



Camera Nazionale della Moda Italiana

Manifesto for the sustainability in Italian Fashion

Promoted by Camera Nazionale della Moda Italiana

Milano, 13th June 2012

0. FOREWORD

The Manifesto for the sustainability in Italian Fashion, promoted by Camera Nazionale della Moda Italiana, aims at designing an Italian way to a responsible and sustainable fashion as well as fostering the adoption of models of responsible management throughout the fashion value chain to the benefit of the economic system of the whole country.

Therefore the Manifesto applies first of all to the businesses that are members of Camera Nazionale della Moda Italiana, but also to other companies that contribute with their know-how to the excellence of Italian products in the world. Furthermore, item 10 of the Manifesto provides for specific actions to be undertaken by Camera Nazionale della Moda Italiana to achieve the largest circulation and greatest effectiveness of this tool.

The Manifesto interprets the global challenges of sustainability by defining concrete and distinctive actions to be taken by Italian businesses. It is a tool designed to show Italian companies how to take advantage of the opportunities offered by the greater attention given to environmental and social aspects and, at the same time, help them to manage reputational and operational risks in the best way.

The Manifesto is organized according to the stages of the value chain and includes some horizontal principles as well. It contains some specifications that businesses can utilize as a handbook as well as a benchmark for strategic and operative choices; a few tags, identified for each theme, can be used as references to investigate the most significant issues.

The Manifesto has been developed on the basis of an open discussion approach by a working group promoted and coordinated by Camera Nazionale della Moda Italiana, and made up of its members as well as other partners, with the support and methodological advice of *Avanzi-Sostenibilità per Azioni*.

The companies and organizations that participated in the drafting of the document are: *Ermenegildo Zegna, Salvatore Ferragamo, Guccio Gucci, yoox.com, Limonta, Taroni, Simonetta, Material Connexion, Sistema Moda Italia, Politecnico di Milano, Università Bocconi di Milano, Avanzi – Sostenibilità per Azioni*. However, Camera Nazionale della Moda Italiana has sole responsibility for the indications contained in the Manifesto.

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MINISTERO DELL'AMBIENTE
E DELLA TUTELA DEL TERRITORIO E DEL MARE



1. DESIGN. Design quality products that can last for a long time and can minimize their impact on ecosystems

- Be aware of the responsibility that the creative process may have in combining style, innovation, functionality, performance, reliability and environmental compatibility;
- Design quality products that can last for a long time;
- When identifying raw materials, materials and finishes for your product, pay attention to their environmental and social quality as well;
- In the creative process pay also attention to the reduction of waste and rejects;
- Consider the possibility of using recycled and reconditioned materials and experiment ways to re-interpret products (or parts of them) and end-of-life materials;
- Complete the product with a packaging that can minimize environmental impact and waste production.

Tags: LCA, RRRR, ecological footprint, social impact, ISO 14006, ISO 14040

2. THE CHOICE OF RAW MATERIALS. Use raw materials, materials and fabrics with a high environmental and social value

- Choose more environmentally-friendly raw materials and materials derived from traceable cultivations that have a lower environmental impact (for vegetable fibres) and that respect the wellbeing of animals (for animal fibres, hides and fine materials);
- Whenever possible, choose fibres and materials certified according to recognized international standards;
- Protect biodiversity by refraining from using material derived from dying species;
- Preferably choose materials processed with natural substances;
- Raise the awareness of suppliers, ask for evidence and in case check that suppliers of raw materials and fabrics do not commit or allow violations of human rights (especially as regards developing countries) in the processing stages, and that all labour is fairly paid;

Tags: Ecolabel, GOTS, OEKO TEX, UNCTAD (Biotrade Initiative), CITES, SA 8000, OHSAS 18001, ILO Labour Standards, Fair Labor Association, Business Social Compliance Initiative





3. PROCESSING OF RAW MATERIALS AND PRODUCTION: reduce the environmental and social impacts of activities and acknowledge everyone's contribution to the product value

- Control and minimize the consumption of energy and natural resources, particularly electric power and water;
- Reduce waste production and set up the recovery of rejects and packaging materials and of everything that can be recycled;
- Control and minimize the emission of pollutants in the atmosphere and in water bodies, promoting the reuse and recycling of process waters whenever possible;
- Preferably buy energy produced from renewable sources or consider the possibility of installing plants for the production of energy from renewable sources on your premises;
- Make sure that the use of dangerous chemicals as well as the hazard to the environment and the workers connected with their use is minimized;
- Select your suppliers of labour to be employed on your productions, particularly if based in developing countries, according to their ability to apply and maintain suitable standards in terms of working hours and pay, health and safety of workers, environmental protection as well as quality standards;
- Respect the fundamental rights of workers and do not expose those working in your company to situations that might be hazardous to their health and safety;
- Acknowledge and fairly reward everyone's work and contribution to the value of the product as well as of the company.

