

**CAMERA MODA S.R.L. UNIPERSONALE**  
**GENERAL RULES FOR EVENTS**

**ART. 1 – Scope and purpose**

1.1. Camera Moda S.r.l. Unipersonale (hereafter also “Camera Moda”) is the services company of Camera Nazionale della Moda Italiana (hereafter also “CNMI”).

1.2. CNMI is a no-profit association whose purpose is to represent, promote and develop the highest values of Italian fashion in Italy and the rest of the world by disciplining, safeguarding, developing, co-ordinating and promoting the image, style and culture of Italian women’s and men’s fashion in Italy and abroad.

1.3. As engaged and instructed by and in the interests of CNMI, with the utmost respect for the principles of transparency, fairness, moral integrity, professionalism and excellence and any other principle indicated in the Ethical Code of CNMI (also available *online* at the following link: <http://www.cameramoda.it/it/associazione/cnmi/>), Camera Moda organizes and co-ordinates on behalf of CNMI fashion shows and any other events related to fashion and promotion thereof, and in particular the event termed Fashion Week, and organizes, operates and provides content for a multimedia platform to publicize the initiatives, services and products of CNMI, Camera Moda and the Members.

1.3.1. In this context and in line with the principles and instructions of CNMI, Camera Moda also supports new generations of Italian and foreign designers by organizing and promoting events that present new and young Italian and international fashion talents and provides new and young talents with locations and various kinds of facilitation, including free of charge inclusion in the Calendar in relation to which CNMI has full discretionary powers.

**ART. 2 - Definitions**

2.1. Certain terms used with an upper case initial in this document or the annexes hereto, if not otherwise defined elsewhere in this document, are defined below.

- Applicant: any Member or Non Member, Collective or part of a Collective which has already taken part in CNMI Events with its own line of clothing and/or accessories and that has submitted a new application to be included in the Calendar.
- Association: the association named “Camera Nazionale della Moda Italiana”.
- Calendar: programme of the Event specifying the venues, dates and times and Participants in the fashion shows, presentations and other events.
- Collective: the group of natural or legal persons, who join an entity, whether recognized or not, and who share a specific characteristic made explicit by the entity's membership rules.
- Ethical Code: document adopted by CNMI on 30.3.2022 pursuant to the provisions of legislative decree 231/2001.
- Event/s: events, whether singly or collectively, organized by CNMI and Camera Moda in Italy and abroad, including, by way of non-exhaustive example, the prêt-à-porter fashion shows in Milan such as “Milano Fashion Week Women’s Collection” and “Milano Fashion Week Men’s Collection”, “Milano Moda Main”, “Milano Moda Design”, “Milano Moda Graduate”, and any other show/event broadcast by traditional or digital media (including social networks) or CNMI’s project called Fashion Hub Market.

- Fashion Week: fashion industry event (“settimana della moda”) at which the latest fashion trends are presented and designers and fashion houses show their new collections. The main Fashion Weeks are normally held in the main “fashion capitals”, including Milan.
- Member: a real or corporate person, Italian or foreign, who has proved to be in possession of the requisites indicated in the Association’s by-laws and been granted membership of the Association by virtue of a resolution adopted by the relevant governing bodies in line with the provisions of the Association’s by-laws.
- New Applicant: any subject, Collective or part of a Collective that applies to be included in the Calendar for the first time.
- Non-Member: real or corporate person, Collective or part of a Collective authorized to take part in an Association or Camera Moda fashion show/event without being a member of the Association.
- Participant: any Member or Non-Member, Applicant or New Applicant that has been authorized to take part in a CNMI Event.
- Photographs and Videos: photographs and audio and video recordings of artistic/professional services relating to a Participant’s line/s of clothing and accessories, models and events.
- Regulation: this document that governs how Applicants can be included in the Calendar and states the rules applicable to the Participants to the Events.
- Tariff plan: document detailing the tariffs for inclusion of Non-Members in the Calendar.
- Tariffs: amounts due from Non-Members for inclusion in the Calendar.

### **ART. 3 – Event organization**

3.1. Camera Moda organizes and co-ordinates the Events and draws up a Calendar. Camera Moda may in any case engage 3rd parties to organize and co-ordinate the Events, in whole or part, and draft the Calendar.

3.2. Around 90 days before the start of each Event, Camera Moda issues a notice with an invitation to interested parties to submit their applications for inclusion. The notice is sent to fashion houses (Members or Non-Members), P.R. offices and all contacts in Camera Moda’s databases using the communication channels deemed most appropriate by Camera Moda and CNMI. It will include a link to these Rules and the two annexes (**Annex A**, the CNMI Ethical Code, and **Annex B**, the Italian Fashion Self-regulation Manifesto against anorexia) and clearly state that application for inclusion will entail full acceptance of the contents of the aforementioned documents.

3.3. Events last from 4 to 6 days and take place from 9.00/9.30 to 20.30/21.30 unless otherwise indicated by Camera Moda, as in the case of specific evening events. The implementation of the fashion shows of the lines of clothing included in the Calendar and the collocation of the respective time slots in each Event tend to stay the same from edition to edition. Camera Moda may, however, modify such slots where it thinks fit and for any reason whatsoever or to reject the entry in the calendar. The Applicant acknowledges and accepts that Camera Moda may request, from time to time, from the Applicant, prior to the start of each edition of the Event - at the same time or otherwise as the communication referred to in point 3.2 above - the transmission of additional (with respect to that indicated in point 4.1 below) or updated documentation relating, by way of example and not limited to, the evolution of the artistic and stylistic direction of the Applicant and the current positioning of the Applicant within the market. Upon receipt of the aforementioned additional documentation, Camera Moda - having carried out the appropriate internal verifications - at its sole discretion, may: (i) keep the Applicant in the same slot of the previous edition of the Event; or (ii) place the Applicant in a slot that is different from that of the previous edition of the Event (e.g., within

the "presentations" or "events" section of the Calendar); or (iii) reject the inclusion of the Applicant in the Calendar for the current edition of the Event, in the event that the Applicant no longer meets the minimum requirements and standards required by Camera Moda. Regarding the Calendar of Presentations and Events, it is Camera Moda's responsibility to suggest to each Participant a balanced distribution of presentations, which has course throughout the duration of the Event.

3.4. Once completed, the Calendar of Events is published by Camera Moda at its own expense and delivered by the means it deems most suitable.

#### **ART. 4 – Application for inclusion of an Applicant and relative examination**

4.1. At least 60 days before the date fixed for the beginning of each edition of the Event, Applicants intending to take part and appear on the Calendar must submit an application via e-mail to the addresses specified in the notice to be sent pursuant to 3.2 above. The application must indicate the e-mail addresses to which Applicants wish all successive Camera Moda communications regarding their applications to be sent. If the New Applicant is part of a Collective, it must also specify the name of the Collective.

4.2. If an Applicant intends to ask for its slot to be moved with respect to the previous edition, the request must be made along with the application for inclusion. CNMI reserves the right to satisfy or reject such requests on the basis of Event programming and Calendar requirements.

4.3. Applications submitted late will be examined by the Governing Bodies of CNMI, which will decide for or against admission at their own discretion.

