



Phygital Sustainability Expo®

European Institutional Summit on Sustainability
Europe: The Old Continent, a Global Beacon for Sustainable Policies

June 4th and 5th, 2024 - World Environment Day
Museum of the Imperial Forum - Rome



THE PARTNERS OF THE LATEST EDITION (2023)

Main Partner



Parlamento europeo

Con il supporto di



Mai... Sponsor



In Partnership con



Treno Ufficiale



Patrocini ministeriali

Communication partners



Hotel Partners



Con il patrocinio di





SUSTAINABLE
FASHION
INNOVATION
SOCIETY

- **2.247** subscribed firms between brands, manufacturers & fashion-tech start-ups (B2B).
- **80%** of subscribers are Italian and **20%** from abroad.
- Subscribers come from **47 different countries**.
- Total revenues of all our subscribers is equal to **72 billion Euros**.
- Total number of employees of our subscribers is equal to **13.482 people**.
- A Scientific Committee of prestigious C-level executives.
- Partnerships with **national & european institutions**.
- Our format will receive an award at **COP28 in Dubai** for having introduced the first museum route in the SDGs.
- Our subscribers can access the most equipped Bio Materials Lab in partnership with Sapienza University of Rome.



SAPIENZA
UNIVERSITÀ DI ROMA

The numbers of Sustainable Fashion Innovation Society





- [Press Conference](#) of Phygital Sustainability Expo® took place at the Ministry of Enterprises & Made in Italy in presence of Minister Urso.
- Our format was elected from *Harper's Bazaar* as the first event with international relevance for its reference sector: «where fashion meets technology, science and innovation».
- Every year the event hosts **10,000 people of which di 2,000+ international** guests from all over the world.
- **500+ managers** present during the event.
- **15+ multinational firms** with world premieres.
- **100+ speakers** from **10 different countries**.
- 70 million people reached (certified numbers).
- **9.4 over 10 people** declared they will participate to the next edition too, giving di **9.1 over 10** rating to their experience at Phygital Sustainability Expo® 2023.

The numbers of Phygital Sustainability Expo®



The Phygital Sustainability Expo® format consists of a framework of 5 educational elements within the culture of 360-degree sustainability.

A disruptive format that, for five years, has been creating inclusive and educational paths in the fields of sustainable development, circular economy, technological and digital innovation (AI, AR, VR, Metaverse, NFT). Entrance for visitors is free.

