



UnitelmaSapienza
Università degli Studi di Roma



Redefining Fashion

Leading the Transition to a Sustainable Future

Organised by the Bioeconomy in Transition Research Group (BiT-RG) at UnitelmaSapienza

Together with CIAS at Corvinus University of Budapest & Gellért Green project

Venue: Gellért Campus, Tower J - Room 101 and Roof Top Caffee

Date: May 18th 2026 from 14.30 to 19.00

This workshop explores how the fashion sector can meaningfully contribute to the transition toward a more sustainable future, with a particular emphasis on behavioural dimensions of change. Rather than focusing solely on technological innovation or production processes, the session will examine how consumer attitudes, social norms, and purchasing habits shape the industry's environmental footprint. Special attention will be given to the growing role of second-hand and vintage markets as transformative spaces that challenge linear consumption models, extend product lifecycles, and redefine value in fashion. By focusing on behavioural shifts and alternative market practices, the workshop highlights how cultural change can drive systemic sustainability transitions within the fashion sector.

14.30 – 15.00

BRUNO VAN POTTELSBERGHE (Rector of CORVINUS University)
ZOLTÁN OSZKÁR SZÁNTÓ (Director of CIAS, CORVINUS University)
PIERGIUSEPPE MORONE (Vice Rector for Research at UnitelmaSapienza University of Rome)
SZABÓ JÚLIA (Coordinator of the Gellert Green Initiative, Cultural Programs Lead)

Opening and welcome addresses

15.00-15-20

MARIA CSUTORA and GÁBOR HARANGOZÓ

Sustainable Business Models in the Fashion Industry

15.20-15-40

FRANCESCA BONELLI

Second-Hand and Vintage Clothing Markets in the Circular Economy: A Comparative Study of Consumers' Behaviour and Sustainability Implications in Hungary and Italy

15.40-16-00

JULIANNA FALUDI

Datafication and the Governance Gap: Toward Evidence-Informed Fashion Consumption Policy



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16.00-16.30 Coffee break

16.30-16-50

GULSAH YILAN and ANA ENCINO

Second-hand clothing and sustainability in the fashion sector: Analysing visions on circular strategies through SWOT/ANP method

16.50-17-10

TAMAS VERESS

Earth is our only shareholder – Patagonia’s sustainability-oriented business model.

17.10-17.30

ELISA CHIOATTO

Buying fast or buying consciously? That’s the question. Evidence from a survey experiment on Italian consumers

Networking cocktail - Gellért Campus Tower K – Roof Top 7th floor

17.45 -18.30

Research in the Spotlight: Six Groups, Six Pitches

ANNARITA COLASANTE

Introducing the BiT-RG (UnitelmaSapienza University of Rome)

LORENZO LOTTI

Introducing the BEET (University College London)

MASSIMILIANO MAZZANTI

Introducing the SEEDS (Ferrara University)

LUANA LADU

Introducing Chair of Innov. Economics - Circular Bioeconomy (Technical University Berline)

GIUSEPPE ATTANASI and GIOVANNI DI BARTOLOMEO

Introducing the CIMEO (Sapienza University)

ANDREA MORONE

Introducing the ESSE Lab (Bari University)

18.30-19.00

Horizon Europe in Action: Current Projects & New Collaboration Opportunities
(Ana Encino and Gabriella Kiss)