

**Batumi Initiative on Green Economy (BIG-E)**  
**Actions by Cittadellarte-Pistoletto Foundation**

**Organization:** Cittadellarte-Pistoletto Foundation

**Title:**

**Promote sustainable fashion**

*Focus area:* 4,5: Shift consumer behaviours towards sustainable consumption patterns;  
Develop clean physical capital for sustainable production patterns.

**Description of the action:** Cittadellarte is engaging with the Italian National Chamber of Fashion (whose members are major fashion brands) through a structured path of commitments to sustainable practices in the supply chain of the fashion industry, on the basis of two key principles “transparency” and “traceability”. Cittadellarte operates with the scientific and technical advice of the independent public entity “Textile and Health”, whose work follows relevant international regulations. So far, up to 450 substances used in the textile sectors have been analysed and assessed, along with their use in the production process, to establish thresholds for their impacts on users, workers and the environment

**Action’s timeframe/milestones, as appropriate:** 2017: presentation of 3 case studies from major fashion brands, whose value chain will be made entirely accessible via smartphone app; the relevant info on compliancy of all actors of the value chain, will be made available in both narrative and scientific format, regardless of the country they are based in, and according to the standards of the “textile and health” certification  
2018: Extension of case studies to additional products and brands  
2019: Launch of a label, to be proposed as a compulsory practice, for all fashion items and garments

**Type of action:** Information, education-based, capacity-building and voluntary instruments.

**Economic sectors:** Manufacturing (Fashion industry).

**Reference instruments and sources, as appropriate:** The Initiative of the Italian National Chamber of Fashion in cooperation with the Italian Ministry of Economic Development and the Public Entity “Textile and Health”; the Initiative was launched in April 2016 (<http://www.cameramoda.it/it/sostenibilita>).

**Expected co-benefits and impact of the outcome:** Fashion is not only one of the top 3 most polluting industries world wide, but most significantly it is a value driven and value driving sector. Via fashion lifestyles and consumption trends are set, shared, and promoted. Fashion can be an extremely powerful ally of sustainable development strategies. So, Cittadellarte's effort to involve major brands is proving to be highly strategic.

**SDGs target(s) that the action may contribute to implement:** SDG 8, 9, 12 and 17.

**Implementation of Environmental Performance Review (EPR) Recommendations, as appropriate:---**

**Objectively verifiable indicators, as appropriate:** Main indicators will be the number (and weight) of associated brands; the scope of dissemination of the case studies initiative and

campaign; the level of government partnership with the initiative; eventually, the final overall indicator/criterion will be the release and adoption of the smart label from brands whose items are directly delivered to the final consumer.

***Partners:*** Cittadellarte, Italian National Chamber of Fashion (leading fashion brands), the Association “Textile and Health”, the Ministry of Economic Development, United Nations organisations.

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