

## ***Youth for a greener clothing and fashion industry***

18<sup>th</sup> of May, 3 PM – 5.30 PM (CEST)

Zoom webinar <https://us06web.zoom.us/j/83948618465>

### Agenda

Event moderated by *Martin Heibel*, communication manager, ENI CBC Med Programme

## LEARN

15.00 - 15.20 **Introduction and quiz time: The toll of the clothing and fashion industry on the planet**

## GET INSPIRED

15.20 - 15.35 **Fashion brand taking action:** *Silvia Airaghi*, sustainability specialist, 'Salvatore Ferragamo' group

15.35 - 16.15 **Stories of young creators, designers, and entrepreneurs championing sustainability**

- *Hadeer Shalaby*, co-founder and CEO of Green Fashion, Egypt
- *Mejda Khaled*, co-founder and CEO of AGARUW, Tunisia
- *Francesca Nori and Fabrizio Moiani*, founders of Vérabuccia, Italy
- *Feyrouz Hatoum*, sustainable fashion designer and *Céline Majdalany*, communication manager, La Boutique Sociale, Lebanon

## ENGAGE

16.15 - 16.25 **Fashion Revolution:** advocating for a global fashion industry that conserves and restores the environment and values people over growth and profit

- *Rania Rafie*, country coordinator for Fashion Revolution Egypt

16.25 - 16.35 *Comfort break*

16.35 - 16.50 **The MEDNEW initiative by TEX-MED ALLIANCES project to foster multiculturalism, sustainability and social fairness in the fashion industry**

- *Luz Villalta*, internationalization area manager at Texfor (Textile Industry Confederation, Spain) <https://www.themednew.eu/>
- *Júlia Garcia Escribà*, owner of Júlia G. Escribà Atelier and member of the MEDNEW

With the collaboration of CRE@CTIVE, STAND Up! and TEX-MED ALLIANCES projects



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TEX-MED ALLIANCES

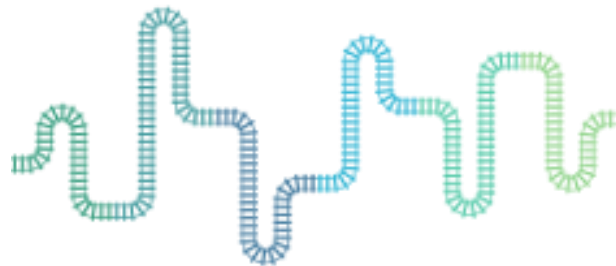
**16.50 - 17.00 The ECO-L@B by CRE@CTIVE project for eco-sustainable treatment of textiles and leather**

*María del Mar Blanes*, R&D engineer at AITEX (Research Textile Institute, Spain)

**17.00 - 17.15 The EU strategy for sustainable and circular textiles**

*Paola Migliorini*, Deputy Head of Unit “Circular Economy, Sustainable Production and Consumption”, Directorate-General for Environment, European Commission

**17.15 - 17.30 Event wrap-up**



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