

FASHION AND THE CITY

Panel discussion on the role of municipalities in promoting circularity and more sustainable consumption patterns in the fashion sector

WEBINAR

5 February 2024

14:00 - 17:00 CET



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Sustainable fashion is often regarded as an issue of international trade and global issues, disregarding the role of local municipalities in the phenomena of overproduction and overconsumption and their trickle-down effects. Yet many cities around the world have started to think of this challenge and develop innovative mechanisms to reduce the volume of production and overconsumption and support their city's fashion sector's transition to sustainability.

- How can municipalities reduce waste, induce sustainable consumption behaviours in their citizens and promote sustainable choices, and circular business services ?
- Do municipalities that are at the receiving end of fast fashion initiate policies and initiatives to re-address the phenomenon?
- Can cities impact the fashion industry by changing consumption patterns of their citizens?

An event of



UN ALLIANCE
FOR SUSTAINABLE
FASHION

Organized by



PROGRAMME & SPEAKERS

Opening remarks

- **Simone Cipriani**, Chairperson, UN Alliance for Sustainable Fashion & Chief Technical Advisor, Ethical Fashion Initiative (EFI/ITC)

Introduction

- **Katia Dayan Vladimirova**, PhD, Senior lecturer and researcher, University of Geneva

Why are cities important for sustainable fashion?

City Cases (10 min each)

- **AMSTERDAM: Dieuwertje de Wagenaar**, Senior Policy Officer Circular Textiles, City of Amsterdam. *Fashion and textiles in the "Amsterdam Doughnut": How policy can boost local circular ecosystems.*
- **OSLO: Kirsi Laitala**, Senior researcher, Oslo Metropolitan University. *Key challenges of textile waste and city-level solutions: Case of Oslo.*
- **ACCRA: Elizabeth Rickett**, Co-founder, The Or Foundation. *Textile overwhelm: How Accra City is managing the growing volumes of imported second hand garments and the resulting textile waste through circular practices.*
- **GENEVA: Katia Dayan Vladimirova**, PhD, Senior lecturer and researcher, University of Geneva. *Opportunities to support responsible local fashion consumption: Case of the City of Geneva.*
- **CAPE TOWN: Alison Evans**, Head: Waste Markets, City of Cape Town. *Moving towards circular textiles through Cape Town partnerships.*
- **NEW YORK: Jessica Schreiber**, Founder and CEO, FabScrap. *Pre- and Post-Consumer Textile Waste in New York City.*

Discussants (5 min each)

- **Felicity Lammas**, Sustainability Manager, Global Fashion Agenda
- **Mohammad Awale**, Founder, Rummage
- **Josephine Philips**, Founder and CEO, Sojo
- **Matt Dwyer**, Product Impact and Innovation Leader, Patagonia
- **Enrica Arena**, CEO, Orange Fiber
- **Åsa Degerman**, Manager, Once More

Q&A

Conclusions

- **Gulnara Roll**, Head of the Cities Unit, UNEP

Moderation

- **Paola Deda**, Director, Forests, Land and Housing Division, UNECE