

ROOT SUSTAINABLE FASHION FAIR

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UIC Barcelona - Master's Degree in Arts and Cultural Management



1. Conceptual Basis.....	2
Mission and Vision.....	3
Legal Structure.....	3
Council & Board.....	3
Team and Staff.....	5
Advisors.....	6
2. Problem & Solution.....	7
Introduction.....	7
The Problem of Fast Fashion.....	7
What is greenwashing?.....	8
Our solution.....	9
3. Market Analysis.....	10
Competition.....	10
Competitive Advantages.....	11
SWOT ANALYSIS.....	13
Market Target.....	14
4. Conceptualization.....	15
Concept.....	15
The Venue.....	15

Projects Contents.....	17
The Program.....	19
List of exposing brands.....	19
Potential list of certifications.....	23
Sponsorships.....	23
Stakeholders.....	24
5. Production and Planning.....	26
Operational Needs.....	26
Risk Management.....	26
6. Marketing Plan.....	29
Marketing Strategy.....	29
Branding.....	30
Logo.....	30
BURRO STUDIO.....	31
Marketing Mix.....	31
7. Communication Plan.....	34
Communication objectives.....	34
Channels.....	35
The Website.....	35
Press Communication.....	36
8. Financial Plan.....	36
Key Assumptions.....	36
Set-up Costs.....	37
Budget.....	38
Financing.....	40
9. Future Outlook.....	40

1. Conceptual Basis

Welcome to ROOT, the unique fashion fair for sustainable and ethical fashion brands in Milan. Our mission is to bring together the best and brightest in the sustainable fashion sector, highlighting innovative and eco-friendly designs that are both stylish and ethical. We believe that fashion can be both beautiful and sustainable, and our purpose is to promote a more sustainable and ethical approach to fashion.

Mission and Vision

Our mission is to promote sustainable fashion and provide a platform for sustainable brands to showcase their innovative and environmentally conscious designs.

We are a fair based in **Milan**, a launching pad for emerging and sustainable fashion brands giving them the opportunity to exhibit, narrate and sell their own items in an expiring and eco-friendly context.

The planet is collapsing as a result of the influence that large firms' manufacturing systems are generating.

The vision of ROOT is to create the hub for sustainable fashion with the goal of breaking down fast fashion.

We truly believe in people who create items with an exceptional attention to style and material research, displaying their knowledge and capabilities while respecting the environment and the value chain manufacturing.

ROOT is born to give voice to the whole sector of sustainable fashion brands: we want to change the trend of fashion in direction to quality and sustainability.

Our purpose is to discourage the youth generation from buying fast fashion as a compulsive purchase: *less shopping - more quality.*

Legal Structure

We are a non profit organization that unites people with the common purpose of raising awareness on how sustainable fashion can have an impact on value chain production, worker's conditions and materials. We are legally opening a recognized association, with a public statute.

The Italian non-profit law regulamentation states that every association can be recognized or not, the difference between the two is that if you are not recognized the association hasn't got a legal person, so, if something happens all the debts are legally covered by the founders.

ROOT will be recognized and have its own legal person. We two as funders are going to sign the association status in front of a notary.

ROOT is governed by a board of directors and trustees who oversee the organization's operations and ensure that it fulfills its mission and objectives.

Council & Board

The ROOT General Council and the Executive Board are in charge of our organization.

These two collaborate to achieve the goals stated in ROOT's mission.

The Executive Board is made up of three managers who are also members of the General Council. The General Council is primarily concerned with transparency and

control, whereas the Executive Board is in charge of running the organization's operations.

ROOT General Council

The General Council is the main institutional body of our organization and it is composed of the three members of the executive board plus other 5 members coming from our stakeholders.

Main strategy decisions will be taken from the Council setting down the guidelines of every year's editions, approving the funding budget, salaries and any compensation.

The existence of this body proves the transparency we'll have with our stakeholders, protecting the organization from possible theft attempts from the managers.

The Council will meet every six months and will have to approve the balance sheet of the previous year and the provisional of the following year. During this meeting the accountant of the organization will be present to answer any possible questions.

The Council is consisted by:

- Matteo Falconi - Executive Board Director
- Filippo Fontana Rava - Executive Board Director
- Matteo Ward - Executive Board member - Sustainability Manager and Wrad Living Founder
- Tommaso Sacchi - Member of the Milan City Council and Municipal Councilor for Culture
- Marco Minoja - Culture Director of Fabbrica del Vapore
- Claudia Sordini - Fondazione Cariplo
- Barbara Toscano - Director of Istituto Marangoni Fashion School of Milan

Executive Board

The Executive Board will consist of key individuals responsible for strategic planning, financial management, operations, marketing, and human resources.

Matteo Falconi and Filippo Fontana Rava will be part of the Executive Board as founders of the organizations. The third member of the Executive Board is Matteo Ward, our Sustainable Advisor who will bring valuable knowledge and experience to our sustainable fashion fair.

He will help to ensure that the brands we showcase align with our values and mission. Additionally, he can contribute to the development of sustainable policies and initiatives for our fair. The executive board will report his moves and decision to the Council twice a year.

During these two meetings the three managers will update every stakeholder on the following projects and will explain every expense incurred.

The executive board members are the only ones to receive a real salary from the organization.

Working full time the three managers will receive a competitive annual sum.

The three managers will also have a common budget to be spent in extra expenses for traveling, accommodation.

The main strategy decisions will be taken from the Council setting down the guidelines of every year's editions, approving the funding budget, salaries and any compensation.

The practical organization of the allocation of the funds, the arrangement of the event, communication and marketing strategies and staff administration will be delegated to the Executive Board that will have his relative freedom in running the day by day operations. In addition an important task of the Executive Board is the selection and the relations with all the exhibitor brands in order to have a direct connection with all the brands.

Team and Staff

We have a dedicated team and staff to support our event. Our collaboration with Burro Studio ensures effective promotion and engagement with a wider audience. With the help of our accountant, we maintain financial transparency and manage risks. Through partnerships with Istituto Marangoni, we offer valuable internships to provide hands-on experience. Furthermore, we include security, cleaning services and catering. Our committed team and staff play a crucial role in the success of our event.

Communication Agency

We will collaborate with **Burro Studio** [see p. 30], a communication and social media agency that can be very beneficial for promoting our event and reaching a wider audience.

Some of the tasks that the agency could help with include:

- Developing a comprehensive communication plan for the event
- Creating a social media strategy to build awareness and engagement
- Designing and implementing advertising campaigns (e.g. Instagram ads)
- Creating content (e.g. blog posts, social media posts, videos and talks) to promote the event and the participating brands
- Managing the event's social media accounts
- Collaborating with influencers and bloggers to promote the event and the participating brands
- Establish our website

Accountant

Another important role for our team is our accountant. His responsibilities include:

- Keeping track of financial transactions: this involves recording all financial transactions accurately and maintaining a comprehensive record of all financial activities of the business.
- Financial analysis: our accountant is responsible for analyzing financial data to provide insights that can be used to improve business performance. This includes creating financial reports and presenting financial information to the management team.
- Tax compliance: our accountant ensures that the business complies with all relevant tax laws and regulations. They prepare tax returns, calculate taxes, and ensure that all tax payments are made on time.
- Budgeting and forecasting: our accountant assists in preparing the business's budget and creating financial forecasts to guide decision-making.
- Financial planning: he is involved in financial planning activities such as creating financial models, developing financial policies and procedures, and advising on financial strategies to help the business achieve its goals.
- Risk management: our accountant helps to identify and manage financial risks that the business may face. He assesses the business's financial position and makes recommendations to mitigate any potential risks.

Internships

Our partner Istituto Marangoni will provide interns that can bring a lot of value to a team, and can also help provide them with valuable experience.

For us it is important to ensure that the internship program is well-structured, with clear expectations and goals for both the interns and the company. It is also important to provide approximately 8 interns with appropriate training and support, and to ensure that they have meaningful work to do.

External Collaborators

In terms of the evolution of the workforce, it will depend on the growth and needs of the event. As we expand and take on new projects and initiatives, we may need to bring on additional staff with different expertise and skill sets. We may also need to adjust roles and responsibilities within the team to accommodate changes in the business. We will also need to hire staff to work at the event, such as security, cleaning agency and a catering service for our inauguration. Deeja's, artists and speakers for talks are going to be selected by the board.

