THE STATES GENERAL ON THE SUSTAINABILITY OF FASHION

Phygital Sustainability Expo®

IV edition · July 5 – 6 2023 · h 10am – 8pm
Trajan’s Market 113 AD · Museum of the Imperial Forum
Salita del Grillo, 32 · Rome ·

INDEX
Fashion and SDGs The implementation of the UN Sustainable Development Goals in conscious purchasing
Fashion and Made in Italy · Getting dressed is a political act
Fashion and Environment Ecology teaches us that our country is the world
Fashion and Africa · The right to exist - From an exclusive sector to an inclusive sector
Fashion and Energy · Sustainability, circular economy and new energy ecosystems
Circular by Design Fashion · The Vitruvian man fits perfectly into the circle, which represents the Universe
Fashion and Sustainable Tourism · The treatise on lands, waters and places of fashion
Fashion and Oceans · Dressed with the sea
Fashion and SDG AWARDS
Narrated Fashion Show®
Fashion and Inclusion · There is no beauty in the best fabric if it causes hunger and unhappiness
Fashion and Innovation · Phygital Sustainability Expo®: where fashion meets science, technology and innovation
Fashion and Biodiversity Fashion is a story that begins with agriculture and ends in communication
Fashion and Digital Product Passport The identity paradigm of clothing: spray labels, microchips and QR codes
Fashion and Internationalization · Backshoring, to then export Italian pride
Fashion in Transition The Mindfulness of the Dress
Fashion and consumer empowerment for the green transition
Fashion, Sport and Health · Team building in Sport = CSR in Business
Fashion and Cinema · Fashion does not exists only in the form of clothes
WEDNESDAY JULY 5th, 2023

10.00
Welcome of Institutions and itinerary in the SDG

Fashion and Sustainable Development Goals
The implementation of the Sustainable Development Goals of the UN Agenda 2030 in conscious purchasing

Resources and the environment, human capital and economic development are just some of the many aspects affected by the processes that mark the vast and complex fashion sector. This complexity is at the origin of the direct impact that the sector and its supply chain have on many of the 17 Sustainable Development Goals of the UN Agenda 2030. What strategies to adopt to make the fashion industry sustainable on all levels?

Introduction and moderator
Valeria Mangani, President Sustainable Fashion Innovation Society

10.30 Opening
Carlo Corazza, Director of the European Parliament office in Italy

Institutional remarks
Hon. Fabio Rampelli, Vice President of the Chamber of Deputies
Giuseppe Scognamiglio, Director General Expo Roma 2030 Committee
Matteo Zoppas, President ITA- Italian Trade Agency

11.30
Fashion and Made in Italy
Dressing is a political act

The history of fashion is traced by the vision of men and women who have seen beauty and art as key tools for shaping everyday life and social life, including through style. From this awareness comes the long and consolidated tradition of fashion in Italy which has contributed to affirming Made in Italy in the world, a concept but above all a value that brings together experiences, traditions and culture, what the English culture summarize in a single word: heritage.

We are in an epochal change in the fashion system and no country is a manufacturing territory like Italy, which alone produces 60% of the fashion sold in Europe. How can we continue to value this heritage in a globalized world in trade, but not in manufacturing policies?

Moderator
Emily Capozucca, Giornalista Corriere della Sera

Speakers
Sen. Adolfo Urso, Minister of Enterprises and Made in Italy
Sergio Tamborini, President di Sistema Moda Italia
«The challenge of the textile industry between innovation and circularity»
Stefano Albini, President Albini Group
«Textile Innovability»
Chiara Ferraris, External Relations Director RadiciGroup
«Transparency and Measurement, when sustainability is a concrete fact»
Gianluca De Marchi, Presidente Urban Vision
«Made in Italy: the digital disruption»
13.00
Fashion & Environment

Ecology teaches us that our homeland is the world

Clothes and shoes contribute to the water, air and environmental pollution of our planet. The textile industry is fourth in Europe for use of raw materials and water resources after food, construction and transportation. Sustainable fashion, however, is possible. Today more than ever it is important to support those who decide to aim for change, and even more so to invest in research into materials, processing, finishing, plants, waste disposal, recycling and reuse. Where do we stand on this?

