of Fashion" - organized by the Camera Nazionale della Moda Italiana (CNMI) and Sistema Moda Italia (SMI) - will look into the most topical issues on fashion sustainability and the responsibilities of the players in the supply chain. Fashion companies and supply chain operators will meet to review the industry's state of the art on sustainability issues, define new challenges, and chart the way ahead. The day program will be based on eight keywords that correspond to as many thematic areas of value which represent the framework of change on which Italian fashion is focusing: **Harmonize**, to harmonize new ways of interpreting sustainability; **Educate**, to create awareness and drive change; **Think**, to highlight the opportunities related to Ecodesign and to acquire a strategic vision on business processes; **Measure**, to emphasize the importance of measuring performance and the new indicators; **Re-Make**, dedicated to circular economy. Finally, **Create**, to reflect on the artisan tradition and the evolution of social values; **Make** on the essential role of cohesive supply chains and **Make (It happen)** which includes the cultural evolution and the new models for managing change.

Companies will be witnesses to the transformation of activities and of the value chain by implementing good practices, towards a concretely sustainable industry. The supply chain is also the focus of a scenario-based conference on what has been done so far and what is being done for the evolution of a sector so central to the industry on a global scale.

In this way, the Italian Fashion Industry takes on a leading and driving role, thanks also to the participation of organizations such as the United Nations Ethical Fashion Initiative and the Ellen MacArthur Foundation. During the day, the study "*Making sense of Sustainability - A data analysis on Sustainability within the Fashion Industry*" carried out by Launchmetrics and focused on the use of sustainable practices in the fashion industry will also be presented, analyzing the Media Impact Value of digital conversations, highlighting what works today and which approaches will make a difference tomorrow.



The **Camera Nazionale della Moda Italiana (CNMI)** is a non-profit association that has been promoting the development of Italian Fashion and protecting its image, both in Italy and abroad, ever since it was founded in 1958. With 107 members covering 250 brands, CNMI represents over 50% of the turnover of the entire fashion sector that employs more than 1,100,000 people in industry, trade and services in Italy. CNMI is behind the most important initiative to promote the fashion system with the Fashion Weeks as well as leading sustainability initiatives in the industry with the numerous Working Groups, the publication of guidelines for the sector, the annual organization of the International Round Table of Sustainability and the CNMI Sustainable Fashion Awards. CNMI's Working Groups on Environmental and Social Sustainability and Inclusion feature some of the biggest names in Italian fashion, such as Bottega Veneta, Fendi, Giorgio Armani, Gucci, Loro Piana, Max Mara, Missoni, Moncler, OTB, Prada, Salvatore Ferragamo, Valentino, Versace and Zegna. CNMI's mission is to support the entire Italian fashion industry in the world by maintaining institutional relations and disseminating its values and activities. CNMI's strategy and development is based on five pillars: sustainability, diversity and inclusion, training and promotion of young designers, digitalization and storytelling.

Confindustria Venezia Metropolitan Area of Venice and Rovigo represents and protects entrepreneurs in relations with the institutions, local, national and international public administration bodies, and economic and trade union organizations. The trade association promotes the development and growth of the Metropolitan area of Venice and the Province of Rovigo.

Sistema Moda Italia Sistema Moda Italia (SMI) is one of the world's largest organizations representing textile and fashion industrialists in the Western world. The Federation represents a sector that, with just under 400,000 employees and almost 50,000 companies, is a key element in the economic and manufacturing fabric of Italy. The aim of the Federation is to protect and promote the interests of the sector and its members and it represents the entire supply chain exclusively, both nationally and internationally, in its relations with institutions, public administration bodies, economic, political, trade union and social organizations. Specifically, the work of the SMI contributes to making textiles and fashion one of Italian industry's most economically important sectors. SMI represents industries at every level of the supply chain and is the official one-stop shop for national and international institutions and organizations. It is Italy's national trade federation, a mixed organization, strongly oriented toward integration with local areas. In addition to companies, membership of the Federation is also open to Associations. It is a member of Confindustria and Confindustria Moda and is the most representative founding member of Euratex, the European Apparel and Textile Confederation. SMI cooperates with the industry in solving production-related issues, not only from a technical-regulatory standpoint but also from an economic-business perspective. Sensitive to the development and growth of the textile and fashion industry in all its various forms and manifestations, SMI also promotes aspects related to the market, promotion and processes of internationalization, as well as those connected with the creation of a supply chain that is becoming increasingly sustainable every step of the way.

The **European House – Ambrosetti** is a Group of approximately 280 professionals operating since 1965, which has grown significantly over the years, thanks to the contributions of many of its partners, developing numerous activities in Italy, Europe and the rest of the world. The Group has three offices in Italy and a number abroad, in addition to other partnerships around the world. What distinguishes it is its ability to provide support to companies in the integrated and synergic management of the four critical aspects of value-creating processes: Seeing, Planning, Achieving and Optimizing. For over 50 years it has been working alongside Italian businesses and each year it provides consulting to about 1,000 clients, including more than 200 strategic scenarios and studies aimed at Italian and European institutions and companies, and around 120 projects for family-run businesses. In addition, each year about 3,000 Italian and international experts are involved in the 500 events it organizes for over 10,000 managers whom it follows in their personal and professional paths to growth. The Group vaunts an invaluable international network of contacts on the highest level in the sectors in which it operates, including top-level decision-makers within multinational institutions and on an individual country level. For the eighth year running, again in 2021 The European House – Ambrosetti was named—in the category "Best Private Think Tanks"—the no. 1 think tank in Italy, no. 4 in Europe and among the most respected independents in the world out of 11,175 on a global level in the latest "Global Go To Think Tanks Report" of the University of Pennsylvania. The European House – Ambrosetti was recognized by Top Employer Institute as one of the 112 Top Employers 2021 in Italy. For additional information, please visit the website www.ambrosetti.eu and follow us on twitter.com/Ambrosetti

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