Advisors

As a new organization we are fortunate to have access to a network of mentors and advisors who can help us navigate the challenges and opportunities of starting our

sustainable fashion fair. This network includes fashion experts like Giulia Masla, head of GM/PR, and Oliviero Muzi Falconi, founder of the startup Perlego. We are in contact with Rnb4Culture startup and will collaborate with them since they will be in charge of managing the event site.

We plan to continue working with these experts as advisors throughout the planning and execution of the fashion fair.

Finally, we have also connected with potential investors who have expressed interest in supporting our mission and helping us achieve our fundraising goals. These investors bring valuable expertise and experience in finance, marketing, and event planning, and we look forward to working with them to ensure the success of ROOT.

2. Problem & Solution

Introduction

The fashion industry is one of the world's most polluting industries. Between water and air pollution from the factories and the significant amount of waste that comes from textiles, our society needs a way to curb the fashion industry's negative impact on our environment.

Another important problem that we need to face in every industry is the quantity of useless material used to create and sell products. Our fair will provide a platform to support sustainable brands, to help the fashion industry being more sustainable and environmentally friendly.

Our sustainable brands need a launching pad where to exhibit and narrate their sustainable items. Our shareholders will participate in our fair to get closer to the *future fashion* that is going to change everyone's mindset.

The Problem of Fast Fashion

Nowadays the discussion has been driven by the analysis of non-ethical and fair productions of millions of items made of synthetic and mixed materials. The major fast fashion industries have produced for years at low prices and absolutely out of markets to be able to increase more and more sales.

The system powered by this pattern of consumption has been the reason why many of the European and American brands have moved their production facilities to poorer countries with cheap labor: India, Bangladesh, Vietnam, Laos and China for example.

The reasons for the shift in production only take into account the lowering of production costs: labor and raw materials to be exploited in countries with few regulations on the subject.

The workers of the factories from which the big brands are supplied are very often exploited, underpaid and, in some cases, even underage. Working conditions are precarious and dangerous both for the low safety measures for those who work closely with toxic materials and dyes, and for the dangerous buildings in which production takes place.

One of the main problems of this unequal exploitation of resources is the destruction of the environment in the areas surrounding the factories.

Since there is no control by the authorities and since the operators of these plants have to keep production prices lower and lower, chemical waste water is often dispersed in the environment. The exploitation of the environment, deforestation to produce viscose and the use of pesticides to increase cotton production are destroying the ecosystem of these countries. However, the amount of clothing produced by these brands is much higher than the demand of consumers in Europe and, according to their model, each garment is destined to last as little as possible to fuel this process of continuous production and purchases.

In the last 40 years no one has ever asked the question of the social and environmental cost that this business model implies.

A sad event happened the 24th April 2013: the collapse of Rana Plaza, a textile factory in Bangladesh where 1134 people lost their lives.

Only then the west-world slowly began to give weight to what was happening and, in these years, the theme of sustainability began to come out of everyone's mouth.

At the same time all the attention on this theme brought some big brands to start some greenwashing marketing campaigns to prove their sustainability.

Greenwashing is a very important phenomenon to monitorate and our fair will also focus on educating consumers to recognize it.

What is greenwashing?

Greenwashing is a commercial malpractice spread across several sectors to induce people to buy a product or service that is claimed to be environmentally friendly when it is not. Greenwashing in fashion is a growing problem, a great deception for people who want to buy better, durable and circular products that can therefore be used for a long time, repaired, reused or recycled into new yarn at the end of their life.

Investigations by Greenpeace Germany checked the truthfulness of the information on clothing labels. Under scrutiny were the initiatives of 29 companies (H&M, Zara, Benetton, Mango, etc.) that adhere to the Detox campaign launched in 2011 by Greenpeace to reduce the emission of dangerous chemicals in the textile supply chain to zero. To this group Greenpeace added 2 international brands such as Decathlon and Calzedonia/Intimissimi.

Concerning the companies with a red sticker, these are "brands that sell products for what they are not, forgetting to publish information to assess their actual environmental impact". In its analysis, Greenpeace also investigated the traceability of the supply chain available on the label or on the brand's eshop and the payment of a decent wage. These are two aspects about which, unfortunately, very little is known.

The Greenpeace analysis identified some common threads in many of the labels examined:

1. the risk of confusing consumers with labels that are presented as certified but are actually derived from corporate sustainability programmes;
2. the lack of third-party verification or assessment of compliance with best environmental and social standards;
3. the absence of traceability mechanisms for supply chains;
4. the absence of references to the need to move away from the current business model;
5. the false narrative about circularity based, for example, on sourcing recycled polyester from other industries instead of second-hand clothes;
6. the heavy reliance on misleading terms such as 'sustainable' or 'responsible' associated with 'materials' that, in fact, perform only slightly better environmentally than virgin or conventional fibres;
7. the continued use of fibre blends such as 'Poly Cotton or Polycotton' - a polyester/cotton blend fabric - often presented as more environmentally friendly;
8. the decision to rely on the Higg index to assess the sustainability of materials, a tool whose bias is known
9. the improvement of a single aspect/parameter of production (e.g. reduction of water consumption or reuse/recycling of pre-consumer waste).

We found a website to search and find out how much and if a brand is sustainable:

[Good on You](#).

Last but not least, fast fashion cannot be defined as sustainable. Companies have a duty to move away from business models based on a linear economy and promote a true circular economy that reduces social and environmental impacts. Extending the life cycle of clothes must be the industry's priority, only then will we avoid fashion based on greenwashing.

Our solution

We create a need that will be necessary: *we want to save the future of fashion.*

Our goal is to change the mindset of young people, who are used to consuming, into buying with sense and cleverness. This mindset in fashion world is transmitted through the sustainability of the product. Thanks to collaboration with fashion schools and universities in Milan, we interact directly with young people by shaking up ideals and implanting the roots of future fashion. Less shopping, more quality and durability. The ideal is in line with the circular economy that will be the basis for the future of fashion. Young people, thanks to our fair, will start to appreciate sustainable fashion as the new fashion ideal. There is no specific place to start the project, but we think Milan is the ideal city since fashion and the new generation meet. There is also no specific time to start but the need has come to change the mentality of the new generation.

The future of fashion depends on the new generation, and the brands exhibiting their collections share the ideals and values of the fair completely. It is the meeting point where the brands themselves finally have a word in order to change the perspective that young people have on fashion. Our fair is an opportunity for these sustainable brands to tell their stories and show how important it is to be sustainable. We will seek to change the purchasing habits of young people, who need to stop buying impulsively online without asking themselves questions such as: "where is this shirt coming from?, what exactly is the material?, do we have a chance to recycle these items in the future?"

We work in accordance with the ideals of all brands participating at our event, and most importantly, we share the goal of developing the circular economy.

3. Market Analysis

Competition

In terms of fashion, Milan is a very competitive city with a rich history of fashion design and manufacturing, it is one of the most significant fashion capitals in the world. Numerous well-known fashion companies, luxurious fashion homes, and fashion events are located in the city. Milan is home to an increasing number of initiatives and brands that promote sustainable fashion. Sustainable fashion is the theme of a variety of fashion shows and events in Milan, including Milano Unica, Green Fashion Week and White Sustainable Milano. All these events are supported by the textile industry and big players in the fashion sector, their work has opened a reflection on sustainability as the most important contemporary theme. The problem with these huge events is that they are made for professionals and usually in canonical fair's locations in the suburbs.

To exhibit the newest sustainable fashion trends and ideas, these events bring together sustainable fashion brands, professors and experts without trying to attract youth

generations. Their focus is usually too commercial and, for this reason, they end up being non attractive or educative for everyone.

ROOT is a nonprofit fashion show that has certain benefits over the competition: we are up against other fashion shows and events because we offer a new way of interacting and educating future generations by exposing new realities which they could have created.

A special mention is due to WakeUp, a new fair launched in 2023, which describes itself as "a new generation of fashion designers and artists in an innovative and high-tech space". This fair is held in Parma, a city two hours outside of Milan. They are the most similar project to ours at the moment; a startup fair operated by young and professional people in the fashion industry.

Being in Parma and being part of a biggest arts & craft fair called "Il Mercante in Fiera" are two conditions that let us believe in our project.