Moderator
Riccardo Giovannini, Partner EY - Climate Change and Sustainability Leader

Speakers
Francesco Tili, Senior Advisor to the President SIMEST
Silvio Salini, President Corneliani
Nicola Tagliafierro, Global Sustainability ENEL X
Francesco De Leo, Kaufman & Partners (Spain)

14.00
Fashion & Africa

The right to exist

"Sustainable fashion" does not only mean looking at the impact the entire industry generates on the environment. Sustainability also means diversity, inclusion, multiculturalism and a new understanding of the body, values that fashion more than other sectors can nurture. In these terms, fashion can now call itself ethical, transitioning from an exclusive sector to an inclusive one. How does this epochal mindset change occur?

Moderator
Barbara Odetto, Fashion journalist

Speakers
Hon. Alessandra Mussolini, European Parliamentary, Relations with the Panafrican Parliament
Mmathari Mashao, Plenipotentiary Minister South African Embassy in Italy
Nicola Paparusso, Founder of African Fashion Gate
Carlo D'Amario, CEO of Vivienne Westwood
Khaby Lame, Global Influencer (225+ million followers)
15.00

**Fashion & Energy**

*Sustainability, circular economy and new energy ecosystems*

Circular economy, energy efficiency, green mobility and sustainable finance are essential elements through which to develop innovative value chains that are strongly oriented toward protecting the environment and people. Sustainability does not represent yet another fad destined to last a few years, but must generate significant changes in consumption trends, reconfiguration of supply chains, and management and governance models.

Top managers and industry experts will discuss the challenges and opportunities related to the energy world, understood as a driver of change to foster the development of solutions from a circular economy perspective. Ideas and best practices from companies that have adopted sustainable and innovative practices in their industrial processes will be shared. How these examples can encourage the transition to more sustainable energy ecosystems?

**Moderator**

**Raffaele Chiulli**, President of SAFE – Resources with Energy

**Speakers**

- **Luigi Valerio Camerano**, Managing Director Algebris Fund
- **Cristian Fabbri**, Executive Chairman HERA Group
- **Luigi Ksawery Luca**, CEO Toyota Motor Italy
- **Alessandro Grandinetti**, Markets Leader to Italy & EMEA Energy Leader Pricewaterhouse Coopers
- **Nicola Ferretti**, CEO of Energia Capitale

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16.00

**Circular by Design**

*The Vitruvian Man fits perfectly into the circle, which represents the Universe*

Circular economy is a key development model for the fashion industry's sustainability journey. Reuse, repair, reconditioning, and recycling are, in fact, processes that contribute significantly to decreasing waste and reducing global carbon emissions. What are the biggest challenges hindering the diffusion and implementation of the circular economy within the industry?

**Moderator**

**Alessandro Cecchi Paone**

**Speakers**

- **Micol Barnabò**, Div.III Economia Cicolare e Politiche Sviluppo Ecostenibile Ministero delle Imprese e del Made in Italy
  «Le direttive MIMIT sul ECODESIGN»
- **MIMIT** - Ministry of Enterprise and Made in Italy
- **Fulvia Bacchi**, CEO Lineapelle, Director General of UNIC –Italian Tanning
  «Circularity and Sustainability of the Italian Tannery»
- **Gonzalo Brujò**, Chairman & CEO of INTERBRAND (Spain)
17.00
**Fashion & Sustainable Tourism**
*The treaty of lands, waters and fashionable places*

Mobility, flows and consumption are the great challenges of tourism, a sector in which, in the post-Covid scenario, there is a need to rethink in order to transform a now unsustainable model in order to preserve the environment and ecosystem in which the world’s citizens are moving ever more rapidly. How to protect nature and territories while embracing the values of welcome and hospitality that have always made tourism an incredible life experience?

**Moderator**
Alessandro Cecchi Paone

**Speakers**
- Sen. Daniela Santanchè, Minister of Tourism
- Civita Di Russo, Deputy Chief of Cabinet Lazio Region
- Veronica Wang, OC&C Partner Shanghai (Cina)
  - «The post covid luxury market and consumer attitudes in China»
- Ermette Realacci, President of Fondazione Symbola
  - «Italy making Italy »
- Gianluca Santilli, President of the Bikeconomy National Observatory and member of the SFIS Scientific Committee
  - «Fashion in experiential tourism: the phenomenon of cycle tourism»

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18.00
**Fashion & Oceans**
*Dress with the ocean*

On the health of the oceans depends the health of the Planet. Just months after governments of nearly 200 states around the world signed the Treaty for the Protection of the High Seas, it is important to reflect on a historic milestone in the protection of a precious ecosystem threatened by pollution, aggressive fishing, mining, drilling, and plastics and microplastics, for which fashion is the major culprit through microfibers. But how far do we still have to go to ensure the protection of oceans? The Meloni government initiates the first "Sea Plan Committee," formed by 11 ministries.

