



**NEW CHALLENGES FOR THE
FASHION INDUSTRY:
SUSTAINABILITY, CIRCULAR
ECONOMY, AND CORPORATE
RESPONSIBILITY**

Training course

UnitelmaSapienza.it



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1.Objectives

Globally, every year the fashion industry produces millions of tons of clothing, footwear and accessories that are used, often very few times, and thrown away. The spread of the so-called fast fashion, which offers trendy garments with accelerated cycles and affordable prices, has doubled the production and, therefore, the distribution of clothing, taking it from 50 billion pieces made in 2000 to over 100 billion in 2015.

The fashion industry described in the Ellen MacArthur Foundation's 2017 report, entitled *A New Textiles Economy: Redesigning Fashion's Future*, represents a business of \$ 1.3 trillion with an annual consumption of 98 million tons of non-renewable resources, including (i) petrolchemical derivatives to produce synthetic fibers, (ii) fertilizers for cotton cultivation and (iii) chemicals to produce, dye and finish fibers and fabrics, also exploiting 93 billion cubic meters of water and releasing 500 thousand tons of microplastic fibers into the oceans. The sector produces about 1.2 billion tons of CO₂ annually, which is more than the total of international flights and maritime transport combined. The waste incinerated or landfilled every second, the equivalent to a truck loaded with clothes. To date, the sector's waste collection produces about 150 thousand tons per year only in Italy: 20% more than in the 2014 levels.

Another crucial issue is that of the conditions of workers in this sector, especially in emerging countries where work has been outsourced. For this reason, public opinion has strengthened its position towards the transparency of production processes. In 2016, KnowTheChain, an initiative led by Humanity United, Business & Human Rights Resource Center, Sustainalytics and Verité, analyzed and compared 20 clothing and footwear companies considering the measures taken to combat forced labor, also known as a type of modern slavery. The Global Slavery Index encourages fashion companies to use their purchasing power to transform working conditions and implement measures in protecting workers' rights. Since 2009, the Ethical Fashion Initiative of the United Nations International Trade Center has been working with artisan cooperatives from various African countries, Afghanistan and Haiti, putting them in contact with important global fashion brands and offering a market for their products with decent working conditions.

From this perspective, the fashion industry, with its great impact, is observed carefully. In the European Parliament Resolution of 10 February 2021, which approves the New Action Plan for the Circular Economy, a specific part is dedicated to the importance of a new EU global strategy on the textile value chain, in order to promote sustainability, circularity, traceability and transparency of the textile and clothing sector. In view of the fast fashion dimension, the Commission is requested to work on a coherent set of rigorous policy tools and regulations, and to support new business models to address the full range of environmental and social impacts across the value chain, and improve the design of the sector through a combination of ecodesign requirements, producer responsibility regimes and labeling systems. Parliament also gives priority to the prevention and sustainable handling of waste, reusability and reparability, as well as avoiding the use of dangerous and harmful chemicals, in line with the "3 R principle" (reduction, reuse and recycling).

These principles have been taken up in the European Strategy for Sustainable Textiles, a document published in April 2022, which has several objectives including "By 2030, the textile products placed on the EU market will be long-lived and recyclable, largely made with fibers recycled, free of hazardous substances and produced in compliance with social rights and the environment. Consumers will benefit longer from high quality at affordable prices, fast fashion is out of style and reuse and repair cost-effective for all. In a competitive, resilient and innovative textile sector, producers take responsibility for their products along the value chain, even when they become waste (extended producers' responsibility). The



circular textile ecosystem will flourish, driven by sufficient capacity for innovative fiber-to-fiber recycling, while the incineration and landfilling of fabrics are minimized".

In light of this scenario, the course aims to provide the necessary tools to understand the changes taking place, providing an integrated view of the challenges and opportunities that are emerging in the fashion sector and that will characterize future trends.

2.Target audience and requirements

The training course is primarily addressed to students and professionals who already work in the fashion world or who are interested in learning more about the sustainability and circularity issues addressed by the course.

3.Teaching

The teaching methodology used to carry out the course is in e-learning mode, pursuant to the D.M. March 17, 2003, according to the "digital lesson" model adopted by the Unitelma Sapienza University, through the University's e-learning platform with audio-video lessons supplemented by indexed documents, used by the teacher, audio-streaming / downloading MP3. The student, using the access credentials to the telematic platform, will have all the teaching tools developed by the course teachers (video lessons and teaching material) available and will be able to follow the lessons on their computer, tablet and smartphone whenever and wherever they want, 24/7.

Enrolment in the course does not grant the recognition of university training credits (CFU) but a certificate of participation will be delivered to all participants.

4.Assistance and tutorship

The University continuously provides assistance and support for the learning process of students through the presence of an experienced and qualified tutor.

The tutor, in addition to providing assistance to the students, proactively manages the relationship with the virtual class, preparing every didactic and information tool deemed useful to support students.

5.Duration and organization of the course

The course has a total duration of 14 hours of online lessons plus a graduation ceremony which can be attended both in streaming or in-person.

6.Management and teachers

The management of the course is entrusted to prof. Piergiuseppe Morone.

7.Fee and enrolment procedure

The registration fee for the course is € 500.

8.Schedule

The course is divided into the following modules:

Module I

Introduction

Teachers: Piergiuseppe Morone – Full Professor of Economic Policy at UnitelmaSapienza



Massimiliano Mazzanti – Full Professor of Economic Policy at Ferrara University

Module II

The new European strategy for textiles and the European regulatory framework

Teacher: Paola Migliorini – Deputy Head of Unit Sustainable Production, Products and Consumption of the DG Environment of the European Commission

Module III

Industrial, communicative and symbolic choices of the big fashion brands in relation to sustainability

Teachers: Silvia Gambi – fashion sustainability consultant, founder of the blog SoloModaSostenibile
Gulsah Yilan – research fellow, University of Rome UnitelmaSapienza

Module IV

Fashion and social reintegration: challenges, achievements and difficulties of a new economic model

Teachers: Caterina Micolano – president of the Alice social cooperative and founder of the Ethically made in Italy district
Enrica Imbert – Researcher of Applied Economics, University of Rome UnitelmaSapienza

Module V

Cartiera between corporate social responsibility and social and environmental sustainability (case-study)

Teacher: Andrea Marchesini Reggiani – founder of Cartiera Moda sostenibile

Module VI

The Fair Trade movement and the principles of fair work in fashion

Teacher: Mikkel Kofod Nørgård – Regional Coordinator World Fair Trade Organization - Europe (WFTO-Europe)

Module VII

The pressure of critical consumer campaigns and fast fashion multi-nationals

Teachers: Silvia Gambi – fashion sustainability consultant, founder of the blog SoloModaSostenibile
Annarita Colasante – Researcher of Applied Economics, University of Rome UnitelmaSapienza

The graduation ceremonies will be held in April and October 2023. The location of graduation ceremonies will be communicated in the course of the year.

10. Partnerships and patronage

This training course is offered by UnitelmaSapienza in partnership with the University of Ferrara and the Abantu Social Cooperative (responsible for Cartiera projects).



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INFORMATION

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