



**FBD\_BMODEL**  
FASHION BIG DATA BUSINESS MODEL

## D8.5

### Mid-Term Workshop in Paris

#### Project Information

<b>Grant Agreement Number</b>	761122
<b>Project Full Title</b>	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> )
<b>Project Acronym</b>	FBD_BModel
<b>Funding scheme</b>	RIA
<b>Start date of the project</b>	December 1 <sup>st</sup> , 2017
<b>Duration</b>	36 months
<b>Project Coordinator</b>	Xianyi Zeng (ENSAIT)
<b>Project Website</b>	<a href="http://www.fbd-bmodel.eu">http://www.fbd-bmodel.eu</a>

## Deliverable Information

<b>Deliverable n°</b>	D8.5
<b>Deliverable title</b>	Mid Term Workshop – in Paris
<b>WP no.</b>	8
<b>WP Leader</b>	BEWARRANT
<b>Contributing Partners</b>	ALL PARTNERS
<b>Nature</b>	<b>DEC:</b> Websites, patents filing, press & media actions, videos, etc.
<b>Authors</b>	Cinzia Iacono (WG), Claudio Caramadre (BEWARRANT)
<b>Contributors</b>	ENSAIT, ALL partners
<b>Reviewers</b>	Massimo Rinaldi, Isella Vicini (BEWARRANT), Xianyi Zeng (ENSAIT)
<b>Contractual Deadline</b>	M18
<b>Delivery date to EC</b>	M22 (Workshop) - M23 (Deliverable report)

## Dissemination Level

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

## Document Log

Version	Date	Author	Description of Change
1.0	24/10/2019	Cinzia Iacono Claudio Caramadre	1 <sup>st</sup> Draft of the Deliverable Reporting about the event
1.1	30/10/2019	Isella Vicini, Massimo Rinaldi	Review
1.2	31/10/2019	Cinzia Iacono Claudio Caramadre	Final version

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## 1 Executive Summary

This document reports on the activity related to the organisation of the Mid-Term Workshop, as the first main opportunity for training, cross-fertilisation and networking, capitalising on the experience and knowledge acquired through the project implementation so far and to attract potential stakeholders interested in the future application and use of the FBD\_BModel platform, services and business model archetype.

The workshop was initially planned at M18. The Consortium decided to post-pone it until M22 and changed its location, as for the opportunity to organise the event in collaboration with [Cap Digital](#) and [R3iLab/IFM](#) in Paris on 24<sup>th</sup> September 2019, therefore collecting a wider audience in the industrial domain.

## 2 Introduction

In accordance with the DoA, the mid-term workshop was planned to disseminate the intermediate results of FBD\_BModel to a wider community and to promote networking with other EU funded project and EU initiatives in the domain.

The Workshop was organized by ENSAIT and BEWG (with the support of WG), in collaboration with [Cap Digital](#) and [R3iLab/IFM](#).

The workshop, titled *"FASHION BIG DATA TECHNOLOGY PLATFORM – A way for developing new digital business models for the whole textile supply chain"*, was held on 24<sup>th</sup> September 2019 in Paris, France, hosted by [LaFabrique](#).

The Workshop had 114 participants registered, including members of the Consortium (30).

The event was opened to participants from both industry and academia, especially Fashion, textile and IT Professionals and (Senior) Researchers.

It included presentations from the participant members, as well as from invited speakers in the field, including the representatives. Correspondingly, the workshop included key-note lectures, oral presentations, videos and an interactive panel discussion session.

## 3 Workshop Organisation

The conception of the jointly organised workshop started in early 2019, with contacts by ENSAIT with CapDigital and R3iLab/IFM.

Considering the opportunity to hold the Workshop in Paris in September, it was considered to shift the location of the Mid-Term and Final workshop, therefore the organisation of the MidTerm Workshop was taken over by ENSAIT in close collaboration with BEWARRANT and Warrant Group.