ROOT will always have a dedicated location with his independence without being considered a small "green pavilion" in a bigger event.

Generally, as more brands and initiatives come into existence and well-established labels begin to embrace sustainability, there is an increasing competition in Milan's sustainable fashion sector. This competition also gives sustainable fashion brands a chance to highlight their distinctive products and stand out in a competitive industry.

Competitive Advantages

Our competitive advantages over the competition include our commitment to ethical sourcing and production, our focus on the Milan area, and our commitment to supporting sustainable brands.

1. *Transparency and credibility*: these are important factors that set us apart from our competitors. We prioritize transparency in our operations and communication to build trust with our audience and stakeholders. This includes being open about our sustainability practices, showcasing the steps we take to ensure ethical and eco-friendly fashion, and sharing information about our brand selection process.
2. *Brand process selection*: we have a rigorous process in place to ensure that only sustainable and credible brands are showcased at our fair. We carefully evaluate brands based on their commitment to sustainable practices, materials, and production methods. We consider certifications and eco-labels that validate their sustainability claims, such as organic certifications, Fair Trade certification, and certifications for recycled materials. By selecting brands that meet specific sustainability criteria and have obtained relevant certifications, we ensure that our visitors can trust the authenticity and credibility of the products on display.

This not only enhances the overall quality of the fair but also reinforces our commitment to promoting genuine sustainable fashion.

3. *Being independent*: unlike other organizations or fairs, our event is totally independent, followed by our nonprofit organization. We count on the fact that being free to decide when and how to operate can give us a big competitive advantage, furthermore to avoid greenwashing.
4. *Like-minded partnerships*: our like-minded partnerships give us a competitive edge by enhancing our credibility, expanding our network, and reaching new audiences. They strengthen our position and enable us to make a greater impact in driving positive change in the industry.
5. *Highlight emerging brands*: Milan is already home to many well-established fashion brands and events, but this may be an opportunity to highlight emerging sustainable fashion brands that are not as well-known. By giving these brands a platform to showcase their products, you can help them gain exposure and build their brand. Especially with our new podcast where each brand has the opportunity to narrate themselves.
6. *Education and awareness*: another competitive advantage could be to focus on education awareness around sustainable fashion. We will host workshops, radio talks and podcast discussions on topics related to sustainability in the fashion industry, such as sustainable materials, circular fashion, and ethical production. This can help to educate customers and brands about sustainable fashion and why it's important.
7. *Networking opportunities*: we want to offer networking opportunities for sustainable fashion professionals, such as matchmaking sessions for brands and buyers or a speed-dating style event for brands to connect with potential collaborators. This can help to facilitate new partnerships and collaborations within the sustainable fashion industry. All this can happen thanks to our new community that is going to interact even after our event through talks, social media events and magazine articles.
8. *Pricing*: our price is symbolic since we are a non-profit organization, therefore every fair proposes a different experience and service. There are indeed some fairs that are only accessible for providers, journalists and brands. Our fair is open to everyone who wants to enjoy the sustainable experience.
9. *Location*: our location is accessible to everyone since it is in the city center and in a well-known venue. Other locations are the most outside the city center.
10. *Atmosphere and service*: our fair will try to offer a unique and one of a kind experience driving our visitors through a completely different experience: food area, music all event long, radio talks and brand exhibition.

SWOT ANALYSIS

Strengths

- Create a community: Our advantages are that we are not only giving visibility to emerging brands but also we are creating a community and a hub where the next generation of fashion and youth meet. Therefore we are going to be part of the circular economy. This is going to happen after we base our roots into the milanese and italian community.
- New world of sustainability: Our fair is not only a marketplace where to trade products, it is an event where anyone can discover the new world of sustainable fashion due to the presence of emerging sustainable and handcrafted brands.
- Mostly emerging brands: Our fair is going to be the only event focused only on sustainable and emerging brands.
- Avoiding greenwashing: In our market segmentation we saw that sustainability is a side factor sometimes barely touched as a topic in Italian fairs. We think that this topic is often used as a flag for greenwashing. Our event is focused on explaining how every exposed item is created.
- Low pricing: Our goal in sales is focusing on having a big audience to reach a high level of visibility through our communication plan. Indeed our price ticket is 3€ for the first year, a symbolic price to attract an audience.
- New mindset: Goal of changing the mindsets of young people from consumption to shopping with more quality and cleverness. This is going to happen after a long time, and is one of our most important goals.

Weaknesses:

- Limited brand selection: We may face difficulties in attracting a diverse range of sustainable and handcrafted brands to participate in our fair, as we are a new event.
- Limited resources: Due to limited funding and resources, we may face challenges in executing all aspects of our communication plan and delivering a seamless event experience.
- Limited brand recognition: Being a new event, it may take time for us to establish our brand and gain recognition within the fashion industry and among our target audience.

Opportunities:

- Growing interest in sustainability: The increasing awareness and demand for sustainable fashion provide us with an opportunity to tap into a niche market of environmentally-conscious consumers.

- Collaborations and partnerships: We can explore collaborations with like-minded organizations, influencers, and industry experts to enhance our brand visibility and credibility.
- Expansion and scaling: If our first edition is successful, we have the opportunity to expand our fair to other cities or even internationally, reaching a larger audience and attracting more brands.

Threats:

Competition from established fairs: Established fashion fairs and events may pose a challenge in terms of attracting brands and visitors, as they already have a strong presence in the industry.

Economic downturn: Economic instability or a recession could impact consumer spending habits and their willingness to attend and support fashion events.

Greenwashing concerns: Misleading sustainability claims by some brands may undermine the credibility of the sustainable fashion industry as a whole, potentially affecting the perception of our fair and the brands involved.

Market Target

1. *Eco-conscious consumers*: Customers who prioritize sustainability and ethical fashion choices are likely to be the key audience for our fashion fair focused on sustainable brands. These consumers are concerned about the environmental and social impact of their purchases and interested in exploring the new sustainable fashion world.
2. *Fashion bloggers and influencers*: Fashion bloggers and influencers are an important target audience for our sustainable fashion fair. They can help raise awareness about the event and promote our exposing sustainable fashion brands to their followers, who are often interested in fashion and lifestyle trends.
3. *Fashion buyers*: Buyers for fashion boutiques and department stores are also important customers for our sustainable fashion fair. They are always looking for new and unique fashion brands to stock in their stores and attend fashion fairs to discover new collections and trends.
4. *Fashion students*: Fashion students, especially those interested in sustainable fashion, are also likely to be interested in attending a fashion fair in Milan. They can learn about sustainable fashion trends, connect with industry professionals and make valuable contacts.
5. *Conscious travelers*: Milan is a popular tourist destination, and conscious travelers interested in sustainable fashion are a growing market. They could be interested in attending a sustainable fashion fair as part of their trip and may be looking for unique and sustainable fashion items to take back home.

6. *Sustainable fashion enthusiasts*: Sustainable fashion enthusiasts who are passionate about ethical and sustainable fashion choices are likely to attend this kind of fashion fair. These customers are committed to making a positive impact through their purchases and are always on the lookout for new and innovative sustainable fashion brands and items.

4. Conceptualization

Concept

Visitors can expect an extraordinary and immersive experience at our fair. It will be a journey through various exhibits, taking them on a captivating exploration of sustainable fashion. They will have the opportunity to discover the stories and values behind each brand, gaining a deeper understanding of their commitment to sustainability.

The fair aims to provide an educational experience, offering insights into sustainable fashion practices, eco-friendly initiatives, and the latest trends in the industry. By the end of their visit, attendees will leave with a heightened awareness of the importance of sustainable fashion and will be inspired to make more conscious choices in their shopping habits. Our fair promises to be a transformative event that not only showcases remarkable fashion, but also educates and empowers visitors to embrace a more sustainable and ethical approach to their style also thanks to our expert talks and chats.

The Venue



Our non-profit fair will be held in **La Fabbrica del Vapore** in Milan, an ex-industry converted into a large cultural center, with multiple spaces available for events and exhibitions.

Fabbrica del Vapore is a venue that belongs to the city council of Milan that uses it for exhibitions, public and private events. This venue is nationally recognized as one of the most versatile big locations in the city center of Milan. It has several rooms and can also be rented for every type of activity. The city council offers the venue at a very reduced price to non profit organizations.