4.4. In accordance with the provisions of Camera Moda's "Verification and control of Calendar inclusions" internal procedure, the Chairman of CNMI and/or Sole Director of Camera Moda may, after the appropriate internal checks have been made, authorize the inclusion of particular Applicants which, though not having any of the requisites listed in the previous sections, constitute a strategic presence for the Calendar. Such discretionary power is not subject to approval by Members, Non-Members, Participants or subjects excluded from the Events.

4.5. Camera Moda reserves the right to ask an Applicant to produce documentation proving ownership of the brands labelling the clothing to be shown at the Event. Failure to produce such documentation may constitute a cause for rejecting an application.

4.6. In cases of conflict or potential conflict between the brands of two or more Applicants or between the brands of an Applicant and those of a New Applicant, Camera Moda reserves the right to reject applications for inclusion or 1st time inclusion.

4.7. It is understood that Camera Moda, being merely the organizer and co-ordinator of the Events, is in no way obliged to carry out, and therefore shall not carry out, any verification of the actual ownership of exclusive rights of Applicants/New Applicants/Participants or of any conflicts between their exclusive rights.

#### **ART. 5 – Application for 1st time inclusion**

5.1. If a New Applicant submits an application for inclusion in the Calendar, its application, along with the documentation indicated in 5.2 hereunder, must be sent in paper format at least 90 days before the date fixed for the beginning of the single edition of the Event to the address of CNMI (Piazza Duomo 31, 20122 – Milano) or by e-mail to the addresses specified in the notice to be sent pursuant to 3.2 above and specify the e-mail addresses to which it wants all successive Camera Moda communications relative to the application to be sent.

5.2. Applications for 1st time inclusion must be accompanied by the following documentation:

- collection catalogues, presentation book, style folder;
- press review;
- client list (boutiques, department stores, etc.), Italian and foreign;
- showroom list;
- conceptual presentation of the collection;
- list of valid brand registrations valid for Italy;
- designer's CV;
- New Applicant's Chamber of Commerce certificate and financial statements for the previous year;
- a statement by New Applicant regarding its economic performance in the current year;
- retail price bracket of product;
- copy of VAT number registration;
- number of New Applicant's employees;
- New Applicant's annual sales

5.3. In the event that a Collective is interested in participating and/or causing one or more of the natural or legal persons who are members of the Collective to participate, it shall have each natural or legal person who is part of the Collective submit the relevant application as set forth in Section 5.1 in the manner provided therein and have them provide the documentation listed in Section 5.2, unless a specific agreement has been previously executed between the Collective and CNMI or Camera Moda. In that case, the Collective may submit the appropriate application on its own behalf but also on behalf of the individual Collective participants concerned. When submitting the application, each natural or legal person who is part of the Collective must also indicate the name of the Collective to which it belongs.

5.4. Applications for 1st time inclusion that do not contain all the documentation indicated in 5.2. above will not be considered.

#### **ART. 6 – Examination of applications for 1st time inclusion and criteria for inclusion in Calendar**

6.1. Formal examination of applications for 1st time inclusion submitted as required in art. 5 above is carried out with reference to the criteria set forth below.

6.2. Submission of an application for inclusion by a New Applicant within the terms and manner detailed in art. 5 above does not entail automatic inclusion in the Calendar.

6.3. Prior to including New Applicants in the Calendar Camera Moda considers, at its own discretion, the following non-cumulative criteria:

- New Applicant's Member status;
- date of receipt of applications for inclusion in the Calendar;
- New Applicant's fame, celebrity and prestige;
- New Applicant's international standing;

- New Applicant is an emerging designer, a young designer of proven talent;
- New Applicant's collection is in line with those already on the Calendar;
- no court orders have been issued for the intents and purposes of 13.2 and 13.3 hereunder;
- regarding the fashion show Calendar, proof of being able to present at least 15 models and 30 outfits at the Event.

CNMI has full discretionary power to assess and decide whether or not the requisites in this section 6.3 have been met. Camera Moda also has full discretionary power, with reference to the aforementioned criteria, to accept applications for 1st time inclusion or acquiesce in stated preferences for day and/or time, or modify slots with respect to previous years.

6.4. Examination of the merits of applications for inclusion is based not only on the inclusion criteria in 6.3 above but also the "Verification and control of Calendar inclusions" internal procedure approved by the Chairman of CNMI and the Sole Director of Camera Moda on 16 February 2016 (and any subsequent modifications) and any other criterion that becomes important in the opinion of Camera Moda.

6.5. Camera Moda reserves the right to ask a New Applicant to produce documentation proving ownership of the brands labelling the lines of clothing to be shown at the Event. Failure to produce such documentation may constitute a cause for rejecting an application.

6.6. In cases of conflict or potential conflict between the brands of two or more New Applicants or between the brands of a New Applicant and those of an Applicant, Camera Moda reserves the right to reject applications for inclusion or 1st time inclusion.

6.7. It is understood that Camera Moda, being merely the organizer and co-ordinator of the Events, is in no way obliged to carry out, and therefore shall not carry out, any verification of the actual ownership of exclusive rights of the Applicants/New Applicants/Participants or of any conflict between their exclusive rights.

6.8. Applications submitted late will be examined by the governing bodies of CNMI, which will decide for or against admission at their own discretion.

#### **ART. 7 – Granting of inclusion and 1st time inclusion**

7.1. Camera Moda gives notice of its granting of inclusion or 1st time inclusion in an e-mail also containing a Terms and Conditions Acceptance Form, which the Applicant or New Applicant must fill in, stamp and sign and return via mail to Camera Moda within 3 days.

7.2. The outcome of the assessment process of the applications for participants and new insertions will be approximately 30 days before the start of the related event, Camera Moda will send notice of the slot and day assigned to the interested parties and subsequently the Provisional Calendar indicating the Participants, the days, and the times of the shows.

7.3. Participants who after examining the provisional Calendar do not intend to confirm their participation in the Event are entitled to give notice of their withdrawal by e-mail. Such notice must reach the relevant Camera Moda office at least 20 (twenty) days before the beginning of the Event. In this case, any Tariffs already paid will be withheld by Camera Moda and any Tariffs still outstanding must in any case be paid.

7.4. If there are no modifications, the provisional Calendar indicated in 7.2 above will become definitive. Otherwise, Camera Moda will have the Calendar distributed by the start date of the Event.

7.5. In the event that a Participant, having failed to exercise the right to communicate the withdrawal referred to in point 7.3 above within the timeframe stipulated therein, unilaterally decides not to

participate in the Event and therefore not to be included in the definitive Calendar, Camera Moda reserves the right to discretionally evaluate the subsequent request for reinstatement by the same Participant in subsequent editions of the Event.

7.6. Camera Moda may modify the Calendar, even after the start of the Event, should circumstances make it advisable.

#### **ART. 8 – Participation fee**

8.1. For taking part in the Events, Non-Members included in the Calendar must pay a fee calculated on the basis of the Tariff plan. In case of a Collective, the Tariff shall be paid directly by the natural or legal person who is a member of the Collective and whose application for new membership has been accepted, unless a specific agreement has been previously executed between the Collective and CNMI or Camera Moda. In that case, the Tariff may be paid directly by the Collective.