**Moderator**
Alessandro Cecchi Paone

**Speakers**
- Luca Salamone, Coordinator of the Mission Structure for Marine Policies, Ministry of Civil Protection and Marine Policies
- H.E. Pietro Sebastiani, former Ambassador of Italy by the United Nations in Italy
- Hon. Anna Cinzia Bonfrisco, European Parliamentary
- Maria Cristina Finucci, President of Garbage Patch State
  - "How Art can help the Oceans and its inhabitants»
- Raffaella Giugni, Vice President of Marevivo
  - «Microfibers: an emergency for our Sea»
19.30
SDG AWARDS
Making progress on the SDGs Agenda

Moderator
Yasmeen De Piante, top 10 emerging talents in Humanity & Social Sciences

Speaker
Roland Schatz, Founder & CEO of UNGSII Foundation- United Nations Global Sustainability Index Institute

The SCR500 represents an index created by leading financial institutions such as NASDAQ, German Stock Exchange, as well as scholars from Harvard Business School, Oxford and United Nations agencies such as UNCTAD, Global Compact and UNGSII. The leadership of the SCR500 managed to achieve a cumulative return for the first 5 years from 2017 of 67%. This only shows now that it is possible to outperform MSCI World, DJSI or FTSE4 Good, it shows that the SDGs are a solid compass not only but explicitly for the financial sector. They are the way back to a reliable circular economy, for the fashion industry and beyond.

20.00 End session day 1

20:30
Narrated Catwalk®
A high cultural format and iconic copyright by Sustaanble Fashion Innovation Society, which educates the public as a conscious consumer, regarding the impact of fast fashion on our planet and the health of all living spieces. State of the art sustainable and innovative materials are described by a narrating voice on sublime music in a world premiere on models walking in the millenary archeological location of the Roman Imperial Forum, 113 AD.

THURSDAY 6 JULY 2023

10.00
Fashion & Inclusion
There is no beauty in the best cloth if it causes hunger and unhappiness. - Mahatma Gandhi

Description
Fashion has always been a meeting point of different perspectives, cultures and realities, a connotation that makes it a ground for dialogue, able to embrace the values of equality, inclusion and respect. In a world crossed by strong tensions, how can fashion become a platform for exchange and confrontation and contribute to strengthening peace processes?

Moderator
Yasmeen De Piante, top 10 emergine talents in Humanity & Social Sciences

Speakers
On. Alessandra Locatelli, Minister for Disability
On. Mariano Angelucci, President Commission Turism, Fashion and International relations for Rome Capital City
Vincenzo Sanasi d’Arpe, CEO of CONSAP & President World Food Programme Italy
Prof Martin Nkafu Nkemnka, Philosopher & Theologist of Pontificia Università Lateranense of Rome (Cameroun)
Natascia Maesi, President of Arcigay
12.20

**Fashion & Biodiversity**

*Fashion is a story that begins with agriculture and ends in communication*

On our Planet, there is an increasing risk of biodiversity loss, both of animal and plant species, caused by numerous factors ranging from climate change to deforestation to pollution. Fashion, however, is also complicit in this process because of the sourcing and production of the synthetic materials used. Is the fashion world actually aware of its impact on the environment? Can it be reversed by reshoring textile agriculture?

Moderator

**Valeria Mangani**, President Sustainable Fashion Innovation Society

Speakers

- **Hon. Francesco Lollobrigida**, Minister for Agriculture, Food Sovereignty & Forests
- **Maria Helena M.Q. Semedo**, Vice Director General F.A.O. (UN)
- **Daniela Ropolo**, Head of sustainable development initiatives of CNH Industrial SpA
- **Claudia Lubelli e Michele Milan**, NEUTRALIA, Carbon Offsetting & ESG
- **Michele Steduto e Pietro Gentile**, Founders GEST
  
  «Organic cotton made in Italy: a sustainable alternative to the use of conventional cotton»
- **Pietro Carloni**, CEO of Aura System
13.30  
**Fashion & Digital Product Passport**  
*The Dress Identity Paradigm: Spray Labels, Microchips and QR Codes.*

Measuring sustainability is an important tool for accelerating the transition and achieving sustainable development goals. For this reason, traceability certifications are a functional asset to understand the impact of the processes and products generated and to direct the strategy of companies in the sector and guide consumer choices. In this framework, also at the European level, labeling takes on increasing centrality and responds to the need to spread awareness toward the purchase of sustainable garments and combat counterfeiting.