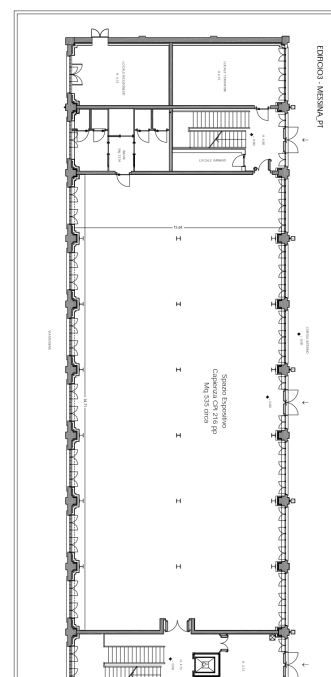
We have secured a spacious facility to accommodate our needs, which will include private stands, conference and radio talks rooms, a retail center and DJ music area. Additionally, we will have access to a number of food and beverage corners and other amenities to make our fair more attractive to our attendees, buyers, and sponsors.

The exhibition space is called Spazio Messina, about 535 square meters, our idea for the exhibition space is to allot about 10-15 square meters of space per exhibitor. This would mean that for 20 exhibitors, we would need approximately 200-300 square meters of exhibition space, and the remainder is dedicated to the food and beverage corner and music area.

However, this is a rough estimate and the actual amount of space required may vary depending on the specific needs of each exhibitor. Some exhibitors may require more space if they have large or bulky items to display, while others may be able to work with a smaller amount of space.

Ultimately, the amount of space we will need for our sustainable fashion fair will depend on the specific requirements of each exhibiting brand and the overall layout of the exhibition space. It is important for us to work closely with each brand to understand their specific needs and to carefully plan and allocate the exhibition space to ensure that everyone has adequate space to showcase their products and that visitors can easily navigate the fair. All this is supervised by our fair staff whose duty is to allocate brands following their intentions and request, always respecting our values and criteria. Therefore our food and beverage providers can select and adapt their corners depending on their request and on our remaining space, the same process would happen with deejays and artists.

Edificio Messina at La Fabbrica del Vapore, 535 m2





Projects Contents

The sustainable collection of brands

The main content of our fair is the collection of sustainable clothing and accessories that our brands exhibit.

Each brand must pass the sustainability selection and then can contract for a stand in the fair.

Once the contract is concluded, the brand during and after the fair will enjoy all the benefits that the fair offers. During the 4-day event, all **20** brands will be able to: display the collection at their discretion, to sell their products, and most importantly they will have a time to interact with the organizers and invited guests to narrate themselves to the audience and to the podcast listeners. After the event is over, the project continues with its goal of saving the fashion world and, in fact, the brand will be included in the catalog of the fair edition with all sustainable items and/or accessories exhibited at the fair.

Guest talks

The event's second content will consist of speeches by experts and guests who will share and discuss stories, information, and facts regarding fast fashion, value chain production, certifications, packaging and shipping, new materials, technologies and how to shift your production to a more sustainable model, communication and greenwashing.

These contents try to educate and inform everyone about the grave effects of pollution and exploitation that major corporations have on the environment.

The coordinator of Fashion Revolution Italia Marina Spadafora, Barbara Toscano the Director of Istituto Marangoni and Matteo Ward are just some names of the experts who will talk during our event.

ROOT X EST. RADIO for Brands

During ROOT, we are excited to offer a unique opportunity for our brands to be featured on various radio talk shows and interviews. We believe that this platform will allow for a deeper connection with our audience and bring our message of sustainability to a wider audience.

Throughout the event, we will be hosting a variety of chat shows and interviews that will feature our brands and their sustainable practices.

The event allows brands to express themselves live at the microphones of our interviewers. The brands will have a unique opportunity to tell their stories to our visitors and listeners, explain how they were born, how they design their products, and what materials they use to create their 100% sustainable clothes and accessories. Our live stream will be broadcast on our YouTube and Instagram channels, later posted on our podcast profile. Of course, the fair visitor will have the opportunity to attend the live chat during the event. Our hope is that through these interviews, we can inspire and educate our audience on the importance of sustainability in the fashion industry. We also believe that this is a great opportunity for our brands to showcase their products and share their stories.

We are partnering with EST. RADIO to showcase our brands on talk shows and interviews during the event. It's an exciting opportunity for our brands to share their sustainable stories and connect with a wider audience. Through live streams, podcasts, and interactive chats, we aim to inspire and educate people about sustainability in fashion.

Together with EST. RADIO, we're making a positive impact in the industry.



The Program

ROOT	Special Guest	Brand Chat	Time Schedule
Thursday	Marina Spadafora - Sustainability and certification: a guide for consumers	Studio Sartoriale Manteco PNLP Eticlò AVAVAV	Opening: 10 a.m. Chats: from 11:00 a.m. Special Guest: 18 p.m. Happy Spritz: 19 p.m. Closing 22 p.m.
Friday	Umberto Galimberti - The consuming attitude in history, is a circular economy possible?	Yatay LAC Milano Womsh Sarta Culo Camicia	Opening: 10 a.m. Chats: from 11:00 a.m. Special Guest: 18 p.m. Happy Spritz: 19 p.m. Closing 22 p.m.
Saturday	Matteo Ward and Sara Sozzani Maino - Communication and greenwashing: an analysis of fast fashions marketing campaigns	F_WRD OOFWEAR Fili Pari Scilè Wrad Living	Opening: 10 a.m. Chats: from 11:00 a.m. Special Guest: 18 p.m. Happy Spritz: 19 p.m. Closing 00 a.m.
Sunday	Barbara Toscano - New materials and technologies: how to change your production	HAIKURE Rifo flavialarocca VESCOVO Melidè	Opening: 10 a.m. Talk: 11:00 p.m. Chats: from 15:00 p.m. Happy Spritz: 19 p.m. Closing 23 p.m.

List of exposing brands

Menswear, Womenswear and Fabrics

- **Studio Sartoriale:** Studio Sartoriale is an independent brand based in Verona that has made sustainability its main choice in production and research. The collections, in fact, are entirely made using inventories left over from Italian workshops. In this way, the brand does not produce new fabrics to make its clothes, thus avoiding the waste of material and the start-up of chemical processes for dyeing. Each item becomes a unique handcrafted piece that is the result of a revolutionary creative process.
- **Manteco:** Since 1943, an Italian textile company has specialized in sustainable luxury fabrics and jerseys. Manteco is now an established Italian textile company that produces premium quality yarns in a sustainable way. Manteco must not

only be beautiful and performing, but also more and more recyclable, eligible to be reinserted in the circular-economy-driven Manteco System.

- **PNLP:** PNL P is the brand founded by designer Chiara Parise with the mission of creating a-seasonal collections, timeless and outside the dictates of speed and consumption of the fashion system. One of the features that distinguishes it from other Italian sustainable brands is the use of cupro to make the items. This fabric, in fact, besides being extremely valuable because it is derived from the purest part of cotton, is biodegradable and vegan.
- **Wrad Living:** WRÅD is a consulting studio and creative agency focused on sustainability, set up to inspire and enable others to challenge the non-sustainable status quo of the fashion industry through education, design, and innovation. They believe shaping a new corporate culture is at the core of sustainable development and innovation. Their projects start with tailor-made training sessions for the different departments of the client company with a focus on circularity, communication, design and core sustainability principles. They work to support other companies in strategic decisions, ranging from product ideation to supply chain innovation. They also advise clients on how to innovate their business model and communicate their products in sync with the human, social and environmental dimensions. Finally, they constantly embark on R&D projects to develop new technologies that can help facing the current and future challenges of our entire ecosystem.
- **CULOCAMICIA:** is a fully sustainable, handmade in Italy, brand that turns old shirts into boxers and shorts. It started as a family hobby when Tommy's mom wanted to give her son's old shirts a second chance. CULO CAMICIA was born from Goti and Tommy united their strength and worked on their weakness in order to create a solid product and communicate it in a unique way.
- **Eticlò:** from Ethical Closet, is an Italian brand where ethics and aesthetics come together to create a unique and sophisticated product. Theirs is a story of awareness: eticlò was born from the desire to develop a healthy and responsible alternative in the textile industry without sacrificing style and elegance.
- **AVAVAV:** is a Florence-based fashion brand headed by designer Beate Karlsson. The brand's mission is to recover unused luxury fabrics from large-scale local productions to create hyper-realistic clothes with a strong aesthetic impact. The project is a demonstration that the perfect mix of tailoring, avant-garde design and the recycling of high-quality materials can unhinge any stereotype of sustainable fashion.
- **HAIKURE:** is another of Italy's top sustainable brands with a mission to produce jeans with the lowest possible impact. The brand's products are made from organic (and therefore recyclable) cotton, saving 35% water compared to

traditional production and reducing the water pollution that occurs in the fabric dyeing process.