8.2. In any case, when possession of the formal requisites has been ascertained, Camera Moda informs the Applicant or New Applicant of the amount of the Tariff to be paid no later than the date of the start of the Event and in any case no later than 10 days from the end of same, on pain of forfeiting inclusion in the Calendar.

#### **ART. 9 – Observance of the Calendar**

9.1. Once the Calendar has been published, Participants must strictly abide by the programme, the times, dates and venues of the fashion shows, presentations and other events forming the Event.

9.2. Without prejudice to the more detailed provisions of art. 15 below, in cases of failure to abide by the indications in the Calendar without providing valid justificatory documentation, Camera Moda reserves the right to cancel Participants from the Calendar and bar them from taking part in the Event in question and successive Events.

#### **ART. 10 – Overlapping of fashion shows included in the Calendar**

10.1. It is forbidden for Participants to schedule the date and time of their fashion show on top of any other fashion show already approved by Camera Moda and included on the Calendar without the prior consent of Camera Moda.

10.2. If a Participant breaches the provision in 10.1 above, Camera Moda reserves the right to cancel the Participant from the Calendar and bar it from taking part in the Event in question and successive Events.

#### **ART. 11 – Implementation of Events**

11.1. For the staging of the fashion shows, Participants may choose which rooms to use.

11.2. Camera Moda offers Participants, including Non-Members, exclusive rooms and services at highly competitive and advantageous rates in which to hold their fashion shows until full capacity has been reached and giving precedence to young talents.

11.3. In cases of requests in excess of the capacity of the rooms offered by Camera Moda pursuant to 11.2. above or requests for the same time slots, Camera Moda will decide which requests to satisfy at its own discretion, without prejudice to the precedence given to young talents.

11.4. Subject to the provisions of 11.2 above, all services related to the fashion shows and their implementation (design, set up, access control, vacation, etc.) are chargeable to the Participants.

11.5. Camera Moda and CNMI are totally extraneous to the choice of location, design, set up, choice of models, garments to show and frequentation of the rooms in which the fashion shows, presentations and events are held, so no liability maybe attributed to Camera Moda or CNMI regarding the fashion shows, presentations and events organized during the Events.

### **ART. 13 – Intellectual property rights**

12.1 CNMI is the owner of all intellectual property rights on the trademarks "Camera Nazionale della Moda Italiana", "CNMI", "Milano Fashion Week<sup>®</sup>", "Milan Fashion Week<sup>®</sup>" and any other distinctive sign, registered or unregistered, that is derived from the aforesaid trademarks or is otherwise registered or used by CNMI or Camera Moda as part of the Events (collectively, the "**Trademarks**"). Therefore, any use of the Trademarks that is not authorized in advance by CNMI in writing is prohibited and is in violation of CNMI's intellectual property rights.

12.2 In the event Article 12.1 is breached, CNMI reserves the right to take the measures set forth in Article 15 of the Regulations. Notwithstanding the foregoing, CNMI also reserves the right to act before any judicial, arbitral or judicial body that it deems appropriate in order to protect its rights.

### **ART. 13 –Photographic and audio-visual rights**

13.1. Camera Moda and CNMI reserve the right to take photographs of and film the events on the Calendar, to which each Participant consents by subscribing to these Rules.

13.2. It is expressly agreed that no fee or amount shall be due to the Participant from Camera Moda or CNMI in relation to the activity covered by this article, which the Participant for all intents and purposes waives by subscribing to these Rules.

13.3. Camera Moda and CNMI will use the photographs and videos for the sole purpose of promoting their activities, also by means of press releases on their website or social networks. Before publishing a photograph or video, Camera Moda and CNMI will notify the Participant, which may ask Camera Moda and CNMI to also use material supplied by the Participant.

13.4. Camera Moda and CNMI may at their own discretion and on the basis of the needs of the moment decide on the timings and manner with which the photo shoots and video making will be programmed, carried out, reproduced and published.

13.5. The work involved in the carrying out of photo shoots and video making will be done by 3rd parties retained by Camera Moda, which will engage such subjects from time to time also by virtue of existing collaboration contracts with various TV networks, photographers and journalists, etc. Participants will provide accreditation for the 3rd parties engaged by Camera Moda to produce the photographs and video footage. Participants may contact the 3rd parties thus engaged to purchase the photographs and videos.

13.6. Camera Moda and CNMI undertake to ensure that all activities involved in the photo shoots and video making and utilization thereof are carried out in compliance with current law and the provisions of this agreement, and in any case in a manner that safeguards the integrity and artistic, cultural and industrial value of the photos and videos and that respects the moral rights of the models and the image and commercial reputation of the Participants.

13.7. Each Participant in any case guarantees that it will hold Camera Moda and CNMI harmless and indemnify them against any claims of any kind that may be made by models taking part in the Participant's fashion shows.

### **ART. 14 – Participants' guarantees, obligations and responsibilities**

14.1. Participants' fashion shows at the Event will be conducted under their own exclusive responsibility in terms of 3rd party liability, accidents, insurance cover and social security.

14.2. In particular, each Participant undertakes to:

- provide for security services to safeguard fashion show spaces and the materials, systems and décor used;
- use fireproof and non-polluting materials and hazard-free décor and structures that are easily adapted to the spaces in which they are to be placed;
- control the number of participants and guests so that it does not exceed limits set by law or the relevant authorities;
- ensure that the spaces allocated for the holding of the Events are suitable for hosting clients and the press in conditions of maximum safety, decorum and in any case in compliance with the provisions of current law;
- comply with current labour regulations;
- comply with current safety regulations;
- have valid and effective insurance cover for the Event.

14.3. Each Participant guarantees that the staging of all its fashion shows, presentations or other events on the Calendar reflects the high quality of style and content that has always characterized the Events, on pain of cancellation from the Calendar and barring from the Event.

14.4. By virtue of the provision in 11.4 above, each Participant is in any case entirely responsible for all aspects and services related to the presentation of its lines of clothing and accessories during the Event.

14.5. Each Participant undertakes to abide by the contents of CNMI's Ethical Code as approved on 30.3.2022 and as in any subsequent revisions thereof (Annex A to these Rules).

14.6. Each Participant undertakes to abide by the contents of the Italian Fashion Self-regulation Manifesto against Anorexia signed in Rome on 22 December 2006 and any subsequent revisions thereof (Annex B to these Rules).

14.7. Each Participant is fully liable for any infringements of other parties' exclusive rights (including industrial and intellectual property rights). In cases of disputes with and actions of whatever kind against Camera Moda and/or CNMI regarding such infringements, each Participant undertakes to hold Camera Moda and CNMI harmless and indemnify them against any claims made in this context.

#### **ART. 15 - Camera Moda's and CNMI's powers and rights**

15.1. Camera Moda and CNMI reserve the right to:

- reject applications for inclusion regarding exclusive rights declared non-existent and/or in breach of other's rights by virtue of enforceable judicial orders, including provisional remedies provided they are enforceable;
- cancel a Participant from the Calendar and bar it from taking part in the Event in the case of enforceable judicial orders, including enforceable provisional remedies, that have declared that the Participant's exclusive rights (and the object of the relative fashion show/exhibition) are non-existent and/or in breach of other's rights, including CNMI's and Camera Moda's intellectual property rights;
- discretionarily evaluate the re-inclusion in future editions of the Event of Participants who unilaterally decide not to participate in the Event without notifying Camera Moda within the timeframe set forth in Section 7.3.



