



SUSTAINABLE

PRESS REVIEW EDITION 2021

ROMA

THE FIRST AND ONLY EVENT IN ITALY EXCLUSIVELY DEDICATED TO THE SUSTAINABLE TRANSITION OF FASHION AND DESIGN BRANDS

ROMA 11-12 LUGLIO 2022 MERCATI DI TRAIANO - MUSEO DEI FORI IMPERIALI



WWW. SUSTAINABLE FASHIONINNOVATION. ORG

III EDITION

DEDICATED ENTRANCE FOR THE EVENT: SALITA DEL GRILLO 32 - ROME 11 JULY 10.00 - 23.00 - 12 JULY 10.00 - 20.00









The Phygital Sustainability Expo® is an international stage from which companies announce their green disruption, whether it is process, or product, to an audience on target with sustainability, ecology and well-being; without ever forgetting the love for our production chain of made in Italy excellence.

THE FORMAT

The Phygital Sustainability Expo® is a completely new recorded format in the world of fashion which has become consumerist and repetitive.

New eyes through which we can look at fashion is what Valeria Mangani, President of the Sustainable Fashion Innovation Society, a nonprofit association in charge of the eco-sustainable transition of the fashion system, wanted to create.

It starts by stepping through the entrance of millennia-old vestiges and walking through the museum tour where brands are displayed according to their type of innovation and transition in reference to the SDGs- Sustainable Development Goals of the UN 2030 Agenda. An exhibition to educate the public, which is none other than a conscious consumer. And so here are the paths into recycling and luxury upcycle, surrounded by sartorial mannequins who wear only the technological innovations which represent the state of the art of sustainability: hemp butter sweaters, clothes made of rose, bamboo, nettle, and orange fibers, very soft vegan leather made of cactus, corn, or grapes; silver fibers that have antiseptic functions and thanks to nanotechnology also lose weight made of algae, mushrooms, and again, fermented proteins that replace fur.

A narrated catwalk where a voice-over describes the innovations of sustainable fabrics and technologies used in the outfit that is walking the runway and the carbon footprint of the same, which is the impact on the environment to produce that outfit in terms of Kg of Co2. A narrative with a sublime background music, which will make the attending audience perceive awareness.

Art inspires and suggests virtuosity of major ethics for the second most polluting industry on the planet: fashion. Innovative materials, which thanks to technology and research avoid the use of plastic raw materials, artificial dyes and heavy metals - substances that are harmful to both the environment and humans. In this way it also becomes possible to reduce the consumption of energy and resources, but also the emission of polluting gases and, in general, the impact on the environment.

Thanks to the annual occasion of the Phygital Sustainability Expo®, many small artisan brands that have made sustainability their banner can become known to the general public and gain international media visibility.

PROGRAMME 1°Day - July 11, 2022



From 10.00 am to 8.30 pm

SDGs MUSEUM EXHIBITION will take place on the millennial Via Biberatica, in a sensorial and digital path, phygital in fact, open to the public at no additional cost, among eco-sustainable and/or technological clothes worn by 80 eco sartorial mannequins and QR codes to be scanned, to discover the technological innovations of each outfit. This section will also include B2B private meetings between buyers and brands, purposely set up in the lower hemicycle (in the shade). The museum exhibition will have an important component of deep technology thanks to our partner *Hevolus Innovation*, which, through HoloLens glasses, will give us an educational experience on the effects of compulsive shopping, by simulating a landfill site growing in parallel to the Imperial Forums.

From 10.00 am to 8.00 pm

B2B SESSION Private B2B appointments between buyers invited by ICE and SFIS brands in the ancient workshops of the lower hemicycle, a shaded and fully equipped area.

From 10.00 am to 8 pm

GREEN CONFIDENTIAL® for institutions In the area of the Via Biberatica workshops in the Trajan's Markets, the conference session which annually sees major multinational companies, as well as SMEs, announcing their green disruption (or the beginning of such a journey); while institutional speakers, CEOs, Presidents and politicians tell how their respective realities are addressing the green disruption for the good of the country.

