



FBD_BMODEL
FASHION BIG DATA BUSINESS MODEL

D8.1

Communication KIT:
Logo, Presentation, Press release,
Poster and Leaflet



"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No761122".

Project Information

| | |
|----------------------------------|---|
| Grant Agreement Number | 761122 |
| Project Full Title | A Knowledge-based business model for small series fashion products by integrating customized innovative services in big data environment (<i>Fashion Big Data Business Model</i>) |
| Project Acronym | FBD_BModel |
| Funding scheme | RIA |
| Start date of the project | December 1 st , 2017 |
| Duration | 36 months |
| Project Coordinator | Xianyi Zeng (ENSAIT) |
| Project Website | http://www.fbd-bmodel.eu |

Deliverable Information

| | |
|------------------------------|---|
| Deliverable n° | D8.1 |
| Deliverable title | Communication KIT: Logo, Presentation, Press release, Poster and Leaflet |
| WP no. | 8 |
| WP Leader | BEWARRANT |
| Contributing Partners | ALL PARTNERS |
| Nature | DEC: Websites, patents filing, press & media actions, videos, etc. |
| Authors | Sara Attanà, Cinzia Iacono (BEWARRANT) |
| Contributors | |
| Reviewers | Isella Vicini (BEWARRANT), Xianyi Zeng (ENSAIT) |
| Contractual Deadline | M3 |
| Delivery date to EC | M3 |

Dissemination Level

| | | |
|-----------|--|---|
| PU | Public | ✓ |
| PP | Restricted to other programme participants (incl. Commission Services) | |
| RE | Restricted to a group specified by the consortium (incl. Commission Services) | |
| CO | Confidential, only for the members of the consortium (incl. Commission Services) | |

Document Log

| Version | Date | Author | Description of Change |
|---------|------------|--|---|
| 1.0 | 26/02/2018 | Sara Attanà, Cinzia Iacono (BEWARRANT) | Communication Kit complete set |
| 1.1 | 27/02/2018 | Xianyi Zeng (ENSAIT) | Revisions |
| 1.2 | 28/02/2018 | Cinzia Iacono (BEWARRANT) | Deliverable accompanying report completed |
| | | | |

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1 Executive Summary

This report accompanies the FBD_BModel Communication Kit, the standard material created for communication to a varied audience, intended to communicate the project main concepts and support raising awareness on the project objectives and expected impacts.

This is the first version of the Communication Kit, that might be subject to adjustments or updates during the project deployment.

This report describes the graphic identity selected, the kit composition, content and use.

2 Project Graphic Identity

The study of the Project Graphic Identity started from two perspectives. On one side, the research of a very vibrant colour scheme to attract the attention of a varied and modern public. On the other side, some of the concepts that drive the FBD_BModel Project: Supply Chain, Connection, Interaction, Big Data, Data Driven, Fashion and Customised Fashion.



Figure 1 inspiration material for the project graphic identity

2.1 Project Logo

Different versions of the logo were prepared in view of communicating the main concepts driving the Project. The logo evolved to a more significantly essential form.



Figure 2 FBD_BModel trial logos, in order of creation from the left

The final version of the logo, semi-bold in appearance, was approved by the Project Coordinator and the Dissemination Manager and the majority of the Consortium.



Figure 3 FBD_BModel Logo

The logo includes the project acronym and shortened title (Fashion Big Data Business Model) as well as a graphic essential representation of the other main driving concepts: customisation, supply chain and interaction.

The logo will be also used in white version when coupled with the project background. The logo will be used for any (internal or external) deliverable, report and dissemination tool.

2.2 Project Background

The background reminds the concept of connection and of information nodes. The very vibrant colour scheme adopted is specifically intended to capture the attention of the audience.

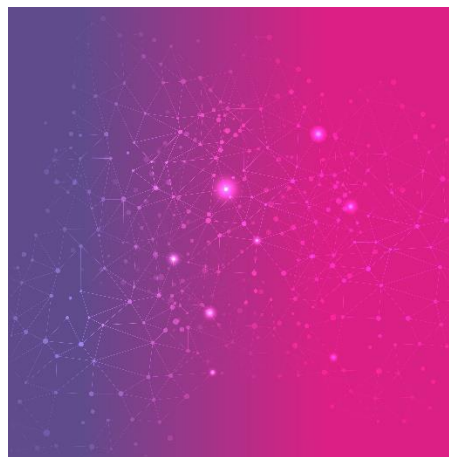


Figure 4 FBD_BModel Background

The project background will be coupled to the project logo (in white version) in presentations, brochures, press releases, as well as technical documents and (internal or external) deliverables.