15.2. Camera Moda and CNMI reserve the right to adopt the measures they deem from to time most appropriate in cases of:

- a) Applicant's/Participant's failure to observe the Ethical Code (Annex A) and the Italian Fashion Self-regulation Manifesto against Anorexia (Annex B);
- b) Applicant's/Participant's failure to observe the provisions of these Rules, and in particular those under articles 9, 10, 11, 12, 13 and 14 and any other rule eventually approved by CNMI's governing bodies in connection with the Calendar;
- c) conduct – whether intentional or simply through negligence – lacking in respect for the Association on the part of an Applicant, Member or Non-Member. By way of mere and non-exhaustive example, conduct considered disrespectful includes delays of over 30 minutes in the start of a fashion show, any behaviour contrary to common decency and public order, etc. and the use of offensive or in any case reprehensible language. Camera Moda and CNMI may also consider similar disrespectful conduct outside the Events if such could cause damage to the image and reputation of Camera Moda and CNMI;
- d) failure to pay the Tariffs, subject to the provisions of the “Verification and control of Calendar inclusions” internal procedure approved by the Chairman of CNMI and the Sole Director of Camera Moda on 16 February 2016;
- e) failure to pay any suppliers (whether national or foreign) which are 3rd parties with respect to Camera Moda and CNMI but are in collaboration relationships with them.

15.3. Measures that Camera Moda and CNMI may take in connection with 14.2 above include by way of mere and non-exhaustive example:

- temporary or permanent exclusion from the Calendar;
- temporary or permanent barring from taking part in Events;
- suspension of a defaulting Member by resolution of the management board pursuant to art. 10 (b), Bylaws;
- definitive expulsion from the Association, by resolution of the Meeting of the Members pursuant to art. 10 (b), By-laws.

15.4. Failure to accept the terms and conditions of these Rules and the principles and provisions specified in CNMI's Ethical Code and the Italian Fashion Self-regulation Manifesto against anorexia in any case entails immediate rejection by Camera Moda of the application for inclusion.

15.5. Prior to exercising the powers and rights indicated in this article, the governing bodies of CNMI will carry out the appropriate control activities.

#### **ART. 16 – Compliance with data protection laws**

16.1. CNMI/Camera Moda and the Participant undertake to comply with the applicable personal data protection laws.

16.2. CNMI/Camera Moda and the Participant will work together on matters regarding the protection of personal data and that may affect both parties, in the case, for example, of transfer of personal data from one party to another and consequently of transparency obligations towards the client.

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Updated on 13/11/2023

**Annex A: CNMI Ethical Code**

**Annex B: Italian Fashion Self-regulation Manifesto against anorexia**

**Camera Nazionale della Moda Italiana**



Camera Nazionale della Moda Italiana

CODE OF ETHICS

Approved by the Board of Directors on 30/3/2022

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## **1. INTRODUCTION**

Camera Nazionale della Moda Italiana (National Chamber of Italian Fashion) is a non-profit, private, non-partisan and apolitical Association that regulates, coordinates and promotes the development of Italian Fashion around the world.

On 11 June 1958 the "Sindacale della Moda Italiana" was established in Rome. In 1962, the Sindacale merged into the Camera Nazionale della Moda Italiana, a body proposing to coordinate the various entities existing at that time and overcome their fragmentation.

As then, the Association's objective is to implement an organizational support policy aimed at awareness, promotion and development of fashion through high-profile events in Italy and abroad.

### **1.1 What is the Code of Ethics?**

This Code of Ethics (hereinafter also the "Code") aims to define the values and principles by which Camera Nazionale della Moda Italiana (hereinafter also the "Association" or "CNMI") is guided, as well as the behaviour criteria intended to regulate its activity.

The Code consists of four sections:

1. the Introduction, which defines the purpose of the Code of Ethics, the scope of application and the Recipients and the main regulatory references;
2. the Ethics Charter, which sets out the mission, vision and values of Camera Nazionale della Moda Italiana;
3. the Code of Conduct, which specifies the rules and standards of conduct;
4. a section dedicated to the methods of implementation, control and updating of the Code of Ethics.

### **1.2 Scope and Recipients**

The values and principles of conduct set out in this Code are binding for:

- the Members and Senior Association Management of Camera Nazionale della Moda Italiana;
- the management and employees of CNMI;
- those engaged by and/or who work on behalf of CNMI (for example external representatives);

hereinafter collectively referred to as "Recipients".

The Recipients of the Code are required to act in compliance with the values set out therein and to adapt their actions to the principles of behaviour laid down.

To this end, the Code is circulated in accordance with the provisions of paragraph 4.1.

In addition, Camera Nazionale della Moda Italiana strives to ensure that partners, designers who benefit from its services, suppliers and representatives outside the Association adopt behaviour inspired by this Code of Ethics.

### **1.3 Main regulatory references**

This Code of Ethics is inspired by the main national and international guidelines on human rights, corporate social responsibility and corporate governance:

- the Universal Declaration of Human Rights of the United Nations;
- the United Nations Convention on the Rights of the Child;
- the United Nations Convention on the Elimination of All Forms of Discrimination Against Women;
- the principles of the UN Global Compact;
- the 8 fundamental conventions of the ILO (International Workers' Organization);
- the OECD (Organization for Economic Cooperation and Development) guidelines for multinational companies;
- the Charter of Fundamental Rights of the European Union;
- the Corporate Governance Code of Borsa Italiana;
- the Charter of Business Values of the European Institute for Social Budget.

#### **Code of Ethics and Legislative Decree 231/2001**

This Code of Ethics is an integral part of the Organization, Management and Control Model (hereinafter also the "Model") approved in accordance with Legislative Decree 231/2001 by the Board of Directors of Camera Nazionale della Moda Italiana on 30 March 2021.

The Board of Directors and the Supervisory Board appointed under Legislative Decree 231/01 (hereinafter also "OdV") will implement all the necessary initiatives to enforce the rules of conduct contained in the Code.

The OdV, to which Camera Nazionale della Moda Italiana assigns the function of Guarantor of the Code of Ethics, has the task of monitoring the correct application of this Code of Ethics, in accordance with the provisions of the Model adopted by Camera Nazionale della Moda Italiana.

## **2. ETHICS CHARTER**

### **2.1 Mission**

Camera Nazionale della Moda Italiana represents the highest cultural values of Italian fashion and aims to protect, coordinate and enhance its image, both in Italy and abroad, also acting as a pole of attraction for international fashion.

### **2.2 Vision**

The Association aims to be a point of reference and privileged partner for all national and international initiatives aimed at enhancing and promoting style, costume and fashion - particularly Italian -, respecting and committing itself to spreading the principles of sustainable development. The Association also wishes to affirm its leadership in the representation of Italian fashion, ensuring cohesion and institutional relevance.

