

Concept Note

Venue: Tent B KICC. **Date:** 27 November 2018. **Time:** 16.30 to 18.30

SIDE EVENT: BLUE FASHION FOR BLUE GROWTH

INTRODUCTION

BLUE FASHION FOR BLUE GROWTH

The Global Fashion Sector is noted as one of the most polluting sector on the planet.

Waste (such as plastics) and unsustainable water consumption, pesticides, insecticides, chemicals and petroleum in the production of textiles highlight how essential it is for Oceans, Seas, Rivers and Lakes to be part of the sustainable fashion conversation. Synthetic fibers release significant amounts of micro plastic into our waters, which impact the entire food chain, destroy communities and contaminate crops.

Blue Fashion is an emerging sector in the 'Blue Economy' that addresses how we can use marine raw materials and by-products to develop sustainable bio-alternatives for the fashion industry, as well as using recycled plastics for luxury fashion products.

The Blue Fashion for Blue Growth session investigates whether we can create growth in the Blue Economy whilst addressing the fashion sectors need for more sustainable materials and methods of production.

Can the interweaving of marine and fashion value chains harness a 'WIN-WIN' situation for improved sustainability for our planet, value creation for designers and meet the needs of the 'educated' consumer who demand products, which do not cost the Earth?

CONFERENCE SUB-THEMATIC AREAS COVERED

Side Event 2: The sub-thematic areas addressed by Blue Fashion are (9) People, Culture, Communities and Societies: The Inclusive Blue Economy and: (2) Employment, Job Creation, Poverty Eradication and the Blue Economy.

AIMS AND INDICATIVE AGENDA OF THE SIDE EVENT

The aim of the Blue Fashion for Blue Growth event is to raise awareness and provide a platform for dialogue regarding the use of biomaterials in sustainable fashion, its barriers and potential solutions.

The side event features both local Kenyan designers and international designers that have tapped into the blue economy by using ocean-sourced material in their garments.

Under the theme of Blue Fashion, the aim is to harness potential partnerships between Government, industry leaders and designers to reduce the harmful consequences of fast fashion and invest in the blue economy.

Marine-derived products and garments will also be featured in a display case for participants to see first-hand the beauty and potential of these materials.

AGENDA

Blue Fashion for Blue Growth

16:30 - 17:30:

Theme: Panel discussion on the use of marine materials in the fashion industry and the facilitation of Blue Fashion by governments and international organisations.

The panel moderator is Morten Stemre, Adviser at the Nordic Atlantic Cooperation.

- Dr. Gabriel Rugalema, FAO Representative in Kenya
- Óluva Klettskarð, Member of Parliament in the Faroe Islands
- Daniel Hatton, Founding Director of the Commonwealth Fashion Council
- Jákup Søresen, Adviser at the Nordic Atlantic Cooperation and project manager for the Blue Fashion Challenge
- James Ambani, CEO, Victorian Foods, Kenya
- Ira Kideum, Managing Director, Victorian Foods, Kenya
- Ana Silva, Head of Sustainability, Tintex textiles, Portugal

Blue Fashion Showcase

17:30 - 18:30:

Concept: Models will be standing in 'formation' on platforms made out of reclaimed wood designed and constructed by local artisans. Guests will be invited to connect with the garments, encouraged to touch the fabrics and to question designers and suppliers – to discuss the process and personal journeys.

The Blue Fashion showcase will demonstrate the essential relationship of land and Ocean materials and how this alliance will add a new dynamic to a demanding sector and demonstrate how by combining the two can help our planet reach sustainable goals.

- Designer Deepa Dosaja
- Shoes and handbags produced by Victorian Foods
- Designer Jamil Walji
- Sydney Owino and Zeddie Lukoe (Blackbird)
- Bags and accessories from Barbara Della Rovere, Brazil
- Three outfits from the Blue Fashion Challenge

PARTICIPANTS

As a topic of broad interest and innovative nature, the Blue Fashion for Blue Growth event expects participants to include:

- Representatives of Government, UN
- Influential people and personalities from the region
- Industry leaders in sustainable textile design, natural tanning processes and regenerative design.
- Designers and individuals from the fashion community that are moving towards a more sustainable business model.

The number of participants anticipated are approximately: 150-200

EXPECTED OUTCOMES

Blue fashion for Blue Growth

- Increased awareness of global sustainability issues in the fashion industry and the benefits of moving towards a more circular economy;
- The potential of marine-derived products to provide additional socio-economic opportunities to maritime states;
- Ongoing innovation in Nordic Countries
- Potential linkages for policy makers between the fashion industry and Blue Growth
- Appreciation for local Kenyan-produced products made with fish leather and seaweed Fiber