

# e-Sustainability & Inclusion 2024



**Together, for better**

June 11, 2024 | Dagorà Lifestyle Innovation Hub, Lugano

**Daniele Panato**

Community Development & Innovation Booster Director



**We nurture and grow a Lifestyle-tech community by combining agile workspaces, business networking, and knowledge sharing events**





**Brand  
Manufacturers  
Retailers**

**Technology  
Service  
Providers**

**DAGORÀ**  
LifeStyle • Innovation • Hub  
**LIFESTYLE INNOVATION HUB**

**Institutions**

**Investors**

**Academia**

**We represent the entire  
innovation ecosystem**



# We represent the Lifestyle Sectors

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**Fashion**



**Beauty**



**Food**

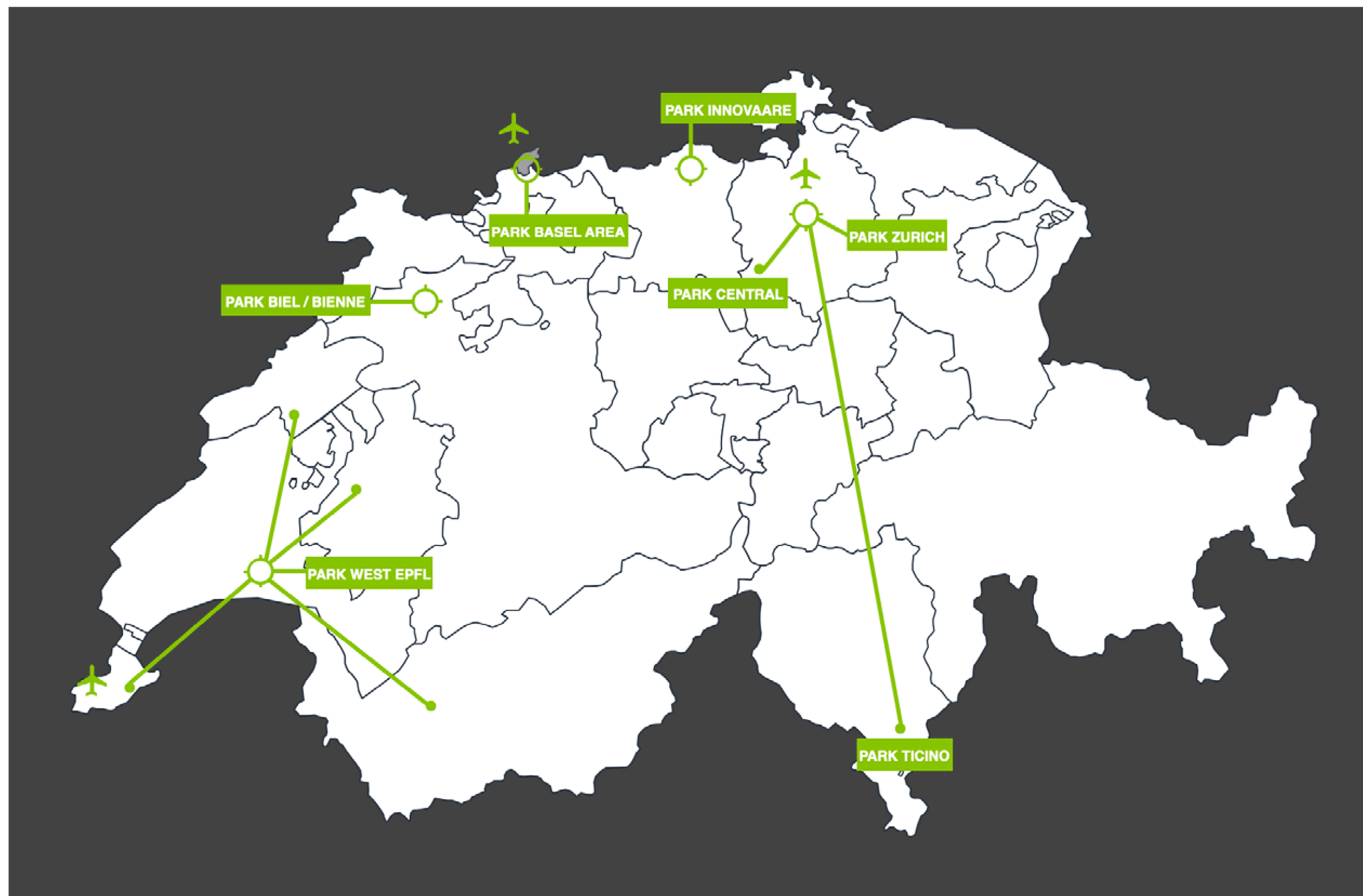


**Travel**



**Design &  
Furniture**





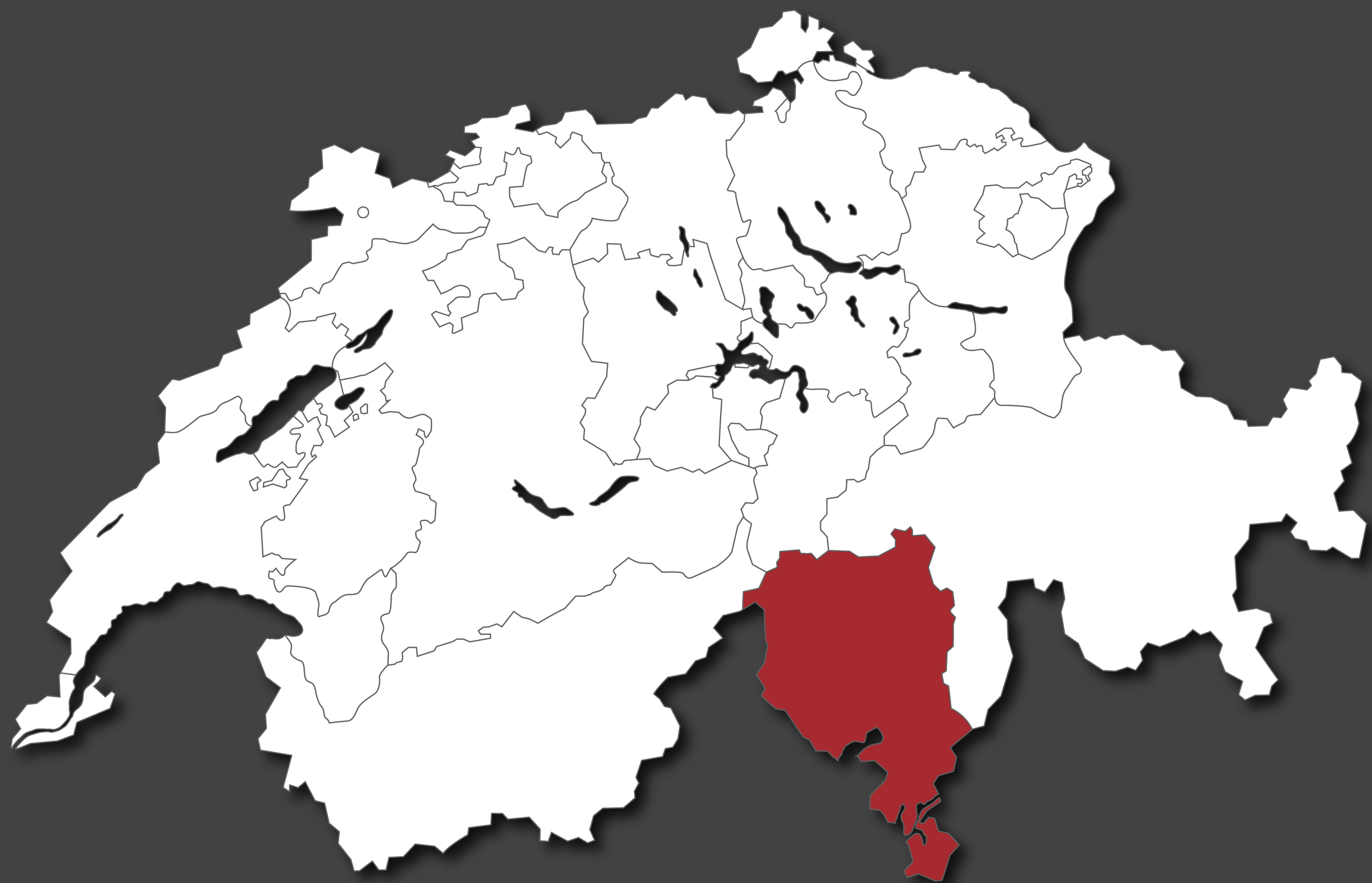
# Dagorà is founding member of Lifestyle Tech Competence Center, part of Switzerland Innovation Park

