



## **Manifesto Sustainable Fashion Innovation Society - SFIS** *for the eco sustainable transition of Italian SMEs and micro SMEs.*

SUSTAINABLE FASHION INNOVATION SOCIETY is an apolitical non-profit association, founded in Rome and registered at *Agenzia delle Entrate*, Territorial Office of Rome 2, with role number 22402.

We strive to find solutions to the issues of politics, justice, information, ethics and bioethics, such as equal opportunities and equal rights.

SFIS was born from the need to enhance:

- Fashion and Made in Italy
- Sustainability of the production process
- Innovation in the supply chain
- Increase circular economy
- Respect the planet
- Protecting seas
- Raise consumer awareness and consciousness

### **OUR COMMITMENT**

The Sustainable Fashion Innovation Society is strongly active in the dissemination of the culture of sustainability in every sector and declination, whether ethical, civil, industrial, energy, agricultural or food related

**SFIS is a careful observer of the unparalleled and globally recognized "Made in Italy" craftsmanship, and is currently confronted with unprecedentedly complex and rapidly changing situations.**



Historically, the main disruption factors in these highly creative and tradition-rich contexts have been generational change and globalization. These disruptive factors are currently being replaced by:



### **TECH FACTORS**

Factors such as artificial intelligence, biotechnology, block chain, industrial digitization, CRISPR, luxury up-cycling. These are just a few of the factors that are already operating and that will become inevitable in the near future.



### **CONSUMER CONSCIOUSNESS**

Today's consumers expect a genuine commitment from brands on ethical-environmental values, not only as a brand narrative, but also as an integral part of the brand's DNA. This is why SFIS monitors the ethical-environmental factor, which is mandatory to keep consumers "digital-first" on the digital land-grab frontier.



### **INTERNATIONAL RELATIONS & POLITICS**

Changes in geopolitics caused higher tariffs, on-shoring, automated and delocalized micro-factories, and the general reorganization of trade.

***The Made in Italy manufacturers and brands that will NOT renew themselves will be disrupted in the short term by one of the aforementioned paradigm shifts.***



## OUR MISSION

SFIS was created to connect the players of fashion sustainability in a large global network, a think-tank involving several countries with the same goal: a growth towards sustainable policies.

The mission of SFIS is to support SMEs, Italian micro SMEs, artisans and startups in the fashion and design industry in the transformation of their supply chain to become "green", introducing one or more elements for sustainable innovation in this segment but also to support brands that intend to convert their supply chain to sustainability, both in terms of process & product, adopting more responsible production formulas and complying with the SDGs, the Sustainable Development Goals of the United Nations Agenda 2030. In this regards, the fashion industry has also been urged to take responsibility.

## TOGETHER WE CAN

-  - **Encourage the use of innovative materials:** by investing in technology and research it is possible to activate the virtuosity of circular economy and avoid the use of raw materials that contain PVC, azo dyes, formaldehyde and heavy metals, substances that are harmful both to the environment and to humans..
-  - **Reduce the environmental impact of the fashion industry:** fashion is the second most polluting industry in the world after the oil industry (World Economic Forum data).
-  - **Reduce global energy consumption:** fashion consumes more energy than air and sea transport combined (UN data).
-  - **Reduce polluting gas emissions:** every year fashion is responsible for 10% of global greenhouse gas emissions (CO<sub>2</sub>).
-  - **Reduce water consumption:** fashion contributes to the dissipation of 20% of the total water resources used in the various working phases (dyeing, printing, finishing and of course also to maintain cotton plantations). In fact, fashion is a story that starts with agriculture and ends with communication



## THE THREE OBJECTIVES OF SUSTAINABLE FASHION INNOVATION SOCIETY



### OBJECTIVE 1

### PRODUCT = WASTE REDUCTION



#### **Sustainable Packaging**

Promoting companies that develop new materials and packaging designs that are able to reduce waste.



#### **Re-use and sales**

Helping companies that enable the reuse of consumer goods and packaging through new business models and digital solutions



#### **Waste management**

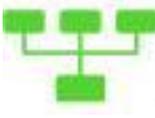
Those companies that aim to reduce waste and emissions through a new approach to recycling and inventory management



## OBJECTIVE 2

## PROCESS = EMISSIONS REDUCTION

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### **Optimization of Resources**

Companies developing solutions that aim to minimize energy and water consumption.



### **Alternatives to Animals**

Companies using more sustainable ingredients/materials and manufacturing processes for food and cosmetic products.

## OBJECTIVE 3 HUMAN FACTOR= INCREASING CONSCIOUSNESS

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### **Customer Consciousness**

Companies developing incentives to encourage more sustainable and ethical behaviors from their customers.



### **Transparency and Traceability**

Companies that develop solutions to make the supply chain more transparent. Also involving and/or enabling their retailers and brands to communicate more effectively both internally and with consumers.

## **SUSTAINABLE FASHION IS A VIABLE CHOICE**

Traces of plastic have been found in human placentas too.

What are we waiting for to implement the *Green revolution*?

Only the MADE IN ITALY can perform it masterfully and be a model in the world, preserving the style of its design that distinguishes us unquestionably.

"Dress plastic and eat plastic" is the slogan of a truth that concerns all the inhabitants of our planet.



## VISION

Making consumers aware of the need to buy better, bringing the fashion industry back towards a slow-fashion of beauty and good workmanship (as predicted by one of the greats of Italian fashion, Giorgio Armani), means abandoning the compulsive attitude of having overflowing closets.

The Covid-19 has changed our habits and customs, but it was just one alarm bell among many others about wrong and unsustainable consumer behaviors.

Fashion will be the sector that will have to renew itself the most and it will have to do so respecting the paradigms of business ethics, manufacturing ecology and sustainability towards the Planet, as required by the Sustainable Development Goals of the UN 2030 Agenda.

For these reasons Sustainable Fashion Innovation Society was born.

Since we believe that all revolutions start from the bottom, we think it is necessary to make the consumer aware, providing him/her with the information tools on the high incidence of the fashion and design sector on the pollution of our planet.

Hence the need to create Phygital Sustainability EXPO, dedicated to sustainability in all its forms.

With more sustainable choices, everyone can make a difference, even in the purchase of a simple t-shirt, as long as you know that between a simple T-shirt and a sustainable T-shirt, you should always choose the second one.

Each one of us, if informed and sensitized, can make the right choice.

## FORMAT

SFIS is a 364-day-a-year digital hub that once a year materializes into a spectacular physical event, the Phygital Sustainability Expo®. The PSE is a traveling Sustainability Expo for fashion and design, which will annually occur in a different museum location, mirroring that territory and Region in which the museum resides. Participants are insiders, stakeholders, Italian SMEs, Start-ups, consumers and media.



## ROADMAP

**September 14, 2020:** Spin-off in Rome

**July 5, 2021:** Archaeological Complex in Rome

**June 2022:** Real Site of San Leucio (Royal Palace of Caserta)

**June 2023:** Request from Veneto Region

**June 2024:** Under agreement