At 9 – 9.30 pm

NARRATED CATWALK® is the iconic SFIS copyright, which sees, at dusk, a sublime music surround the Trajan's Markets and an off-screen narrator's voice describing the technological and sustainable innovations of each garment that walks the millennial catwalk of the Imperial Forums. Each brand will show one garment, the one most representative of the collection's sustainable innovation, and it has to be an evening outfit, to disclaim, among other things, the assumption that sustainable fashion is not elegant.

A format with a highly cultural rate for sure, but at the same time also educational, since in purpose to make the public/consumer aware of the impact of fashion, the carbon footprint emitted for the production of that garment is announced.

The background music is Vide Cor Meum by the composer Patrick Cassidy, defined by Warner Music as one of the 10 most beautiful music arias ever.

At 9.30 - 11 pm Networking & music At **11 pm** End of the1st day.

An in-person event for audience and speakers. Live and recorded stream on Today.it





MONDAY 11 JULY 2022

Event in attendance for audience and speakers. Live and deferred streaming on Today.it



Moderator: Rosanna Cancellieri, RAI Journalist

10.00 am Signing of the Memorandum of Understanding between the Textile and Health Association and 13 Consumer Associations. Moderated by ATS General Manager **Marco Piu**: Adiconsum, Adoc, Asso-Consum, Assoutenti, Actice Citizenship, Codacons, Confconsumatori, Federconsumatori, Consumer League, Consumer Movement, Citizen Defense Movement, Udicon, Radio Services Users Association Television.

10.30 am Cutting the Ribbon with the Fashion Councilor of the Municipality of Rome -Alessandro Onorato and the Press. Tour of the exhibition to get to know the innovators of fashion.

11.00 am Press Conference with the institutions and the President of Sustainable Fashion Innovation Society Valeria Mangani- *Introduciton to the Sustainability EXPO of Fashion and Design.* On. Alessandro Onorato- *Fashion Councilor of the Municipality of Rome,* Alessandro Greco- *Director of the Linea Sistema Moda – ITA - Italian Trade Agency,* Antonio Franceschini- *National Responsible CNA Federmoda*

11.30 am Presentation of the new RAI Management for Sustainability – ESG by the Director Roberto Natale



FASHION AND BIODIVERSITY CLUSTER FASHION IS A STORY THAT STARTS IN AGRICULTURE AND ENDS IN COMMUNICATION



Moderator: Rosanna Cancellieri, RAI Journalist

12.00 pm Vincenzo Sanasi d'Arpe

President of the World Food Programme Italy, CEO of CONSAP. *« Sustainability for the world food program"*

12.10 pm Ermete Realacci

President of the Symbola Foundation. « An Italy that makes Italy even in Fashion»

12.30 pm Barbara Nappini

President of Slow Food Italy. *« Beauty, Ethics and Regeneration»*

12.40 pm Giacomo Cortesi

Managing Director Pelletteria Richemont, CEO Serapian. « Valorization of waste in the sustainable Supply Chain of luxury leather»

12.50 Matilde Mourinho

CEO Matilde Jewellery « Matilde Mourinho Brand Presentation »



FASHION AND ECOSYSTEM CLUSTER ECOLOGY TEACHES US THAT OUR HOMELAND IS THE EARTH Moderator: Ottavia Ortolani- ASviS

1.00 pm Giulio Lo lacono

Operative Coordinator of ASviS- Italian Alliance for the sustainable progress. *«The Challenges of the 2030 Agenda »*

1.10 pm Antonio Giordano

President of Sbarro Institute for Cancer Research and Molecular Medicine, Philadelphia (USA). Scientific Committee Sustainable Fashion Innovation Society. *« Genes, Environment and Health»*

1.40 pm Andrea Minutolo

Legambiente Scientific Responsible « Clean by Design » project with the Apparel Impact Institute (USA).