ENSAIT and BEWARRANT-WG worked on the first concepts, and worked out an initial agenda, which were discussed among the Consortium during the Project Management Board meeting in Roubaix on June 4th.

Upon collection of inputs from the consortium the concept of the Workshop was elaborated, BEWARRANT and WG teams especially collaborated for the definition of a workshop format that could promote not just the visibility of FBD\_BModel intermediate results, but also the exchange of ideas, with a view of establishing potential collaborations and discuss trends for future developments.

Therefore, along with key-note lectures and oral presentations, a panel discussion was organised, involving both member of academia and industry, to stimulate the debate. Also, representatives of parallel EU funded projects were contacted by BEWARRANT-WG to create



synergies and promote networking, leading to the participation of Professor Con Sheahan, University of Limerick, to present the work done in the project iBUS - Integrated internet-based business models for customer driven local sustainable manufacturing, as well as the presentation of the TCBL foundation, by Dieter Stellmach due to unavailability of Jesse Marsch.

## 4 Workshop Concept and Programme

The concepts on which the workshop was based were:

- AI in fashion industry: digital and intelligent services
- Business models, new markets and opportunities
- Sustainability of the fashion industry: relocation of textile manufacturing in Europe with cost and environmental restrictions
- Personal and business data protection and management and standards for data Exchange

These themes have been developed with the morning session presentation and further discussed in the afternoon round table.

The organising committee in order to maximise the impact of the event selected and invited well-known scientists and industry representatives from each domain, as participants and lecturers.

The Project Monitor, Laura Vanio from Hame University of Applied Sciences participated on behalf of the Project Officer to give an insight on EC outlook on the development of new Industrial strategies and Business Models for Industry 4.0 in fashion sector.

The complete programme of the Workshop is presented in Annex II, while the context and abstract description are reported in Annex I.

## 5 Workshop Advertising

The workshop was organised as an open event advertised on social media and on the project website, where a dedicated webpage was created, here: <http://www.fbd-bmodel.eu/fashion-big-data-technology-platform-workshop/>.

Considering the huge industrial interest on the projects objectives and expected outcomes, communication aspects and related graphics were addressed by BEWARRANT and WG with extreme care.

A save the date image was created, to be used by e-mail and social media:



**WORKSHOP**  
FASHION BIG DATA TECHNOLOGY PLATFORM  
A way for developing new digital  
business models for the whole  
textile supply chain

**SEPTEMBER  
24th  
2019**

h.9am @LA FABRIQUE  
8 Avenue de la Porte de Champerret  
75017 Paris FRANCE

MORE INFO:  
[www.fbd-bmodel.eu](http://www.fbd-bmodel.eu)



 **FBD\_BMODEL**  
FASHION BIG DATA BUSINESS MODEL

    

Figure 1 SavetheDate

Also, a dedicated Flyer were created, available in English, French and Italian.

The English version is reported hereafter:




**FBD\_BMODEL**  
 FASHION BIG DATA BUSINESS MODEL
 

## WORKSHOP

FASHION BIG DATA TECHNOLOGY PLATFORM  
 A way for developing new digital business models  
 for the whole textile supply chain

# SEPTEMBER 24th 2019

h.9am @LA FABRIQUE  
 8 Avenue de la Porte de Champerret  
 75017 Paris FRANCE

**TARGET AUDIENCE**  
 Fashion, textile and IT Professionals and  
 (Senior) Researchers

**ORGANIZED BY:**

ensait

beWARRANT

cap-digital

R3ilab

L'Espresso



## CONTEXT

Internet, Big Data and Artificial Intelligence constitute the key technology drive for the future of fashion textile industry, permitting to create new business models for the whole supply chain.

In this workshop, we will report a novel fashion big data technology platform linking consumers' needs and market demands with the manufacturing processes. This platform will enable the development of new business models for retailers (B2C) and business partners in the supply chain (B2B).

