

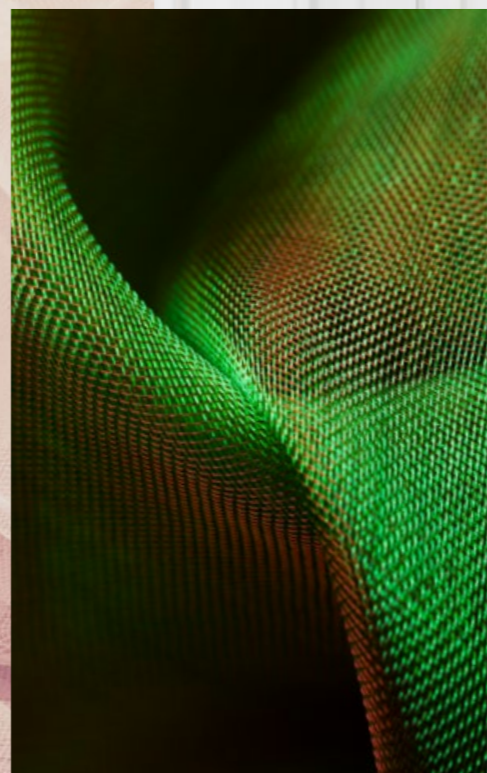
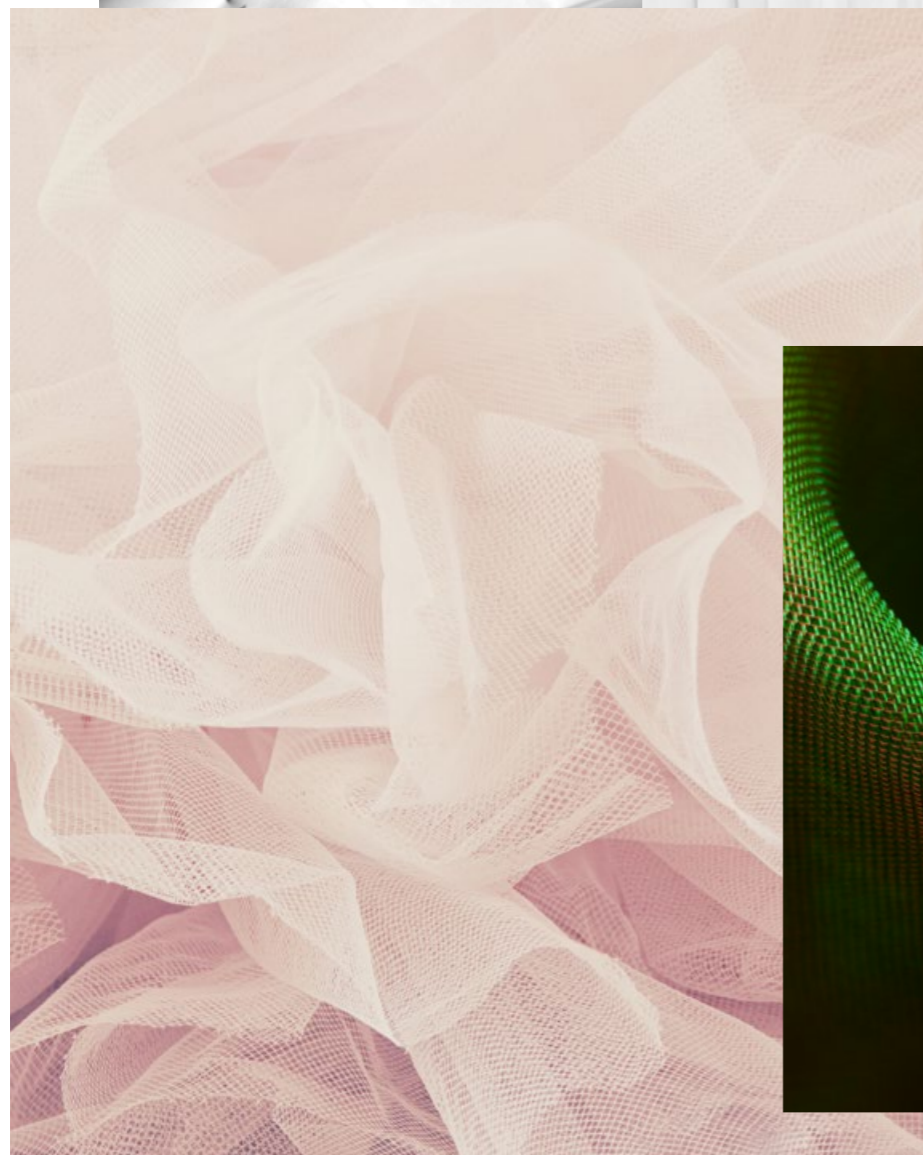
# CNMI GREEN CARPET TALENT COMPETITION 2017 APPLICATION FORM

PART OF THE GREEN CARPET FASHION AWARDS, ITALIA 2017



\* Please open in Adobe  
Acrobat Reader or Pro.

You can download it here



Camera Nazionale della Moda Italiana



## THE CNMI GREEN CARPET TALENT COMPETITION

The CNMI Green Carpet Talent Competition, launched by Camera Nazionale della Moda Italiana (CNMI) and in collaboration with Eco-Age, invites emerging designers to create a bespoke sustainable look which celebrates the excellence of Made in Italy, pairing ethics with aesthetics.

All entrants are challenged to incorporate the Green Carpet Challenge® (GCC®) Principles of Sustainable Excellence, Eco-Age's guidelines which relate to a range of social and environmental impacts typically caused by the fashion industry, into their bespoke look.

Five finalists will be invited to attend The Green Carpet Fashion Awards, Italia 2017 at Teatro alla Scala on 24 September 2017. That night, one designer will be recognised as the winner of the The GCC Award for Best Emerging Designer, winning an exclusive retail deal and the support of CNMI to produce a presentation during the Milan Fashion Week.

