**HOMI FASHION&JEWELS EXHIBITION: THE FUTURE IS SUSTAINABLE**

*Ethics and attention to the environment are the current challenges of the fashion system, Fiera Milano, and HOMI Fashion&Jewels, which is continuing to pursue its sustainable best practices*

*Milan, xx September 2023.* Sustainability and ESG (Environmental, Social and Governance) issues are essential for the entire Italian fashion system. For years, Fiera Milano has been focusing on the belief that the trade fair sector can play a relevant role in the action against climate change, and for this reason they set the goal of measuring and reducing the environmental impact of the exhibitions in order to become a platform that is capable of spreading positive messages of awareness, thus stimulating the national and international community to gradually embrace ethical behavior.

In line with this responsible strategy, a process to measure the carbon footprint generated by the events of Fiera Milano was initiated already in 2022, with the goal of reducing CO2 emissions and aiming for a complete decarbonisation of trade fairs by 2050.

**HOMI Fashion&Jewels Exhibition** is also part of this plan, as in last September's edition it managed to neutralize CO2 emissions, thus **becoming to all intents and purposes a carbon neutral event**. A result achieved by supporting the environmental project 'Photovoltaic Power Project', an initiative dedicated to the construction of photovoltaic panels in Maharashtra (India), which allowed for the offsetting of all CO2 emissions generated by the event, while at the same time favoring access to green energy for local populations.

A virtuous decision that not only marked the start of a green-oriented assessment process (using the LCA methodology - Life Cycle Assessment - combined with the parameters of the ISO 14040, ISO 14044 and ISO 14067 standards, in line with the Net Zero Carbon Events initiative), developed in collaboration with Rete Clima, for the exhibitions held at Fiera Milano, but also earned global recognition by UFI.

The project to measure the carbon footprint of **HOMI Fashion&Jewels** took second place at the international UFI Operations&Services Award 2023. This certification allowed Fiera Milano to be accredited on the international trade fair scene, with a view to the potential development of the carbon footprint assessment model also for third-party organizational secretariats, thus confirming Fiera Milano's commitment to positively influencing its stakeholders in adopting good sustainability practices.

Moreover, at the next September edition of HOMI Fashion&Jewels, sustainability issues will also be addressed in a very concrete way through **presentations of activities, products and special sartorial projects** aimed at disseminating and supporting a new way of interpreting fashion, also with a dedicated talk organized in collaboration with Federmoda. **'Futures of fashion and fashion of the future: the role of Italian SMEs in light of the EU textile strategy'** will in fact be an important in-depth look at the regulatory framework and trends that are having and will have an impact on the fashion world following the latest regulations in the textile-fashion-clothing-footwear sector, which will require new sustainability reporting.

*HOMI Fashion&Jewels Exhibition is waiting for you from 15 to 18 September 2023 at Fieramilano (Rho).*