

**Submitting Country, Organization, Company**

Cittadellarte Fondazione Pistoletto

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

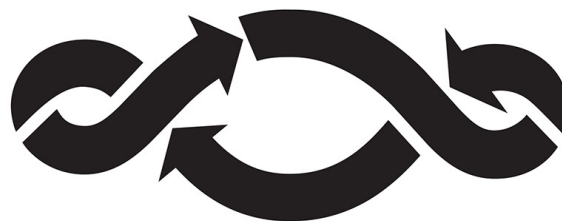
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**Title of the action**

Fashion B.E.S.T.

**Upload an image**

**cittadellarte fashion B.E.S.T.**



**Better Ethical Sustainable Think-Tank**

**Relevant Website**

<http://www.cittadellarte.it/en/fashionbest>

**Partners**

Tiziano Guardini, Silvia Giovanardi, Matteo Wrad, Flavia Larocca, Yekaterina Yankova, Bav Tailor, Teeshare, ACBC - The Zip Shoe, Blue of a Kind; White Milano, Milano Unica, Camera Nazionale della Moda, Fashion Revolution, Croce Rossa Italiana, Textile Industry platforms, various Brands

**Type of initiative**

Foundation / association initiative

**Description of action**

Fashion Best (Better Ethical Sustainable Think-Tank) is a platform for tens of sustainable manufacturers involved in the production of threads, textiles, and accessories, as well as for the B.E.S.T. collective of fashion designers.

It aims to foster a convergence of different forces and players in the world of sustainable fashion, connecting creatives with the world of industrial production.

**Type of action**

Traceability

Transparency

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

Research and Development of Innovative Solutions

Awareness and Education

Collaborative initiatives

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

### Objective

Connecting actors from all stages of the fashion value chain (from thread to fabric to design to recycling), in order to promote cooperation and develop innovative and integrated sustainable solutions.

### Commitments

We are committed to selecting our partners according to their best practices in terms of sustainability, while also providing guidance and support, and involving them in the UNECE methodology analysis.

### Value chain scope

Entirety of the value chain

## Timeframe and/or milestones for the action

2009: Project Launch

2012: Michelangelo Pistoletto opens the Italian Fashion Week: "The Third Paradise" for the Italian Sustainable Fashion Manifesto

2014: "Forests for Fashion - Fashion for Forests", Palais de Nations, Geneva

2016: The Third Paradise chosen as a symbol for Camera Nazionale Della Moda's guidelines on chemicals.

2017&2019: Green Carpet Franca Sozzani Award for best emerging designer won by B.E.S.T. collective members Tiziano Guardini and Flavia LaRocca (respectively).

2015-present: various formation projects involving both local and international fashion design schools

## Reference instruments and sources used

UN SDGs

ECE\_TRADE\_C\_CEFACCT\_2021 Recommendation No.46: Enhancing Traceability and Transparency of Sustainable Value Chains in the Garment and Footwear Sector

## Expected benefits and impact for the stakeholders involved

Enhanced visibility of compliance with sustainability requirements by industry actors/partners along the entire value chain

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

Local authorities

Non-governmental organizations (NGOs)

Artists and Events associated with Fashion

## Key performance indicators for the action

Number of players involved

Representativeness of those players

## Social Impact

### Good practices

- Involvement of numerous brands
- Involvement of actors at different stages of the value chain
- Innovation

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

The methodology supplied by UNECE can be used as a suggestion to encourage good practices and growth in our partners involved in the sustainable fashion industry

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

