



The Ecodesign for Fashion

A Systemic Approach to Sustainability, Circularity and Regulation

1st edition

Course Scientific Director: Erminia D'Itria

Start date: 13/04/2027

End date: 29/05/2027

Number of hours: 44 hours

Delivery mode: online

Language of delivery: English

Edition: 1

Location: online

Weekly commitment: 2 online session per week lasting 3 hours each session, for a total of 12 sessions
+ 2 online sessions lasting 4 hours each, to be distributed over 7 weeks

Price: 2.400 €

INTRODUCTION

The fashion industry is undergoing a profound transformation driven by environmental challenges, technological innovation, new consumer expectations and a rapidly evolving regulatory framework. European initiatives such as the Ecodesign for Sustainable Products Regulation (ESPR), the Digital Product Passport and the EU Strategy for Sustainable and Circular Textiles are redefining the way products, materials and supply chains are designed, developed and managed throughout their entire life cycle.

In this context, sustainability can no longer be considered a specialist function or a final product check, but is becoming a shared responsibility that involves the entire fashion ecosystem, requiring new skills and a greater capacity to understand the interdependencies linking materials, production processes, supply chains, business models, innovation and regulation.

To address this growing complexity, Ecodesign is taking on an increasingly central role – not only as an approach aimed at reducing environmental impacts, but as a systemic perspective that makes it possible to read and interpret the relationships between product, supply chain, organisation and regulatory context. In particular, the Ecodesign for Sustainable Products Regulation (ESPR) — the main implementing instrument of the European Green Deal — introduces binding product requirements and the Digital Product Passport as its operational tool, concretely redefining the design, production and organisational responsibilities of companies in the fashion sector. **From this perspective, sustainability runs through the entire fashion system and becomes an element that influences decision-making processes, innovation strategies and development models.**



The Ecodesign Perspective is an Executive Course aimed at **fashion and textile professionals who wish to develop a critical understanding of the transformations under way in the sector through the lens of Ecodesign**. Through the analysis of materials, processes, environmental impacts, circularity principles, supply chain dynamics and emerging regulatory scenarios, the course provides tools to understand the complexity of contemporary fashion systems and the relationships that determine their evolution.

The programme equips participants with the knowledge and tools needed to understand and respond to the implications of the Ecodesign for Sustainable Products Regulation (ESPR), using Ecodesign as a systemic framework for interpreting sustainability, innovation and organisational transformation. **In a context characterised by growing interdependencies between sustainability, innovation, regulation and business development, the course supports professionals and managers in understanding the complexity that characterises contemporary decision-making processes.**

OBJECTIVES

By the end of the course, participants will be able to:

Understand the environmental, technological, regulatory and organisational transformations that are redefining the fashion sector, and the role of Ecodesign as a systemic perspective for interpreting these changes, with particular attention to the Ecodesign for Sustainable Products Regulation (ESPR) and its implications for products, supply chains and organisations in the fashion sector.

Analyse products, processes, supply chains and fashion systems through an Ecodesign perspective, recognising the relationships and interdependencies that influence their sustainability and innovation.

Assess materials, environmental impacts, circularity opportunities, regulatory requirements – primarily those arising from the ESPR – and the main trade-offs that characterise product development processes and business decisions.

Interpret the complexity of the fashion ecosystem, understanding the role of the different stakeholders, material and information flows, and the dynamics linking product, supply chain and organisation.

Integrate knowledge relating to sustainability, materials, life cycle, circularity, traceability, regulation and business logic into a systemic vision of development and innovation in the fashion sector.

Apply Ecodesign principles and perspectives to the analysis of products, services, processes and business cases, formulating critical assessments and supporting more informed decision-making processes in the presence of environmental, economic, technical and regulatory trade-offs.

REQUIRED BASIC SKILLS – REQUIRED SOFTWARE

No specific technical skills are required.

The course is aimed at professionals with experience in the fashion, textile, design, product development, sustainability, innovation, marketing sectors or related fields.

Knowledge of English at least at B2 level is required, as the course will be delivered entirely in English.

A stable internet connection and a computer are required to take part in the online activities.

No specific software is required.

TARGET AUDIENCE

The programme is aimed at **fashion and textile professionals interested in understanding how sustainability, innovation, circularity and regulation are transforming products, processes, supply chains and business models in the fashion sector**. The course is designed for those who wish to develop a systemic understanding of the dynamics that characterise the ecosystem of



contemporary fashion and to acquire tools for interpreting the interdependencies between materials, product development, supply chain, innovation, sustainability and the regulatory context.

