

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

Italy

**Submitting Organization/Company**

Manteco S.p.A

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

< 250

**Please indicate the number of employees**

70

**Title of the action**

Manteco Academy

**Upload your logo or an image**

The logo for Manteco Academy features the word "MANTECO" in a large, bold, gold-colored serif font. Below it, the word "ACADEMY" is written in a smaller, gold-colored serif font, with each letter spaced out.

**Relevant Website**

<https://manteco.com/manteco-academy/>

**Main Partners**

Istituto Marangoni, ESNE, NABA, IED, IUAV

**Other Partners**

University of Westminster, Politecnico di Milano, Polimoda, Scuola Moda Cesena, UAL, Royal College of Art, Kolding School of Design, ENSAD, Athens Fashion Club, Kent State University, NYU Stern, FIT, LABA, UNIFI, Università di Ferrara, Kingston University London, Istituto Statate di istruzione superiore Tecnica e Liceale Russel Newton, Amsterdam University of Applied Sciences, Institut Francais de la Mode, MITA, Sapienza University of Rome

**Type of initiative**

Private

**Description of action**

Manteco Academy is a project that aims at fostering more transparency and truthfulness in the fashion industry, by educating fashion students, from all over the world, on what actual sustainability, circular economy and eco-designed textiles are; by making them understand and use the right terminology in communication, in order to avoid greenwashing and guarantee a right communication to final consumers. All of this through lessons, webinars, workshops and field trips. We also provide our deadstock fabrics, or other textile materials, for contests and sponsorships.

## Type of action

Transparency

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

Awareness and Education

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

Objective (max 200 words): Manteco Academy has a global objective to increase transparency in the industry, by teaching the right terminology to be used when speaking of and claiming sustainability, eco-design and circular economy.

Commitments (max 200 words): We commit to increase the number of schools that are partnering with us up to 40, increase the number of students that are educated yearly with our lessons up to 3000 and the number of educated brands employees up to 100

Value Chain Scope: Raw materials sourcing & Product's end-of-Life

## Timeframe and/or milestones for the action

Manteco Academy was launched in 2018

## Reference instruments and sources used

This project does not hold any certification and does not refer to any standard, it's been created from the scratch

## 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

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

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## Key performance indicators for the action

- Number of universities and high-schools involved
- Number of students in educational field trips

- Number of students educated with our lessons/webinars/workshops
- Number of students supported with deadstock fabrics

### **Good practices**

- Manteco Academy has partnered with dozens of fashion and design universities
- Manteco Academy has educated thousands of students since 2018

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

Our Manteco Academy project is strongly focused on awareness and education, so it is perfectly in line with this UNECE's project. So we make our company available for UNECE to apply transparency principles to the supply chain, to brands' employees, students and final consumer we will meet during our workshops, lessons and contests.

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