### *About The Green Carpet Fashion Awards, Italia 2017\**

CNMI, in collaboration with Eco-Age, and with the support of the Ministry of Economic Development (MISE), the Italian Trade Agency (ITA) and the patronage of the Municipality of Milan, have initiated the world's first Green Carpet Fashion Awards, Italia - which are built on sustainable values.

The awards will be held at the iconic Teatro alla Scala, Milan on 24 September 2017, during Milan Women's Fashion Week and will feature major brands as well as emerging designers, whose vision and creativity represent the future of fashion - The CNMI Green Carpet Talent Competition.

\*For the sake of clarity, the CNMI Green Carpet Talent Competition does not fall within the application of the Italian specific legislation on lotteries, prize withdrawals, sweepstakes and the like pursuant to Italian decree no. 430/2001) considering that (i) entrants are not required to buy products or services in order to take part to the event; (ii) entrants are due to create original works as sketches and designs of fashion garments to be produced and realized in accordance with specific requirements; and (iii) the primary scope of the event is to reward creativity combined with environmental sustainability.

## ABOUT CNMI

The Camera Nazionale della Moda Italiana (The National Chamber for Italian Fashion) is the non profit making Association which disciplines, co-ordinates and promotes the development of Italian Fashion. The Association represents all the highest cultural values of Italian Fashion. It aims to protect, co-ordinate and strengthen its image, both in Italy and abroad.

Sustainability is one of the pillars of CNMI's strategy and an issue on which it has been active for years, also through its participation in a Sustainability Working Group.

Its commitment began at the beginning of 2012 with the publication of the “Manifesto of sustainability for Italian fashion”, which set forth a 10-point plan for responsible and sustainable fashion. This was followed by the publication of “Guidelines on eco-toxicological requisites for clothing, leather goods, footwear and accessories” in February 2016, a document produced in collaboration with Sistema Moda Italia, Altagamma, Federchimica, Associazione Tessile e Salute and Unic.

The Sustainability Working Group is currently drafting guidelines on the use of chemical substances in production processes and has been engaged for some time on the study of other basic issues such as raw materials sourcing, supply chain control (also through the sharing of audits) and social and environmental responsibility. New guidelines for a more sustainable retail sector in terms of bioclimatic design and architectural performance characteristics are nearing publication.

The objective is to implement this roadmap by the end of 2020, thus achieving full actuation of the “Manifesto of sustainability for Italian fashion”. Since 2016, CNMI has also been on the Economic Development Ministry's Fashion and Accessories Committee, along with all the other key organizations and associations in the fashion sector. Said Committee has set up a special working group on sustainability which is chaired by CNMI and Sistema Moda Italia.

CNMI is carrying forward communication, education and training initiatives across the entire industry to ensure that sustainability becomes an integral part of the world's perception of Italy and Italian fashion. As part of this strategy, the Green Carpet Fashion Awards, Italia have been designed to relaunch the brand *Made in Italy* and its commitment to ethics and sustainability.



## ABOUT ECO-AGE AND THE GCC

Eco-Age is an ideas consultancy which powerfully aggregates global thought leaders and influencers to address the compelling issues and opportunities of our day by delivering solutions, through ethical and sustainable values.

Eco-Age has a market leading track record for addressing sustainability issues across complex supply chains, in broad industry sectors, for the mutual benefit of people and planet.

The Green Carpet Challenge® (GCC®) is the dynamic platform, used to create, implement and communicate bespoke sustainability solutions. It pairs glamour and ethics to raise the profile of sustainability, ethics and social welfare globally.

At Eco-Age, we work with business partners who are committed to making a positive difference to society through their business models, who meet basic standards of business ethics and responsibility and who are not implicated in unacceptable corporate behaviour.

We award individual pieces or collections the GCC Brandmark, once they've been validated by Eco-Age against social and environmental criteria, or minimum requirements, based on the ten GCC Principles for Sustainable Excellence. This may involve validating a client's existing supply chain against GCC criteria or developing a new, sustainable supply chain that meets GCC requirements, or a combination. The GCC principles are broadly divided into Social Justice, Accountability and Environmental Stewardship categories.

Where relevant, Eco-Age works in partnership with appropriate NGOs, academic institutions or other relevant bodies, to ensure the GCC validation is robust and bespoke to the specific project.

The Green Carpet Fashion Awards, Italia is designed to differentiate the brand “Made in Italy” which is built upon a foundation of ethics and sustainability.

*[Click here for more information about the Green Carpet Challenge and GCC Brandmark.](#)*



## THE PROJECT

### *What is the CNMI Green Carpet Talent Competition 2017?*

The CNMI Green Carpet Talent Competition 2017 has been created specifically for the Green Carpet Fashion Awards, Italia. Designers will be mentored to create bespoke pieces pairing ethics and aesthetics, guided by the GCC Principles of Sustainable Excellence.

The award recognises outstanding emerging fashion designers in Italy and from around the world, whose entire collection, or principal elements of it, are produced in Italy.

Five finalists will be invited to attend The Green Carpet Fashion Awards, Italia 2017 at Teatro alla Scala on 24 September 2017. That night, one designer will be recognised as the winner of The GCC Award for Best Emerging Designer.

## THE PRIZE

- An exclusive retail deal
- The opportunity to present at Milan Fashion Week in February 2018 with the support of Camera Nazionale della Moda Italiana

All five finalist looks will be showcased on the night of the awards.

## HOW IT WORKS

### *Stage One - Application*

Applications open until midnight on 21 May 2017.