Among the relevant professional profiles:

- Fashion Designer
- Textile Designer
- Product Developer
- Product Manager
- Sustainability Manager
- Innovation Manager
- Material Specialist
- Sourcing and procurement professionals
- Supply Chain Manager
- Brand and Marketing Manager
- Circular Economy Consultant
- Sustainability Consultant

The course is particularly suited to professionals who wish to develop an Ecodesign perspective in order to understand and manage the growing complexity of contemporary fashion systems, interpreting the role of design, production, organisational and strategic decisions in the transition towards more sustainable and circular models.

CURRICULUM (44 hours)

THEORETICAL MODULE – Understanding the Fashion Ecosystem

Hours: 6

Delivery mode: online

Description

How does the fashion system work, and what transformations are redefining its future?

Today the fashion industry is undergoing profound environmental, technological, economic and regulatory transformations. In this scenario, products, materials, supply chains, organisations and consumers can no longer be considered separate elements, but parts of a complex ecosystem characterised by relationships and interdependencies.

This module introduces participants to an understanding of the fashion ecosystem and the main forces driving its change. Ecodesign is presented as a systemic perspective that makes it possible to read and interpret the connections between sustainability, innovation, regulation and business development, supporting a broader understanding of the transformations under way in the sector.

Main contents

Session 1 – Understanding the Fashion Ecosystem

Stakeholders, processes, supply chains and relationships that characterise contemporary fashion systems.



Session 2 – Sustainability as a Systemic Challenge

Environmental and social challenges as drivers of transformation for the entire fashion ecosystem.

Learning outcomes: Participants will understand the main transformations affecting the fashion sector and will gain a systemic view of the relationships between sustainability, innovation, regulation and business development.

THEORETICAL MODULE – Regulation and the Ecodesign Perspective

Hours: 6

Delivery mode: online

Description

How is European regulation transforming the fashion sector and the role of design?

The transition towards a more sustainable fashion system is driven by an increasingly articulated European regulatory framework. The EU Strategy for Sustainable and Circular Textiles sets out the strategic vision for the transformation, while the Ecodesign for Sustainable Products Regulation (ESPR) introduces new binding product requirements and the Digital Product Passport as an operational tool for managing and sharing information along the supply chain. Alongside these is the principle of Extended Producer Responsibility (EPR), which extends companies' responsibilities through to the end-of-life stage of products. This module analyses how these tools integrate with one another and how they are redefining decisions relating to design, product development, supply chain and corporate organisation, highlighting the role of Ecodesign as a systemic perspective on sustainable transformation.

Session 3 – Regulation as a Driver of Eco(logical) Transformation

The European regulatory framework and its implications for the fashion sector.

Instructor: EU Fashion Laws Expert / Sustainability Policy Expert

Session 4 – The Ecodesign Perspective

Principles, evolution and role of Ecodesign as a systemic approach to sustainable transformation.

Learning outcomes: Participants will understand how European regulation and ecodesign principles are transforming the fashion sector and will gain a systemic view of the relationships between sustainable design, innovation, regulatory compliance and the competitive development of supply chains.

THEORETICAL MODULE – Thinking Through the Consequences of Decisions

Hours: 6

Delivery mode: online

Description

How are relationships and the consequences of decisions interpreted within fashion systems?



Every decision relating to materials, design, production or distribution generates consequences that extend along the entire value chain. Understanding these relationships requires tools and knowledge capable of making visible connections that are often not immediately observable.

This module explores the main areas of knowledge that support Ecodesign, providing participants with tools to critically interpret the relationships between materials, processes, impacts, circularity and information flows within the fashion ecosystem.

Main contents

Session 5 – Materials and Resource Flows

Fibres, textile materials, innovation and resource management in contemporary fashion systems.

Instructor: Material Innovation Expert

Session 6 – Life Cycle Thinking and Impact Hotspots

Understanding products and systems through a life cycle perspective and identifying the main impact hotspots along the value chain.

Instructor: Material Innovation Expert

Learning outcomes: Participants will acquire the tools needed to understand the relationships between materials, processes and environmental impacts, interpreting the role of Life Cycle Thinking in the analysis of fashion systems.

THEORETICAL MODULE – Circularity, Traceability and Value

Hours: 6

Delivery mode: online

Description

How is the value of products, materials and information maintained over time?

The transition towards circular business models requires a new understanding of the value of products and resources throughout their entire life cycle. Circularity and traceability represent two complementary dimensions: the former makes it possible to extend the value of materials and products, while the latter makes available the information needed to effectively manage processes, supply chains and regulatory compliance. This module explores the role of circularity, with particular attention to the Digital Product Passport and the traceability requirements introduced by the ESPR.