### **2.3 Values**

All those who contribute to achieving the Association's mission, without distinction or exception and within the scope of their functions and responsibilities, are required to conform their actions and behaviour to the values set out below, aware that respect for these values constitutes an essential reference for one's actions.

#### **2.3.1 Fairness and respect for the person**

Camera Nazionale della Moda Italiana considers the safeguarding of the dignity, freedom and equality of human beings, the protection of work and trade union freedoms, the promotion of health and safety in the workplace to be fundamental. The Association ensures respect for the physical and cultural integrity of the person and rejects all forms of discrimination, corruption and child labour. CNMI is committed to respecting and valuing differences in gender, age, ethnicity, religion, political affiliation, language or different abilities.

Relations between CNMI personnel, at all levels, must be based on criteria of loyalty, collaboration and mutual respect.

#### **2.3.2 Excellence**

CNMI aims to protect and support the excellence of Made in Italy around the world, focusing on the factors that characterize Italian fashion, such as design, creativity, quality of materials and processes, sustainability and craftsmanship. The Association thus pursues the dual objective of spreading Italian culture and excellence and attracting consumers and investors from foreign markets. CNMI is committed to protecting and enhancing the creativity and excellence of Italian manufacturing, which combines tradition and innovation, also through the creation of synergies and institutional partnerships.

### **2.3.3 Honesty, integrity, fairness and transparency**

Camera Nazionale della Moda Italiana considers honesty, integrity, fairness and transparency to be essential values in carrying out its mission and indispensable in preserving and increasing the reputation of the fashion sector. CNMI undertakes to maintain conduct based on compliance with the Code of Ethics, current regulations and recognized practices. All activities carried out in the name and on behalf of the Association must be conducted with loyalty and in good faith.

### **2.3.4 Environment and sustainability**

Camera Nazionale della Moda Italiana operates by taking full responsibility for the actions of its people, the decisions taken by its management and its impact on the environment and the community. With this in mind, CNMI promotes environmental protection for the benefit of the community and future generations.

### **2.3.5 Effectiveness, efficiency and cost-effectiveness of operations**

In carrying out its activities, Camera Nazionale della Moda Italiana considers it essential to operate effectively, while safeguarding the efficiency and cost-effectiveness of its operations. Inspired by these values, the Association strives to meet the needs of its Members and contribute to the enhancement of the Italian fashion sector, committing itself to using resources transparently.



### **3. CODE OF CONDUCT**

#### **3.1 General principles of conduct**

The values set out above are expressed in the following principles, which govern the behaviour of CNMI and the relationships between the Association and its partners.

##### **3.1.1 Compliance and Internal Control System**

In carrying out its activities, CNMI undertakes to comply with current legislation and requires the Recipients of this Code to adopt behaviour that does not affect their moral or professional reliability.

In particular, when carrying out their activities, the Association and the Recipients undertake to act in full compliance with the national and international laws and regulations applicable to them, including the laws on fiscal and tax matters, the protection of intellectual and industrial property rights and copyright, competition and antitrust law.

CNMI does not accept, for any reason, natural or legal persons whose legal representative or a natural person holds a significant part of the share capital, who:

- a. are subjected to preventive measures or have been convicted of very serious crimes or incidents concerning morality and correctness in economic activity and/or who have lost their civil rights;
- b. have caused serious and substantial damage to the image of Italy and/or relations with other countries.

CNMI also undertakes to promote and maintain an adequate internal control system, meaning the entire set of tools used for directing, managing and verifying its activities, with the aim of protecting the Association's assets, ensuring compliance with laws and procedures, managing activities in an optimal and efficient manner and providing accurate and complete accounting and financial data.

Responsibility for effectively implementing the internal control system applies at every level of the organizational structure of the Association. Consequently, all CNMI personnel must actively contribute to the proper functioning of the internal control system in the context of the functions and responsibilities they cover.

CNMI promotes the dissemination of a mentality oriented towards the conscious and voluntary exercise of controls at all levels. The management and all CNMI personnel are therefore required to participate in the Association's internal control system and to involve their collaborators.

The control and supervisory bodies and the auditing firm appointed have free access to data, documentation and information useful in carrying out the activities for which they are responsible.

##### **3.1.2 Transparency of accounting records**

Accounting transparency is based on the correctness, accuracy and completeness of information and data. Each member of the corporate and management bodies and all employees are required to collaborate, within the scope of their competences, so that the management data are correctly and promptly represented in the accounting records.

Engaging in behaviour that could prejudice the transparency and traceability of the financial statements is forbidden.

Adequate supporting documentation for the activity carried out must be kept in the records for each transaction to allow easy and timely accounting registration, identification of the

different levels of responsibility and division of tasks and accurate reconstruction of the operation, also to reduce the likelihood of material or interpretative errors. It is the task of all CNMI personnel to ensure that the documentation is easily traceable and filed according to logical criteria.

### **3.1.3 Information management**

CNMI adopts suitable procedures for internal management and external communication to ensure financial and commercial information is managed correctly.

The management, employees and collaborators of CNMI are required to consider all information on the Association's activities that has not been made public as confidential and in the exclusive interest of CNMI.

Furthermore, all CNMI personnel undertake to comply with the regulations on third party rights relating to intellectual property and not to engage in the unauthorized and/or unapproved reproduction of materials protected by copyright.

### **3.1.4 Privacy protection**

In compliance with current legislation, CNMI undertakes:

- to protect information relating to its own personnel and third parties, generated within the Association or acquired in business relationships, avoiding any improper use of such information;
- to process personal data in compliance with fundamental rights and freedoms, as well as the dignity of the data subjects;
- to keep the data for a period of time not exceeding that necessary for the purpose of the collection, in any case respecting the terms of the law;
- to adopt suitable security measures for its databases, in order to avoid the risk of destruction or loss of data, of unauthorized access or of unauthorized processing.

### **3.1.5 Conflicts of interest**

CNMI undertakes to avoid situations where the individuals involved in relationships are, or may appear, in conflict with the interests of the Association. This means both cases in which these persons pursue interests different from the aims and purposes of the Association or personally take advantage of business opportunities, and cases in which they act in contrast with the obligations of trust related to their position.

Human resources are therefore required to ensure that every decision is made in the interest of CNMI and its Members, undertaking to avoid all situations in which a conflict of interest may arise between personal or family economic activities and the duties covered, such as to interfere with the ability to make decisions impartially and objectively.

### **3.1.6 Giving/accepting gifts or other benefits**

CNMI condemns any kind of promise, offer, payment or acceptance, directly or indirectly, of money or other benefits for the purpose of obtaining or maintaining a deal or securing an unfair advantage, in relation to the activities of the Association or relations with institutions or Public Administrations.

The Recipients of the Code undertake not to offer or accept free gifts or gifts that may be interpreted as exceeding normal practices of commercial courtesy. Those who receive gifts or other benefits, other than those of modest value and as part of a practice of ordinary commercial courtesy, must inform their managers.

## **3.2 Principles of conduct towards stakeholders**

### **3.2.1 Management, employees and external collaborators**

Camera Nazionale della Moda Italiana considers its human resources to be an indispensable asset for the existence and proper functioning of the Association. The commitment and professionalism of CNMI personnel are decisive values and conditions for achieving the objectives of the Association.