The members of the association:

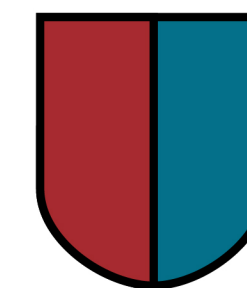


The Switzerland Innovation Park in Ticino aims to strengthen territorial positioning and attract investments to generate local value. SIP-TI-LTCC accelerates collaboration among Academia and the Private sector.

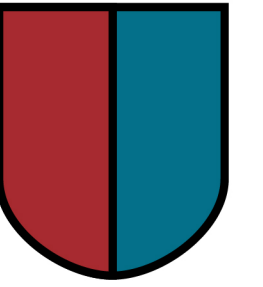




# CANTON TICINO







# Hometown of +60 Fashion Brands





# LUGANO



Città  
di Lugano





# Lugano:

the interconnection between Lifestyle, Technology, and Finance



1h from  
**Milano**  
Lifestyle Hub



2:45h from  
**Zürich**  
Financial and Tech Hub





**HOW CAN  
WE  
INNOVATE  
TOGETHER?**

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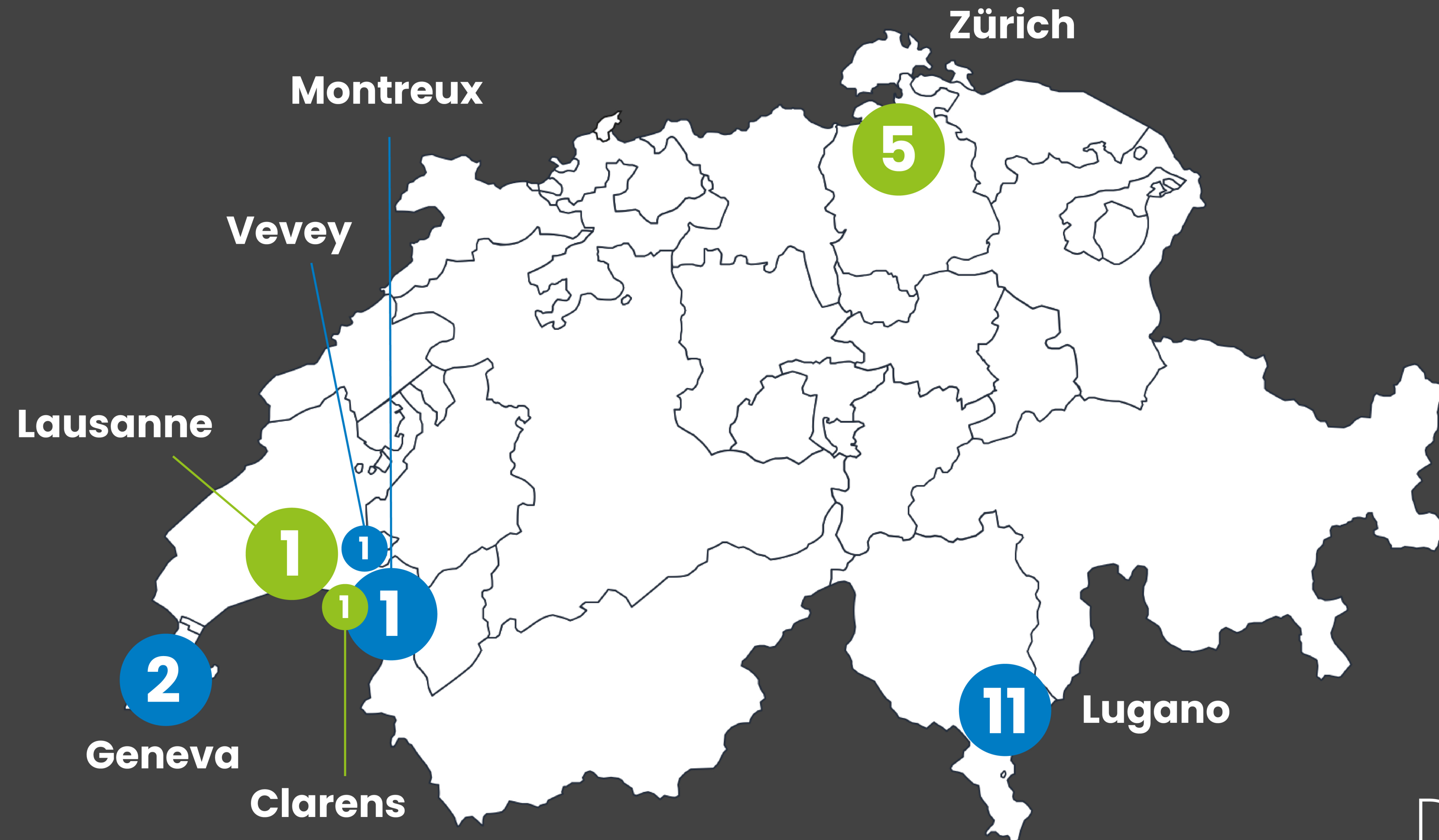
# Working and Networking together at the Dagorà Lifestyle Innovation Hub