Candidates need to:

- Complete application form - available on [www.cameramoda.it](http://www.cameramoda.it)
- Provide a design sketch and proposed materials for one look, guided by the GCC Principles of Sustainable Excellence. These can be further refined in consultation with Eco-Age if selected as a finalist
- Provide lookbooks of the last two seasons from your brand
- Submit the application form and designs before midnight on 21 May 2017 to [gcctalent@cameramoda.it](mailto:gcctalent@cameramoda.it)

### *Stage Two - Shortlisting And Production*

- Candidates will receive an email by 22 May 2017 if they have been selected to progress to the next stage. Selected candidates may be required to provide further information at this point
- 10 emerging designers will then be shortlisted by 30 May 2017, and will have until 29 June 2017 to create their final looks, mentored by Eco-Age and guided by the GCC Principles of Sustainable Excellence. They will be asked to sign a disclaimer in relation to the shooting that will eventually be carried out and the use of related material (such as pictures, short movies, etc)
- The looks will be judged by a high profile panel of fashion experts and influencers between 2 to 6 July.

Please note, all decisions on which candidates should progress to the next stage are final and cannot be challenged. All enquiries can be submitted by email at [gcctalent@cameramoda.it](mailto:gcctalent@cameramoda.it) and will be managed by CNMI and Eco-Age, whose decision will be final and binding on candidates.

All information and materials exchanged within the framework of the CNMI Green Carpet Talent Competition (including progress of candidates to the next stage) are confidential and cannot be disclosed or shared by candidates unless expressly authorised in writing by CNMI.



# THE GCC PRINCIPLES OF SUSTAINABLE EXCELLENCE

The GCC Principles of Sustainable Excellence relate to a range of social and environmental impacts typically caused by industry and businesses. Please use these principles as a guide when developing your design idea and material and manufacturing choices.



- 1 TRANSPARENCY**  
Operate legally, and openly communicate on sustainability commitments and performance.
- 2 NO CHILD LABOUR**  
Do not tolerate forced or child labour in facilities or supply chains.
- 3 FAIR WORK**  
Respect the rights of employees and contractors and ensure they are treated fairly and with dignity, without discrimination of any kind; provide a safe and healthy workplace; and guarantee a legal minimum wage throughout the supply chain.
- 4 COMMUNITY**  
Contribute to the economic and social development of communities affected by any operations.
- 5 TRACEABILITY**  
Allow the key materials of the product or collection to be traced back to their origins.
- 6 PRESERVATION OF RESOURCES AND ENVIRONMENT**  
Conserve endangered species, ecosystems and ecological processes and do not cause deforestation or loss of biodiversity.
- 7 RECYCLE AND REUSE**  
Reuse resources including raw materials and finished products, and minimise usage of energy, water, natural resources, waste generation and limit greenhouse gas emissions.
- 8 POLLUTION MINIMISATION**  
Avoid pollution to air, water and soil and the use of toxic chemicals.
- 9 RESOURCE MANAGEMENT**  
Ensure that the extraction and disposal of water and management of waste is legal and responsible.
- 10 ANIMAL WELFARE**  
Promote animal welfare and do not allow them to suffer.

# DESIGNER GUIDANCE

## EXAMPLES OF SOLUTIONS TO MEET GCC PRINCIPLES

### *Less is more*

Reduce the ecological footprint of your product by designing patterns to use up as much of the fabric as possible. Reduce hems and seams etc. Where possible and minimise the different number of fabrics, materials and embellishments used.

### *Think life cycle*

Try to find innovative ways of reducing the impacts of your product, from packaging to the washing and care, and end of life.

### *Be efficient*

Select manufacturers and production processes that are energy efficient, use low-impact, renewable energy and make efforts to reduce inputs such as water and chemicals.

### *Make it multi-functional*

Encouraging customers to do more with less through multifunctional design e.g. Emma Watson's GCC Calvin Klein outfit worn at the 2016 Met Ball.

### *Minimise waste*

Find ways of using offcuts, scraps and damaged stock so that it minimises waste to landfill.



### *Some recommended materials*

- Natural fibres (bamboo should be FSC or fully-traceable e.g. Monocel) and materials including wild rubber
- Innovative new eco fibres e.g. milk, pineapple orange, nettle etc
- Eco synthetic fibres e.g. nylon 6 or Bionic Yarn
- Synthetic materials made from post-consumer waste, e.g. Newlife recycled polyester made in Italy from plastic bottles, or recycled nylon made from discarded fishing nets
- Materials made from post-factory / pre-consumer waste e.g. regenerated cashmere, wool or silk waste
- Certified materials, such as certified organic cotton or silk, certified recycled polyester or nylon, materials with environmental / animal welfare / social welfare certifications (Eco-Age can advise on best certifications)
- Responsibly sourced and produced viscose, such as FSC certified viscose or Lenzing Tencel, produced in a closed loop system from wood pulp sourced from responsibly managed forests
- Materials that are traceable and free from deforestation, pesticide abuse, toxicity (see GCC principles)
- Fabrics which can be cleaned in cold water with fewer detergents
- Certified textile dyes and natural dyes made from plant materials (look for dye manufacturers who recycle their waste)
- Leather from sustainable sources, sustainable manufacturing process, in respect of the animal welfare

### *Where possible, avoid*

- Materials which can't be traced back to their raw material origins, or that you don't have full information about, e.g. manufacturing methods and finishing processes / dyes used
- Blended fabrics as they are hard to recycle
- Non-recyclable / oil-based products such as sequins
- Uncertified bamboo as it is linked to loss of biodiversity and deforestation; also although it is natural it needs a lot of chemicals to break it down to the fibre
- Viscose, rayon and lyocell, which can be linked to deforestation

*The CNMI Guidelines on eco-toxicological requirements for articles of clothing, leather goods, footwear and accessories can also be referred to for guidance on chemical substances on textiles.*

# THE CNMI GREEN CARPET TALENT COMPETITION APPLICATION FORM

*About your brand and collections*

*Please submit any extra information which might help your application, including press, designs, certificates, declaration letters, and any other relevant documents.*

