WORLD CAFÉ ON FORESTS FOR FASHION

SIDE EVENT AS PART OF THE 5th EUROPEAN FOREST WEEK

4 NOVEMBER 2019 | 13:15 – 14:45

PALAIS DES NATIONS, ROOM IV | 8-14 Avenue de la Paix, Geneva

AGENDA

13:15 Introduction to the Forests for Fashion initiative by UNECE, screening of short film “Made in Forests”

13:25 World Café: four tables, each giving insights on different aspects along the value chain

Table Hosts:

Otto Simonett, Director, ZOI Environment Network, & Camille Jaillant, Sustainable Fashion Designer and Founder, Olistic the Label

The forest-environment-fashion linkages in the UNECE context, and the role of emerging fashion designers in influencing consumer behavior (including exhibition of clothes)

Julia Kozlik, Marketing Officer, PEFC International

The Importance of sustainable forest management and certification to support the responsible sourcing for the fashion value chain, partnership on Forests for Fashion initiative

Ruth Farrell, Global Marketing Director, Textiles, Eastman

The opportunities and challenges of producing wood-based fibers, recent innovations and market developments

Antonio Roade, Senior Sustainability Manager, New Look Retailers UK

The importance of forest sustainability and man-made cellulosic fibers traceability for fashion retailers and the challenges and opportunities involved.

14:45 Close

Please register:  https://uncdb.unece.org/app/ext/meeting-registration?id=IJrPng.
more information: http://www.unece.org/forests/forest4fashion