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# Joining our events in all main regions of Switzerland







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# Retail Tech Innovation

October 23rd, 2024 – Google HQ Europaallee Zürich





The Future of Food, Travel, Hospitality, and Leisure



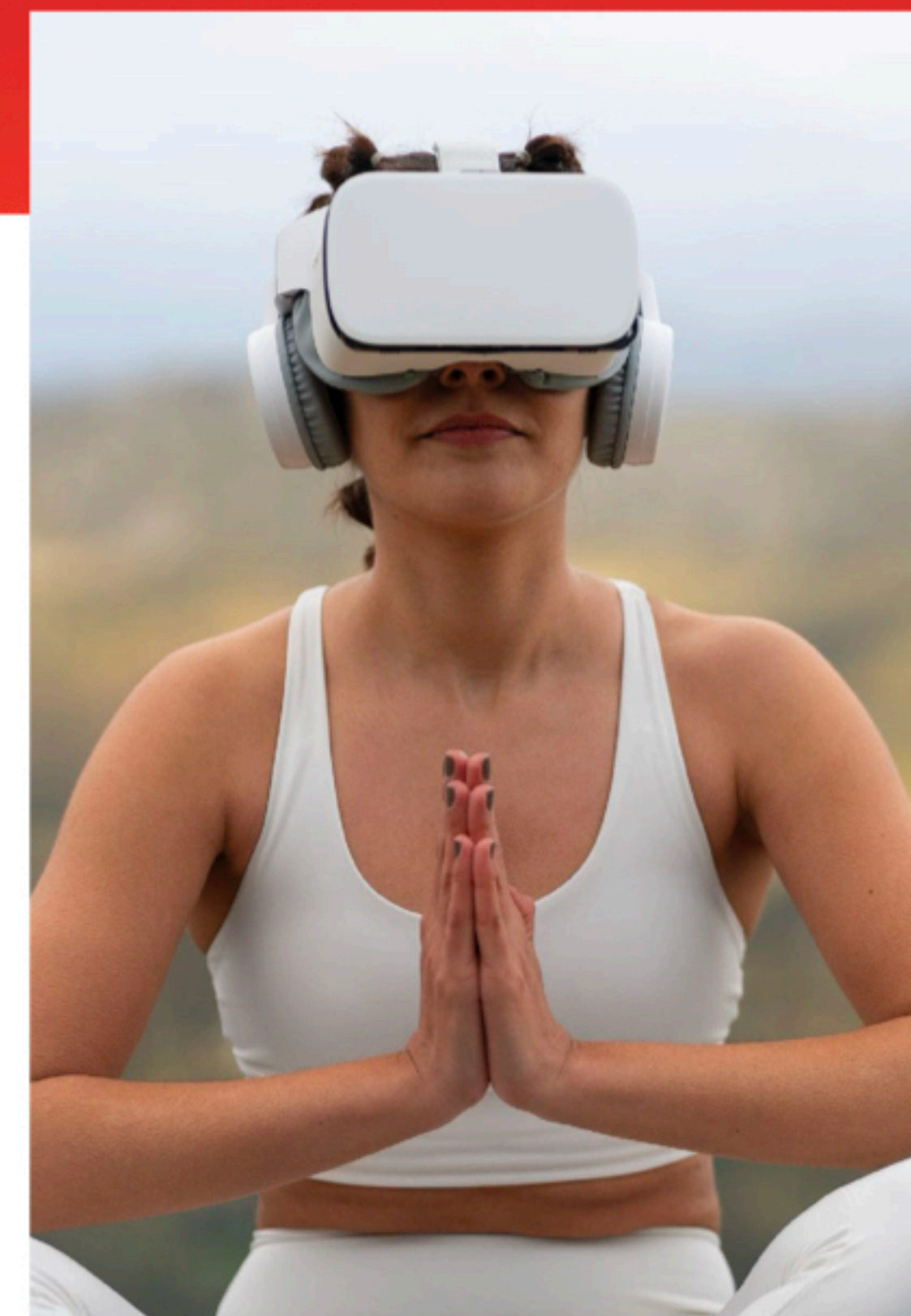
**Food**



**Travel**



**Hospitality**



**Leisure**



# The Innovation Booster – Fashion & Lifestyle

The **IB – Fashion & Lifestyle** capitalizes Swiss-based Fashion and Lifestyle community to identify top challenges, match them with experts and bring ideas to life through an open, sustainable, and user-centric approach.

**In alliance with SIP-TI-LTCC**, our community leverages a unique ecosystem enabling the **dissemination of radical solutions** to the challenges of Fashion and Lifestyle.

## Participating to an open innovation program and getting radical innovative ideas funded



**Capitalizing**  
the Fashion & Lifestyle  
**community**  
to **solve industry**  
**challenges / problems**



Managing events,  
research, workshops  
through **open innovation**  
and **user-centric**  
**methods**



Rewarding **up to 10 ideas /**  
**year (≈ CHF 25k / idea)**  
that prove potential  
to change the Fashion  
& Lifestyle world

**Co-sponsors already onboard and members of the jury**





# How does it work?



## PHASE 0 INDUSTRY INPUT

## PHASE 1 CHALLENGE YOUR IDEAS

## PHASE 2 TEST, IMPLEMENT, LEARN



### FASHION & LIFESTYLE INDUSTRY WORKSHOP

Industry experts  
**discuss and identify  
key themes  
and challenges**  
for the Fashion &  
Lifestyle community



### LAUNCH IB CALL FOR IDEAS APPLICATIONS

The **IB opens a call  
on its online  
platform**, focusing  
on challenges  
identified during  
Industry Workshops



### APPLY TO THE IB CALL

People from  
**the community can  
submit proposals**  
leveraging an  
**Application Kit**  
provided



### WORKSHOP “CHALLENGE YOUR IDEAS”

**Innovation Teams**  
are invited to join  
