

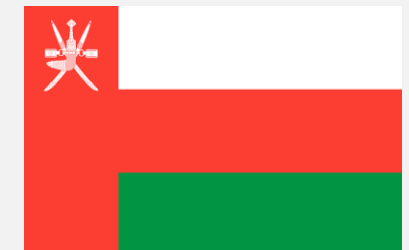


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# West Asia Sustainable Fashion Academy

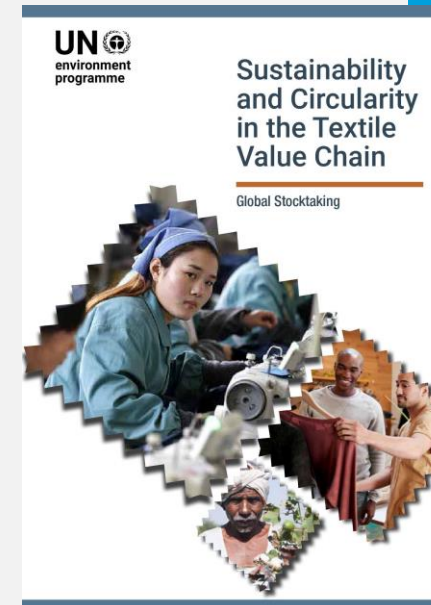
UNEP Regional Office  
for West Asia serves 12  
countries



# Overview of UNEP's Textile Activities

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- Value Chain Approach, Sound management of chemicals, Life-cycle thinking, Eco-innovation
- Integration in industry-wide workshops and discussions
- Textile and fashion projects UNEP established: Anatomy of Action Fashion Slowdown, Intex Project, West Asia Sustainable Fashion Programme, and Chemicals and Textiles
- Flagship report on Sustainability and Circularity in the Textile Value Chain



# Introduction to the West Asia Sustainable Fashion Academy

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**Vision**

Inspire the textile & fashion value chains in the region to shift to more sustainable consumption and production patterns

Influence policy actions to support the change

**Mission**

Share knowledge with all fashion/ textile stakeholders and bring together experts from different fields to create a sustainable and circular value chain

Raise awareness for more sustainable consumption patterns, having the youth as priority target.

**“The Academy’s goal is to address sustainability across the textile/fashion value chain by implementing capacity building and awareness raising initiatives”**



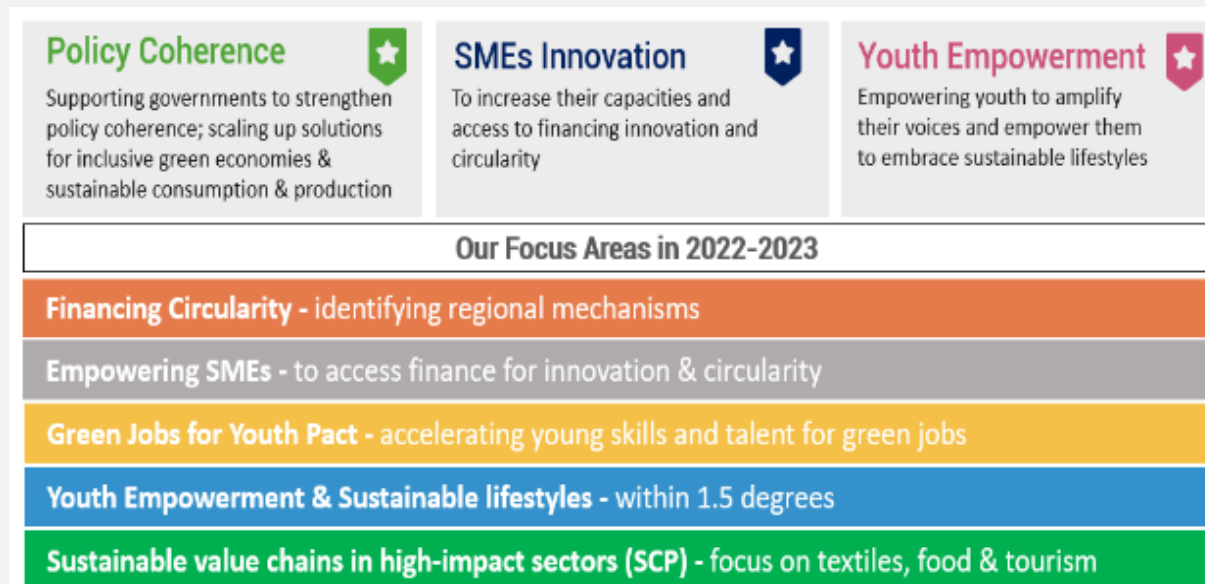
# Brief Overview: GO4SDGs

GO4SDGs initiative's core goal is to implement action and change by supporting:

- **Governments** to strengthen policy coherence;
- **Small and medium-sized enterprises (SMEs)** to increase capacities and access for financing innovation and circularity;
- **Youth** to amplify their voices and empower them to embrace sustainable lifestyles.

The Initiative builds partnerships to connect global initiatives with regional needs and solutions.

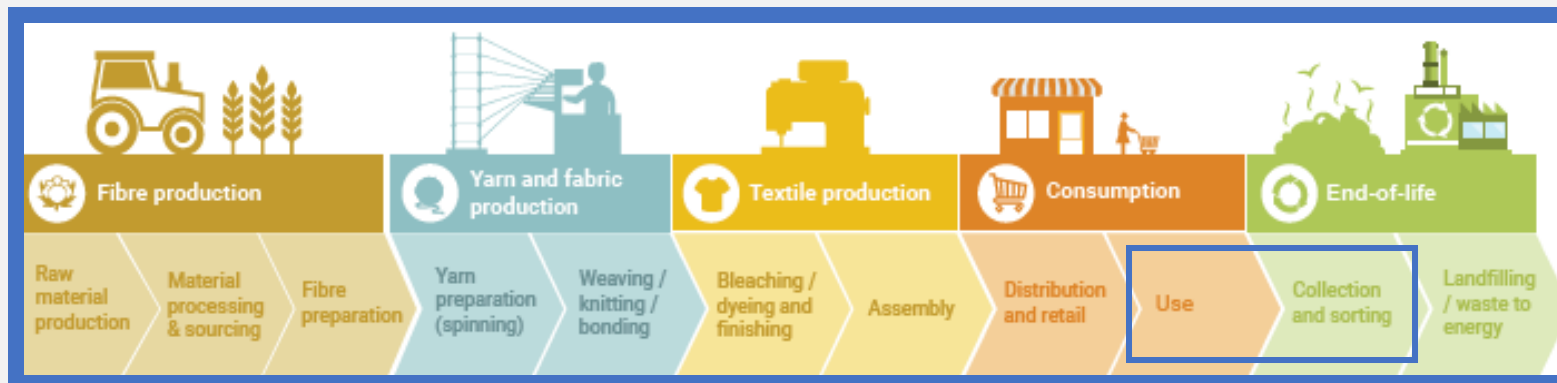
Regions covered: Africa, Asia and the Pacific, Europe and Central Asia, Latin America and the Caribbean, West Asia



# Initial Focus of the West Asia Sustainable Fashion Academy

The **West Asia Sustainable Fashion Academy** focused on:

- Gathering the network of NGOs that work on collection and sorting of clothes to engage and introduce them to the impact of the textile/fashion industry on the environment, and other circular business models that may support their existing model of work
- Consumer awareness and behavioral change through sharing informative posts on UNEP media channels

