



SOUTH AFRICAN CONSULATE-GENERAL: MILAN  
CONSOLATO GENERALE DEL SUDAFRICA: MILANO

PAVIA e ANSALDO  
STUDIO LEGALE



CONFINDUSTRIA  
ASSAFRICA & MEDITERRANEO  
ASSOCIAZIONE PER LO SVILUPPO DELLE IMPRESE ITALIANE  
IN AFRICA, MEDITERRANEO E MEDIO ORIENTE

# SOUTH AFRICA AND ITALY:

EMERGING DESIGNERS AND AFFIRMED FASHION BRANDS PROMOTING THE PRINCIPLES OF ETHICAL FASHION



Wednesday  
3 JULY 2019



10.30  
13.00



Studio Legale Pavia e Ansaldo  
Via del Lauro, 7 - Milano



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In 2015 the United Nations General Assembly established 17 global goals called Sustainable Development Goals (SDGs) to be reached by the year 2030. Among these SDGs are No Poverty, Decent Work and Economic Growth, Reducing Inequality and Responsible Consumption and Production.

In developing countries, the fashion industry is significantly growing but in a way that is quite often not inclusive and sustainable, with poor working conditions. Sustainability encompasses social issues, such as improvements in working conditions and remuneration for workers, as well as environmental ones, including the reduction of the industry's waste stream, decreases in water pollution and contributions to greenhouse gas emissions.

This conference, dedicated to Ethical Fashion, will involve both African and Italian fashion companies in order to explain how they deal with the recommended ethical standards, some

of them also in the manufacturing of fashion products in accordance with ethical criteria. The target of the conference is to involve participants in the commitment to change the path of fashion, reducing its negative environmental and social impacts, and to co-operate towards spreading the knowledge and implementing the SDG's among companies in the fashion industry. It will also contribute to foster a better knowledge of Small and Medium Enterprises-SME, the Italian industrial model, well-known worldwide as driver of economic growth and social inclusion and backbone of the Italian industry.

How do emerging designers in South Africa, and Africa, promote these principles? How are the affirmed fashion brands in Europe adopting them and, more importantly, does this leave room for possible synergies and co-operation?

Discussions between key stakeholders during the conference will provide the way forward.

La conferenza è in lingua inglese senza traduzione /  
The language of the conference is English without translation