a **design thinking  
workshop**. They  
enrich their **ideas**  
with the support  
of experts



### PITCH YOUR IDEA & GET FUNDS

**Innovation Teams**  
**pitch** their **ideas**,  
and the **Jury**  
**decides** which  
**projects receive  
funding**



### TEST, IMPLEMENT & LEARN

**Awarded  
Innovation Teams**  
**execute** their  
**project, share**  
results / lesson  
learned, **evaluate  
next steps**



Fashion  
&  
Lifestyle



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**For more information and to join the  
Program please visit our Website**

**[ibfashionandlifestyle.ch](http://ibfashionandlifestyle.ch)**







# Joining the leading C-Level Community in Lifestyle

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SUSTAINABILITY

# Gen Z's new TikTok obsession? Fashion factories

Videos showing the fashion manufacturing process are going viral. It speaks to the younger generation's growing fascination with how and where things are made.

BY AMY FRANCOMBE

May 13, 2024

Source: <https://www.voguebusiness.com/>



# Guiding values for today's event:

1. **Sustain:** We believe that the fashion industry should sustainably reduce its environmental impact and promote sustainable practices;
2. **Include:** We believe that the fashion industry should prioritize inclusivity and diversity in all aspects of its operations;
3. **Innovate:** We believe that the fashion industry should continually innovate and adapt to new technologies, materials, and business models to stay ahead of the curve and drive growth;
4. **Collaborate:** We believe that the fashion industry should foster cooperation among its stakeholders, to drive positive change and promote a more sustainable and inclusive industry.
5. **Transparency:** We believe that the fashion industry should prioritize transparency and accountability in all aspects of its operations.





## President



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