



AlpTextyles and the Auvergne-Rhône-Alpes Region, under the patronage of Laurent Wauquiez, President of the Auvergne-Rhône-Alpes Region, are pleased to invite you to

THE LIVING TEXTILE HERITAGE OF THE ALPS

Consumer insights, industry best practices,
and community experiences



12 MARCH 2024

from 9.30 to 18.00

**HÔTEL DE RÉGION
LYON**

101, cours Charlemagne
69002 Lyon

Join us on a journey based on
circularity, collaboration, and
innovation.

Discover the exhibition
presenting highlights and
achievements of our inaugural
year of research.

9.30-10.00

Registration

10.00-10.30

Welcome and Official Greetings

Fabrice PANNEKOUCKE

Vice-président délégué à l'agriculture et aux espaces valléens, Région Auvergne-Rhône-Alpes

Petra ČESEN-ČATAR

National Coordinator, Ministry of Foreign and European Affairs, Republic of Slovenia
Slovenian Presidency of EUSALP, the European Strategy for the Alps

Mikael GARELLICK

Trade Affair Officer for textile, clothing, leather and footwear, DG Grow, European Commission

Peter WIRTZ

Director of Research Promotion, **emlyon** business school

Moderation

Cassiano LUMINATI, Director, Polo Poschiavo, Lead Partner Interreg Alpine Space project AlpTextyles
Diego RINALLO, Director, Lifestyle Research Center, **emlyon** business school

10.30-12.00

The living textile heritage of the Alps: From disruption to revitalization

Mapping the living heritage of the Alps and the Alpine aesthetics: Wool, Linen, Silk & other fibers

Katarina ŠRIMPF VENDAMIN, ZRC SAZU, Research Centre of the Slovenian Academy of Sciences and Arts (SL) and Davide ALESINA MAIETTI, Istituto Marangoni (IT)

Experiences and discussion

- > Aziza GRILL-MARIOTTE, Director, Musée des Tissus et des Arts Décoratifs, Lyon (FR)
- > Patrick FABRE, Director, Maison de la Transhumance (FR)
- > Marco RENDINA, Managing Director, European Fashion Heritage Association
- > Daphné ZOGRAFOS JOHNSON, Senior Legal Officer, World Intellectual Property Organization, Traditional Knowledge Division

12.30–13.30 **Networking Lunch – Espace La Verrière**

13.30–15.00 ***Wool and other fibers ‘Made in the Alps’:
Towards a sustainable and circular future***

Mapping value chains and environmental footprint

Tobias CHILLA and Markus LAMBRACT, Friedrich Alexander University (DE)
Walter AIGNER, Montiola Consulting, European Wool Documentary (AT)

Experiences and discussion

- > Pascal GAUTRAND, Managing Director, Collectif Tricolor (FR)
- > Patrizia MAGGIA, President, Agenzie Lane d'Italia (IT)
- > Dalena WHITE, Secretary General, International Wool Textile Organization (IWTO)
- > Lucija WHITE, Project Officer, Chamber of Agriculture and Forestry of Slovenia (SL)

15.00–15.30 **Coffee Break**

15.30–16.30 ***Consumers and how to persuade them***

Alpine symbolism in brand communication

Alessandro BEVILACQUA and Giancarlo TRAINA, Bellissimo (IT)

A map of textile origin and quality labels

Markus LAMBRACT, Friedrich Alexander University (DE)

Consumer perceptions of local and sustainable textile value chains

Marta PIZZETTI and Verena GRUBER, lifestyle research center, **emlyon** business school (FR)

Discussant

Maud HERBERT, Chaire Tex&Care, University of Lille (FR)

16.30–17.15 ***Towards circular textile value chains?***

Policy Roundtable

- > Mikael GARELLICK, Trade Officer, DG Grow, European Commission, The EU Strategy for Sustainable and Circular Textiles
- > Majda POTOKAR, Project Manager, Technology Park Ljubljana, EU Strategy for the Alps, Cross-cutting priority on the circular economy (SI)
- > Michael JUNG, Youth Council, the EU Strategy for the Alps
- > Ekaterina STOYANOVA, Sustainability Policy Officer, EURATEX, the European Textile and Apparel Confederation

17.15–18.30 **Cocktail – Espace La Verrière**

& MORE GUESTS TO BE ANNOUNCED

To participate, please register on [Eventbrite](#).
For more information and updates, please visit
[AlpTextyles' LinkedIn](#) and [website](#).



AlpTextyles is an Interreg Alpine Space project that gathers the heritage of Alpine textile ecosystems to develop business and cultural solutions for a sustainable textile industry in the Alps.



The event is coordinated by **emlyon** business school, an AlpTextyles partner.

SUPPORTED BY THE EUROPEAN UNION THROUGH THE INTERREG ALPINE SPACE PROGRAMME

*Access to the Hôtel de Région requires presentation of your electronic ticket.
As part of the Vigipirate plan, you will be asked for proof of identity at security check.*