1-GREEN CONFIDENTIAL LECTURES



4-NARRATED CATWALK®



5-FASHION SHOW IN THE METAVERSE



2-MUSEUM ROUTE

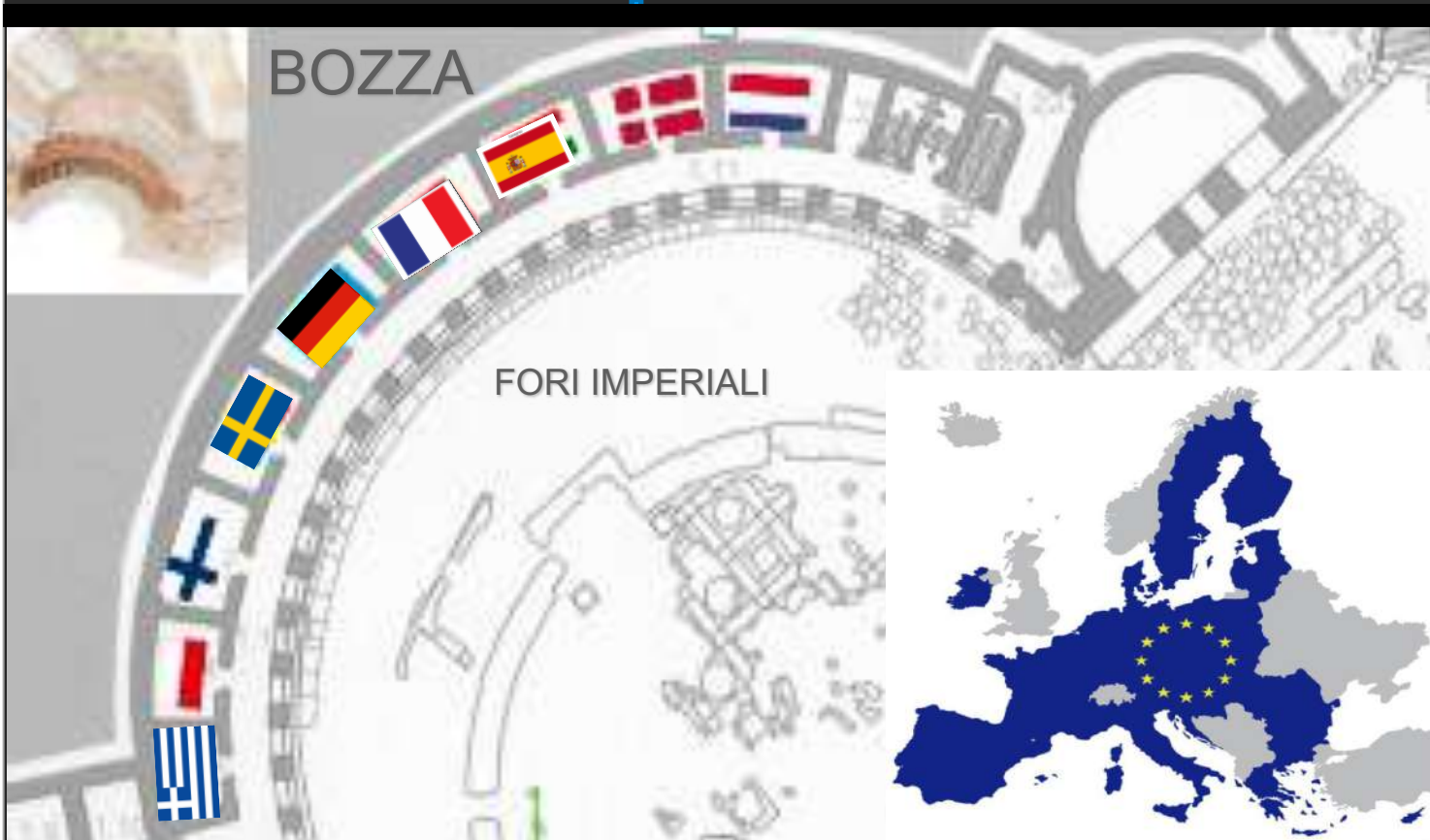
In the Sustainable Development Goals

3-EDUCATIONAL PATHWAY- AR



European Institutional Summit on Sustainability

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With our main partners, the European Parliament and the European Commission, Phygital Sustainability Expo® 2024 will welcome companies representing excellence in sustainability from every European country, as indicated by relevant Ambassadors, in an innovative collective event preceding the European elections. Because dressing is a political act. And it is Europe that paves the way.



Museum route in the SDGs awarded at COP28 in Dubai: The copyright format of Phygital Sustainability Expo® displays the exhibition of companies based on the relevant Sustainable Development Goals to educate the audience on the sustainable development pathways of the UN 2030 agenda.



Liv. 2- Second floor of the Grand Emitheatre

Liv. 1- First floor of the Grand Emitheatre

Liv. 0- Ground floor of the Imperial Forum

**Mercati di Traiano
Museo dei Fori Imperiali**

Led wall (100 mq) in New York, Milan & Rome

Some of the 100 Speakers of the latest edition



Press Release of the latest edition
153 articles online & offline



President of Sistema Moda Italia Sergio Tamborini. Deputy Chief of Staff of Ministry of Environment



President ITA-Italian Trade Agency Matteo Zoppas.



Deputy President of the Chamber of Deputies Fabio Rampelli, CEO of European Parliament and CEO of Rome EXPO 2030.



Minister of Tourism Daniela Santanchè



President & CEO Automobili Lamborghini Stephan Winkelmann



Councillor of Rome Capitol City for Big Events Alessandro Onorato



Panel Fashion & made in Italy with Minister Urso, President of Albini Group, Radici Group.




Minister of Tourism Daniela Santanchè with Cecchi Paone.




President of Serie B Football League Balata, Prof. Antonio, Giordano, moderator: Annapaola Ricci RAI TG1

Reach of the event

Great international guests



khaby00 

450 posts 81M followers 982 following

Khaby Lame

Gaming video creator
TikTok: 160 Mln+
contact@iamkhabylame.com Italy

Moderators



Alessandro Cecchi Paone

Stories






claudiaconte.it 

1,046 posts 317K followers

Claudia Cor

Public figure
Condutrice e Opinionista tv
Attivista per i diritti umani e delle donne
Legaltà e Antimafia
Ideatrice di format Culturali e Sociali
linktr.ee/claudiaconte




josemourinho 

273 posts 3.8M followers

Jose Mourinho

Official account of Football Manager, Jose Mourinho.
www.matildejewellery.com

Active participation

alex_digiorgio 

819 posts 176K followers

ALEX

Athlete
Olympian Swimmer
Crea precedenti

70 MILLION PEOPLE reached in total (certified)

>1,500 users shared the event on social medias (Instagram, LinkedIn, X, TikTok, Snapchat)



international guests



agilmamiyev 

415 posts 1M followers

Agil Mamiyev

Entrepreneur
Innovational & Tech Entrepreneur
Founder of Millionaire Concept
Founder of Reputation Inc. and @Healthnewsmag
agilmamiyev@millionaireconcept.com

Partnerships




jana_italyfoodprn 


2,512 posts 316K followers

Italy Food PRN

Blogger
Gian Andrea Squadrilli
Projects: @italyfoodprn @golocious @sushifoodprn
Tecnologo alimentare
Se non è disumano non ne vale la pena!