1.50 pm Nicola Tagliafierro

Head of Global Sustainability, Enel X. « Inventing Circular Fashion »





FASHION AND ETHICS CLUSTER SUITS AS SECOND SKIN Moderator: Ottavia Ortolani- ASviS

2.00 pm Alessandro di Majo

Board Member of RAI. « ESG as Mantra for an ethics at 180 degrees »

2.10 pm Federica Marchionni

President of Global Fashion Agenda, Copenhagen. « Last Findings of the Global Fashion Summit »

2.20 pm Antonio Franceschini

National Responsible CNA Federmoda. « The 4 Pillars of Sustainability »

2.30 pm Attila Kiss

CEO Florence Group « The Role of aggregation in Sustainability»

2.40 pm Livio De Santoli

Protector for the engeneering politics of the Sapienza University of Rome. « Energy for the man »

2.50 pm Carlo Covini

Project Manager Europe Lenzing AG. « Circularity and biodegradability in textile: TENCEL[™] -TENCEL[™] x REFIBRA[™] -TENCEL[™] limited edition x Orange Fiber »



FASHION AND OCEANS CLUSTER

RESSED FROM THE SEA

Moderator: Alessandro Cecchi Paone- Reasercher and scientific divulgator

3.00 pm Barbara Cimmino

YAMAMAY - Head of CSR & Innovation « Circularity and Open Innovation as a Framework »

3.10 pm Raffaella Giugni

Vice President of Mare Vivo. « Microfibres: An emergency for our sea »

3.20 pm S.E. Pietro Sebastiani

Former Amabassador of Italy in Spain, the Holy See and the United Nations. « The oceans, victims of and litmus papers of a sick economy and weakening of multilateralism»





3.30 pm Maria Cristina Finucci

President The Garbage Patch State. «How Contemporary art can help oceans, the planet and those who live there»

3.40 pm Alberto Luca Recchi

Explorer of the see and writer « The sea is not trendy»



FASHION AND INNOVATION CLUSTER WHERE SCIENCE MEETS FASHION

Moderator: Alessandro Cecchi Paone, reasercher and scientific divulgator

4.00 pm Tiziana Catarci

Director of DIAG-Department of Informatic Engeneering, Automatic and Management-University Sapienza. President of the Scientific Commettee of the Sustainable Fashion Innovation Society.

« Digital and Sustainable innovation is of fashion»

4.10 pm Chiara Ferraris

Radici Group- Communication Director and public relations. « RadiciGroup: Innovation is circular»

4.20 pm Susanna Galli

CSO Diadora. « To sustainability: transition of the business model Diadora»

4.30 pm Carlo Palmieri

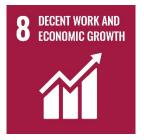
Vice President Pianoforte Holding « Fashion and Sustainable Design»

4.40 pm Antonio Squeo **CIO** Hevolus Innovation « Metaverse , AI, Web 3.0, NFT for the new humanism of fashion»

4.50 pm Riccardo Giovannini

EY-Sustainability Partner, Italy Leader.

« Evolution and sustainability in companies and reflexes in the textile sector and fashion »



FASHION AND MADE IN ITALY CLUSTER BOOST OR LOST IN TRANSITION?



Moderated by: Valeria Mangani - President of Sustainable Fashion Innovation Society

5.30 pm Alessandro Greco

Director of the Linea Sistema Moda – ITA - Italian Trade Agency « Proud to be Italian: Be IT »

5.40 pm Alessandra Cirafici

University of Studies Campania Luigi Vanvitelli. Preview presentation of the PhD of national interest in «Design for the Made in Italy »

5.50 pm Flavio Sciuccati

Senior Partner- The European House Ambrosetti «Venice Sustainable Fashion Forum - first edition of the Think Tank for Fashion and Sustainable Luxury »

6.00 pm Stephan Winkelmann

President & CEO of Automobili Lamborghini « Lamborghini Roadmap to Sustainability »

6.10 pm Francesca Romana Rinaldi

Director of the Monitor for Circular Fashion by SDA Bocconi. « The Opportunities of Circularity for the Sector of Fashion: Results of the Monitor for Circular Fashion »

6.20 pm Stefano Albini

President of Albini « Textile Innovability - The work of ALBINI_next »

6.30 pm Maria Teresa Betti

Corporate Sustainability Reporting Leader of Radici Group « At the Standards of Our Territories : this is how RadiciGroup sustains the Made in Italy »

6.40 pm Luca Bettale

Partner OC&C « Sustainable Fashion: Make it to Last »

7.00 pm Special Guest for the 3rd Phygital Sustainability Expo edition: Sergio Tamborini