**Moderator**  
Claudia Conte, Activist for human and women’s rights

**Speakers**

- **Hon. Federico Mollicone**, President of Culture Commission of the Chamber of Deputies  
- **Prof. Irene Baldriga**, Director of the Graduate Program in Fashion Science, La Sapienza University  
- **Laura D’Aprile**, Head of Sustainable Development Department- Ministry for Environment and Energy Security  
  «The New Directives on Textile Recycling»  
- **Cesare Saccani**, President Diligentia ETS  
  «Labels & Supply Chain: i nuovi rating mondiali ESG»

14.30  
**Fashion & Internationalization**  
*Backshoring, then exporting Italic pride*

In a globalized and interconnected world, traversed by continuous changes, fashion represents a means of dialogue, capable of linking different realities and contexts, according to a logic of contamination that looks at the international dimension as a fertile ground capable of nurturing the development of the sector. At the same time, it emerges that Italy is the second country in the world, after the U.S., and first in Europe, for repatriations of production activities relocated abroad, with an incidence of 20% on a global scale and about 42% on a European scale: backshoring.

**Moderator**  
Aldo Premoli, columnist Artribune, blogger Huffington Post

**Speakers**

- **Stefano Gatti**, Minister Plenipotentiary Ministry of Foreign Affairs and International Cooperation  
- **Hon. Roberta Angelilli**, Vice-President - Councilor for Economic Development, Commerce, Industry, Internationalization of the Lazio Region  
- **Carlo Covini**, Business Development Manager Italy & Switzerland at Lenzing (Austria)  
  "History of fibers from 1910 to the present and the autarky of short supply chains: the Lenzing case"
Fashion in Transition

The mindfulness of the garment

The sustainability of the fashion industry is based on the transition path of the production chain through the consolidation of circular economy models, the development of innovative textiles and the recovery of artisanal production. What are the areas that need to be invested in to accelerate the supply chain transition process?

Moderator
Aldo Premoli, columnist Artribune, blogger Huffington Post

Speakers

Hon. Beatrice Covassi, European Parliamentary – Industry, Research & Energy Commission
Prof. Alberto Pastore, Director Department of Management at La Sapienza University of Rome
Hon. Fabrizio Ghera, Councillor for Infrastructures & Circular Economy of Lazio Region
Prof. Francesca Romana Rinaldi, Director of Monitor for Circular Fashion by SDA Bocconi
Mena Marano, CEO of ARAV Group (4 fashion brands)

Fashion & Consumer Responsibility for Green Transition

Things are united by invisible bonds, you cannot pluck a flower without disturbing a star. Galileo Galilei

Measuring sustainability is an important tool for accelerating the transition and achieving sustainable development goals. For this reason, traceability certifications are a functional asset to understand the impact of the processes and products generated and to direct the strategy of companies in the sector and guide consumer choices. In this framework, also at the European level, labeling takes on increasing centrality and responds to the need to spread awareness toward the purchase of sustainable garments and combat counterfeiting.

Moderator
Yasmeen De Piante, Top 10 emerging young talents in Humanity & Social Sciences

Speakers

Hon. Tiziana Beghin, European Parliamentary - International Trade Commission
Sen. Lavinia Mannuni, Senator of the Italian Republic, former Fashion Commission Rome Capital City
Adriano Marsala, CEO MAN Consulting
“Policy of European certifications”
Roosmarie Ruigrock, Coordinator of the «Dutch Green Deal Denim» (The Netherlands)
“How to change an industrial standard through a Green Deal on Denim"
18.00  **Fashion, Sports & Health**

*Team building in Sports stands like CSR in Business*

The sports fashion industry is primarily composed of acrylic fibers that impact the environment because of their hydrocarbon origins. Fashion technology is evolving by leaps and bounds, creating unimaginable virtuosities on fabrics that are increasingly high-performance: wearable technologies such as smart shirts that monitor vital parameters, but also bio-based. The Italian technical textile sector consolidates its European supremacy. Europe has recently passed the legislation on textile obsolescence which is a milestone because it will allow large applications on the reuse of the material in technical fabrics.

