

**Country (Insert country of origin of your company / organization or its headquarters' location)**

Italy

**Submitting Organization/Company**

C.L.A.S.S. (Creativity Lifestyle And Sustainable Synergy)

**If Organization or Company, please indicate the approximate number of employees**

< 10

**Please indicate the number of employees**

5

**Title of the action**

THE SMART ACADEMY

**Upload your logo or an image**



**Relevant Website**

<https://www.classecohub.org/>

**Main Partners**

Silvia Gambi, WHITE, WSM, IBP, Renoon

**Other Partners**

SBP, ROICA™ by Asahi Kasei, Sensil® BioCare by Nilit, Sense Immaterial Reality, WeArt, Tessitura Serica Taborelli srl, SUPREME GREEN COTTON® by Varvaressos, Nastrificio di Cassano, BACX™ by Centro Seta, Lanificio Zignone, Naia™ from Eastman, Bemberg™ by Asahi Kasei, Imbotex, ECOSENSOR™ by Asahi Kasei, mending for Good, Maeba International

**Type of initiative**

Private

**Description of action**

As fashion and textile companies, as well as students and enthusiasts, start to understand their

worrying impact on both people and planet, the action of sustainability experts able to pass them the tools to create a conscious path is crucial. For this reason, the international eco hub C.L.A.S.S. has taken the strategic choice to enrich its SMART ACADEMY offer with three trainings aimed at upskilling in terms of sustainable development, sourcing and accounting with a strong focus on traceability and transparency.

THE SMART ACADEMY is the rich program of events, talks, classes and services to educate, raise awareness and inspire professionals, manufacturers, students and all those who strongly believe in sustainable values. Because there is no sustainability without knowledge. The Smart Academy offer includes also masterclasses to cover the most interesting and hot topics around responsible innovation, especially traceability and transparency, collaborations with international schools, the C.L.A.S.S Icon award and the Smart Voices series of virtual talks that bring together innovators, designers and brands, all sharing their cutting edge vision for a smarter future.

### Type of action

Traceability & Transparency

### Please select the specific area/s of the action

Awareness and Education

Collaborative Initiatives

### Scope of the action, including a description of the value chain processes that are covered

Objective (max 200 words): Raise awareness in professionals, manufacturers and all those who strongly believe in responsible values towards environmental sustainability in the fashion and textile industry.

Commitments (max 200 words): To offer both open source and by request contents aimed at nurturing sustainability knowledge.

Value Chain Scope: Spread a conscious change within the fashion and textile supply chains.

### Timeframe and/or milestones for the action

2020

C.L.A.S.S. launched Smart Voices on the occasion of FRW 2020 and the C.L.A.S.S. Icon award. SMART VOICES is the open virtual programme of talks sharing ideas, knowledge, stories and innovations able to 'shake up' the fashion system with a responsible attitude. See all the previous sessions at <https://www.classecohub.org/smart-voices> C.L.A.S.S. Icon is the international award for visionary creatives in the fashion world who are able to convey the values of sustainability not only to fashion professionals, but also to the wider public: consumers. More info <https://www.classecohub.org/c-l-a-s-s-icon> •...15 C.L.A.S.S. Smart Voices

- ...13 educational events

- ...7 masterclasses for "prestigious international" schools/master

2021

- ...9 C.L.A.S.S. Smart Voices

- ...10 educational events

- ...12 masterclasses for "prestigious international" schools/masters

- ...C.L.A.S.S. Icon 2021 edition

2022

This year we will launch C.L.A.S.S. trainings, aimed at upskilling in terms of sustainable development,

sourcing and accounting. The offer will address 3 different topics:

### 1. Introduction to a new generation of fashion

Since 2007 C.L.A.S.S. has been advocating for a new generation of fashion where the fusion of design, innovation, communication and responsibility shapes an informed and competitive business, able to play both at an economic and social level. At the base of our philosophy is a formula: Virtuous Fashion, the one with the capital F, is the product of a perfect integration of design (D), innovation (I), sustainability (S) and communication (C). In brief:  $F = D \times I \times S \times C$ .

### 2. Introduction to Smart Ingredients

What is a responsible material? How to source responsibly? Which are the latest smart ingredients that can enrich with new generation fashion collections?

During the session you will be guided through a journey into materials available in the market, where you will have the chance to have an "informed background " of each one material journey. Conscious Choices can be made ONLY IF you have all the true full information in your hands. That's what this training can do for you...to inform you for you to make the best choice for your objectives.

### 3. Introduction to Sustainability Report

The preparation of the company's sustainability report is a fundamental moment to define objectives, identify improvement actions, and measure its environmental and social impact. It is a job that involves the entire company team, which can transform the report into an opportunity for growth.

The package offered by C.L.A.S.S., in collaboration with Silvia Gambi, sustainable fashion journalist and podcaster of Solo Moda Sostenibile, combines training with personalized consulting with a coaching action to guide the company team in the preparation of its sustainability report, offering the necessary support to create a document that tells about the company, its values, its commitment and also its objectives.

Stay tuned on our website because the applications are going to be open very soon!

## Reference instruments and sources used

All contents included in the Smart Academy activities include fact-checked references and come from leading and trustworthy entities primarily within the textile and fashion sector. Examples of references include: State of the Industry report by Material Innovation Initiative, Material Change Insights report by Textile Exchange, The State of Fashion by McKinsey & Company, reports by WGSN.

## Expected benefits and impact for the stakeholders involved

Enhanced traceability of the social/environmental/ethical attributes of product(s)/materials along the value chain; for example, for origin, quality, sustainability performance, and compliance with health and safety requirements for consumers and workers

A measurable impact on sustainability in value chains over time, eventually verified through life-cycle assessments and/or sustainability certifications

Enhanced environmental and socially responsible consumption and production, and circularity of the value chain, that may be relevant to and inspire other countries and industry actors/partners

## Stakeholders involved

Business and industry associations

Consumers and consumer associations

## Key performance indicators for the action

• Until now SMART VOICES included more than 2000 views, including both live participants and Youtube

views.

- For now we appointed 2 C.L.A.S.S. Icons and the 3rd call is open till May 1st, 2022.
- We met more than 500 students during masterclasses in universities. Our presentations in international events have been followed by more than 1500 people.
- The 2022 objective is to address a total audience of more than 2500 people, raising awareness on traceability and transparency. We are also committed to promote and share The Sustainability Pledge towards all the SMEs that we will meet.

**How has this UNECE-UN/CEFACT Call to Action contributed to strategic engagement and/or public awareness in support of your commitment?**

This UNECE-UN/CEFACT Call to Action has been shared during the third session of the Smart Voice program "A transparent view on the fashion supply chain", later on in the year, we will also dedicate a specific Smart Voice to traceability again involving UNECE.

**Link to relevant goal(s) and specific target(s) of the United Nations**