#### **Personnel selection**

CNMI undertakes to offer, in full compliance with the relevant legal and contractual regulations, the same job opportunities to all employees, ensuring that everyone enjoys fair regulatory and remuneration treatment based exclusively on merit and competence, without any discrimination.

The competent functions must:

- a. in any case select, hire, train, remunerate and manage human resources without any discrimination;
- b. create a work environment in which personal characteristics or orientations cannot give rise to discrimination;
- c. in any case apply criteria of merit and competence (strictly professional) in any decision relating to human resources.

#### **Enhancement and protection of personnel**

CNMI is committed to developing the skills and competences of human resources, encouraging everyone to express their energy and creativity and to realize their potential, also by providing adequate training courses. The Association safeguards working conditions, both by protecting the psycho-physical integrity of the worker and by respecting their dignity. CNMI also promotes working conditions that allow the development of the personality and professionalism of the person.

CNMI hopes that its people, at all levels, collaborate to maintain a climate of respect for the dignity, honour and reputation of each person. The Association undertakes to act to prevent illegal conditioning, undue inconvenience and abusive, discriminatory or defamatory interpersonal behaviour. Behaviour outside work that is particularly offensive to civil sensitivity is also considered relevant.

#### **Harassment or bullying in the workplace**

CNMI encourages initiatives aimed at creating working methods that increase organizational well-being.

The Association requires that no harassment or bullying occur in internal and external work relationships.

The following are considered as such:

- a. creating an intimidating, hostile, isolating or otherwise discriminatory work environment towards individuals or groups of workers;
- b. engaging in unjustified interference in the performance of other people's work;
- c. hindering the individual job prospects of others for reasons of mere competitiveness.

Furthermore, any form of violence or harassment, sexual or related to personal and cultural diversity is prohibited.

#### **Health and safety**

All CNMI personnel are required to actively contribute to maintaining an optimal standard of safety in the workplace, refraining from illegal or otherwise dangerous behaviour and reporting to their superior or to the body they belong to and to the competent structure, any activities carried out by third parties that may harm people and/or that may compromise safety in the workplace.

In any context that requires particular attention to one's personal safety, it is essential to scrupulously follow the indications provided by CNMI, refraining from behaviour that could put one's own or others' safety at risk, promptly reporting any dangerous situation to one's superior.

### **3.2.2 Members**

CNMI undertakes to regularly inform its Members on the activity and progress of the Association. CNMI can also provide its Members with additional information with reference to activities, results, development and investment programs approved by the Board of Directors and anything else of interest to the Members, while always respecting the principle of confidentiality.

CNMI Members undertake, in all their professional and associative behaviour:

- as businesspersons

- I. to fully apply laws and employment contracts;
- II. to behave fairly towards their collaborators, promoting their professional growth and protecting safety in the workplace;
- III. to adopt an attitude inspired by fairness and integrity towards customers, suppliers and competitors;
- IV. to maintain relationships inspired by fairness and integrity with Public Administrations and political parties;
- V. to consider protection of the environment a constant commitment;

- as associations

- VI. to participate in the association-related life of CNMI;
- VII. to contribute to association-related choices based on the values of integrity, fairness, respect for the person and transparency and in full autonomy from internal and external pressures, keeping the interests of CNMI as a priority objective;
- VIII. to establish and maintain a full and constructive associative relationship, in compliance with the provisions of point 9c (iii) of the Association by-laws;
- IX. to respect the directives issued by CNMI on various subjects and to express personal positions in advance at internal forums for debate;
- X. to promptly inform CNMI of any situation likely to change their relationship with other entrepreneurs and/or with CNMI.

### **3.2.3 Senior Association Management**

The election of the Senior Association Management is subject to verification of full compliance of the candidates with a rigorous and substantial adherence to irreproachable personal, professional and associative behaviour.

Senior Association Management undertake to:

- I. take up their positions in a spirit of service to CNMI and the outside world, without using such positions for direct or indirect benefits;
- II. maintain behaviour that is consistent with the values expressed in this Code of Ethics, inspired by loyalty and a sense of responsibility towards CNMI Members and

- oriented towards a pursuit of the common interest, not being influenced by personal political opinions during the course of the assignment;
- III. follow the directives of CNMI, contributing to debate at the appropriate forums, but maintaining the unity of CNMI towards the outside world;
  - IV. make confidential use of the information they become aware of by virtue of their positions;
  - V. treat Members with equal dignity regardless of size and sector;
  - VI. maintain behaviour based on autonomy and independence in relations with political entities, providing correct information to define legislative and administrative activities;
  - VII. effectively involve the CNMI Governing Bodies to ensure management that is participatory and open to various requests;
  - VIII. resign from their position if, for personal, professional or objective reasons, their remaining could damage the image of CNMI. To this end, external representatives, upon taking on the assignment, are informed of the commitments deriving from this Code of Ethics and, by the mere fact of accepting the assignment, give their consent.

#### **3.2.4 Fashion Community and sector operators**

CNMI is committed to operating synergistically with the Fashion Community, listening and engaging in dialogue and adopting a collaborative approach to promote individual brands and the entire Made in Italy system.

CNMI endeavours, in all circumstances, to maintain fair and loyal relations, prohibiting its personnel from engaging in any form or attempt at corruption, including favouritism, towards operators in the sector.

The Association therefore undertakes to act according to the principles of fairness and transparency, undertaking not to unduly damage their image or that of the products and services they offer.

#### **3.2.5 Partners**

CNMI recognizes the importance of the contribution provided by partners in pursuing its mission. The Association therefore undertakes to develop and maintain a relationship of trust with them, based on the values expressed in its Code of Ethics.

CNMI undertakes to evaluate potential partners in advance and to accept collaborations only with individuals whose business and company profile do not conflict with the mission of the Association and that contribute to enhancing its image and work.

Finally, CNMI undertakes to provide each potential partner with detailed and truthful information about the Association itself and its activities and to define fair contractual conditions in any case.

#### **3.2.6 Providers of goods and services and consultants**

Camera Nazionale della Moda Italiana requires its suppliers and consultants to have appropriate levels of professionalism and to make a commitment to comply with this Code. The Association promotes the establishment of lasting relationships to encourage the progressive improvement of performance, whilst protecting and promoting the values, principles and contents of this Code of Ethics.

Suppliers and consultants are selected according to procedures based on criteria of transparency, impartiality, competitiveness and efficiency, in full compliance with current regulations.

To this end, when selecting its suppliers and consultants, CNMI undertakes to ensure candidates are afforded equal opportunities to participate in the selection, verifying that they have adequate financial means and suitable organizational structures, technical skills and experience, quality systems and adequate resources for the needs and image of the Association.

CNMI undertakes to verify that potential suppliers and consultants comply with labour regulations, including child labour and health and safety in the workplace.

Should a supplier, when carrying out his activity for CNMI, adopt behaviour in contrast with the general principles of this Code or with current legislation, the Association is entitled to take appropriate measures, including the possibility of terminating the relationship and excluding any other opportunities for collaboration.

### **3.2.7 Public Administrations and institutions**

Members of CNMI, in their relations with representatives of Public Administrations and institutions, undertake to behave in accordance with the principles of integrity, transparency and fairness, in order to avoid partial, untrue or misleading interpretations and judgments on the part of institutional subjects with which the Association comes into contact.

