

# FASHION GREEN DAYS

2ND EDITION | « TIME TO ACT »

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## 1ST CIRCULAR FASHION FORUM 23RD AND 24TH MAY 2019 | ROUBAIX | ENSAIT

ECO-CONCEPTION | NEW MODELS OF DISTRIBUTION AND CONSUMPTION | RECYCLING |  
NEW BUSINESS MODELS | NEW TERRITORIES

### DRAFT PROGRAM

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THURSDAY 23RD MAY 2019

■ 9h00 | Welcome

#### TIME FOR ACTION !

■ 9h30 | Why is it time to take action ?

■ 9h45 | Status of the ecological, social and economic impact of the clothing and fashion business.

■ 11h00 | Which policy to adopt to take action ?

■ 12h00 | Lunch, preview of the exhibition ' The downside of my style'

■ 13h30 | Keynote | Barriers to change

■ 13h45 | Keynote | Circular economy within the clothing industry

#### I- TAKING ACTION : INNOVATIVE BUSINESS MODELS *SELL LESS, BETTER, DIFFERENTLY*

■ 14h00 | Status of fashion distribution in France

■ 15h00 | Selling less, but better

■ 16h15 | The changing face of business

■ 17h30 | Side-Event in the ENSAIT Library

■ 18h30 | Cocktail

FRIDAY 24TH MAY 2019

## II. MORE ECOLOGICAL PRODUCTS

*RE-USE, RECYCLING, UPCYCLING, ECO-CONCEPTION*

■ 9h00 | The boom of the second hand market

■ 10h15 | Keynote | Sustainable supply chain

■ 10h30 | Eco-conception and fast track : local solutions

■ 11h30 | Natural fibers, recycled materials, product development and finishing/treatments

■ 12h15 | Lunch

■ 12h30 | Film show/ L'Or Bleu /Blue Gold : documentary about natural craft dyeing with Marion Clément, Green Door Storie

## III. TAKING ACTION IN THE TERRITORY

*NETWORKS AND SOLUTIONS FOR THE FUTURE*

■ 14h00 | Update on networks in action

■ 15h00 | How to develop a compelling strategy to convince the fashion business and it's key players to take action ?

## LES ATELIERS PAYANTS

(1) Traceability of the supply chain and environmental transparency

(2) Textiles without plastic and fossil fuels

(3) Vegetable dyeing

(4) Blue economy

(5) Circular Economy showcase and initiation

(6) The Symbiotic Economy

## ON SITE EXHIBITIONS

EXHIBITION «THE DOWNSIDE OF MY STYLE» BY ADEME & UNIVERSAL LOVE