President of SMI- Sistema Moda Italia « EPR: the new-born Retex.Green Consortium»





With the patronage of:





Moderated by: Valeria Mangani - President of Sustainable Fashion Innovation Society

7.30 pm On. Alessandro Onorato

Councilor for Fashion, Tourism, Major Events and Sports of Rome (Capital city) Closure of GREEN CONFIDENTIAL FOR INSTITUTIONS

7.45 pm Senator Gilberto Pichetto Fratin

Vice-minister of Economic Development with Delegation to Fashion and Made in Italy. « Towards an increasingly sustainable Made in Italy »

8.00 pm On. Fabio Rampelli

Vice-president of the (Italian Chamber of Deputies « Presentation of the Parliamentary Motion for Sustainable Fashion approved by the Chamber »

8.15 pm On. Valentina Corrado

Concillor for Tourism of Lazio Region. « Sustainable Tourism, Events and New Experience: the New Frontiers of Tourism in the Lazio region »

8.30 pm On. Massimiliano Maselli

Councillor of Lazio Region «Presentation of the first Regional Law for the promotion of the Fashion Sector»

9.00 pm - NARRATED CATWALK AT THE IMPERIAL FORUMS 9.30 pm - END OF CATWALK

From 9.30 to 11.00 pm - Networking & Music

11.00 pm End of the 1st day

In-person event for public and speakers. Live streaming (that will be also released after) on Today.it





Foundation.

Phygital Sustainability Expo® participants are brands, buyers, stakeholders, Italian and international SMEs, multinationals, fashion-tech start-ups, creatives, technologists, media and consumers.

PROGRAMME 2° Day - July 12, 2022

At 10:00 am Start of the event

Moderated by Marco Merola- Journalist, author at Adaptation.it 10.00 - 10.15 am THE GREEN ARTISAN: by CNA Federmoda- Sustainability Advisor Caterina Mazzei.

Moderated by Marco Merola- Journalist, author at Adaptation.it 10.15 - 10.45 am THE CAPITAL CHALLENGE: DIGITAL, SMART AND INCLUSIVE: Remo Tagliacozzo CEO Acquario Romano- How to make P.A. a Benefit Society, Giordano Fatali-President "CEO for Life," Maurizio Pimpinella- President APSP and Italian Digital Hub

Moderated by Marco Merola- Journalist, author at Adaptation.it

10.45 - 11.00 am SUSTAINABILITY AND SMART CITIES: NEW ENERGY FOR ROME: Raffaele Chiulli President SAFE- Resources with Energy.

Moderated by Valeria Mangani- President Sustainable Fashion Innovation Society (Panel in English) 11.00 am - 12.15 pm GREEN CONFIDENTIAL FOR INNOVATORS: DESSERTO- CEO Adrian Lopez Velarde (Mexico), SQIM - CEO Stefano Babbini, SPIBER Founder- Ulysses Aoki (Japan), ECOOLSKA (Portugal), Felipe Fiallo, OHOSKIN- Co-Founder Valentina Merighi.

Moderated by Marco Merola- Journalist, author at Adaptation.it

12.15 - 12.55 pm Italian Circular Economy Stakeholder Platform-ICESP by ENEA: Grazia Barberio- ICESP Technical Coordination, Roberta De Carolis (ENEA), Eleonora Rizzuto (LVMH, AISEC) co-coordinator of the Gdl4 ICESP subgroup "Textiles Clothing and Fashion," Alessandra De Santis (CDCA and Circular Economy) "GOOD PRACTICES AND INTEGRATED **APPROACHES.**"

Moderated by Janina Landau- CNBC Journalist

12.55 - 1.15 pm PRESENTATION OF THE BOOK "L'IMPRESA RESPONSABLE" by Prof. Francesca Romana Rinaldi, Director of the Monitor for Circular Fashion by SDA Bocconi and Avv. Claudia di Bernardino legal Advisor of the Monitor and UNECE Advisor.

Moderated by Janina Landau- Journalist CNBC

1.15 - 1.45 pm SUSTAINABILITY AND DECARBONIZATION: Tools to support companies by Andrea Tassone- Key Account Manager & Consultant Sustainability ENEL X.