Relations with Public Administrations must comply with the values and principles defined by this Code of Ethics.

Relations with officials of public institutions can only be held by previously authorized persons, in strict compliance with the law.

### **3.2.8 Environment**

CNMI is aware of the importance of protecting the environment as a fundamental resource for the community and future generations.

The Association, also through its "Manifesto of sustainability for Italian fashion", is committed to promoting the principles of responsible and sustainable fashion and to encouraging the adoption of responsible management models along the entire fashion value chain to the advantage of the country.

CNMI is committed to mitigating and controlling its impact on the environment, setting itself the goal of better managing its activities with a view to reducing pollution, promoting the circular economy and optimizing the use of resources.

The Association aims to promote a respectful approach to the environment via successful management of relations with the various stakeholders in the fashion sector.

### **3.2.9 Local communities, schools and universities**

CNMI is aware of the importance of its role for the growth and competitiveness of brands in the fashion sector. By supporting Italian brands, CNMI amplifies and enhances the contribution of companies to the development of the areas and communities in which they are situated.

The Association is committed to establishing and maintaining an open and constructive dialogue with all members of the local communities, in order to contribute positively to the development of the area.

CNMI is committed to collaborating with fashion schools, involving them in the implementation of various initiatives and supporting specific projects, in order to increasingly further the connection between the fashion industry and the world of education.

The Association is also committed to spreading sustainability as a fundamental competitive lever that allows Italian and Made in Italy brands to consolidate their leadership in the sector.

### **3.2.10 NGOs, charities and non-profit organizations**

The Association may provide contributions or grant sponsorships, subject to careful evaluation of a request, to NGOs and to declared non-profit organizations or associations, which pursue a charitable or cultural purpose that is relevant to the world of fashion. These contributions must be adequately documented and paid in accordance with the law, current regulations and internal procedures.

CNMI does not make contributions, direct or indirect, in any form, to political parties, movements, committees or political and trade union organizations, their representatives or candidates.

### **3.2.11 Trade associations**

As part of its mission, CNMI interacts with trade associations. Those who are authorized and delegated by the Company to interact with these associations undertake to respect the law and avoid any type of collusion or corruption.

CNMI's relations with trade associations are based on criteria of listening, sharing, collaboration and transparency.

CNMI proposes itself to trade associations as an interlocutor open to discussions regarding issues relating to work, industrial relations, competition and development. CNMI undertakes, together with trade associations, to constructively address changes in the fashion sector that require a shared and systemic approach, in order to deal, in a synergic manner, with challenges of crucial importance for individual brands and for the Made in Italy system.

### **3.2.12 Media and press offices**

In disclosing information about the Association and its Members to the public, CNMI adopts the principles of maximum clarity and transparency.

CNMI ensures that the communication and disclosure of news, information and data to the outside in any case respects the right to information.

Relations between CNMI and the media are the sole responsibility of authorized parties, who are required to comply with the laws, rules and practices of professional conduct. Under no circumstances is it permitted to divulge false or biased information, exert pressure or hold favourable attitudes towards representatives of the media.

## **4. IMPLEMENTATION, MONITORING AND UPDATING OF THE CODE OF ETHICS**

### **4.1 Circulation and updating of the Code of Ethics**

This Code of Ethics enters into force from the date it is approved by the Board of Directors, i.e. from 30/3/2022.

All CNMI personnel are required to know the principles and contents of the Code as well as the procedures that regulate the functions and responsibilities covered.

CNMI therefore undertakes to promote and ensure knowledge of this Code of Ethics and its subsequent updates through specific information and communication activities.

Note that the Code of Ethics is published on the website [www.cameramoda.it](http://www.cameramoda.it) and is provided to CNMI personnel in compliance with the applicable regulations.

CNMI also undertakes to update the contents of the Code where changes in context, the relevant legislation or the organization of the Association make it necessary.

Any revision of the Code is approved by the CNMI Board of Directors, on proposal by the Chairman.

### **4.2 Structures of reference and supervision of the application of the Code of Ethics**

The Supervisory Board established in accordance with Legislative Decree 231/2001 assumes the role of Guarantor of compliance and correct implementation of what is stated in the Code of Ethics.

To this end, the Supervisory Board undertakes to:

- a. promote the implementation of the Code and the issuing of the procedures of reference;
- b. report and propose useful initiatives for greater dissemination and knowledge of the Code, also to avoid repeated violations;
- c. examine reports of potential violations of the Code, advising the most appropriate checks;
- d. intervene in the event of reports of possible violations of the Code;
- e. intervene in cases of reports of possible violations of the Code considered not to have been duly addressed or of retaliation suffered by a whistleblower;
- f. communicate the results of the relevant checks to the competent structures for the adoption of any sanctioning measures.

### **4.3 Reporting of possible violations of the Code of Ethics**

Communications to the Supervisory Board, such as reporting an alleged violation, submitting a request for clarification or an opinion, should preferably be made in non-anonymous form and can be sent to a specific email address:

[segnalazioniodv@cameramoda.it](mailto:segnalazioniodv@cameramoda.it)

The reports received and the appropriateness of consequent actions will be evaluated by listening, if necessary, to the whistleblower and/or the person responsible for the alleged violation.

CNMI undertakes to guarantee the confidentiality of the identity of the whistleblower and to protect from any intimidation or retaliation those who, in good faith, report alleged violations of the Code.



#### **4.4 Value of the Code of Ethics**

Compliance with the rules of the Code must be considered an essential part of the contractual obligations of all CNMI personnel, in accordance with and for the purposes of the applicable law.

The violation of the principles and contents of the Code constitutes a breach of the primary obligations of an employment relationship and/or a disciplinary offence, with all the legal consequences, also in terms of preservation of the employment relationship, and may give rise to compensation for damages.

## ITALIAN FASHION SELF-REGULATION MANIFESTO AGAINST ANOREXIA

### Promoted by

- **Ministry for Youth Policies and Sport**
- **Camera Nazionale della Moda Italiana**
- **Alta Roma**

### *Given that*

eating disorders like anorexia and bulimia affect around three million people in Italy. Such people suffer from serious psychic problems, an insidious condition whose causes are not known and may lie in the personal vicissitudes of the individual.

The problem is complex and treatment requires support from specialists like nutritionists, psychiatrists and psychotherapists.

Many women affected by eating disorders are young and started a diet partly to attain the ideal provided by fashion show and magazine cover models. Meaning the pursuit of an aesthetic model of beauty perceived to be the only possible one. We are therefore aware that young people may be influenced by examples and lifestyles in which exaggerated thinness can become a model to emulate.

We believe that this cultural, aesthetic and media element is, as medical specialists assert, only one of the contributory environmental causes of a psychiatric clinical disorder rooted in the individual histories of people suffering from eating disorders. It is a contributory cause that we do not intend to ignore however.