- **Rifò:** is among the most famous Italian sustainable brands. The brand was founded in Prato and focuses its production on the creation of clothing made from regenerated and regenerable textile fibers. The brand's mission is to transform old garments (such as jeans and jumpers made of wool and cashmere) into a new yarn with which new 0 km products are made by local artisans. The brand is also involved in social activities, financing and collaborating with non-profit projects and associations dealing with education, the environment and social support.
- **flavialarocca:** Winner of the 2019 Green Carpet Fashion Awards, flavialarocca is the Italian sustainable brand founded by the eponymous designer with the mission to revolutionise the approach to fashion. How? The garments are made under the banner of modular fashion, that is, through a modular system of zips and seams that allows them to transform, change shape, become a different garment and contribute to a versatile wardrobe, without having to buy new clothes. Furthermore, the collections are made in Italy, using recycled materials and certified natural fabrics, paying particular attention to water and energy consumption.
- **VESCOVO:** is an emerging brand that stands out for its tech-wear aesthetic and the sustainable production of its garments. The pieces are made using fabrics recovered from luxury warehouses, regenerated fibres and GOTS-certified organic cottons. The result is a collection of over-the-top, genderless garments that combine traditional Italian tailoring with a contemporary, avant-garde aesthetic.
- **Melidé:** is a sustainable Italian brand that became very successful in 2014 for its production of hand-embroidered T-shirts made of organic cotton. Since then, the brand has gone from strength to strength, including accessories, dresses and shirts in its collections, but its focus on sustainability has remained very high. In fact, there are many fronts on which the brand is committed: from adherence to the Global Organic Textile Standard to Fair Trade and the use of biodegradable and recyclable jute for shoe production. During the fair, the brand will be able to create one of its workhorses on commission: a tee with organic cotton embroidered on demand.(tbd)
- **F_WD:** is a clothing and footwear brand born with the mission to represent the new generation of fashion, combining futuristic and sporty-but-sophisticated aesthetics with the mission to create sustainable garments. The brand is very transparent about the materials it uses: from recycled rubber shoe soles to eco-leather from renewable sources to recycled polyester and ecological packaging.

- **OOFWEAR:** is a sustainable Italian brand that sells planet-conscious jackets and clothing. The thermal padding of the jackets, for example, is made of eco-certified wadding, while all furs and skins used in the outerwear are 100% animal friendly. The brand also states that at the moment its production is not completely sustainable and that they are working on the search for partially or totally recycled materials.
- **Fili Pari:** is certainly one of the most unique Italian sustainable brands around. It is, in fact, a brand that sells outerwear, clothing and accessories using the circular economy in a very special way. The brand makes its products using recycled nylon and marble. The project is called MARM \ MORE and translates the love for the environment and for its raw materials into collections that exploit the waste from the Italian stone industry to create durable, waterproof garments with the natural colors given by the selected marble.
- **Scilè:** is a sustainable brand based in Milan, founded by three vintage garment lovers with the mission to reinterpret the classic men's waistcoat. The garments are produced exclusively in Italy with certified organic or vintage regenerated fabrics. The collections are made in limited quantities to avoid remainders and ensure the uniqueness of the garments. The brand has the FSC certification which attests that the wood used and the forests are managed correctly and responsibly according to strict environmental, social and economic standards.

Accessories and shoes

- **Yatay:** is a brand of Made in Italy shoes for men and women that pays particular attention to the creation of an all-round sustainable product: from the materials used to the production chain, passing through the recycling and disposal of used shoes. The products are handmade in the Marche region, using sustainable materials such as vegan leather or fabrics derived from the upcycling of plastic, cereals, tyres and wood. Each product is associated with a code, imprinted in the sole of the shoes, thanks to which it is possible to participate in the ecological process by planting a tree or allowing the recovery of the materials it is made of.
- **LAC Milano:** is a sustainable Italian brand that produces limited edition handmade shoes. The name is an acronym for Limited Artisanal Collections and reflects the brand's mission: to put handcrafted fashion produced in controlled quantities back into the center. In fact, the brand produces only two models: slippers and Derby shoes, handcrafted in Friuli using corduroy and recycled bicycle tyres for the soles.
- **Womsh:** is a brand of sustainable trainers for men and women that seeks to reduce the environmental impact of its production chain. The brand produces two lines: one of trainers made of leather and recycled fabrics, and another

made of apple skin, a vegan material produced from fibers derived from Trentino apple processing waste. In addition to the focus on the materials used, the brand uses 90% renewable energy for the production of its shoes and promotes the recycling of used models.

- **Sarta:** is a brand of sustainable bags based in Palermo. The brand's star product is the classic bucket bag, revisited in design and materials to acquire a modern and sustainable touch. Each bag is in fact handmade in Palermo using two main raw materials: Viennese straw and ecological vegetable-tanned leather. In addition to buckets, the collection also includes clutches and pochettes.

Potential list of certifications

We will make every effort to contact the organizations listed below. Collaboration with these organizations could be critical in establishing a standard that all brands must meet in order to participate in our fair.

The board of our fair will most likely need every brand to have at least one of these certifications; if they do not, we will assist them in contacting those companies to begin the application process.

- **GOTS**

The Global Organic Textile Standard (GOTS) refers to an international standard used for the certification of natural fibres and which includes ecological and social criteria. It consists of an independent certification system for the entire textile production chain.

- **B Corporation**

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

- **FSC**

The Global Organic Textile Standard (GOTS) refers to an international standard used for the certification of natural fibers and which includes ecological and social criteria. It consists of an independent certification system for the entire textile production chain.

Sponsorships

We are proud to have like-minded sponsors who share our values of sustainability and responsible consumption. We are excited to announce that we have secured sponsors for our upcoming fair that will provide their products: Aperol Spritz and Ferrari Trento.

Aperol Spritz, with their refreshing cocktails and dedication to responsible practices, perfectly complements our mission to promote sustainable fashion will create an unforgettable event that combines style, sustainability, and the delightful taste of Spritz.

Ferrari Trento, a company committed to sustainable practices, will be providing their high-quality wines throughout the fair. We are grateful for the support of these sponsors and are proud to partner with companies who share our commitment to sustainability. Their support allows us to continue to promote responsible consumption and showcase the best in sustainable fashion and design. We are excited to work together to create a successful and sustainable event. These sponsors will provide beverages and for free to visitors at our inaugural event.



Stakeholders

Our main shareholders are the City of Milan, Istituto Marangoni, WRÅD Living, Fondazione Cariplo and QROMO. These four are all committed to reach a high audience through all available channels. They are working tirelessly to ensure that our sustainable fashion fair receives the attention it deserves and that our message of promoting sustainable fashion reaches as many people as possible. With their expertise and support, we are confident that our event will be a great success and contribute to a more sustainable future for the fashion industry.

The **City Council of Milan** is collaborating with us to support our event. They will provide us the location at a reduced price and help us spread the importance of sustainability in the fashion industry. We are grateful for their support in raising awareness about our event and promoting sustainable practices. Together, we aim to inspire visitors to embrace sustainable fashion and contribute to the growth of this industry.

Established in 1935, **Istituto Marangoni** has a rich history and is recognized for its excellence in education and its contribution to the fashion industry. The institute provides students with a comprehensive curriculum, industry connections, and practical experience to prepare them for successful careers in the fashion and design world. Furthermore, the institute will, besides funding the project, give the opportunity

to young students to complete an internship working in the staff of our event and in addition we will host Barbara Toscano, professor at the Istituto.

WRÅD Living nowadays is a Focus Design company pursuing its mission through Education, Innovation and Design & Consultancy. The leader of this company is Matteo Ward, also a member of our Board, will talk as a sustainable expert about his tv series JUNK and its related issues. WRÅD Living will be the advisor of the whole project.