You will have the opportunities to learn about the latest technological innovations and how to develop your business with big data, establish new collaborations and ultimately define recommendations for the future funded research



**Figure 2 Flyer in English**

With the developed materials attached, personal invitations were sent by e-mail to more than 350 contacts in the relevant fields (textile, fashion, ICT), by ENSAIT, BEWARRANT, WG (in support of BEWARRANT) and the rest of the Consortium. WarrantGroup also advertised the event to all its customer base through its periodic newsletter.

Meanwhile, visibility to the event was given on the project Social Media, where the comments were also posted during and after the event.

Finally, during the workshop, branded gadgets (notebook, pen and folder) were distributed with the flyers to the participants, as promotion action.

## 6 Outcome and Conclusions

The workshop was a tangible opportunity of both dissemination and networking, as well as establishing a closer collaboration between academia and industry representatives, as the key-note lectures were integrated by panel discussion, to collectively discuss new achievements but also pain points in the field.

Indeed, the panel discussion was extremely helpful in identifying issues, and therefore directing work towards areas of concern for industry, such as interoperability, usability, confidentiality of data which should anyway be compatible with an increase in transparency of the whole value chain for customers, as sustainability is viewed as the real driver, and digitalisation the means, for new models to be applied in the fashion sector.



## 7 Annex I – Context and Abstract

### CONTEXT:

Internet, Big Data and Artificial Intelligence constitute the key technology drive for the future of fashion textile industry, permitting to create new business models for the whole supply chain. In this workshop, we will report a novel fashion big data technology platform linking consumers' needs and market demands with the manufacturing processes. This platform will enable the development of new business models for retailers (B2C) and business partners in the supply chain (B2B). You will have the opportunities to learn about the latest technological innovations and how to develop your business with big data, establish new collaborations and ultimately define recommendations for the future funded research in the field.

### ABSTRACT:

The textile and clothing industry still occupy a crucial position in the manufacturing sector in Europe. However, this industrial sector is challenged by a drastic reduction in Europe due to relocation to countries outside the EU with cheaper labour costs, leading to the reduction of manufacturing in Europe and leaving facilities as well as data and knowledge unexploited. Supply chains in the EU are still too weak when facing international competition due to low levels of communication and cooperation between the concerned actors and lack of efficient tools for quick access to their target consumers. And the existing digital platforms can only process relatively simple interactions, in which B2B (interactions of professionals) and B2C (shopping with consumers) models have not been systematically integrated. The FBD\_BModel project, funded by the European Commission, aims at creating a digital technology platform for enabling small series innovative high value fashion and functional garments manufacturing and e-commerce, through a fully connected and data-driven local supply chain in the EU, to meet consumer's personalized needs in terms of fashion and functional performances. Based on this platform, a novel B2B2C business model will be built, helpful for creating customized textile production in Europe, promoting material innovations of European SMEs with connected professional networks, and preserving and updating professional knowledge in Europe. FBD\_BModel Consortium will meet academic and industrial stakeholders, to discuss research results and future developments for the development of novel supply chains supporting innovative services in fashion industry.