\*\*\*\*\*

### *Given that*

scientific research and statistics regarding anorexia show that:

- anorexia and bulimia may lead to death (source: ABA<sup>1</sup>);
- anorexia is the prime cause of death from psychiatric disorders (source: ABA);
- around 3% of the population present full-blown anorexia-bulimia problems (source: ABA);
- 95% are women (source: ABA);
- aesthetic models of fashion that exalt “icons of thinness” concur, albeit as indirect and secondary socio-cultural factors, in the onset of eating disorders (sources: ABA, AED<sup>2</sup>, AIDAP<sup>3</sup>);
- the negative influence of “anorexic” aesthetic models also acts on pre-adolescents: 60.4% of Italian girls between 12 and 14 want to be thin, 24% have already gone on a diet, 34% invented a diet of their own without consulting a doctor (source: Società Italiana di Pediatria [Italian Paediatrics Society]);

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<sup>1</sup> Associazione Italiana Bulimia Anoressia (Italian Bulimia Anorexia Association)

<sup>2</sup> Academy For Eating Disorders

<sup>3</sup> Associazione Disturbi dell’Alimentazione e del Peso (Eating and Weight Disorders Association)

- according to the World Health Organization there are various indicators for establishing an individual's state of health, including the Body Mass Index (BMI); also according to the WHO, a BMI value below 18.5 is a clear alarm signal that a person is in an "underweight" state and it must be considered alongside a number of other methods for determining an individual's state of health.

*[see attachment]*

\*\*\*\*\*

*In view of the foregoing*

on the basis of these scientific findings and fully aware of the role of responsibility we have, the Italian government, and in particular the Minister for Youth Policies, Camera Nazionale della Moda Italiana and Alta Roma intend to creatively and constructively promote positive aesthetic models as a practical instrument for preventing eating disorders.

*For all these reasons*

- 1) We undertake to reassess a radiant, generous, Mediterranean model of beauty that Italy has always helped to disseminate at international level because we believe that it can still be a positive aesthetic model for women in Italy and the rest of the world.
- 2) We undertake to safeguard the health of models who pose and parade on our runways and from whom we shall request a medical certificate of assessment based on scientific and diagnostic criteria (including BMI) relevant to eating disorders. We therefore commit to not allowing models to pose or parade if their medical certificates indicate a full-blown eating disorder.
- 3) We undertake not to allow models under 16 to parade, because we believe that at such an age they are not old enough for the professional fashion world and that there is a risk they would send the wrong messages to girls of their age in the delicate pre-adolescent age bracket.
- 4) We undertake to encourage our members and the companies that show their collections to include sizes 46 and 48 across the production of all their collections for end consumers, because we believe that attempts to elaborate a more prosperous aesthetic model are not only important in cultural and moral terms but are also productive from a commercial viewpoint.
- 5) We undertake to work alongside government and specialist medical associations to promote communication campaigns to positively modify aesthetic models that are influential in forming identity and social behaviour.
- 6) We undertake to include provisions in our internal regulations to guarantee compliance with the principles stated in this manifesto.

We hope that these undertakings will be supported by all operators in the fashion industry, starting with designers, model agencies, photographers and make-up artists.

\*\*\*\*\*

This Manifesto is binding upon all its signatories.

Signed on 22 December 2006

## ATTACHMENT

### BMI classification OMS

Body Mass Index (BMI) is a simple index of weight-for-height that is commonly used to classify underweight, overweight and obesity in adults. It is defined as the weight in kilograms divided by the square of the height in metres (kg/m<sup>2</sup>). For example, an adult who weighs 70kg and whose height is 1.75m will have a BMI of 22.9.

$$\text{BMI} = 70 \text{ (kg)} / 1.75^2 \text{ (m}^2\text{)} = 22.9$$

**Table 1: The International Classification of adult underweight, overweight and obesity according to BMI**

| Classification      | BMI(kg/m <sup>2</sup> )  |                           |
|---------------------|--------------------------|---------------------------|
|                     | Principal cut-off points | Additional cut-off points |
| <b>Underweight</b>  | <b>&lt;18.50</b>         | <b>&lt;18.50</b>          |
| Severe thinness     | <16.00                   | <16.00                    |
| Moderate thinness   | 16.00 - 16.99            | 16.00 - 16.99             |
| Mild thinness       | 17.00 - 18.49            | 17.00 - 18.49             |
| <b>Normal range</b> | <b>18.50 - 24.99</b>     | <b>18.50 - 22.99</b>      |
|                     |                          | <b>23.00 - 24.99</b>      |
| <b>Overweight</b>   | <b>≥25.00</b>            | <b>≥25.00</b>             |
| Pre-obese           | 25.00 - 29.99            | 25.00 - 27.49             |
|                     |                          | 27.50 - 29.99             |
| <b>Obese</b>        | <b>≥30.00</b>            | <b>≥30.00</b>             |
| Obese class I       | 30.00 - 34.99            | 30.00 - 32.49             |
|                     |                          | 32.50 - 34.99             |
| Obese class II      | 35.00 - 39.99            | 35.00 - 37.49             |
|                     |                          | 37.50 - 39.99             |
| Obese class III     | ≥40.00                   | ≥40.00                    |

*Source: Adapted from WHO, 1995, WHO, 2000 and WHO 2004.*

BMI values are age-independent and the same for both sexes. However, BMI may not correspond to the same degree of fatness in different populations due, in part, to different body proportions. The health risks associated with increasing BMI are continuous and the interpretation of BMI gradings in relation to risk may differ for different populations.

In recent years, there was a growing debate on whether there are possible needs for developing different BMI cut-off points for different ethnic groups due to the increasing evidence that the associations between BMI, percentage of body fat, and body fat distribution differ across populations and therefore, the health risks increase below the cut-off point of 25 kg/m<sup>2</sup> that defines overweight in the current WHO classification.

There had been two previous attempts to interpret the BMI cut-offs in Asian and Pacific populations<sup>3,4</sup>, which contributed to the growing debates. Therefore, to shed the light on this debates, WHO convened the Expert Consultation on BMI in Asian populations (Singapore, 8-11 July, 2002)<sup>5</sup>.

The WHO Expert Consultation<sup>5</sup> concluded that the proportion of Asian people with a high risk of type 2 diabetes and cardiovascular disease is substantial at BMI's lower than the existing WHO cut-off point for overweight (= 25 kg/m<sup>2</sup>). However, the cut-off point for observed risk varies from 22 kg/m<sup>2</sup> to 25 kg/m<sup>2</sup> in different Asian populations and for high risk, it varies from 26 kg/m<sup>2</sup> to 31 kg/m<sup>2</sup>. The Consultation, therefore, recommended that the current WHO BMI cut-off points (Table 1) should be retained as the international classification.

But the cut-off points of 23, 27.5, 32.5 and 37.5 kg/m<sup>2</sup> are to be added as points for public health action. It was, therefore, recommended that countries should use all categories (i.e. 18.5, 23, 25, 27.5, 30, 32.5 kg/m<sup>2</sup>, and in many populations, 35, 37.5, and 40 kg/m<sup>2</sup>) for reporting purposes, with a view to facilitating international comparisons.

## **Discussion updates**

A WHO working group was formed by the WHO Expert Consultation<sup>5</sup> and is currently undertaking a further review and assessment of available data on the relation between waist circumference and morbidity and the interaction between BMI, waist circumference, and health risk.