3 Communication Material

Hereafter a brief presentation of the elements composing the kit. The text and graphic elements have been designed and chosen to be clear and easily understandable by the target end users, taking into account not just technical experts in the field, but an interested non-specialist audience.

The Communication Kit will be made available to the public through the project website, in the download section: <http://www.fbd-bmodel.eu/download/>

3.1 Presentation

A standard presentation has been prepared, to be used in relevant events and conferences, as well as introductory material on the project to be circulated in .pdf.

The presentation informs about the project details and consortium, and explains succinctly the background the project stems from, its main objectives, the business cases studied, the innovation target and activities planned, as well as the intended impacts. The reference to the media channels of the project and the management contacts are also indicated.



FBD_BMODEL
FASHION BIG DATA BUSINESS MODEL

PROJECT DETAILS

PROJECT REFERENCE: 761122
START/END: Dec 2017 - Nov 2020
TOTAL COST: EUR 3,763,474.00
EU CONTRIBUTION: EUR 3,763,474.00
PROGRAMME ACRONYM: FBD_BModel
TOPIC: NMMP-22-2017 Business models and industrial strategies supporting novel supply chains for innovative product-services

WHO AND WHERE WE ARE?

Partners: ensait, DTF, FIBRE, CARPISA, YOUNG&Rubicam, betwarrant, betwarrant.com

WHAT IS OUR IDEA?

FBD_BModel will be a new knowledge-based business model based on a digital technology platform for quickly delivering personalized products through EU-based local connected supply chains.

FBD_BModel will dynamically organize design and production in the big data environment, from fabric materials to consumers.

FBD_BModel will innovate e-shopping for customer-driven textiles and 3D-printed technical garments in small series, enhancing the competitiveness and sustainability of European textile companies.

WHY THIS PROJECT?

The delocalization of textile production to low-cost countries leads to the disappearance of manufacturing in Europe.

From MASS PRODUCTION To SMALL SERIES PRODUCTS

- The related supply chains in the EU are not too weak when facing international competition due to low levels of communication and cooperation between the concerned actors.
- Lack of efficient tools for quick access to target consumers.
- Extremely long and badly organized Supply Chain.
- No consumers' personalized requirements.
- No connections and interactions between all concerned parties.

WHAT WE WANT TO ACHIEVE?

- To create a Cloud Computational Innovative Design System.
- To develop innovative data-based services.
- To create a digitalized knowledge-based Supply Chain.
- To build a novel B2B2C business model archetype.

5 BUSINESS CASES for validating the FBD_BModel digital technology platform and related business model:

- Fashion, urban wear and performing clothing for men
- Performing Technical sportswear
- Menshirts with technical sustainable features
- Performing Technical underwear
- Customized Performing Fashion Accessories

WHAT ARE OUR TARGETS?

- Bigger Market:** Biggest list of compromised fashion market - up to 50%
- More Employment:** More high specialized workers' engagement - up to 15%
- Greener Production:** Improved production environmental footprint - up to 10%
- Better Business:** More products and materials (clothes) - up to 40%
Less cost of market - up to 30%
Less time to market - up to 40%
- Happier Customers:** "Faster" "on line" returns - up to 35%
More "on line" order conversion rates - up to 15%
More customer satisfaction and loyalty - up to 50%

HOW WE DO IT?

Process flow: BUSINESS FRAMEWORK DEVELOPMENT → Predict and Material Interactive Design System → Supply Chain & Production Management System → BUSINESS MODEL VALIDATION

WHAT TRACKS WE'LL LEAVE?