# PERSONAL INFORMATION

NAME

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NATIONALITY

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COUNTRY OF RESIDENCE

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ADDRESS (PERSONAL)

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PHONE (PERSONAL)

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ADDRESS (WORK)

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PHONE (WORK)

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# PROFESSIONAL INFORMATION

COMPANY NAME

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COMPANY DESCRIPTION

JOB TITLE

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BIOGRAPHY



COMPANY SIZE (NUMBER OF EMPLOYEES)



NUMBER OF COLLECTIONS RELEASED



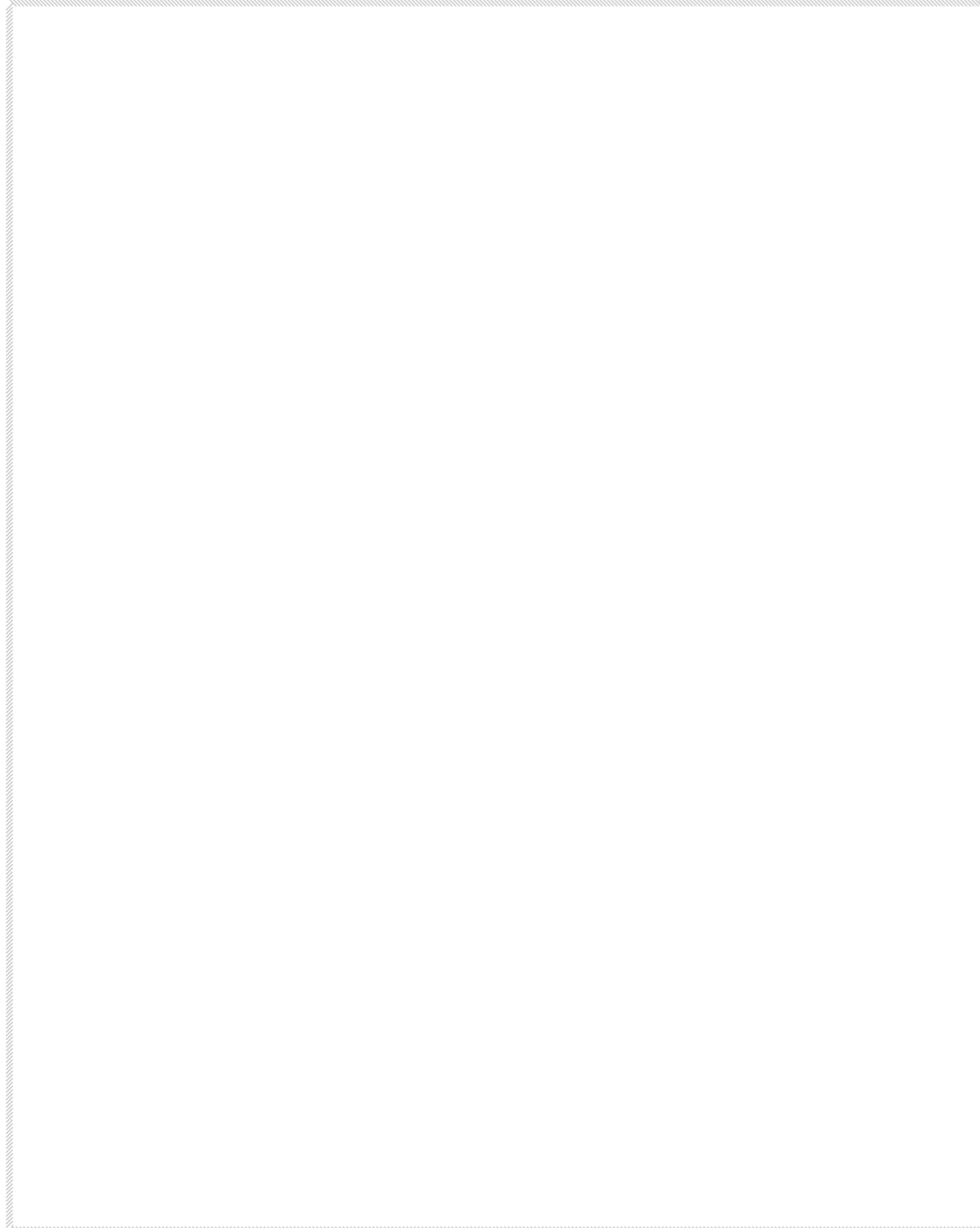
RETAIL STOCKISTS

PRESS EDITORIAL EXAMPLES

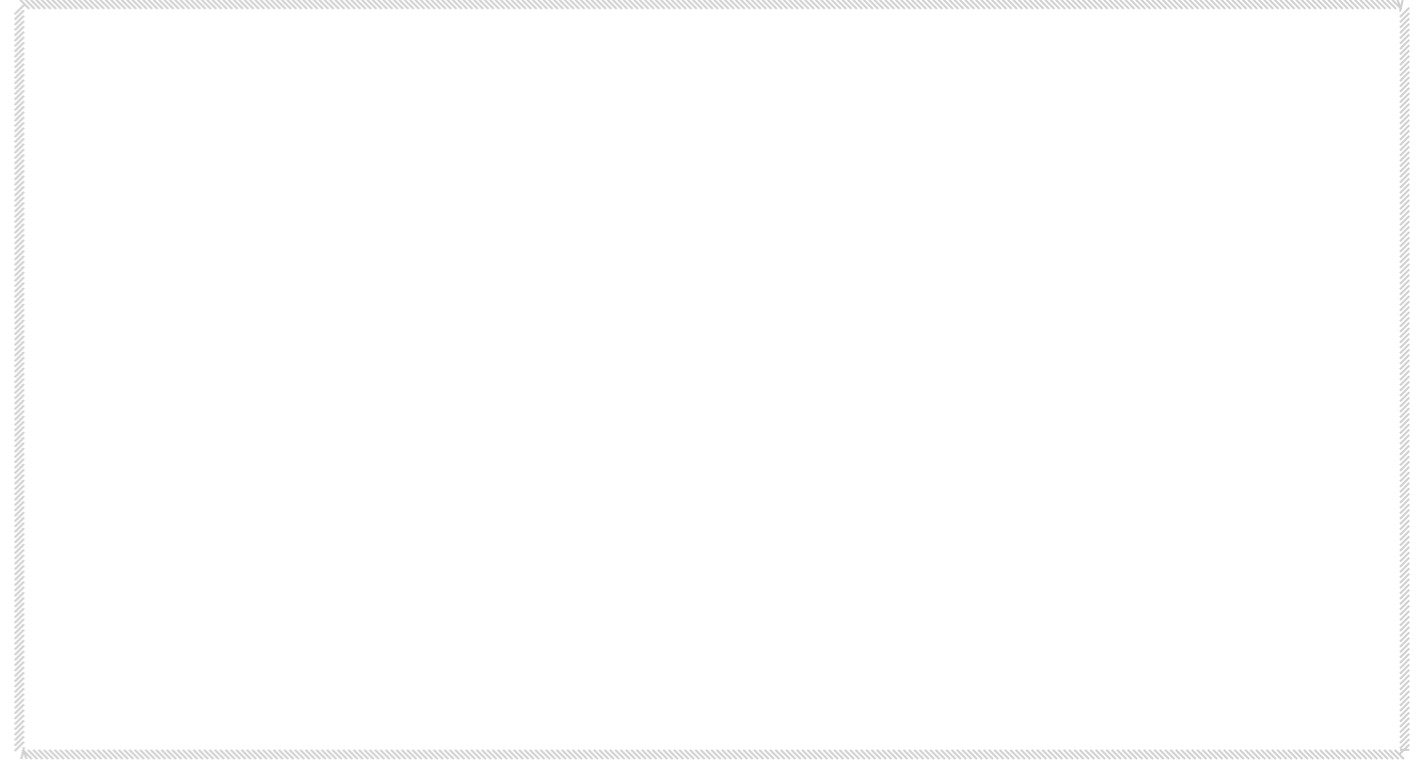
Please provide weblinks and submit documents as appropriate.

# COLLECTIONS INFORMATION

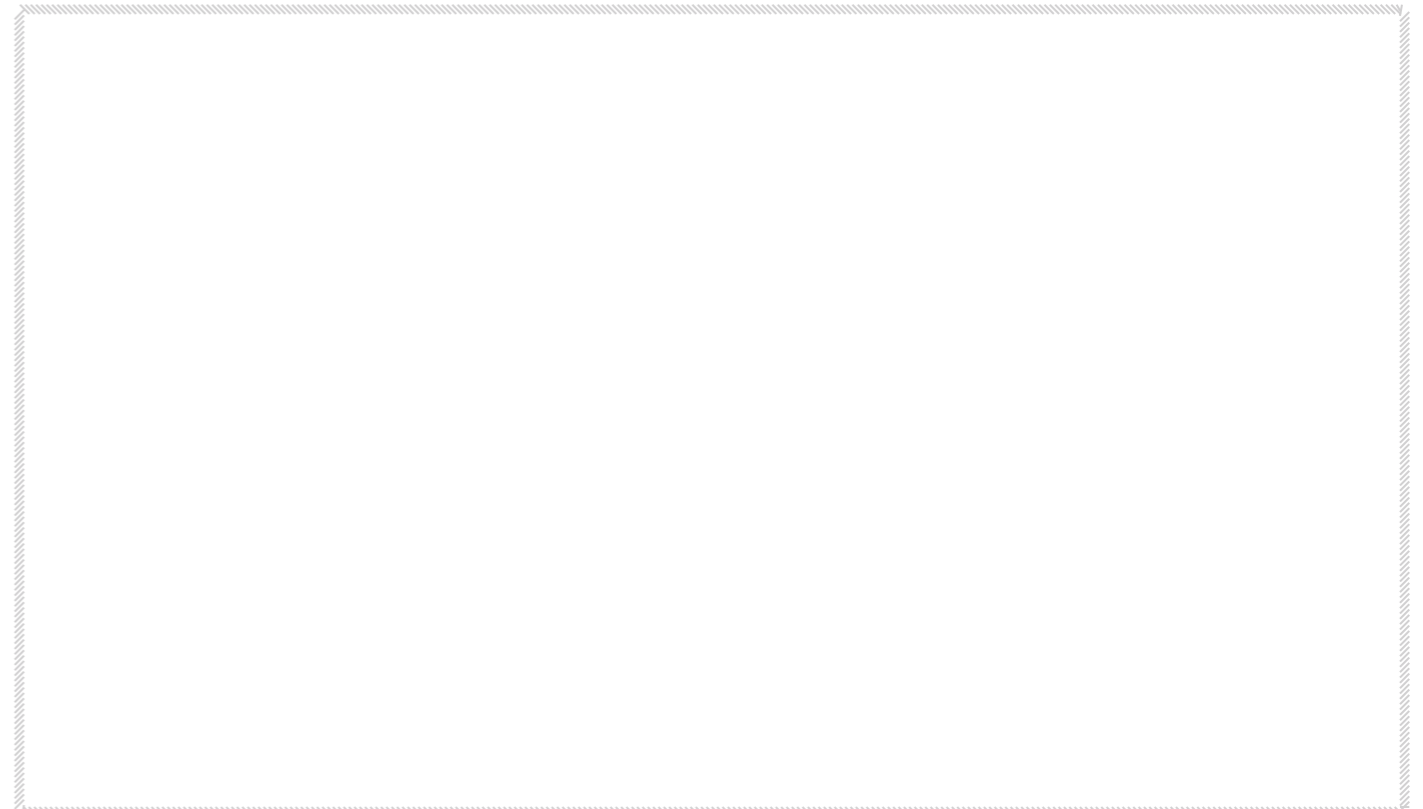
**1** What inspires you, and what products do you usually design?  
(Please include weblinks, and submit images or attachments of examples).