Fondazione Cariplo is a foundation of banking origin, and is committed to the support, promotion and innovation of socially useful projects related to art and culture, environment, social and scientific research. On average, more than 1,000 projects are carried out each year thanks to non-repayable grants distributed through calls for proposals, emblematic, territorial and institutional disbursements, and patronage, worth about 150 million euros per season.



We will use **QROMO** to sell our tickets and to manage the sales of food and beverages during the event. This service is very useful because it is cashless and smart. Every guest can easily order and pay just by scanning a QR code.

QROMO avoids the que and helps us to easily check the attendance of guests at the fair. This service is developed by their team and is tailored for every different event.

Qromo will develop an online ticket payment system. Their fee over a single ticket is usually around 2%, but it depends on the type of event. In general they also design smart counter systems that allow the organizer to have a daily report with live analytics.

QROMO is a startup project that now works with several restaurants, bars, festivals and events all around Italy. The importance of giving QROMO the complete administration of tickets and food sales on site is relevant to having a marketing oriented approach to understand our customers. QROMO will also help us reach important food truck partnerships: they already work with several restaurants in big events, this connection is a plus to convince food providers to come to our fair.

5. Production and Planning

Operational Needs

<u>Operational Needs</u>	<u>Description</u>
Venue	Secure a spacious and well-equipped location for the fair.
Logistics and Setup	Efficient planning for booth layout, transportation, and setup.
Brand Selection	Curate a selection of sustainable fashion brands for the fair.
Sustainable Practices	Implement eco-friendly practices throughout the event.
Partnership	Collaborate with industry organizations and stakeholders.
Sponsorship	Secure sponsorships from relevant brands and organizations.
Staffing	Recruit a dedicated team to manage various event operations.
Marketing and Promoting	Develop a comprehensive marketing strategy for the fair.

Risk Management

At ROOT, we take proactive steps to manage risks and ensure a successful event. We carefully plan our finances, operations, partnerships, marketing, and sustainability efforts to minimize potential challenges.

To handle financial risks, we budget wisely, diversify our income sources, and have

backup plans in case of unexpected expenses. We also focus on smooth operations by planning logistics and preparing for any unforeseen circumstances.

In terms of partnerships, we collaborate with reliable organizations and have clear agreements to mitigate risks. We prioritize sustainability by selecting brands that align with our goals and practices.

Safety is a top priority, and we follow strict health and safety protocols and work with professional security services to create a safe environment for everyone.

We continuously monitor and evaluate our approach, learning from past experiences and making necessary adjustments to ensure a positive and sustainable outcome for all.

Here is a table of risks:

Risk Category	Risk Description	Probability	Impact	Prevention/Remedy
Financial Risk	Potential budget overruns	Medium	High	Develop a detailed budget and regularly monitor expenses. Have contingency plans and explore additional funding sources if needed.
Partnership Risk	Dissatisfaction or conflicts with partners	Low	Medium	Establish clear expectations and guidelines for partnerships. Maintain open communication and address any issues promptly.
Funding Risk	Insufficient funds for the project	Medium/High	High	Conduct thorough financial planning. Seek multiple funding sources and explore potential grants or sponsorships.

<p>Logistic Risk</p>	<p>Venue availability and logistics challenges</p>	<p>Low</p>	<p>High</p>	<p>Book the venue well in advance and secure necessary permits. Have backup options for alternative venues. Maintain regular communication with vendors and suppliers to address any logistic issues.</p>
<p>Marketing and Communication Risk</p>	<p>Ineffective marketing strategies or communication efforts</p>	<p>Medium</p>	<p>High</p>	<p>Develop a comprehensive marketing plan with targeted strategies. Monitor and analyze campaign performance, and make necessary adjustments. Engage with the target audience through multiple communication channels thanks to our collaboration with BURRO STUDIO.</p>
<p>Brand Selection Risk</p>	<p>Inability to attract desired sustainable brands</p>	<p>Medium</p>	<p>Medium</p>	<p>Conduct thorough research to identify and reach out to sustainable brands. Develop attractive incentives or benefits to attract brand participation.</p>

Greenwashing Risk	Accidentally promoting brands with false sustainability claims	Low	High	Establish a rigorous brand evaluation process to ensure transparency and authenticity of sustainability claims. Verify certifications and conduct background checks on potential brands.
Food Track Consideration Risk	Challenges in sourcing and providing sustainable food options	Medium	Medium/High	Collaborate with reputable suppliers and caterers specializing in sustainable food practices. Prioritize local, organic, and eco-friendly options. Plan and communicate dietary options clearly to attendees.

6. Marketing Plan

Marketing Strategy

Our marketing strategy for ROOT is based on promoting our brand name and slogan *less shopping, more quality* to reach our target audience effectively.

Our main goal is to create brand awareness and to educate people about the importance of sustainable fashion. We aim to differentiate ourselves from our competitors and position ourselves as the go-to place for sustainable fashion.

Our marketing approach is both B2B and B2C since we work cooperatively with creators and designers to develop a network that moves in the same sustainable direction while also attempting to reach a general audience of consumers who do not often attend fashion fairs.

Through our marketing campaigns, we want to showcase the unique features and benefits of our products and services to attract more customers. We plan to leverage

various marketing channels such as social media, email marketing, and influencers to reach our audience and convey our message effectively. By implementing an effective marketing strategy, we aim to establish ROOT as a leading sustainable fashion fair in the industry.

Branding

Our branding plan revolves around creating a distinct identity for ROOT that reflects our commitment to promoting sustainable fashion. We aim to establish our exposing brands as the go-to destination for sustainable fashion lovers, and we plan to achieve this by emphasizing our core values of sustainability, quality, and innovation.

Our branding efforts will focus on creating a consistent and recognizable visual identity, including the development of a unique logo and color scheme. We will also work on developing our brand messaging and voice, with a particular emphasis on promoting the idea of *less shopping, more quality*.

Logo



Our logo represents our sustainable brands that will be exhibiting in the fair: *the roots of the new fashion era, the beginning of slow fashion where every single brand will help the planet with their cool and eco-friendly items and accessories*. In addition, the colors green and black give a modern and sustainable impact while the words sustainable fashion fair and Milan help orient the viewer to a specific context and place.

The color Green shows the relationship between our minds and nature. In addition, it represents the color of life that continues and renews itself, a sign of *balance* and *growth*, just like our brands and values. It is also associated with youth, which will be our main target audience. The color Black communicates a sense of security but also exclusivity. White represents freedom, peace, transparency of our purpose, and creating a new beginning.

BURRO STUDIO

We will work four-handedly with Burro Studio, to create our brand and give them the task of inventing and crafting the social media content and web design.

Burro Studio is a creative platform providing 360° design and communication services. Burro Studio was born as a design studio mainly focused on branding and graphics. It later developed quickly, extending its range of action to an all round Creative Direction. Burro Studio's work extends to 3D Art and Animation, Web Design, Digital Content, Social Media, Production, Merchandising and Events, crossing the boundaries of physical and digital realms.



In addition to commissioned projects, they also focus on personal projects and collaborations.

Burro Studio can also be defined as a brand, a community catalyst and trend generator: they manage entertainment and music events, they do research and experiment on visual and communication. Burro Studio is based in Milan and collaborates with clients, brands and designers from all over the world.

Marketing Mix

Product

The product that we provide is essentially a ticket that grants you entry to one or all days of the fair where visitors can buy clothing items. This ticket permits guests to explore, touch, try on, and purchase collections from all of the brands we represent.

One ticket allows a single client to have access for the entire day, with the ability to come in and go as many times as they want: the ticket will be identified, and we will request an ID document to avoid issues. ROOT is a fair with stands close to each other, but it also provides our clients with a place to spend their mornings or afternoons. We will attempt to engage everyone with various activities such as workshops, interviews, and creative and musical entertainment.

We will provide a food and beverage area that will be different from the typical coffee break area found at a fair. ROOT will provide selected food trucks with a designated seating space, and our drinks partner will provide some complimentary drinks during the event. The clothes our customers will find were all selected by us. Participants' brands will showcase their items with one restriction: sustainability in materials and production.

Everything that customers will find at our fair will be pre-inspected by our experts, and

we will not make a profit from the sales.

To have an exposure stand, ROOT exclusively asks for a specific cost to be discussed with each brand.