- Strengthening the competitiveness and growth of industrial partners
- Increasing growth and competitiveness of the EU textile industry and the SMEs that operate within it
- Encouraging local (EU) aggregations to create new production networks
- Implementing interactive and consumer-driven design and development approaches, that will create opportunities for employing high-skilled people, driving private investments, as well as research and innovation
- Reducing the environmental footprint of the actual globalized textile productions

DO YOU WANT MORE INFO?

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 761122

Figure 5 FBD_BModel Presentation

3.2 Press release

A standard press release has been drafted to be circulated to marketing departments, media contacts, as well as releases through company or institute newsletters and newsfeeds.

The press release summarises the objectives, approach and intended results of the project, while giving information on the project itself and highlighting the complementary and highly skilled composition of the consortium.



Figure 6 FBD_BModel Press Release

3.3 Poster

The project poster is designed as an instrument to visually render the main information about the project.

The poster illustrates the main project idea, objectives, expected impact, indicates its business cases as well as summarises the project innovation targets. It also includes the project details and main management contacts, as well as an overview of the Consortium, including all partners' logos.

The poster may be translated into other languages than English by partners attending local or national events, based on a master template which will be provided upon request. The content of the translated poster in any case will respect the original version.



FBD_BMODEL
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www.fbd-bmodel.eu

Facebook Twitter LinkedIn

OBJECTIVES

- To create a Cloud Computational Interactive Design System
- To create a digitalized knowledge based Supply Chain
- To develop innovative data-based services
- To build a novel B2B2C business model archetype

EXPECTED IMPACTS

1. Strengthening the competitiveness and growth of industrial partners
2. Increasing growth and competitiveness of the EU textile industry and the SMEs that operate within it
3. Encouraging local (EU) aggregations to create new production networks
4. Implementing interactive and consumer-driven design and development approaches, that will create opportunities for employing high-skilled people, driving private investments, as well as research and innovation
5. Reducing the environmental footprint of the actual globalized textile productions

5 BUSINESS CASES

- Fashion urban wear and performing clothing for men
- Performing Technical sportswear
- Men shirts with technical customizable features
- Performing technical underwear
- Customized Performing Fashion Accessories

TARGETS

- BIGGER MARKETS**: Bigger size of customized fashion market: +50%
- MORE EMPLOYMENT**: Higher specialized workers employment: +15%
- HAPPIER CUSTOMERS**: On-line returns: -25%, On-line order conversion rates: +15%, Customer satisfaction and loyalty: +50%
- BETTER BUSINESS**: Products & Materials choices: +40%, Cost-to-market: -20%, Time-to-market: -40%
- GREENER PRODUCTION**: Production environmental footprint: -10%

PARTNERS

ensait, MANCHESTER, HÖGSKOLAN I BORÅS, DITF, Fitizzy, gze, bivalino.com, AZADORA, CARPISA, yamamay, Jaked, BEWARRANT

PROJECT DETAILS

- PROJECT REFERENCE: 761122
- START/END: Dec 2017 - Nov 2020
- CONTRIBUTION: EUR 3,763,478.99
- PROGRAMME ACRONYM: FBD_BMODEL
- TOPIC: NMED-22-2017 Business models and industrial strategies supporting novel supply chains for innovative products/services

CONTACTS

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Figure 7 FBD_BModel Poster

3.4 Leaflet

The main objective of the project leaflet is to provide our audiences with an attractive and written overview and a (visual) summary of the main project objectives and expected impacts. It is a square three-fold leaflet that measures 14.8x14.8 cm closed and 14.8x43 cm open.

The leaflet introduces just the main objectives, business cases and expected impacts. It includes the project details, the website address and project management contacts, also giving basic information on the Consortium, with all partners' logos displayed.



The leaflet can be circulated in printed form, e.g. it can be handed out at conferences or other events; on the other hand, also an electronic version (e.g. PDF file) can be circulated. The leaflet can be also downloaded from the project website.

The leaflet may be translated into other languages than English by the partners, based on a master template which will be provided to the partners upon request. The content of the translated leaflet in any case will respect the original version.



PARTNERS

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OBJECTIVES

- To create a Cloud Computational Interactive Design System
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5 BUSINESS CASES

- Fashion updata, wear and performing clothing for men
- Performing Technical sportswear
- Men shirts with technical customizable features
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Figure 8 FBD_BModel Leaflet