**2** What countries do you source materials from?  
(Please provide accurate information including all countries, how much sourcing takes place there, what materials, and where possible supplier details).



**3** What countries do you manufacture your products in?  
(Please provide accurate information including all countries, how much production takes place there, what products are manufactured there, and where possible manufacturer details).



# COMPETITION ENTRY INFORMATION

*Ensure you have responded to the competition requirements by considering the GCC Principles for Sustainable Excellence when making your design, sourcing, and production choices.*

1

What do you plan to design for the CNMI Green Carpet Talent Competition 2017?

(Please submit a design sketch, and also please provide lookbooks of the last two seasons from your brand).

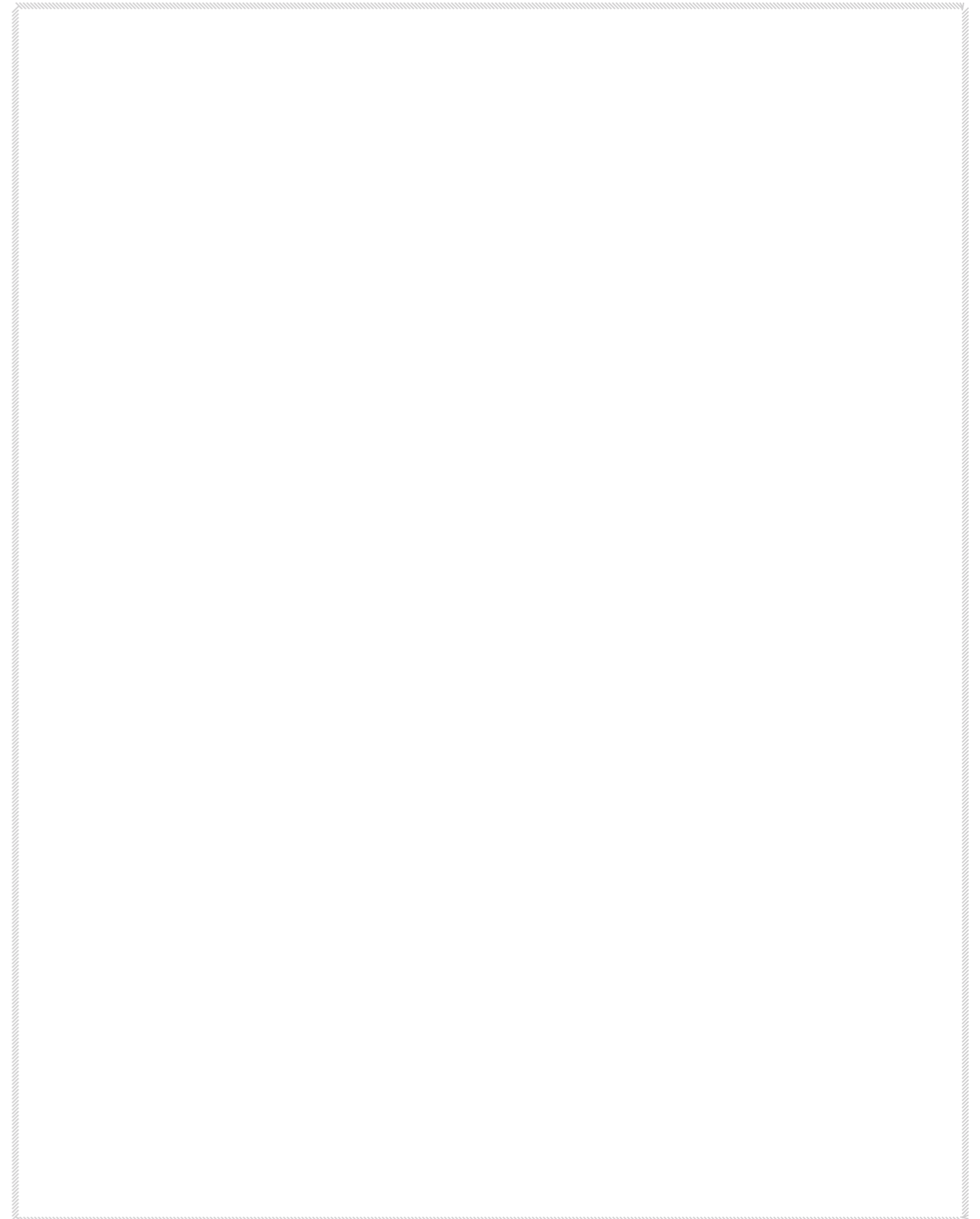


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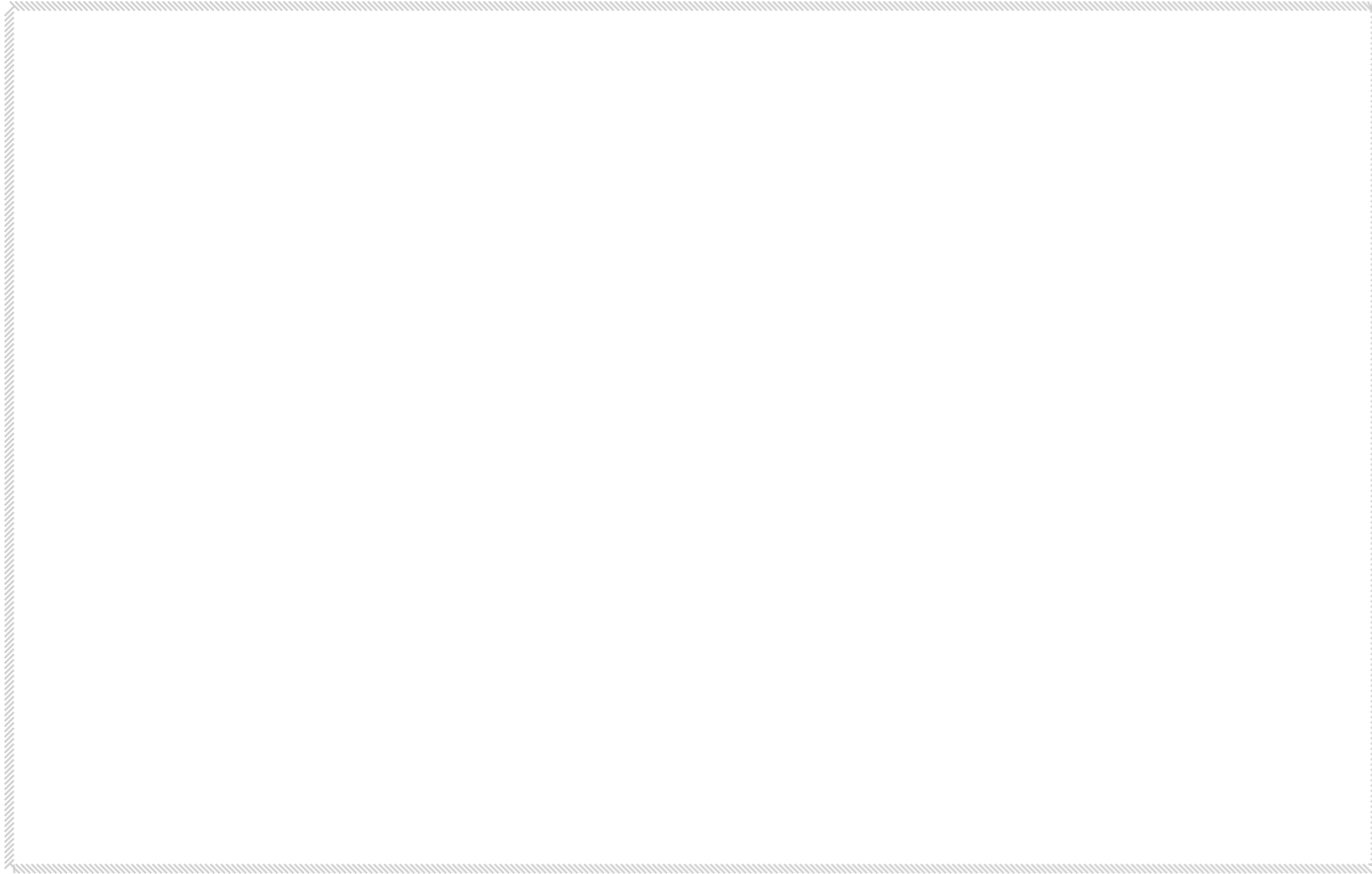
What materials do you plan to use?

(Type, composition, country of origin, country of production, country of purchase, environmental or social certifications).

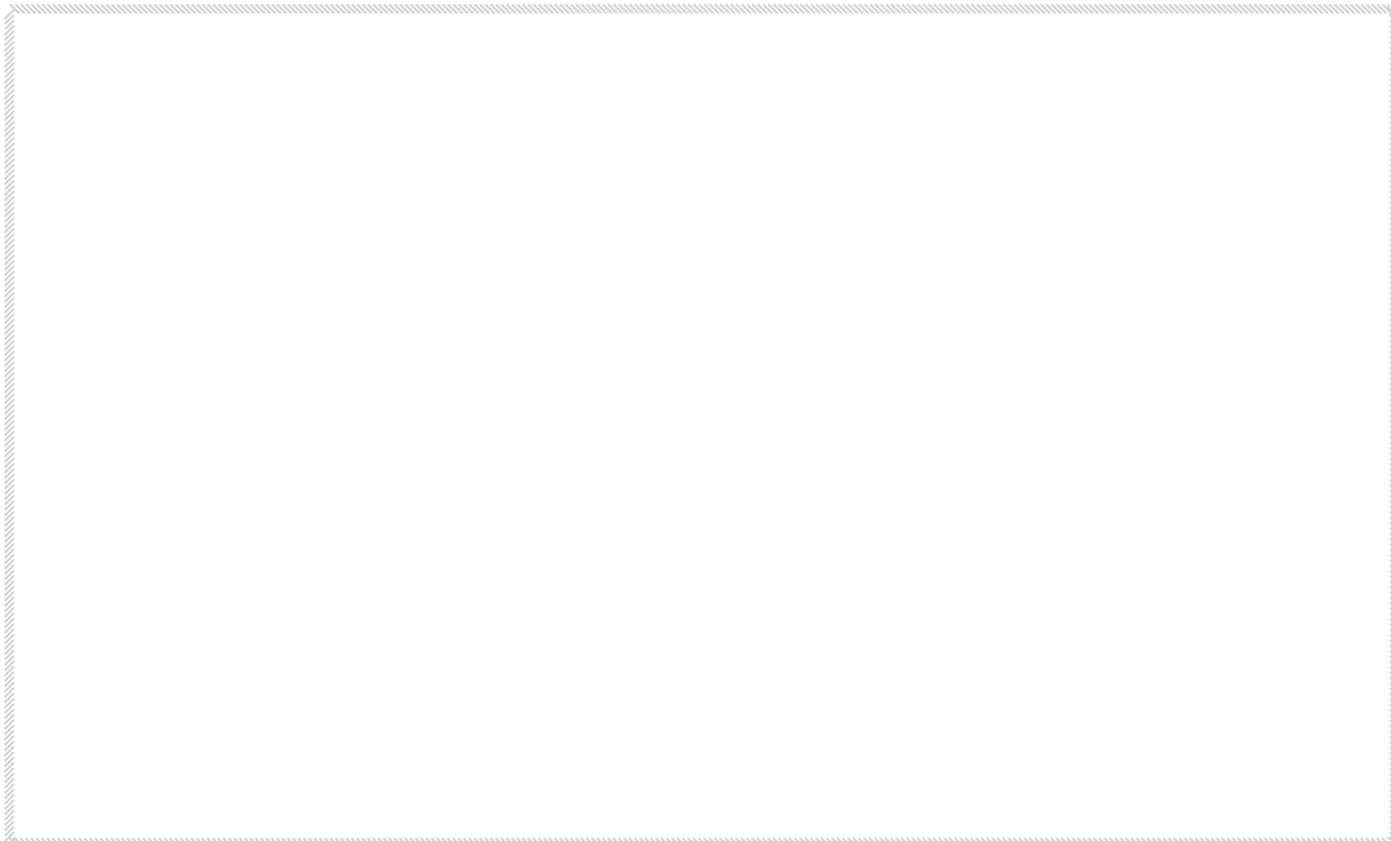
Note: if you have not identified specific materials yet, please provide as much information as you can about the types of materials you would like to source.



