

RESEARCH THEME

XXXVIII cycle – a.y. 2022/2023

Title of the doctoral research Designing innovative scenarios to promote environmental sustainability in the high jewellery supply chain.

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Abstract The research project intends to investigate the relationship between jewellery, luxury and sustainability and to define the role of design in high jewellery companies to implement the dynamics of environmental sustainability. The jewellery supply chain involves increasing environmental resources and data underline the need to pay increasing attention to protect the environment. Already in 2016, The Global Initiative reported that 80-90% of gold produced in Venezuela risks ruining UNESCO protected areas and contaminating water with chemicals. The urgency is therefore to define a common methodology to help companies to raise awareness among their employees and to adopt innovative practical measures to improve environmental sustainability in the production chain. The first objective of the research proposal is to trace future guidelines to improve environmental sustainability in high jewellery companies. Secondly, the research aims to explore the application of the above-mentioned guidelines with different companies, operating from theoretical research to the practical exploration of results, through the use of digital technologies in order to optimize the process. Finally, the research aims to share results through the creation of an open-source platform, promoting the design method as a way of improving sustainability in production chains.

Keywords High Jewellery, Environmental Sustainability, Digital Technologies