

Submitting Country, Organization, Company

Cittadellarte Fondazione Pistoletto

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

50

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 Yvankova, 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 chose 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_CEFAC_T_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)

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