3 Where do you plan to manufacture your garment(s)?

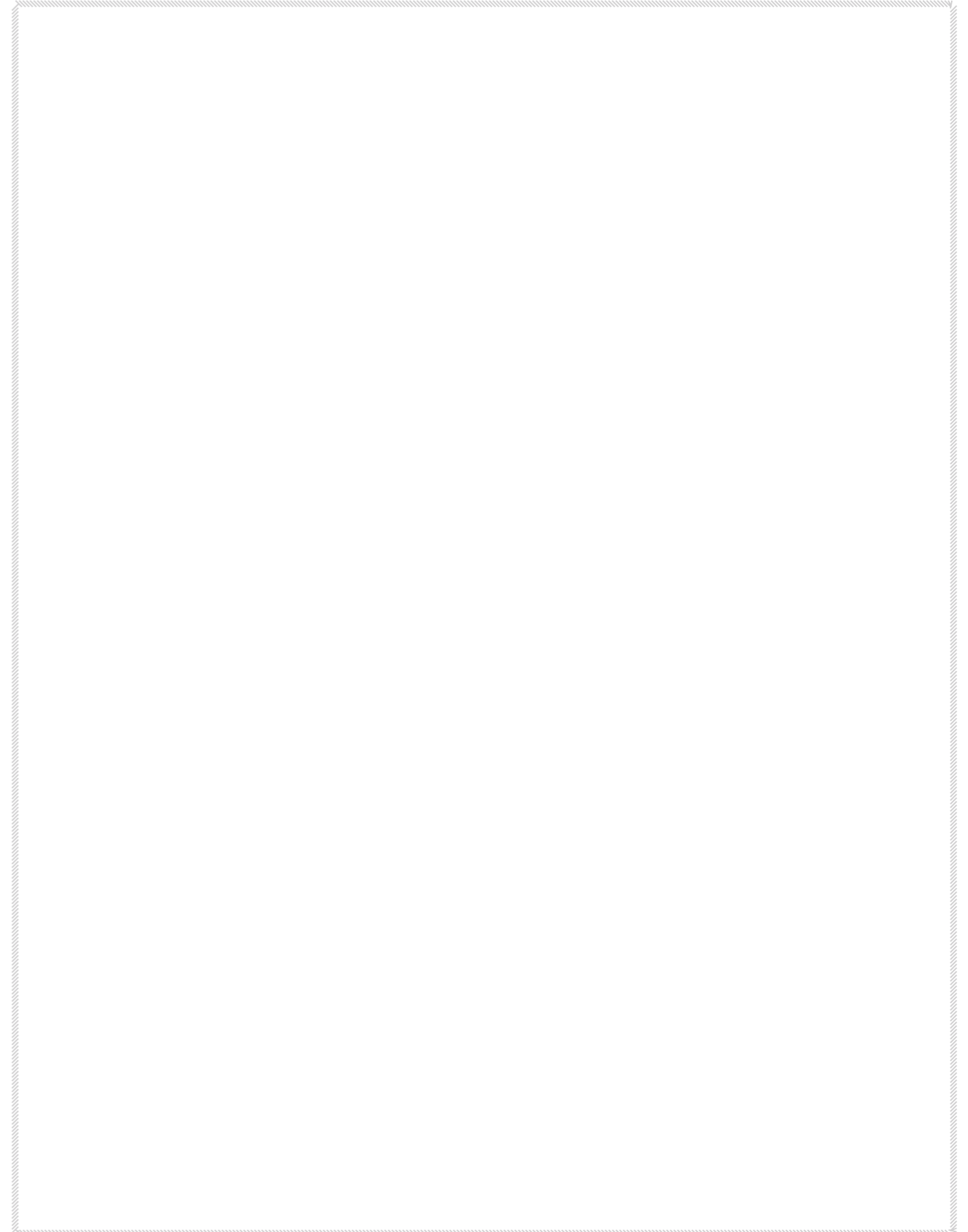


4 What manufacturing techniques will you use?



5 How will your proposed design meet the GCC Principles for Sustainable Excellence?

(Please note: if selected to progress, you will be mentored by Eco-Age to develop the sustainability aspects of your design).



PLEASE SUBMIT ALL APPLICATIONS TO

*gcctalent@cameramoda.it*

OTHER CONTACT OR QUESTIONS

If you have any questions for Camera Nazionale della Moda Italiana, please contact:

*gcctalent@cameramoda.it*

If you have any other questions, or need further information on sustainability, please contact:

*chloe@eco-age.com*



Camera Nazionale della Moda Italiana