Tags: RECS, energy account, white certificates, green certificates, CONAI, ILO, Charter of Human Rights, LEED, ISO 26000, OHSAS 18001

4. DISTRIBUTION, MARKETING AND SALES: Include criteria of sustainability throughout the journey of your product towards the customer

- Encourage rational and efficient ways of shipping goods by preferring carriers that are committed to reducing environmental impacts;
- Reduce the use and foster the reuse of secondary and tertiary packaging materials;





- Convey the sustainability and ethical values connected with “Made in Italy” products in your marketing campaigns;
- In designing your points of sale, assess the environmental impact by paying particular attention to lighting system, air conditioning and materials;
- Make the most of human capital in the commercial activity as well, convey the values of sustainability and prevent any human rights violation by encouraging everyone’s distinctive professional skills;
- Develop maintenance and repair services that make the product lifecycle longer.

Tags: ISO 14001, OHSAS 18001, energy star, FSC, LEED, Ecolabel, EPD

5. MANAGEMENT SYSTEMS: Committed to continuous improvement in company performance

- In order to control and minimize negative environmental impacts and ensure social equality throughout the whole value chain, develop company management systems according to the “Plan, Do, Check, Act” approach.
- Identify goals, plans, responsibilities, processes and resources that can lead to the continuous improvement of your sustainability performance.
- Periodically measure and check the progress towards your goals as well as the effectiveness and efficiency of the activities undertaken in environmental and social matters.

Tags: ISO 9001, ISO 14001, EMAS, ISO 50001, SA 8000, OHSAS 18001, ISO 26000, CSR Manager, MBO

6. FASHION AND THE NATIONAL ECONOMIC SYSTEM: Support your territory and “Made in Italy” products

- Always think of your company as a leading player in local development and try to use this potential in actual projects;
- Support the typical handicraft productions and the most innovative ones that in your opinion characterize “Made in Italy” products and may still distinguish them in the future;
- Cooperate with other companies and other stakeholders for sustainable research and innovation;
- Contribute to education and professional training through internships and steady collaborations with schools and universities;





- Promote young designers and small start-ups, helping them to reach the markets and overcome the most critical stages in the development of a business and of a successful brand.

Tags: Shared value, corporate social innovation, venture philanthropy, open innovation

7. BUSINESS ETHICS: Integrate universal values into your brand

- In all the countries where you operate, try to apply the best social responsibility practices in case they should be an improvement compared to local regulations;
- Define and apply a code of ethics that can also serve as a sustainability policy for your company, communicate the contents of the code of ethics to all employees and spread its principles among your suppliers; prevent corruption in the relations with other companies and public administrations and promote a culture of lawfulness and fair taxpayer behaviour;
- Do not let the inadequate behaviour of those who work on behalf of your company (including suppliers), also as regards the indications of this guide, create situations that may jeopardize the reputation of your brand;
- Create conditions for developing talent and merit for all those who work on behalf of your company, promote equal opportunities and foster the reconciliation of work and private life.

Tags: CSR, UN Global Compact, OECD Guidelines for responsible business conduct.

8. TRASPARENCY: Communicate to stakeholders your commitment to sustainability in a transparent way

- Communicate your environmental and social commitment to your stakeholders through forms of periodic reporting;
- Promote the environmental and social quality of your products also on the Web;
- Adopt an open and transparent approach towards the requests coming from consumers and citizens.

Tags: Global Reporting Initiative, AA 1000, Integrated Reporting, Theme Reporting.





9. EDUCATION: Promote ethics and sustainability with consumers and all other stakeholders

- Share, spread and enhance sustainability values - with your customers, employees, collaborators, suppliers and all the people who operate on behalf of your company - both when the purchase decision is being made and when the product is being used;
- Participate in the diffusion of responsible consumption styles through a commitment between and to institutional partners and collaborate with universities and training institutes in order to spread a culture of sustainability among young people;
- Activate partnerships to multiply sustainable behaviours outside the industry.

Tags: Cause-related marketing, labelling

10. Make the Manifesto come alive

- Communicate to your customers, collaborators, suppliers and local communities that you comply with the Manifesto. Endorsing the guide activates a virtuous path aimed at a gradual compliance with all the actions proposed;
- Activate labs for the exchange of good practices with other businesses in the industry that have endorsed Guide;
- Periodically publish a report in which you explain how you interpret and apply the Manifesto and what is your progress towards the adoption of the proposals contained in the Guide, i.e. towards sustainability;
- CNMI is committed to developing a programme of activities aimed at circulating the Manifesto and increasing the number of supporters through fashion-shows, fairs, events, conferences and Web platforms;
- CNMI is committed to identifying the mechanisms through which good practices can be recognized;
- CNMI will try to increase the number of institutional partners in order to foster the endorsement of the Manifesto also by fashion companies.