**Moderator**

Annapaola Ricci, Journalist RAI TG1

**Speakers**

Mauro Balata, President of Serie B Football League

Lodovico Mazzolin, Director General Istituto per il Credito Sportivo

«Finance in support to cultural and creative industries»

Prof. Alfonso Pecoraro Scanio, President Fondazione UniVerde, former Minister for Environment and Minister for Agriculture

Prof. Antonio Giordano, President Sbarro Health Institute for Cancer Research and Molecular Medicine, Philadelphia (USA), member of the Scientific Committee Sustainable Fashion Innovation Society

«Geni, Ambiente e Salute»

Luigi Sarpi, Upper Sky

«Fly to the Future» Presentazione della prima piattaforma mondiale per velivoli elettrici 2024

19.00  **Fashion & Cinema**

Two worlds that have always interacted with each other, a natural union, custodian of a cultural tradition, which through entertainment has been able to transmit the values of taste and beauty of Italy in the world. A winning combination that identifies the city of Rome as the stage in which to revive the season of splendor of Italian cinema, through unexpected synergies with the world of fashion.

**Moderator**

Claudia Conte, Activist for human and women's rights

**Speakers**

Simona Baldassarri, Councillor for Culture of the Lazio Region

Paolo Cuccia, Presidente Artribune and Gambero Rosso

Marta Donzelli, President Fondazione Centro Sperimentale di Cinematografia

Nicoletta Ercole, International Costume Designer

20.00  **End of day 2**

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2 education credits (CTU) will be granted to all students in the Bachelor of Science in "Fashion Science" from La Sapienza University of Rome, participating at the Phygital Sustainability Expo® panels.
The Phygital Sustainability Expo® is a totally new format in the world of fashion that has become consumerist and repetitive. Valeria Mangani, President of the Sustainable Fashion Innovation Society, a non-profit association responsible since many years for the eco-sustainable transition of the fashion and design system, wanted to create new eyes with which to look at fashion. The mesmerizing international format includes the following subject areas:

**GREEN CONFIDENTIAL®** is an international stage from which companies announce their green disruption, both of process and product, to a target audience with sustainability, ecology and well-being; without ever neglecting the love for our production chain of excellence made in Italy. UNGSII will apply its framework to all listed companies present and assign the **SDGs AWARDS**.

The **SDG MUSEUM ITINERARY®** begins by crossing the gates of millenary vestiges and browse the museum itinerary where the brands are exhibited according to their type of innovation and transition with reference to the Sustainable Development Goals of the UN 2030 Agenda. An exhibition to educate the public, which is none other than an aware consumer. And so here are the paths in recycling and luxury upcycle, surrounded by sartorial mannequins wearing only the technological innovations that represent the state of the art of sustainability: elasticized hemp, dressed in rose, bamboo, nettle, orange fibres, soft skin from cactus, corn, or grape skins; silver fibers that have antiseptic functions and thanks to nanotechnology also slimming based on algae, bio based polymers, fungi and again, fermented proteins that replace fur.

A parallel path in AR and XR will be experienced by guests with ThinkReality A3, giving awareness on the devastating polluting effects of fast fashion.

The **NARRATED FASHION SHOW®** is the iconic SFIS copyright, which sees, at dusk, sublime music envelop the Trajan's Markets and a narrating voice describing the technological and sustainable innovations of each dress that parades on the thousand-year-old catwalk of the Roman Imperial Forums. Each brand will show only one outfit, the one most representative of sustainable innovation in the collection, possibly for the evening, to dispel the concept that sustainable fashion is not elegant. The musical background is Vide Cor Meum, defined by Warner Music as one of the 10 most beautiful arias ever.

A format with a high cultural content, but at the same time also educational, since in order to make the public/consumer aware of the impact of fashion, the estimate of the carbon footprint emitted for the production of the garment in kg of Co2 is communicated. Whereas on Spatial.io, fashion students will enjoy the Narrated Fashion Show® in the **METAVERSE**, with the opportunity to explore the circular by design patterns.

The format was elected by Harper's Bazaar as the first event of international importance for the reference sector «where fashion meets technology, science and innovation».

Participants in the Phygital Sustainability Expo® are brands, buyers, stakeholders, Italian and international SMEs, multinationals, fashion-tech start-ups, creatives, technologists, funds, media and consumers. Entrance for the public is free of charge.