Main contents

Session 7 – Circularity and Value Retention

Durability, repairability, reuse and recycling as strategies for retaining the value of products and resources over time.

Instructor/Case Study / Guest Speaker: Circular Fashion Brand



Session 8 – Traceability and Information Flows

Supply chain, transparency, traceability and the Digital Product Passport as tools for system knowledge and management.

Instructor: Digital Product Passport / Traceability Expert

Learning outcomes: Participants will understand how circularity, traceability and information management contribute to value creation, supply chain transparency and the development of sustainable business models.

THEORETICAL MODULE – Navigating Complexity: Governing Complexity

Hours: 6

Delivery mode: online

Description

How are decisions made within systems characterised by interdependencies, constraints and trade-offs?

Today, organisations operate in increasingly complex contexts, in which environmental, economic, technical and regulatory objectives must be constantly balanced. Ecodesign requires the ability to understand these interdependencies and to collaborate with different stakeholders in order to support innovation and transformation processes.

Through case studies, company testimonials and professional experiences, this module explores how the Ecodesign perspective can contribute to managing complexity and organisational change.

Main contents

Session 9 – Managing Trade-Offs

Balancing environmental impacts, performance, quality, costs and feasibility in decision-making processes.

Instructor/Case Study / Guest Speaker: Sustainable Fashion Brand

Session 10 – Collaborating Across the Value Chain

Collaboration between design, sourcing, sustainability, innovation, supply chain and business.

Instructor: SMEs Ecosystem Expert

Learning outcomes: Participants will understand how to manage trade-offs, foster interdisciplinary collaboration and address the complexity of fashion systems through a systemic perspective.

THEORETICAL MODULE – Decision-Making and Organizational Change

Hours: 6

Delivery mode: online

Description



How do product decisions translate into organisational change?

Design decisions influence not only the product, but also strategies, organisational processes and business models. Integrating the Ecodesign perspective means rethinking the way organisations make decisions, collaborate and develop innovation in response to new sustainability challenges.

This module explores the role of Ecodesign as a tool for supporting decision-making processes and organisational transformation, highlighting the connections between design, governance and competitive development.

Main contents

Session 11 – From Product Decisions to Organizational Change

How decisions influence organisational strategies, processes and models.

Instructor: Fashion Company Innovation Expert

Session 12 – Managing Fashion Systems Through the Ecodesign Perspective

Using Ecodesign as a systemic perspective to understand the relationships, interdependencies and consequences of decisions within contemporary fashion systems.

Learning outcomes: Participants will understand how to apply an Ecodesign perspective to support decision-making processes, manage trade-offs and contribute to the sustainable transformation of products, organisations and supply chains.

WORKSHOP – Acting on the System: Ecodesign Lab

Hours: 8 (2 sessions of 4 hours)

Delivery mode: online

Description

How can a systemic perspective be applied to the analysis of fashion systems?

The workshop represents the concluding moment of the course and constitutes the final assessment. Through the analysis of a product, a collection or a business case, participants will be required to integrate the knowledge acquired during the course in order to interpret the complexity of contemporary fashion systems. The activity will make it possible to analyse the relationships between materials, processes, environmental impacts, circularity, traceability, organisational models and the regulatory context, identifying critical issues, opportunities and the implications of decisions along the entire value chain.

Main contents

Session 13 – Ecodesign Lab (part 1)

Systemic analysis of a product, a collection or a business case through the Ecodesign perspective.

Session 14 – Ecodesign Lab (part 2)

Presentation, critical discussion and assessment of the work produced.

Learning outcomes: Participants will be able to apply a systemic Ecodesign perspective to the analysis of products, processes and fashion systems, formulating critical assessments supported by



an integrated understanding of the relationships that characterise the contemporary fashion ecosystem.

ASSESSMENT METHODS

The final assessment is integrated into the concluding workshop **Ecodesign Lab**.

Through the analysis of a product, a collection or a business case, participants will be required to apply the Ecodesign perspective to interpret the relationships that characterise contemporary fashion systems and to formulate critical assessments supported by a systemic vision.

The assessment will be based on the ability to:

- connect and integrate the concepts addressed in the different modules of the course;
- understand the relationships and interdependencies that characterise the fashion ecosystem;
- critically interpret the environmental, regulatory, technological and organisational transformations that are redefining the sector;
- analyse products, processes and supply chains through a systemic Ecodesign perspective;
- recognise trade-offs, opportunities and constraints that influence decision-making processes;
- relate materials, life cycle, circularity, traceability, regulation and business models to one another;
- assess the implications of decisions along the value chain;
- formulate well-argued and informed assessments through an interdisciplinary and systemic perspective.