ROOT is requesting an ethically correct charge that is commensurate with the capabilities of each brand.

Lastly, our product is competitive because it allows you to enjoy our universe of brands that are working to change the future of fashion.

Price

ROOT will sell a three-euro ticket. This is an entry-level price for the first year in the market; we decided to have a symbolic price to attract young people and allow access to everyone. Three euros is an amount that nearly everyone in Milan can afford.

ROOT does not wish to be selective because its goal is to educate as many individuals as possible.

The proceeds from the tickets will be utilized entirely to cover the fair's costs.

We intended to raise the ticket price to 5 euros in year two in order to break even and become less dependent upon donors and partners.

Even if the increase is 40%, the difference of 2€ will still be affordable for everyone.

ROOT allowing everyone to see how his brands make a difference in the fashion business is the only way to change the public's perspective, hence the ticket will never be more than 10€ in the future. ROOT takes an inclusive approach to children, thus entry to the fair for all 14-year-old boys and girls will always be free.

These rates demonstrate our competitive edge in relation to the event offerings in Milan.

The average price for fairs, markets, and cultural events has risen dramatically in recent years. The emergence of numerous private ventures and expensive museums attests to the fact that culture is becoming something trendy and primarily for the wealthy in Milan today.

ROOT has chosen a pricing scheme comparable to that of East Market Shop, a large vintage market that offers meals, artworks, and open-air venues to spend a full Sunday once a month.

We truly believe that East Market's success was made possible by their extremely fair pricing strategies.

Finally, ROOT will provide stands to participating brands at a reasonable and right pricing. We will negotiate a price with each brand according to their dimensions, founders, and special requirements. The average fee for participation in our three-day fair will be €600, with a range of €400 to €1200.

The entire ticketing service is managed by QROMO platform which will gain on tickets with an additional commission of 2% to be paid by clients. [see Stakeholders p.25]

Promotion

Our promotion strategy will be very inclusive and transparent to all: we want our fair to be a relaxing and stimulating location to hang out and discover fresh brands. Also, if brands are selling their products, we will never be a marketplace, and this will be obvious in all of our promotional operations.

Our communication will focus on sustainability as a necessity for saving the future: ROOT aims to reach out to individuals and influence their thinking, encouraging them to start and buy from the brands we represent.

We are aware that some of the items we reveal may be more expensive than those available at H&M, Zara, and comparable stores. However, we fully believe that the clothes we offer to the market will outlast those of fast fashion.

Because it is a sustainable fair, it may be promoted by all media outlets that are concerned about global warming, ethical issues, and the green economy.

Our partners and sponsors must share our perspectives and meet our requirements. As a result, selecting shareholders for our fair is a critical and complex subject. ROOT has one major vulnerability, which could be a lack of public support as a result of greenwashing. We are a non-profit that will undoubtedly need to have relationships with profit companies, but that does not imply we'll ever accept an arrangement with an organization that is antithetical to our principles in order to receive funds or advertising and marketing.

We are currently planning to promote the fair via three main channels: our own social media and those of our partners, articles and interviews in traditional media such as newspapers and television, and some selected influencers and testimonials.

ROOT will base his promotion on social media, where he will have a large presence in order to establish a rapport with the more youthful. The posts and advertisements we will distribute will be a mix of informational and fashion-related content. We intend to capture the interest of both the general and fashion world audiences by balancing the contents between sustainability and style necessities.

Our interaction with journalists will be open: we will contact them by providing them with content, previews, and press kits so that they may write about us. We must be present in both general and fashion-specific periodicals and media. We'll strive to be present on TV as well because we believe it's crucial to reach out to an older audience (those aged 40 to 60) who have the greatest financial resources in comparison to adolescents.

In conclusion ROOT promotion will pass through a few selected influencers and testimonials: we will contact some influencers that are going to help us be appealing for our target audience.

The important issue about influencers is that we want our promotion to be filled with content, for this reason our testimonials will also explain some technical facts about what we do and how we do it.

Place

We chose a well-known position in the city center: this area is owned by the Milan city council, which will be one of our partners.

The location is a former factory called La Fabbrica del Vapore, which is now utilized for exhibitions, events, and fairs. This area is well recognized throughout the city and is used for both private and public events. This venue hosts events in a variety of areas, including art, fashion, and technology.

ROOT will take place in a facility that is within 5 minutes from the city center and is easily connected by public transit. We carefully investigated the site and all of the events taking place there, and discovered that there is already an important example of a successful event similar to ours, but in the visual arts sector.

REA is an art market for new artists that takes place once a year beginning in 2020. We used REA as a reference because it has a successful format and is held in the same location as our fair. REA is a clear example of a young fair taking place in that area, with significant funding and the participation of many art world professionals.

We believe ROOT will be as successful as REA since we are carrying out something new in the right environment.

People

The entire team is fairly young, which might be a strength or a weakness, but this project will be driven by a skilled individual: a sustainability manager.

Working with young brands is our primary task, and ROOT will need to contact, persuade, and obtain investments from emerging brands. This work will be possible because the brands will see the possibility we will provide them in terms of visibility and sustainable certification.

ROOT will provide each of the exposing brands with a certification stating that their products and production chain satisfy specified criteria.

ROOT will assemble a group of young part-time helpers and interns from fashion management institutions. Our collaboration with Istituto Marangoni will be crucial in bringing on board motivated and prepared individuals that believe in what we do.

7. Communication Plan

Communication objectives

Our goals include educating consumers about sustainable fashion, promoting sustainable brands, creating a platform for sustainable fashion professionals to connect and collaborate, but most importantly educating people about how polluted and

dangerous the fashion world is. By achieving these goals, we hope to inspire positive change in the fashion industry and contribute to a more sustainable future.

Our social media strategy is designed with the aim of reaching out to the younger generation and encouraging them to embrace sustainable practices. Our primary objective is to teach the youth that quality is more important than quantity when it comes to fashion, and that they can make a difference by making conscious choices. Through our social media platforms, we aim to raise awareness about the importance of sustainable fashion and promote the brands that we showcase at our fair.

In addition, we will engage with our followers through interactive campaigns and challenges that encourage them to participate in sustainable fashion practices. Through our social media platforms, we hope to create a community of like-minded individuals who are passionate about sustainable fashion and committed to making a difference.

Overall, our social media strategy is an integral part of our mission to educate and inspire the youth generation to embrace sustainable fashion practices and make a positive impact on the world.

Channels

We will use the following social media channels to promote our fashion fair: Facebook, Instagram, Twitter, YouTube, and LinkedIn.

ROOT will open a profile that will follow the activities of pre event, during event and post event. We will record his videos and interviews for the Youtube and Spotify channel. We will also use social media to showcase our own brand and keep our followers updated on our latest news and events. Our social media pages will serve as a platform to educate and inspire our followers on sustainable fashion and conscious consumption. We will aim to create engaging and informative content that encourages our audience to make more informed choices when it comes to fashion. Our content will include educational posts about the impact of fast fashion on the environment, as well as tips on how to create a sustainable wardrobe. We will also feature interviews with our participating brands and industry experts, showcasing their sustainable practices and promoting their products. In addition, we will use our social media pages to promote our events, including the fair and any related activities such as workshops and talks. We will also leverage user-generated content, encouraging our followers to share their sustainable fashion choices and experiences with us.

The Website

The main goal of our website is to provide a comprehensive and engaging platform for ROOT that highlights the unique stories and products of each brand. We want to showcase the diverse and innovative approaches to sustainability that are being taken by fashion brands, and provide a space for them to connect with consumers who are

interested in sustainable fashion. One of the key features of our website is that each brand will have its own dedicated page, which will serve as a virtual storefront for their products. This page will not only feature their products, but also tell the brand's story and showcase their unique approach to sustainability. We also want our website to be a hub for information and education about sustainable fashion. ROOT plans to have a section of the website dedicated to resources on sustainable fashion, including articles, infographics, and guides to help consumers make more informed decisions about their clothing purchases. Our website provides information on our event schedule, including talks and workshops, as well as information on how to purchase tickets and participate in our sustainability-focused activities. We understand that navigating a large event like ours can be overwhelming, so we have included a map on our website that highlights the locations of all participating brands. This not only makes it easier for visitors to find their favorite brands, but also encourages exploration and discovery of new, exciting sustainable fashion options.

