

## ambiente christmasworld creativeworld nordstil

### Digital Academy on 6 November 2024: ethical sourcing, fair supply chains and sustainable marketing

Frankfurt am Main, October 2024. Worldwide unique, handmade products are created by the MADE51 initiative of the UNHCR UN Refugee Agency in cooperation with partner companies and refugee artisans worldwide. On 6 November 2024, from 10.00 a.m. to 11.00 a.m. CET, the Digital Academy of the Frankfurt consumer goods fairs will present the master minds behind MADE51. The event offers in-depth insights into ethical sourcing, fair supply chains and sustainable marketing.



On 6 November, the Digital Academy will once again be presenting exclusive industry knowledge for the retail sector. Graphic: Messe Frankfurt.

The upcoming Digital Academy event is a unique opportunity for retailers who want to take sustainability in account when ordering their product range. On 6 November, the Made51 team will present the initiative's business model and explain how artisans combine traditional skills with modern design elements to create high-quality collections of home and fashion accessories. In addition, attendees will gain practical insights into the implementation of MADE51's sourcing and manufacturing, in compliance with Fairtrade and UNHCR protection principles. The event will show how retailers can benefit from integrating these products into their range.

With the Digital Academy, Messe Frankfurt's consumer goods trade fairs regularly offer online events on a joint platform on topics that are currently moving and changing the industry. The online events can be followed in German and English and provide in-depth industry knowledge, food for thought and hands-on advice from experts. Registration is free of charge at <https://consumergoods.digital.messefrankfurt.com/>.

**Next trade fair dates:**

Nordstil Winter will take place in Hamburg from 11 to 13 January 2025. Nordstil Summer will take place in Hamburg from 26 to 28 July 2025.

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre. However, they will be moved to the beginning of February to ensure that the trade fair dates are equalised.

Ambiente/Christmasworld: 7 to 11 of February 2025  
NEW: Creativeworld: 7 to 10 of February 2025

**Note for journalists:**

Discover trends, styles and personalities in the [Ambiente Blog](#) and other news, expert knowledge and ideas for the retail sector on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

**Press releases & images:** [ambiente.messefrankfurt.com/press](https://ambiente.messefrankfurt.com/press) | [christmasworld.messefrankfurt.com/press](https://christmasworld.messefrankfurt.com/press) | [creativeworld.messefrankfurt.com/](https://creativeworld.messefrankfurt.com/) | [pressnordstil.messefrankfurt.com/press](https://pressnordstil.messefrankfurt.com/press)

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