## 8 Annex II – Workshop Programme

Time	Title	Speaker
09.00 – 09.15	<b>Welcome</b>	<i>Philippe Roy/Cap Digital, Stanislas Vandier/R3iLab (IFM)</i>
09.15 – 09.35	<b>EC outlook and investments on the development of new Industrial strategies and Business Models for Industry 4.0 in fashion sector</b>	<i>Laura Vanio / Hame University of Applied Sciences/European Commission</i>
09.35 – 09.55	<b>FBD_BModel Story: Fashion technological platform with intelligence services – how do big data, artificial intelligence and virtual reality promote new fashion business model?</b>	<i>Xianyi Zeng / ENSAIT (Coordinator)</i>
09.55 – 10.15	<b>Cloud Computational Interactive Design Systems – linking consumers with fashion business partners directly and digitally</b>	<i>Henry Yi Li /University of Manchester</i>
10.15 – 10.35	<b>Cloud Computational Supply Chain Production Management Systems – supporting small fashion series production</b>	<i>Rudrajeet Pal/University of Boras</i>
10.35 – 11.00	Coffee break	
11.00 – 11.20	<b>Data security and management to ensure reliability for consumers and industries in the cyber-domain</b>	<i>Falco Schmutz/FITIZZY</i>
11.20 – 11.40	<b>B2B2C Business models – new strategies for local design and production and marketing</b>	<i>Dieter Stellmach/DITF</i>
11.40 – 12.00	<b>FBD_BModel Business Cases – new fashion on-line retail models into practice - Video demonstrations</b>	<i>AZADORA BESTE BIVOLINO YAMAMAY/JAKED</i>
12.00 – 12.20	<b>FBD_BModel Future perspectives</b>	<i>Enrico Cozzoni/Grado Zero Espace</i>
12.20 – 14.00	Lunch	–
14.00 – 14.20	<b>Creating a Community for a more sustainable European Textile &amp; Clothing sector</b>	<i>Dieter Stellmach, DITF</i>
14.20 – 14.40	<b>Integrated internet-based business models for customer driven local sustainable manufacturing</b>	<i>Con Sheahan, University of Limerick</i>
14.40 – 15.20	<b>Individual interviews</b> <b>TOPICS:</b> <ul style="list-style-type: none"> <li>• 2030: AI and fashion/textile industry</li> <li>• Model of Digital Native Vertical Brand (DNVB) in fashion/textile industry</li> <li>• The weight of textile manufacturing will increase in Europe and the world face to detriment of fashion distribution and brands</li> <li>• Pressure of fashion consumers on the textile industry</li> </ul>	<i>Stanislas Vandier/R3iLab (IFM)</i> <b>Interviews:</b> <i>Ivan Gavriloff/Kaos Consulting</i> <i>Guillaume Gibault/Le slip Français</i> <i>Daniel Harari/Lectra</i> <i>Laurent Raoul/IFM</i>
15.20 – 15.35	Coffee break	–





Time	Title	Speaker
	<b>Open Discussion – Round Table</b> <b>TOPICS:</b> <ul style="list-style-type: none"> <li>• AI in fashion industry: digital and intelligent services</li> <li>• Business models, new markets and opportunities</li> <li>• Sustainability of the fashion industry: relocation of textile manufacturing in Europe with cost and environmental restrictions</li> <li>• Personal and business data protection and management and standards for data exchange</li> </ul>	<b>Chairs:</b> <i>Enrico Cozzoni/ Grado Zero Innovation</i> <i>Henry Yi Li/ University of Manchester</i>  <b>Panelists:</b> <i>Philippe Roy/Cap Digital Cluster</i> <i>Bruce Vignon/Centric Software Company</i> <i>Cyril Chaigneau/SIGVARIS</i> <i>Michel Byvoet/ Bivolino</i> <i>Thomas Poulin/Mulliez-Flory</i>
15.35 – 16.25		
16.25 – 16.35	<b>Recommendations for future investments priorities</b>	<i>Laura Vanio / Hame University of Applied Sciences/European Commission</i>
16.35 – 16.50	<b>Funding opportunities for future Research and Innovation projects – Horizon Europe</b>	<i>Isella Vicini, beWarrant S.L.</i>
16.50 – 17.00	<b>Closing remarks</b>	<i>Xianyi Zeng/ ENSAIT,</i> <i>Philippe Roy/Cap Digital,</i> <i>Stanislas Vandier/R3iLab (IFM)</i>

## 9 Annex III – Presentations and Videos

Videos and Presentations shown during the workshop can be found on the dedicated webpage on the FBDB\_Model website, here:

<http://www.fbd-bmodel.eu/fashion-big-data-technology-platform-workshop/>

## 10 Annex IV – Photo Gallery

The news and photogallery can be on the dedicated page on FBD\_BModel website, here:

<http://www.fbd-bmodel.eu/workshop-fashion-big-data-technology-platform/>