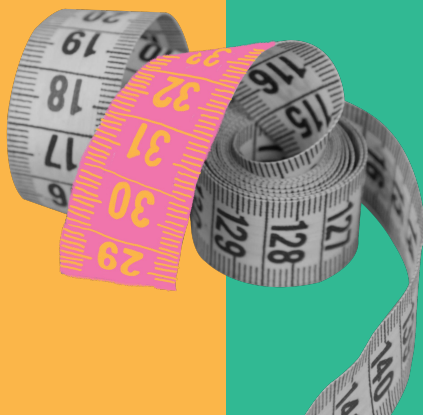


Policy for local and circular design and fashion - Milan

Liat Rogel, Centrinno
project, City of Milan



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nema
RETE NUOVE MANIFATTURE



Comune di
Milano

The City

Milan is recognised by **DESIGN** and **FASHION** with international events taking place once a year



How much is actually produced locally?

We do not wish to have the industry again in the city but rather consume less, produce (what we need) locally, and repair



Circularity in the 15' city

- + a physical or/and digital space
- + to promote forms of circular production in the city's neighbourhoods
- + mainly in the field of fashion and design
- + involving businesses and communities through research, training, networking, support to entrepreneurship



A close-up photograph of a person's hands and arms. They are wearing a red, white, and blue plaid shirt. The person is holding a yellow pencil in their right hand and is sketching on a white notebook. The notebook is held open with their left hand. The sketches on the notebook appear to be technical fashion drawings, including what looks like a bodice or sleeve pattern. The background is a plain, light-colored wall. The text "FASHION AND DESIGN" is overlaid in the center of the image in a bold, white, sans-serif font.

**FASHION AND
DESIGN**

Circularity means: together

Activating and enabling local
small producers towards a more
circular manufacturing



Bottom-up policy making

1. ORGANISATIONS & INCLUSION

Going circular and sustainable is a complex process, a joint effort of citizens, organisations, public administrations.

Micro and small organisations are key elements of the 15-minute city but more fragile to embrace the transition.

Open calls and community work



2. ENGAGING TO ENVISION

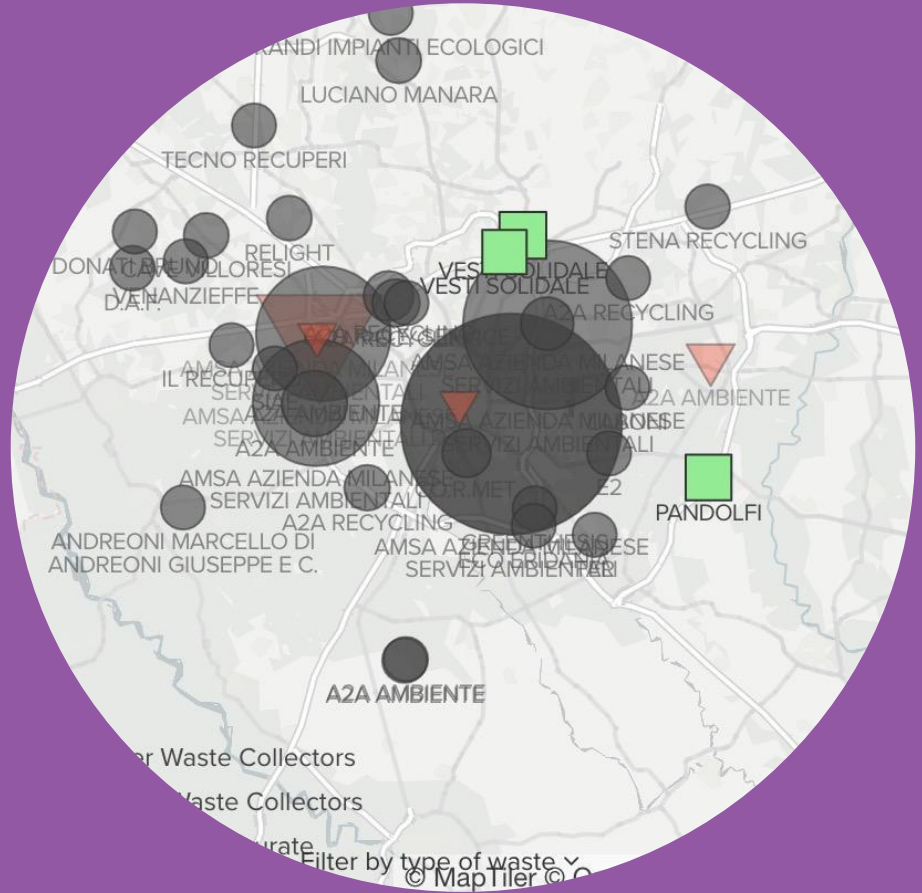
Round tables with local micro and small enterprises to co-design main action plan:

- Understanding circularity
- Discover new allies
- Increase visibility and recognition



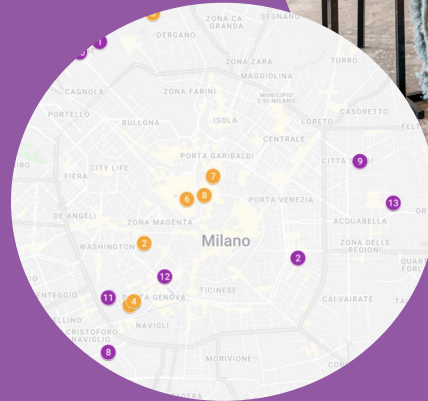
3. MAPPING

- Material Flow Analysis with the support of Centrinno partner Metabolic (industrial vs local)
- Visualization of micro-small organisations on a city map



4. SHOW OFF & CONNECT

- Highlight circular projects and organisation during Milan Design Week
- Curating an experience for visitors to explore the city with new eyes.



Examples

Can you really collect in the neighbourhood?



Milano Circolare



MILANO CIRCOLARE

LA CITTÀ CHE RIDUCE, RECUPERA, RICICLA

Un evento aperto, dedicato alla moda e al design circolare in città.

[REGISTRATI](#)



Circular economy plan

The city of Milan is writing a plan for the circular economy in Fashion and Design.



Grazie!

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