



Highlights

G20 “Circular Fashion”

Conference – 7 June 2021

The Italian G20 Presidency, in collaboration with the European Commission, organised a workshop on circular fashion.

The event was chaired by Laura D'Aprile, Head of Department at the Ministry for Ecological Transition and G20 EDM Chair, who highlighted the opportunity to bring international attention to a sector that plays an important role in resource use and circular economy.

Topics such as fashion role and employment impact, as well as COVID-19, were addressed by the Director of Fashion at McKinsey; and the sector challenges in relation to sustainability were set out by Elisa Tonda, Head of Consumption and Production, UNEP. Youth20 members also expressed their views and illustrated their expectations as to future fashion.

The session focussing on circular economy solutions in the fashion sector addressed the benefits of implementing solutions along the fashion industry value chain, with presentations by Jeans Redesign, Project and Circular Fashion Partnership. The discussion focused on how brands (H&M Group, OTB; Arvind; Bitopi Group; Cider) and suppliers (Yee Chain, i:Co) can undertake a circular approach through the use of sustainable materials, durability studies, eco-designing and promotion of consumer-awareness education.

The session on Drivers and Enablers of Circular Solutions featured speakers from enterprises such as Zalando, Riley Studios, IDEO, and from Ellen MacArthur Foundation. The need was emphasised to design clothes such that they can be used for as long as possible, and to use materials without chemicals and toxic products and derived from renewable or recycled raw materials.

The closing remarks were conveyed by the Italian Presidency and the European Commission, aware that the event had provided an opportunity to exchange experiences and solutions, yet that there is still much work to be done in order to make fashion truly circular. Eventually, the European Commission also recalled the forthcoming adoption of a strategy for the transition of the textile industry by 2021.