



# Global Junior Challenge

Projects to share the future

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The role of fashion is not only that of transmitting luxury and elegance. It can also turn into an efficient vehicle to drive social solidarity. AltaRoma, in collaboration with the International Trade Centre (ITC), the UN Cooperation Agency, has launched a cooperation project in Africa in the field of fashion and cooperation.

The "Ethical fashion - A Bridge between Cultures <sup>[1]</sup>" Project, presented during the course of a workshop at the Rome Fashion Week (July 6-11, 2008), aims to support the creativity of small African communities with the involvement of Italian and international fashion houses. The fashion houses that are involved in the project will open up small companies in various African countries with the intermediation of the United Nations. This will allow them to come into contact with crafts men and women and artists and produce clothing, accessories and works of art at costs accessible to the African market by using local products and materials with special attention to recyclable materials.

## **Future Stylists in Nairobi Solutions proposed at the Global Junior Challenge**

The "Nairobites School of Design <sup>[2]</sup>" Project has been selected as a finalist at the fourth edition of the Global Junior Challenge.

It is a school for digital design that provides the youth of Nairobi with the tools necessary to

express their creativity. Students use slogans, photographs, illustrations and animations to recount their local culture and vision of the world.

From the creation of a website to the design of an item of clothing, students come into contact with a vast array of disciplines: photography, copy writing, visual design, marketing, entrepreneurial activities, etc. The philosophy of the schools is that “students are the authors” ... also of the future.

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#### **Links**

[1] <http://www.intracen.org/ethicalfashion/>

[2] <http://www.nairobits.com/>

[3] <http://www.mondodigitale.org/cosa-facciamo/ict-istruzione-globale-e-inclusion>

[4] <https://gjc.it/en/javascript%3Ahistory.go%28-1%29>