Influencers

claryselassie 


53 posts 582K followers

HiH Princess Clarissa MHS

Artist

Speakers



wise.art_ 

1,091 posts 334K followers 324 following

Wise.art

Software Company
The Trusted and Green Marketplace for #nft of the Next Generation
Secured by @wiseart_sa
#nft #nftmarketplace #nftcommunity
wise.art

Digital Articles

CNH Industrial
502,020 followers

The IV edition of the Phygital Sustainability EXPO by Sustainable Fashion Innovation Society, which focused on the eco-sustainable transition of the textile and design supply chain, concluded today in #Rome.

The round table discussion on Fashion and #biodiversity was attended by Daniela Rosolio, (EMEA Head of Sustainable Development Initiatives, CNH Industrial).

The discussion emphasized CNH Industrial's leadership in driving the transformation of #agriculture.

This dialogue is motivated by the need to establish a sustainable value chain fueled by technological innovation. Recognizing the interconnectedness of #food and #fiber, CNH Industrial actively works towards promoting #sustainable agriculture.

Through the implementation of advanced iron and tech that minimizes water and pesticide usage, enhances soil health, and supports farmers in increasing productivity, CNH Industrial demonstrates its commitment to safeguarding the future of the planet.



ITA Almaty su Twitter

"Incoming dei top-buyer e giornalisti del Kazakhstan a Phygital Sustainability Expo e RMI Ricerca Moda e Innovazione (presso i Mercati di Traiano, nel complesso archeologico del Museo dei Fori Imperiali) ed Altaroma, Roma 10-14 Luglio 2022"

twitter.com



SELECTABLE ELEMENTS

NARRATED FASHION SHOW®

- Participation to the Narrated Fashion Show® of the most innovative outfit in the collection (unique format under worldwide copyright).
- Inclusion of the brand in all press releases (pre and post event). Press Office: Comin & Partners.
- One model included for the Narrated Fashion Show® with makeup and hair.
- 1 seat during the Narrated Fashion Show®.
- Brand's logo visibility on Phygital Sustainability EXPO® social platforms with 1 Instagram post.
- Access for 2 people to the exclusive refreshment dedicated to buyers, journalists, brands and institutional stakeholders (Ministers, Parliamentarians, CEOs, Presidents, VIPs and influencers).
- 1 Instagram live lasting 30 minutes will be dedicated to the company to promote the brand's participation to the EXPO, towards our B2C and B2B community (100-300 live viewers).
- Mention of the brand in 1 newsletter towards our 10,000+ B2B subscribers and institutions.

MUSEUM EXPO

- Participation in the museum exhibition in the Sustainable Development Goals in one of the world's most beautiful archaeological locations.
- Dummies, tables and chairs included for the museum EXPO in the SDGs.
- Professional photos during the event.
- Inclusion of the brand in all press releases (pre and post event). Press office: Comin & Partners.
- Brand's logo on Phygital Sustainability EXPO® social platforms with 1 Instagram post.
- Access for 2 people to the exclusive refreshment dedicated to buyers, journalists, brands and institutional stakeholders (Ministers, Parliamentarians, CEOs, Presidents, VIPs and influencers).
- 1 Instagram live will be dedicated to the brand, lasting 30 minutes, to promote the company's participation to the EXPO, towards our B2C and B2B community (100-300 live viewers).
- Mention of the brand in 1 newsletter towards our 10,000+ B2B subscribers and institutions.

SPEECH ON STAGE

- Participation to the Conference Session (10 minutes on-stage) to announce your company's sustainable transition.
- Professional photos of the speaker on stage.
- Full video of the speech on stage.
- Inclusion of the brand in all press releases (pre- and post-event). Press office: Comin & Partners.
- Streaming of all speaker sessions on Today.it homepage and Sustainable Fashion Innovation Society website.
- 1 seat during the Narrated Fashion Show®.
- Visibility for the speaker on Phygital Sustainability EXPO® social platforms with 1 Instagram and LinkedIn post.
- Access to the entire speaker session footage.
- Access for 2 people at the exclusive refreshments dedicated to speakers, journalists, and institutional stakeholders (Ministers, Parliamentarians, CEOs, Presidents, VIPs and influencers).
- 1 Instagram live will be dedicated to the speaker, lasting 30 minutes, to promote its participation in the EXPO, towards our B2C and B2B community (100-300 live viewers).

PRICING

1 ELEMENT:
€ 4.000,00 + VAT

2 ELEMENTS:
€ 5.000,00 + VAT

3 ELEMENTS:
€ 7.000,00 + VAT



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Not-for-profit association

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www.sustainablefashioninnovation.org



Parlamento europeo



Commissione europea