

# WORLD DESIGN CAPITAL VALENCIA 2022

**FUTURE OF FASHION - SUSTAINABILITY IN ACTION –  
EMPLOYABILITY IN FOCUS – GLOBAL EDUCATION IN REALITY**





# INTRODUCTION

The World Design Capital Future of Fashion event will bring together fashion educators, designers, brands and industry players, working towards a common goal; creating a more sustainable future for the fashion industry. Supported by the European Union funded Sustainable Fashion Employability Skills (SFES) project, the ENHANCE Alliance of Universities of Technology and the Center of Innovation of Valencia City, Las Naves, this event will offer a platform for creation, experimentation and knowledge exchange for creating sustainability around 6 designated fashion industry pillars; Raw Materials; Design; Supply Chain; Production; Retail, Consumption and Waste; Emissions and Biodiversity.

Following on from the climate summit COP 26 which took place in Glasgow in November 2021, the fashion industry is taking up the mantel and confronting the challenges head on. Internationally renowned keynote speakers will share their vision of their sustainable fashion stories and journeys; roundtable discussions will enable the exchange of sustainable knowledge and expertise and practical workshops will empower students and citizens to start their own journey towards sustainable fashion knowledge and decisions.

A particular focus will be the employability skills and new educational formats which universities and companies should champion and incorporate to ensure that the young generation are awakened and engaged with global sustainability concepts within their educational programmes and that employment opportunities are there for them to take up.

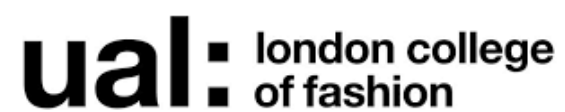
The Future of Fashion will be the global platform for a meeting of minds, best practice and expertise around sustainability in the fashion industry and will resonate for years to come as the signature event in this area.

To mark this event and to ensure its legacy for the City of Valencia and beyond, industries will sign up to the “Sustainable Employability skills” pledge where they will ensure that sustainable criteria is taken into account and written into their job profile descriptions.