The format was elected by Harper's Bazaar as the first event of international relevance to its target sector, "where fashion meets technology, science and innovation."



SUSTAINABILITY AWARD

Moderated by Janina Landau- CNBC Journalist



1.45 - 2.45 pm PHYGITAL SUSTAINABILITY EXPO AWARD FOR STARTUPS The stage will host innovators who participated in the Call for Startups that was launched by the Sustainable Fashion Innovation Society's partner platform INNOVATION VILLAGE The 6 best Startups in fashion-tech that have been pre-selected, will be able to present themselves to an audience of investors in attending and in streaming. One of the best 6 startups, will be admitted to the finals that will be held in October at the City of Science in Naples. Innovation Village Director Annamaria Capodanno is in attending.

Moderated by Mauro Radici- CXO Sustainable Fashion Innovation Society 2.45 - 3.00 pm ANIMAL CRUELTY FREE FASHION: by LAV- Anti Vivisection League, Fashion Manager Simone Pavesi.

Moderated by Mauro Radici- CXO Sustainable Fashion Innovation Society 3.00 - 3.30 pm THE CERTIFICATION JUNGLE - by Associazione Tessile e Salute, Director Marco Piu.

3.30- 4.00 pm SUSTAINABLE E-COMMERCE PLATFORM: by the founders of RENOON Iris Skrami and Piero Puttini.

Moderated by Mauro Radici- CXO Sustainable Fashion Innovation Society 4.00 - 6.00 pm SUSTAINABLE FASHION INNOVATION SOCIETY'S BRANDS ON STAGE: Conference session featuring brands from the SFIS community annually reporting on their supply chain and product green disruption for a more planet-friendly and worker friendly fashion. Speakers: Opera Campi, Made in Carcere, Leonardo Giuliani, Fibre International, Be Green Tannery, Gala Gloves, Wiman, Sorry I'm Different, Bottega Bernard, Gorilla

6.00 - 7.00 pm AWARDING OF THE "BEST INSTAGRAM SDG STORY OF THE **PHYGITAL SUSTAINABILITY EXPO" CONTEST by CARPISA.**

At **8.00 pm** End of the 2° day and closing of the event.

Socks, Sottosopra Bags, Staiy by Ludovico Durante.

An in-person event for audience and speakers. Live and recorded stream on Today.it

