

# CNMI GREEN CARPET TALENT COMPETITION 2018

## APPLICATION FORM

PART OF THE GREEN CARPET FASHION AWARDS, ITALIA 2018



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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 CNMI Guidelines on ecotoxicological requirements for products and manufacturing processes along with 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 2018 at Teatro alla Scala on 23 September 2018. The Finalists, including the winner of the GCC Award for the Best Emerging Designer will secure The Bicester Village Shopping Collection 12-month mentorship programme by Value Retail. The programme will provide expertise on how to position, scale and commercialize their brands and sustain a successful fashion business. The winner will receive the support of CNMI to produce a presentation during the Milan Fashion Week.

### *About The Green Carpet Fashion Awards, Italia 2018\**

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 23 September 2018, 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

\*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 the setting up of 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. In september 2017 CNMI published the “Principles for Sustainable Retailing”, a document that makes recommendations on design criteria and methods offering optimum bio-climatic qualities and architectural performance for sales premises. Produced by the Goldman & Partners Applied Sustainability Study Centre (with endorsement by the National Bio-architecture Institute and the Textiles and Health Association), the document provides a simple and immediately applicable summary of all the practices that can help achieve optimum design.

The Sustainability Working Group has completed 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.

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 a marketing communications consultancy that helps businesses grow, by creating, implementing and communicating bespoke sustainability solutions.

Eco-Age occupies a unique space in this arena, with unparalleled expertise in sustainability, supply-chain, marketing, event-planning, internal and external communications and PR.

Over the past 10 years Eco-Age has developed considerable connections with the titans of sustainability, the world's most influential voices, and is able to drive global debate focusing on the best responsible business practices.

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.

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.](#)*

## ABOUT THE BICESTER VILLAGE SHOPPING COLLECTION BY VALUE RETAIL

The Bicester Village Shopping Collection by Value Retail is home to more than 1,300 boutiques of the world's leading fashion and lifestyle brands, all of which offer savings of up to 60% on the recommended retail price, and sometimes more, all year round. Each of the 11 Villages in Europe and China offers an unparalleled experience, blending five-star hospitality, art, music, theatre, beautifully presented boutiques and exceptional value for money. The unique destinations reflect and celebrate aspects of the culture and architecture of their locations. [Click here to find out more.](#)



## THE PROJECT

### *What is the CNMI Green Carpet Talent Competition 2018?*

The CNMI Green Carpet Talent Competition 2018 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 CNMI Guidelines on ecotoxicological requirements for products and manufacturing processes and 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 2018 at Teatro alla Scala on 23 September 2018. That night, one designer will be recognised as the winner of The GCC Award for Best Emerging Designer.

## THE PRIZE

- An exclusive 12-month mentorship deal with The Bicester Village Shopping Collection programme by Value Retail.
- The opportunity to present at Milan Fashion Week in February 2019 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 22nd April 2018.

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 CNMI Guidelines on ecotoxicological requirements for products and manufacturing processes and the GCC Principles of Sustainable Excellence. These can be further refined in consultation with Eco-Age and CNMI if selected as a finalist
- Provide lookbooks of the last two seasons from your brand
- Submit the application form and designs before midnight on 22nd April 2018 to the digital application on CNMI's website.

### *Stage Two - Shortlisting And Production*

- Candidates will receive an email by 27 April 2018 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 17 May 2018, and will have until 22 June 2018 to create their final looks, mentored by Eco-Age and guided by the CNMI Guidelines on ecotoxicological requirements for products and manufacturing processes and the GCC Principles of Sustainable Excellence
- Final looks will be submitted to the judging panel of international fashion experts and influencers by early July 2018 where the five finalists will be selected.

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 [gcc talent@cameramoda.it](mailto:gcc talent@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.



# CNMI ECO-TOXICOLOGICAL GUIDELINES - A COMMITMENT



Camera Nazionale della Moda Italiana (National Chamber of Italian Fashion) has plotted its course for sustainability with the “Guidelines on eco-toxicological requisites for articles of clothing, leather goods, footwear and accessories” to enable the industry to gradually reduce the use of certain groups of chemical substances. The fruit of nearly two years of in-depth research and analysis, this document is the first concrete result of the activities of the Sustainability Work Group.

The Guidelines were drawn up in collaboration with major fashion industry associations and address all members of Camera Nazionale della Moda Italiana, Sistema Moda Italia, Altagamma, Federchimica, Associazione Tessile Salute and Unic. The document provides guidelines for gradually reducing – and where possible eliminating – use of certain groups of chemical substances along the industrial chain, for the benefit of the environment, consumers and society in general.

**READ THE GUIDELINES AT:** [http://www.cameramoda.it/media/pdf/linee\\_guida\\_it.pdf](http://www.cameramoda.it/media/pdf/linee_guida_it.pdf)

# 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, as well as the CNMI Guidelines on ecotoxicological requirements for products and manufacturing processes.



- 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

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

## *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.

## *Minimise waste*

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



## *Some recommended materials*

- Natural fibres grown without the use of pesticides and fertilisers
- Innovative new eco fibres e.g. pineapple, orange, nettle etc.
- 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
- 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)
- Handcrafted materials that preserve traditions and contribute meaningfully to local economies

## *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

FOR FURTHER INFORMATION OR QUESTIONS  
PLEASE EMAIL:

*gcctalent@cameramoda.it*



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THE BICESTER VILLAGE  
SHOPPING COLLECTION®