

## SDA Bocconi School of Management and Enel X partner to launch the Monitor for Circular Fashion

*A pioneering project in Italy to create the first industry-wide circularity report*

Find out more at: [www.sdabocconi.it/circularfashion](http://www.sdabocconi.it/circularfashion)

*Milan, 25 March 2021:* **SDA Bocconi School of Management** and **Enel X** today announced the launch of the **Monitor for Circular Fashion**, part of the **SDA Bocconi Sustainability Lab**: an ambitious, first of its kind project, that will provide a picture of the maturity status of the circular economy in the Italian Fashion Industry.

The Monitor for Circular Fashion is willing to engage a representative cross-section of the Italian fashion industry across the whole supply chain, in collaboration with the sustainability consultancy Eco-Age.

Already, the initiative has been joined by some of the industry's key players that shared significant inputs, including Candiani Denim, Dedagroup Stealth, Intesa (Gruppo IBM), Manteco, RadiciGroup, Save the Duck, Vibram, Vitale Barberis Canonico, Vivienne Westwood, and YKK.

This community of companies, chosen for their sustainability and circularity credentials in the Italian fashion industry, is already on a virtuous path, sharing ideas on the opportunities and challenges of circularity. They are specifically focusing on applying best practices to identify and develop new applicable and measurable circular solutions.

One of the main points concerns the key role of transparency and traceability in supply chains, seen as the way to substantiate the sustainability and circularity claims before all the stakeholders, including consumers.

As a key output of the initiative, based on an innovative circularity assessment methodology developed by Enel X and the know-how of SDA Bocconi School of Management Sustainability Lab's research team for the identification of industry-specific KPIs, a seminal Report will be launched in September 2021, revealing the sector's macrotrends, measuring how Italian fashion companies apply Circular Economy principles along the value chain, highlighting best practices, gaps, and ultimately proposing an ambitious plan of how to integrate circularity into one of Italy's biggest export industries.

A circular approach allows the take-make-waste paradigm to be radically changed thanks to the application of five circular business models (*Sustainable input, Life Extension, End of Life, Product as a Service, Sharing Platform*) ensuring products and materials are kept in use for as long as possible, redesigning the manufacturing, logistic, distribution processes and the customer journeys with the objective of making more efficient the use of resources. The move to a circular system will continue to speed up the global economy's journey toward a sustainable future.

The Monitor for Circular Fashion also takes part and commits to spreading the Call to Action of the UNECE project "Enhancing Transparency and Traceability of Sustainable Value Chains in Garment and Footwear sector" and the European "Circular Economy Action Plan".

*"The scientific approach is essential to enhance and grow the numerous pilot projects in circular fashion. With the Monitor for Circular Fashion we want to support companies in measuring circularity performance, identifying the main KPIs for each circular fashion business model. In the open dialogue with Institutions and*

*Policy Makers, the Circular Fashion Manifesto will give voice to the best practices of the Italian fashion system". Says Francesca Romana Rinaldi, Coordinator of the Monitor for Circular Fashion at SDA Bocconi School of Management Sustainability Lab.*

*Nicola Tagliafierro, head of global sustainability at Enel X, said: "The Circular Economy is at the center of the Enel X's strategy, thanks to sustainable business opportunities it is able to generate, and which has allowed Enel Group to position as the leading global utility in the Dow Jones sustainability index. For this reason, we have decided to make our experience and know-how available to support one of Italy's most important and strategic industries, with the aim of making the sector increasingly circular and an example for the global market."*

*Quote from Livia Firth: "I am very excited that Eco-Age is playing a strategic role in amplifying the key outputs of the research and in engaging new partners for the SDA Bocconi Monitor for Circular Fashion powered by Enel X, to place Italy at centre of the global discussion on sustainable fashion."*

-ENDS-

**Press Contacts:**

**Eco-Age**

Eco-Age Pe-Jae Brooks, Head of PR: [Pe-Jae.Brooks@eco-age.com](mailto:Pe-Jae.Brooks@eco-age.com)  
Eco-Age Massimo Leonardelli, PR consultant: [Massimo@eco-age.com](mailto:Massimo@eco-age.com)