## SUPPORTED BY

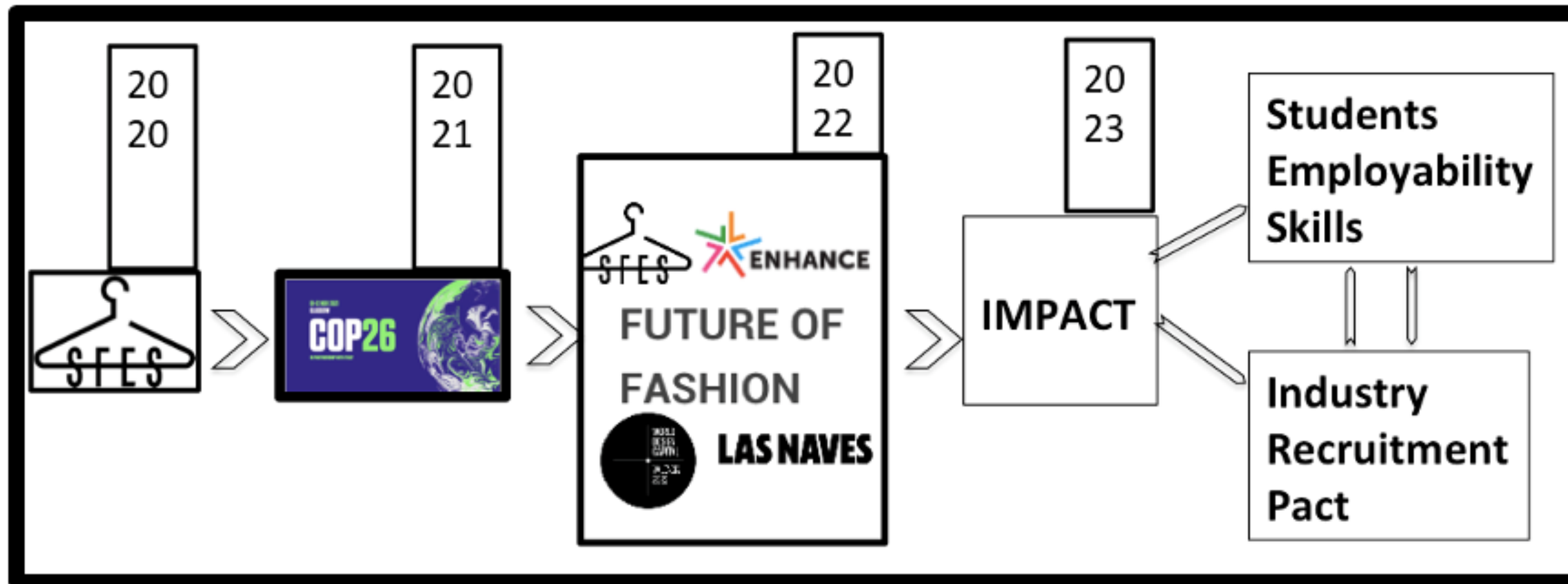


## IN COLLABORATION WITH



## GLOBAL REACH OVER 300 000 STUDENTS AND 85 000 STUDENTS IN VALENCIA

## TIMELINE



## OBJECTIVES

INCREASE AWARENESS OF SUSTAINABLE FASHION ISSUES ACROSS PRODUCT LIFECYCLE

KNOWLEDGE EXCHANGE AND BEST PRACTICE

OFFER SUSTAINABLE SOLUTIONS TO TACKLE GLOBAL ISSUES IN FASHION

INSPIRE TRANSFORMATIVE INITIATIVES TO ACHIEVE SUSTAINABLE ECONOMIC AND EDUCATIONAL GOALS.

CREATE OPPORTUNITIES FOR GLOBAL DISCUSSION, ENGAGEMENT AND COLLABORATION.

MAKE SUSTAINABILITY A REALITY FOR EMPLOYMENT CRITERIA IN THE FASHION INDUSTRY

VERTEBRATION OF DESIGN, INDUSTRY AND NEW GENERATION

STRONG NETWORK BUILDING FOR DATABASE CREATION OF SUSTAINABLE MANUFACTURERS AND SOURCING MATERIALS



# LAS NAVES & LA MUTANT

Las Naves, the center of social and urban innovation in the city of Valencia. An entity of the local public sector attached to the Delegation of Innovation and Knowledge Management of the Valencia City Council.

Las Naves promote urban and social innovation by putting people at the center of our actions and we directly or indirectly improve the quality of life of people in the city of Valencia in a way that is not known or is not implemented in practice.

Their projects strengthen the economic and social structures of the territory, working in the knowledge economy from innovation.

In Las Naves is being deployed the Missions València 2030 initiative. A new and pioneering innovation governance model aimed at city missions that improve the lives of citizens. Innovation missions that aspire to achieve a healthier, sustainable, shared and entrepreneurial city.

Workshop capacity: 2 spaces of 40-50 pax each

La Mutant is a project with a vocation for public service and universal accessibility. In a city immersed in full creative growth, full of public, private and civic projects and initiatives with a cultural denominator, the space completes a scenic offer, which, on the one hand, adapts to the creative evolution of the new exhibition languages and that at the same time it serves a diversity of audiences that demand a clear commitment to risk from the administration.

Auditorium capacity: 220 pax



**5-6 OCTOBER**  
**2022**



# WORKSHOPS



SUSTAINABLE PRODUCTION METHOD	GO LOCAL - CREATING SUSTAINABLE EMPLOYMENT	EDUCATING FOR THE FUTURE	RAW MATERIALS/ DESIGN PRODUCTION/ TRANSFORMATION SUPPLY CHAIN	RESURGENCE OF THE HISTORICAL FIBRES	CHANGING CONSUMER ATTITUDE, BUYING HABITS AND DISPOSAL
<p>How to recognize, use and transform the new materials of the future in textiles.</p> <p>Powered by: Embassy of Sweden</p>	<p>The circular economy in action</p>	<p>How to measure the environmental impact- what does it mean for the consumer, for business? What is ideal and what is possible? Is the carbon footprint important?</p>	<p>The new fabrics, sustainable fabrics *ie PINATEX - the pineapple which becomes faux leather. MYCELIUM - Fabric created from fungi non-toxic, waterproof and fire-resistant How to recognize, use and transform the new materials of the future in textiles.</p>	<p>The re-newed interest in heritage fibres such as flax, linen and hemp – a re-surgence of the traditional craftsmanship to handle them.</p>	<p>Looking at ways to extend knowledge, re-establish longevity and quality for purchasing decision, examining impulsivity in buying and looking at end of life solutions for fashion and clothing.</p>
COMMUNICATING SUSTAINABILITY	UX/UI DESIGN & PRODUCTION DESIGN	SHAPING THE INDUSTRY	AI AND AUGMENTED REALITY	BRANDING/ MARKETING/ COMMUNICATIONS CONSUMPTION AND WASTE	SUSTAINABLE SOLUTION FOR THE FUTURE
<p>What role do the universities and schools of design have in the creation of sustainability champions for the future of the fashion industry?</p>	<p>Getting into the user’s mindset is integral to the role, as is both user testing and prototyping. In short, they are responsible for ensuring the product is as optimized as possible for the user.</p>	<p>Artificial intelligence can also encourage sustainability in the fashion industry. With the right data analytics tools, designers can reduce the number of returns and minimizing overproduction.</p>	<p>Logistics and Movement of goods. Artificial Intelligence and augmented reality for transparency in supply chain.</p>	<p>How are the sustainable brands focussing their branding, accessing their consumers and communicating with the ethical and savvy new Millennial consumer.</p>	<p>What will we be talking about next year- where are the next innovations and solutions coming from- what is the blue sky thinking?</p>