

# DAYLY AGENDA / January 28th

TOPIC	TIME	ACTIVITIES
<b>MOVING ON SUSTAINABLE FASHION</b> WORKSHOPS AND ROUNDTABLES	10.45-11.00	INTRODUCTORY SESSION
	11.00-12.30	WORKSHOP 1: SALES AND COMUNICATION
	12.30-13.00	ROUNDTABLE 1: SOCIAL ENTREPRENEURSHIP
	12.30-13.00	COFFEE BREAK
	13.00-14.30	WORKSHOP 2: SUPPLIERS OF MATERIALS AND PROCESSES
	13.00-14.30	ROUNDTABLE 2: BUSINESS AND SUSTAINABILITY
<b>THE NEW FASHION SYSTEM</b> INTRODUCTORY LECTURES	14.30-16.00	LUNCH BREAK
	16.00-16.30	CONCLUSION SESSION
	16.30-17.00	THE NEW CONSUMER
	17.00-17.30	THE NEW BUSINESS OPPORTUNITY
	17.30-18.00	THE NEW DESIGNER
	18.00-18.30	THE NEW MATERIALS
	18.30-19.00	THE NEW BUSINESS MODELS
	19.00-19.30	<b>FINAL SESSION</b>

<b>WORKSHOP 1</b>	<b>DISTRIBUTION AND SALES</b>
<b>Problematic to solve</b>	How and where can I sell sustainable fashion? Potential distribution strategies New ways to sell and communicate sustainable fashion
<b>Official participantes</b>	<ol style="list-style-type: none"> <li>1. Alexandre Lizarbe/ VEJA</li> <li>2. Kavita Parmar/ THEIOUPROJECT</li> <li>3. Macarena Gros/ HOSSintropia</li> </ol>
<b>Invited companies</b>	<ol style="list-style-type: none"> <li>1. Miguel Rodríguez/ BEGREEN</li> <li>2. Bibi Chong/ OLOKUTTI BCN</li> <li>3. AGENTES COMERCIALES (ESP/INTL)</li> <li>4. VERDING</li> <li>5. SETEM</li> </ol>
<b>Schedule</b>	WS1: 11.00-12.30

<b>WORKSHOP 2</b>	<b>MATERIALS &amp; PRODUCTION PROCESSES</b>
<b>Problematic to solve</b>	How can I do material sourcing more sustainable? How can I produce with cleaner processes?
<b>Official participantes</b>	<ol style="list-style-type: none"> <li>1. Giusy Bettoni/ THE CLASS</li> <li>2. Jaume Mas/ TEIXIDORS</li> <li>3. Pepe Bargañó/ THINKINGMU</li> <li>4. Nieves Ruiz/ BIBICO</li> <li>5. Eva García/ ECOOLOGY</li> </ol>
<b>Invited companies</b>	<ol style="list-style-type: none"> <li>1. María Almazán/ MARIA ALMAZAN</li> <li>2. Rubina Ansari/ THE COLOURS OF NATURE</li> <li>3. Miguel Rodríguez/ MANDACARU</li> </ol>
<b>Schedule</b>	WS2: 13.00-14.30

<b>ROUNDTABLE 1</b>	<b>SOCIAL ENTREPRENEURSHIP</b>
<b>Topics covered</b>	Share the vision, knowledge and experience about why a social enterprise and what have been the biggest barriers and key success factors
<b>Moderator</b>	•David Cortés/ SOCIAL INNOVATION ECOSYSTEM
<b>Participants (4)</b>	Juan Ruiz&Marta Ribes/TEIXIDORS Nieves Ruiz/BIBICO Pepe Parguñó/THINKINGMU Carmen Tous/ECOLOGY
<b>Schedule</b>	RT1: 11.00-12.30

<b>ROUNDTABLE 2</b>	<b>BUSINESS AND SUSTAINABILITY</b>
<b>Topics covered</b>	Share the vision, knowledge and experience about how and why have these companies introduced sustainability into their businesses, challenges and success factors...
<b>Moderator</b>	•Sandra Castañeda/ TEXTILE EXCHANGE
<b>Participants (4)</b>	1. Macarena Gros/ HOSSintropia 2. Mikel Feijoo/ SKUNFUNK 3. Kavita Parmar/ THEIROUPROJECT 4. Inés Aguilar/ LA CASITA DE WENDY
<b>Schedule</b>	RT2: 13.00-14.30

<b>LECTURE 1</b>	<b>NEW CONSUMER</b>
<b>Developing the topic</b>	Market opportunity offered by the new ethical consumer
<b>Participants</b>	<ul style="list-style-type: none"> <li>Isabel Mesa/WGSN</li> </ul>
<b>Schedule</b>	16.30-17.00
<b>LECTURE 2</b>	<b>NEW BUSINESS OPPORTUNITY</b>
<b>Developing the topic</b>	Business opportunity offered by the new ethical consumer
<b>Participants</b>	<ul style="list-style-type: none"> <li>Margaret Fenwick</li> </ul>
<b>Schedule</b>	17.00-17.20
<b>LECTURE 3</b>	<b>NEW DESIGN</b>
<b>Developing the topic</b>	Different ways to consider a more sustainable design
<b>Participants</b>	<ul style="list-style-type: none"> <li>SYBILLA +ZIVIA</li> </ul>
<b>Schedule</b>	17.30-17.50
<b>LECTURE 4</b>	<b>NEW MATERIALS</b>
<b>Developing the topic</b>	The world of sustainable materials
<b>Participants</b>	<ul style="list-style-type: none"> <li>Giusy Bettoni/ CLASS</li> </ul>
<b>Schedule</b>	18.00-18.20
<b>LECTURE 5</b>	<b>NEW BUSINESS MODEL</b>
<b>Developing the topic</b>	How to create a successful business model based on sustainability
<b>Participants</b>	<ul style="list-style-type: none"> <li>Interview conducted by Pilar Samprieto /RNE ao Alexandre Lizarbe/VEJA</li> </ul>
<b>Schedule</b>	18.30-18.50