



NATURAL FIBRE  
CONNECT

## **THINK NATURAL**

A WORLD WITH MORE  
NATURAL FIBRES BY 2030

CONFERENCE | 7-9 SEPTEMBER 2022

## **Welcome to Day 1: Emerging Trends**

### **SHIFTING TIMES**

The world seems in constant crisis mode as we receive news about the war in Ukraine, high-energy prices, inflation, the ongoing pandemic, supply chain issues and climate change. In this session, we get an overview of how current events are shaping the industry.

### **STOPPING GREENWASHING - PRODUCT ENVIRONMENTAL FOOTPRINT (PEF)**

In this panel, we get an update from various experts concerning Life Cycle Assessment and the European Union's Product Environmental Footprint. In particular, we explore the small successes natural fibres have achieved in the fight for data-driven carbon accounting versus synthetic textiles led greenwashing.

### **THE OPPORTUNITIES OF WEB 3.0 FOR THE TEXTILE INDUSTRY**

In this session, we dive into the future of the metaverse, web.3.0 and blockchain technology. We find out how the natural fibre industry can benefit from emerging tech to stay relevant and improve sustainability.

### **ROUNDTABLE OPEN**

## Welcome to Day 2: Challenges

### THE REALITIES OF ANIMAL WELFARE - THE CHALLENGES GROWERS AND HERDERS FACE

For centuries, growers and herders have had a close, caring and dependent relationship with their animals and nature, often embedded in traditional knowledge. In this session, we dive deep into the expectations on animal welfare, how distinct guidelines may not always be practical and why animals are still well taken care of.

### PUTTING SOCIAL WELFARE ON THE AGENDA - RECOGNISING NATURAL FIBRES AS THE ENGINE OF RURAL ECONOMIES

In the previous session, we discussed animal welfare, but what is the status of the social welfare and livelihoods of growers and herders around the world? This session will explore what is impacting growers and herders and how can the industry help protect them, as this is also an important goal of the United Nations Sustainable Development Goals.

### HOW TO UNLOCK REGENERATIVE AGRICULTURE FOR ARID REGIONS

Regenerative Agriculture continues to be of high interest to the fashion textile supply chain. However, the devil sits in the details, as not all regenerative practices are the right fit for all regions. In this session, panelists will discuss what options arid regions have and how we can create a common language and definitions to progress and benefit together.

### ROUNDTABLE OPEN

## Welcome to Day 3: Innovations

### HOW TRACEABILITY IS RESHAPING THE INDUSTRY

This session explores how transparency is transforming business through the use of technology, directly connecting all actors of the supply chain and simplifying certifications.

### HOW GREEN FINANCE CAN SUPPORT GROWERS

If the future is more green, finance will be too. This session looks at how the finance sector is reacting to climate change by allocating relevant funds to build a sustainable future. The panelists of this session will share how they are rethinking finance and what green investment opportunities lie ahead for growers and herders.

### HEARING DIRECTLY FROM GROWERS & HERDERS

Hear a recap of the in-person grower and herder meetings that have taken place this week and what growers had to say about the main talks of this conference. What are the main challenges they are facing, how do they view market trends and what innovations are taking place at grower level. Each fibre will have a closing message of what we want to achieve in the future by taking action.

### ROUNDTABLE OPEN



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