**Bocconi**

Susanna Della Vedova  
Cell. 335 1353566  
Mail. [Susanna.dellavedova@unibocconi.it](mailto:Susanna.dellavedova@unibocconi.it)

**Enel X**

News Media Italia  
T +39 06 8305 5699  
[ufficiostampa@enel.com](mailto:ufficiostampa@enel.com)  
[gnm@enel.com](mailto:gnm@enel.com)  
[enelx.com](http://enelx.com)

**Editors notes:**

**SDA Bocconi School of Management**

SDA Bocconi School of Management has been a leading institution in management training for 50 years. The School's mission is to help individuals, companies and institutions grow by promoting managerial culture, knowledge and innovation. MBA Programs, Executive and Specialized Masters, Executive Programs, Custom Programs, Applied Research, Research Labs and Knowledge Centers all contribute to this - a wide offering aimed at professionals from all over the world and from all sectors of the economy.

SDA Bocconi is among the leading Business Schools in Europe and is among the few to have gained the triple accreditation - EQUIS, AMBA and AACSB - which puts it in the élite of Business Schools worldwide. These results reflect SDA Bocconi's commitment to be a world-renowned center for the creation and dissemination of knowledge. #5 European B-School Financial Times Rankings 2020.

SDA Bocconi Sustainability Lab is a multidisciplinary think tank aiming at developing and spreading relevant and innovative research to support enterprises and financial institutions, policy makers and non-profit organizations in their path towards sustainability, ESG and energy transition. The researchers of the SDA Bocconi Sustainability Lab are considered among the main experts on the CSR topic and published several publications also on Sustainable Fashion. The research team is strongly involved in the MASEM - Master in Sustainability and Energy Management (World Rank #1)

<https://www.linkedin.com/school/sda-bocconi-school-of-management/>

<https://www.facebook.com/sdabocconi>

[https://www.instagram.com/sda\\_bocconi](https://www.instagram.com/sda_bocconi)

<https://twitter.com/sdabocconi>

#### **Enel X**

Enel X is Enel Group's global business line offering services that accelerate innovation and drive the energy transition. A global leader in the advanced energy solution sector, Enel X manages services such as demand response for around 6 GW of total capacity at global level and 124 MW of storage capacity installed worldwide, as well as around 175,000 public and private electric vehicle charging points made available around the globe . Through its advanced solutions, including energy management, financial services and electric mobility, Enel X provides each partner with an intuitive, personalized ecosystem of tech platforms and consulting services, focusing on sustainability and circular economy principles in order to provide people, communities, institutions and companies with an alternative model that respects the environment and integrates technological innovation into daily life. Each solution has the power to turn decarbonization, electrification and digitalization goals into sustainable actions for everyone, in order to build a more sustainable and efficient world together.

Find out more at [www.enelx.com](http://www.enelx.com) and follow Enel X on its social media channels:

LinkedIn: @EnelX

Twitter: @EnelXGlobal

Facebook: @enelxglobal

Instagram: @enelxglobal

#### **ECO-AGE**

Eco-Age is a specialist sustainability and communications agency. We are a leading and trusted voice, expert in bringing positive, sustainable change to key audiences.

Our evidence-led sustainability narratives and programmes of change resonate with both consumers and industry insiders. Over the last decade we have honed specific expertise in supply-chains, textiles, impact measurement, internal and external communications, PR and event-planning. The programmes that we develop are aligned with international best practice and feed into global targets. This means the change that we help to activate is real and substantive.

Our sole purpose is to distil our know-how, expertise, enthusiasm and talent into client campaigns, strategies and programmes that bring real and substantive change. Not only does this help to shift the dial on sustainable change, but it gives a new generation of conscious consumers fresh and compelling reasons to invest – emotionally and financially – in the brands of our partners.

Our current partners include luxury fashion and jewellery brands, fashion retailers (including online), real estate companies, celebrity opinion-formers, film and TV academies, music academies, and fashion councils around the world.

### Partners

