



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.*