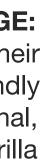
















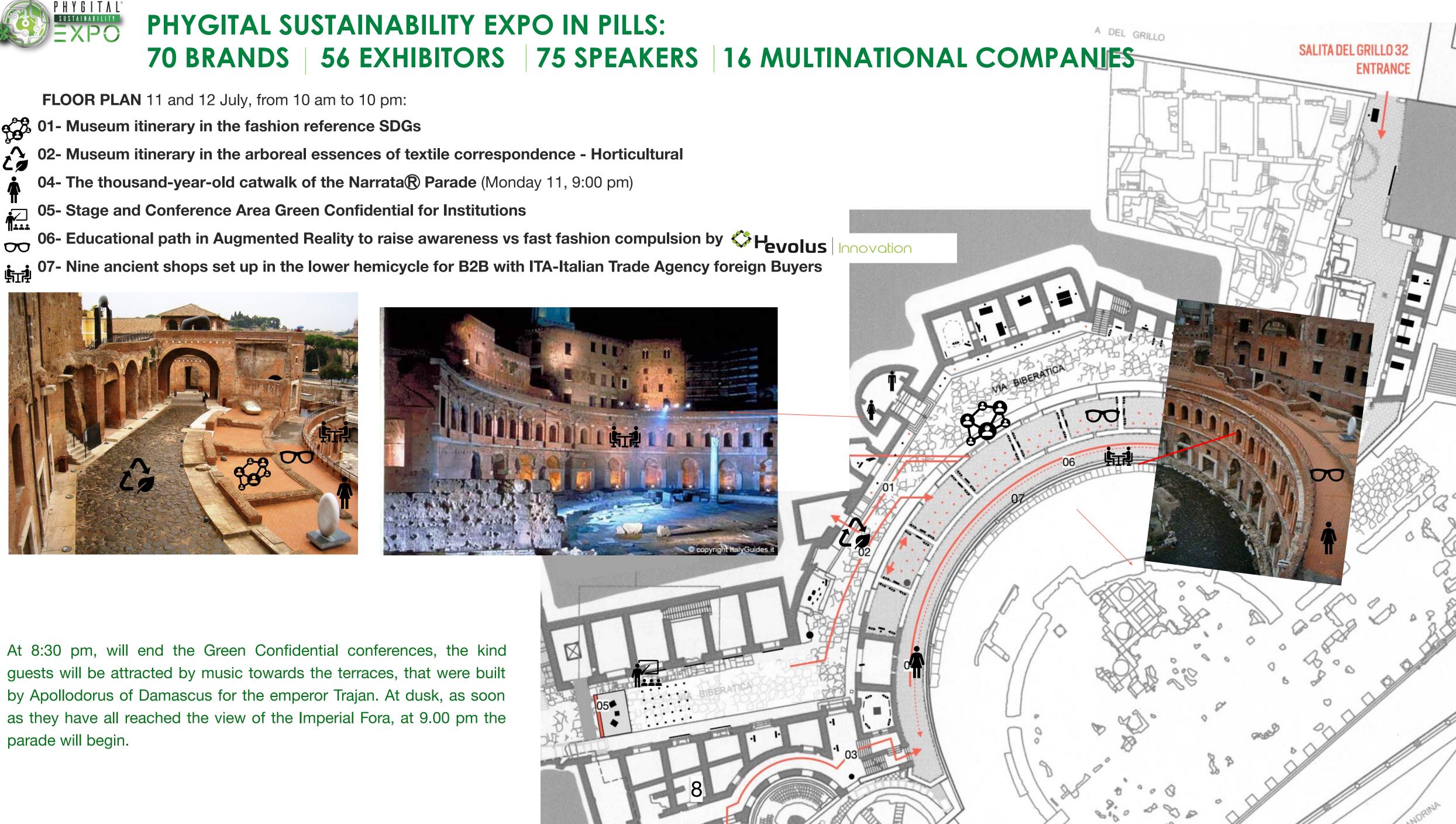


PHYGITAL SUSTAINABILITY EXPO IN PILLS:

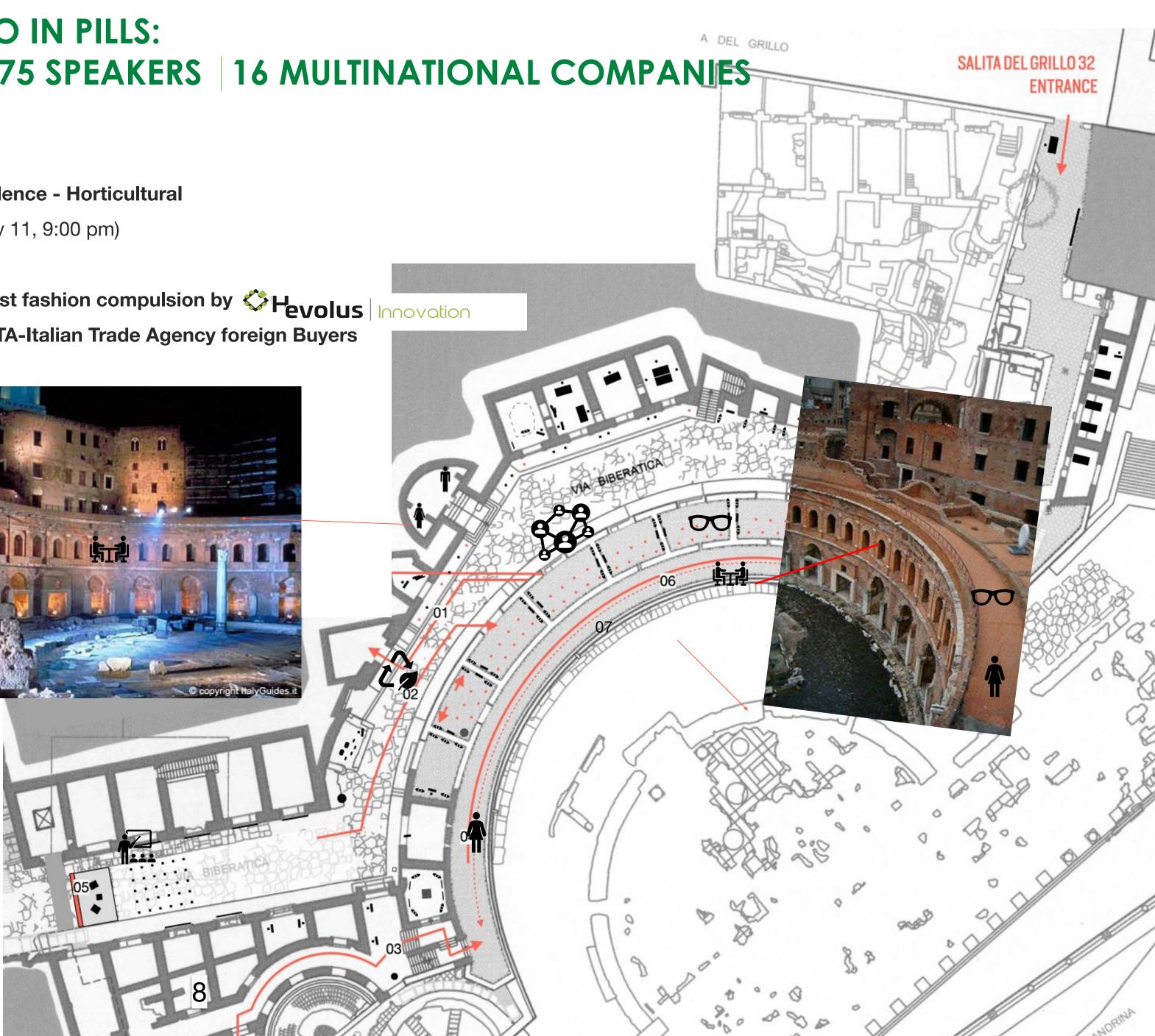
FLOOR PLAN 11 and 12 July, from 10 am to 10 pm:

- **01-** Museum itinerary in the fashion reference SDGs
- 2 02- Museum itinerary in the arboreal essences of textile correspondence Horticultural
 - **04- The thousand-year-old catwalk of the Narrata® Parade** (Monday 11, 9:00 pm)
 - 05- Stage and Conference Area Green Confidential for Institutions
- 00





At 8:30 pm, will end the Green Confidential conferences, the kind guests will be attracted by music towards the terraces, that were built by Apollodorus of Damascus for the emperor Trajan. At dusk, as soon as they have all reached the view of the Imperial Fora, at 9.00 pm the parade will begin.



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		Leonardo Giuliani		Yarden Mitrani.	
	FASHION TECH	Design. Felipe Fiallo.	TEXTILES SAVE	Genny Spadea.	ETHICA
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SDG EXPOSITION ITINERARY

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15 LIFE ON LAND

VEGAN

LEATHERS

SDG EXPOSITION ITINERARY

SUSTAINABLE DEVELOPMENT

GCALS

SUSTAINABLE FASHION

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2022













WORLD

PREMIERE

INERARY

FOLLOW USI

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CIRCULAR FASHION & LUXURY UPCYCLE

ETHICAL FASHION

Made in Carcere.

Officine di Talenti

Preziosi.

Diadora Sottosopra Bags Zoom Bags Ripalta Daniello Emuleos (USA) She Side V73 Fibre International

17 PARTNERSHIPS FOR THE GOALS

READ THE PROCRAM

SFIS PLATFORM **FOSTERED NEW** COLLABORATIONS

ANUFACTURES THAT MATCH ON SFIS' MARKETPLACI

The newborn collaboration between a brand and an innovative manufacturer that matched on SFIS's marketplace. RIPALTA DANIELLO'S new bags collection made with OHOSKIN startup.

VEGAN LEATHERS

Anema Bags

Ohoskin.

SQIM.

Wiman.

Verabuccia.

Desserto (MX)

Sorry I'm Different.

Bianca d'Ottobre.

EMULEOS'raincoat collection made with **DESSERTO** cactus skin.