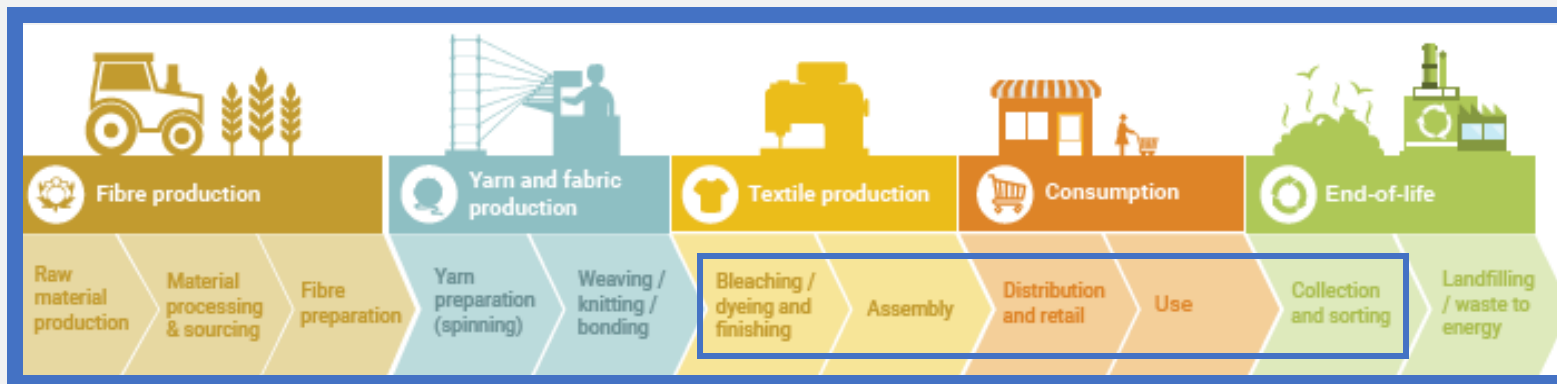


# Shifted Focus of the West Asia Sustainable Fashion Academy

The West Asia Sustainable Fashion Academy shifted focus to more upstream activities that target youth, SMEs and policy makers.

Main activities:

- Consumer awareness campaign
- Capacity building activities for SMEs
- Collaborating with universities to:
  - o integrate sustainability into their fashion design curriculums
  - o provide workshops to fashion designers



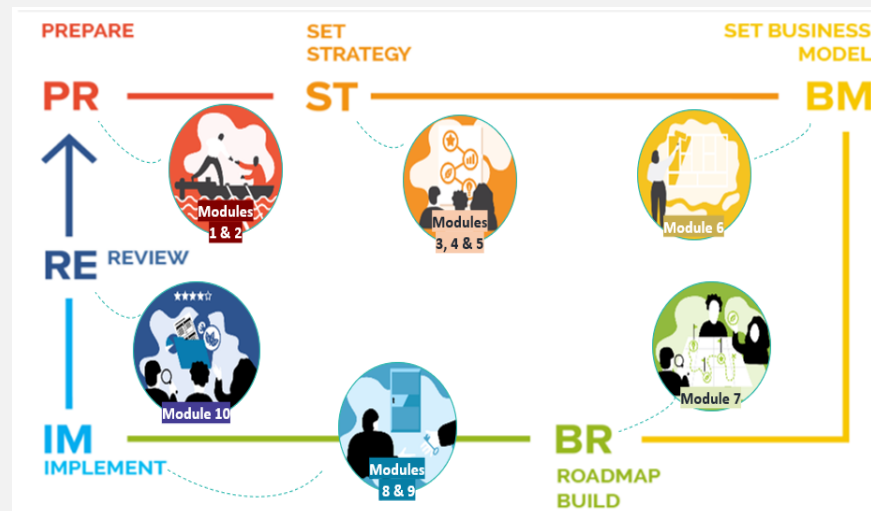
## Main Activities: SMEs

Capacity building workshop for SMEs focusing on eco-innovation.

Building SMEs capacity on eco-design may ease the adoption and successful implementation of an EPR scheme.

Main activities:

- Targeting Chambers of Commerce to 'train the trainers'
- Chambers of Commerce to target their members (SMEs) and develop their capacities





## Main Activities: SMEs

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### West Asia Future Lab for Innovation and Policy

Provided a platform for SME stakeholders to discuss how SMEs are leading the way to transform the textile/fashion sector in the region, the challenges they still face and the potential for further action with regards to 5 main key areas:

- Innovation
- Non-financial support
- Finance
- Policy
- Market



## Main Activities: Universities

A 3-day workshop targeting fashion school students in the West Asia region.

Zero Waste Fashion: an Eco-Design Marathon, was held in collaboration with the Lebanese American University (LAU). LAU has incorporated elements of sustainability such as eco-design into their program of work.



## Planned Activities

February 2023 - Textile Coloration Innovation and Green Chemistry with the University of Technology and Applied Sciences (Muscat, Oman)



## Planned Activities

On Black Friday this year, to encourage sustainable consumption patterns among the youth.

Between the 21st and the 25th of November 2022 the UNEP Regional Office for West Asia is planning to carry out a series of activities to encourage university students to repurpose, reuse, redistribute unwanted clothes.

Main activities:

- Collect unwanted clothes from students
- Fashion design students to repurpose and redesign items
- Redistribution of collected items to encourage donation





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# Thank you

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