

Executive & Continuing Education Course

NEW FASHION PARADIGM

Transparency, traceability and circular economy in the fashion businesses

PROGRAMME

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
INDUCTION				17:30-19:00 INVITED TALK.	day 1 (8h) General introduction Deconstructing the product: the Flip-flops Lecture: policy framework Conversation: Sustainable materials	day 2 (7h) Deconstructing the product: the Gucci bag Lecture: managing for stakeholders Lecture: fashion design for sustainability Lecture: the state of sustainability in the fashion business
DESIGN & MANUFACTURING	day 3 (6h) Deconstructing the product: the Jeans Companies visits	day 4 (6h) Texts & readings suggestions & Meeting with the tutor Conversation: chemicals Conversation: supply chain management	day 5 (6h) Companies visits	day 6 (6h) Lecture: The product as a service. Laboratory: Digital platforms for sharing and renting 17:30-19:00 INVITED TALK.	day 7 (6h) Lecture: managing for stakeholders Lecture: Sustainability as innovation: new and emerging technologies Conversation: sustainable manufacturing	day 8 (6h) Lecture: business models: circular Economy Lecture: design for recycling Lecture: standards, protocols & certifications
CULTURE, MARKETING & COMMUNICATION	day 9 (6h) Texts & readings suggestions & Meeting with the tutor Conversation: Brand, Culture, Art and Sustainability Lecture: The communication for sustainability handbook	day 10 (6h) Companies visits	day 11 (6h) Conversation: sustainable branding Lecture: critical fashion: sustainability as social action Case study: BTB communication	day 12 (6h) Laboratory: Design Lab Meeting with the tutor 17:30-19:00 INVITED TALK.	day 13 (7h) Lecture: Behaviours and cultures of sustainable consumption Lecture: Upcycling, integrating efficiency in the creative process. Conversation: Communication for sustainability	day 14 (6h) Lecture: reporting & accountability Lecture: Green marketing principles Lecture: engaging stakeholders: campaigning & collective actions <i>Wrap up</i>