The assessment will be qualitative in nature and based on the achievement of the course's learning objectives, with particular attention to the ability to apply the Ecodesign perspective to interpreting the complexity of contemporary fashion systems.

OPPORTUNITIES AND PROFILE/SKILLS ON COMPLETION

The Executive Course develops professional skills consistent with the occupational profiles and competence areas described by **ESCO (European Skills, Competences, Qualifications and Occupations)**, with particular reference to the roles involved in the design, product development, innovation, sustainability, supply chain management and organisational transformation processes in the fashion and textile sectors.

The skills acquired are applicable, in particular, to professionals belonging to the following ESCO occupational families:

- Fashion Designer
- Textile Designer
- Product Development Manager / Product Developer
- Sustainability Manager / Sustainability Specialist
- Innovation Manager
- Supply Chain Manager
- Procurement and Sourcing Specialist
- Circular Economy Specialist
- Environmental Consultant
- Business Development Manager
- Quality and Compliance Manager



The course does not train a single specialist professional figure, but strengthens a set of cross-functional and interdisciplinary skills that are increasingly in demand among organisations engaged in the transition towards sustainable, circular business models compliant with new European policies for the textile and fashion sectors, where the ability to understand and govern complexity represents a key element in supporting innovation and transformation processes.

SCHEDULE STRUCTURE

The course lasts 44 hours, for a total of 14 teaching sessions over 7 weeks.

The format includes:

- 2 online session per week (on Tuesday and on Thursday from 5.00 to 8.00 pm for a total 36 of online hours.
- 2 final online sessions (On Friday from 2.00 to 6.00 pm and on Saturday from 9am to 1pm) for a total of 8 online hours.

The course will take place on the following days:

Format Delivery	Type	Didactic Module	Date	Day of the week	Time	Hours
online	Sessione Teorica	Session 1 – Understanding the Fashion Ecosystem	13/04/2027	Martedì	17.00-20.00	3
online	Sessione Teorica	Session 2 – Sustainability as a Systemic Challenge	15/04/2027	Giovedì	17.00-20.00	3
online	Sessione Teorica	Session 3 – Regulation as a Driver of Transformation	20/04/2027	Martedì	17.00-20.00	3
online	Sessione Teorica	Session 4 – The Ecodesign Perspective	22/04/2027	Giovedì	17.00-20.00	3
online	Sessione Teorica	Session 5 – Materials and Resource Flows	27/04/2027	Martedì	17.00-20.00	3
online	Sessione Teorica	Session 6 – Life Cycle Thinking and Impact Hotspots	29/04/2027	Giovedì	17.00-20.00	3
online	Sessione Teorica	Session 7 – Circularity and Value Retention	04/05/2027	Martedì	17.00-20.00	3
online	Sessione Teorica	Session 8 – Traceability and Information Flows	06/05/2027	Giovedì	17.00-20.00	3
online	Sessione Teorica	Session 9 – Managing Trade-Offs	11/05/2027	Martedì	17.00-20.00	3
online	Sessione Teorica	Session 10 – Collaborating Across the Value Chain	13/05/2027	Giovedì	17.00-20.00	3
online	Sessione Teorica	Session 11 – From Product Decisions to Organizational Change	18/05/2027	Martedì	17.00-20.00	3
online	Sessione Teorica	Session 12 – Managing Fashion Systems Through the Ecodesign Perspective	20/05/2027	Giovedì	17.00-20.00	3
online	Workshop	Session 13 – Ecodesign Lab (part 1)	28/05/2027	venerdì	14.00-18.00	4



online	Workshop	Session 14 – Ecodesign Lab (part 2)	29/05/2027	Sabato	09.00-13.00	4
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PAYMENT

You can make payment using one of the following methods:

Bank transfer

When making the payment, use the following bank details for the transfer:

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Payment reference: course name and participant's first and last name

You must send a copy of the payment receipt to: iscrizioni@polidesign.net.

Online payment by credit card through the reserved area of the POLI.design website, by requesting access at iscrizioni@polidesign.net

COST

The total cost of the Course is €2.400 per student.

QUALIFICATION AWARDED

Certification awarded:

At the end of the Course, the open badge for the Executive Course in “**The Ecodesign Approach for Fashion Sustainability and Innovation**” will be awarded by POLI.design.

MINIMUM ATTENDANCE PERCENTAGE REQUIRED TO OBTAIN THE COURSE QUALIFICATION

Attendance at the course is mandatory for 80%.

Information and Contacts

POLI.design Academic Office

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