Press Communication

We will enter into an agreement with a specialized public relations agency based in Milan in order to communicate with conventional media as well. The agency will be in charge of disseminating our press releases and communications to newspapers, magazines, radio, TVs, and public organizations.

The value of having a professional press office remains important at fashion shows in Milan since journalists typically seek information by networking.

Also, because ROOT is an outsider and a non-profit, it is essential to contact traditional media with articles about the event.

8. Financial Plan

Key Assumptions

One key assumption for the financial plan of ROOT is that there is a growing demand for sustainable and eco-friendly fashion products, especially in Italy where there is a strong tradition of craft-making and small-production. This assumption is based on market research that suggests consumers are becoming increasingly aware of the negative impact of fast fashion on the environment and are seeking out more sustainable alternatives.

In terms of growth, the financial plan assumes steady year-over-year growth as the fair becomes more established and gains a stronger reputation in the sustainable fashion sector.

ROOT has a provisional budget for the first three years in which some values are estimates while others are almost 100% fixed values.

Incomes

All the incomes in general are provisional values made out from our prediction of sales and fundings. This project can only be realizable if a sum of at least 30000€ is raised from donations every year. ROOT will only begin with strong funding donations coming from private foundations but the purpose for the future is to start.

Analyzing in detail the incomes, the overview is that ROOT will always try to maintain an average of 40% of incomes coming from donations and another 40% of incomes from its core business activities (tickets and rental of stands).

Expenditures

The provisional budget is composed of some clear and fixed expenditures and other more variable numbers.

- Fixed values are: *location rent, registration and notary costs and SIAE rights.*
These values are of public availability and they won't change for the moment.
- Market aligned values are: *exhibition set up, Security, cleaning service, audio & stage service, catering, marketing and visual communication agency, PR agency, radio contents and accountant.*

These values are aligned with the offer in Milan and North Italy, all the companies of suppliers we will choose to work with, are relatively young, smart and green orientated. These values are made up from our previous experiences and are coherent with the dimension of the event in the first years. We will collaborate with some realities that will enjoy working for us and may consider lowering their economical requests.

- Variable values are: *internship expenses, artistic budget, advertising, guests expenses, salaries and extra costs are values under our own control.*

These numbers are now a possible estimate of a real situation, but, depending on the requests of professionals and on the market they could change. The management will decide to allocate this available budget of almost 50000 € in these different expenditure voices considering the following table as a good achievable scenario.

Set-up Costs

ROOT is a non-profit organization, so there is no equity at the beginning.

We are entirely supported by donations, sponsors, ticket sales, and stand rentals. We will get earnings in year three, which will be reinvested entirely in the fair.

Setting up a non-profit in Italy is quite inexpensive if it is an association; the tax registration fee is €200 plus extra stamps according to the number of pages. The average cost of forming an association is €300.

Since we want ROOT to be a registered association in Italy, we will need to pay for a notary to handle all of the administrative details. The notary will cost roughly €800, bringing the total preliminary cost for registration and firm setup to 1100€.

ROOT is a reality that can only be achieved with a generous grant from a foundation, but the management's overall goal is to gradually reduce its dependency on this source of income year by year.

In general the objective for the third year is having less than 38% of incomes coming from our donor foundation.

Budget

Budget	1st year	2nd year	3rd year
Income			
Stand rental	20000	25000	30000
Donations and Grants	30000	36000	42000
Ticket	12000	20000	25000
Food & beverage stand rental	6000	7000	8000
Partnerships	6000	6000	6000
Total incomes	74000	94000	111000
Expenditure			
Operating costs			
Location rent	1220	1220	1220
Exhibition set up	6000	7500	9000
Registration and notary costs	1100	0	0
Administrative and registration extra costs	400	400	400
Security	1000	1200	1400
Cleaning service	700	700	700
Audio service & stage service	5000	5000	5000
Internships	1500	1700	1700
Catering	3500	4000	4000
SIAE	250	250	250
Promotional costs			
Marketing and visual communication agency & web	12000	12000	14000
PR and press communication agency	8000	8000	8000

Artistic budget	2500	2500	2500
Advertising	4000	4000	4000
Guests fees, accomodation and travel	3000	3000	3000
Radio contents	1800	2000	2000
Salaries			
Management salaries	35000	35000	35000
Accountant fee	6000	6000	6000
Total outcomes	92970	94470	98170
Total Income-outcomes	-18970	-470	12830

Analysis of the budget

- Stand rental: sum of all the fees that the brands pay to ROOT
- Donation and Grants: amount of money raised from private(s) foundation
- Tickets: net income from the ticket sales
- Rent of venue: this is a certain sum to rent the venue of the event for 5 days (4 of event and 2 for mounting and dismounting). This sum it's due to the city hall and the prices are available on the website of the venue. We stick to the non for profit reduced prices.
- Exhibition set up: creation of the stands, info point, reception area, chill areas and back office. This sum includes the realization of info signs and the rent of furniture like tables and chairs.
- Security: security service at the entrance and inside the event.
- Cleaning service: daily cleaning
- Audio service & stage service: stage and tech rider service. Microphones, speakers and light. This includes mounting, dismounting and assistance during the event.
- Internships: expense account for interns
- Catering: food and beverage catering for inaugurations and press releases
- SIAE: right to play music at public events
- Marketing and visual Communications agency & web [see Burro Studio p.30]
- PR and press agency [see p.36]
- Artistic Budget: amount to be spent to call artists to realize site specific projects, also includes DJs fees.
- Advertising: Digital and traditional ADV
- Guest fees: fee, accommodation and travel for guests at our talks.
- Radio Contents [see EST RADIO p.18]
- Salaries: salaries for collaborators
- Management salaries: annual salaries for the board (3 members)

Financing

Donations and grants

The principal source of funding for our event is Fondazione Cariplo, a private foundation of one of Italy's leading banks.

The foundation is one of the most important non-profit foundations in Italy, mostly sponsoring charitable and cultural projects.

We will seek an average of 35000€ in funding every year and will use the Cariplo trademark in all communications and fliers.

The project cannot begin without substantial financial backing from one (or maybe two) private foundations or individual donors.

We will attempt to establish positive relationships with public institutions in order to potentially get funds and support.

Due to the present situation of public administration in Italy, it is much simpler for the private sector to establish itself than the public sector.

ROOT will constantly guarantee that every institution, company, or stakeholder involved endorses the goal and vision and works to be a part of a progressive community.

Partnership

We will collaborate with Istituto Marangoni, an esteemed fashion school from Italy that is now all over the world.

We would like to enter into a three-year contract in which they would guarantee us a 6000€ annual subsidy in exchange for being our educational partner.

Some of their students will be given the opportunity to work as interns at ROOT.

Furthermore, the agreement would stipulate that we will invite numerous fashion school professors to give talks during our event.

9. Future Outlook

Looking towards the future, we have exciting plans in store for our fair.

First and foremost, we are exploring the possibility of moving to a new location that will accommodate our growing number of brands and visitors. This will allow us to create an even more immersive and inspiring experience for everyone involved. Potentially at some point in the future our branding and logo, the word Milan, will also change to adapt it to the new location. In addition to expanding our venue, we are actively seeking to collaborate with more sustainable fashion brands. Our goal is to curate a diverse and comprehensive selection of brands that embody our values of sustainability, craftsmanship, and innovation. By bringing together a wider range of brands, we aim to

showcase the full spectrum of sustainable fashion and provide our visitors with a rich and varied shopping and acknowledging experience.

Furthermore, we will announce our plans for launching the ROOT Magazine. This publication will serve as a platform to amplify the voices of sustainable fashion designers, highlight industry trends and innovations, and provide informative content on ethical and sustainable fashion practices. We believe that the Sustainable Fashion Magazine will play a crucial role in educating and inspiring our audience, furthering our mission to promote sustainability in the fashion industry.

Lastly, we are in the process of establishing a Sustainable Laboratory, a dedicated space where fashion professionals and enthusiasts can come together to explore and experiment with sustainable materials, production techniques, and design concepts. The Sustainable Laboratory will serve as a hub for research, development, and collaboration, fostering innovation and driving the progress of sustainable fashion.

With these initiatives in motion, we are confident that our fair will continue to evolve and lead the way in promoting sustainable fashion. We look forward to welcoming you to our future events and being a part of the positive change in the fashion industry.