

*Cinzia Iacono*

*Warrant Hub SpA*

EU Funding supporting the  
development of new technologies  
and business models based on data



FASHION BIG DATA  
TECHNOLOGY PLATFORM:  
New digital business models for  
fashion and textile supply chains

19 February 2021

# SPEAKER PRESENTATION

- **FBD\_BModel Project Manager/WP8 leader**
- **Executive Master in Business Innovation Design**
- **20 years experience in EU projects design, management and consulting**
- **Project, Dissemination and Exploitation management in 18 collaborative projects, since FP5**



*Cinzia Iacono*  
*Warrant Hub SpA*

[cinzia.iacono@warranthub.it](mailto:cinzia.iacono@warranthub.it)



This project has received funding from the European Union's Horizon2020 research and innovation programme under grant agreement n. 761122



# FBD\_BMODEL INTRODUCTION

- **PROJECT REFERENCE:** 761122
- **PROJECT FULL NAME:** A Knowledge-based business model for small series fashion products by integrating customized innovative services in big data environment (Fashion Big Data Business Model)
- **PROJECT ACRONYM:** FBD\_BModel
- **START/END:** Dec 2017 – Feb 2021
- **EU CONTRIBUTION:** EUR 3,763,474.00
- **TOPIC:** NMBP-22-2017 Business models and industrial strategies supporting novel supply chains for innovative product-services

## TOPIC OBJECTIVES:

- Business models supporting the novel supply chains for innovative product-services would need to facilitate the flow of information on free utilisation capacity among service providers.
- New equipment, internet, digital technologies and social media have the potential to support new supply chain models that are focused on business-to-business (B2B) as well as business-to-consumer (B2C) relationships, on improving the use of manufacturing capacity in Europe.
- Solutions should facilitate the flow of information on free manufacturing capacity among service providers as well as the flow and management of data in the context of the value chain.





# FROM HORIZON 2020 TO HORIZON EUROPE

The ambitious EU research and innovation framework programme (2021-2027)

- to strengthen the EU's scientific and technological bases and the European Research Area (ERA)
- to boost Europe's innovation capacity, competitiveness and jobs
- to deliver on citizens' priorities and sustain our socio-economic model and values

With an overall budget of about € 95,5 billion.



Source: [ec.europa.eu](http://ec.europa.eu)



This project has received funding from the European Union's Horizon2020 research and innovation programme under grant agreement n. 761122





This project has received funding from the European Union's Horizon2020 research and innovation programme under grant agreement n. 761122



# HORIZON EUROPE STRUCTURE



Source: ec.europa.eu



This project has received funding from the European Union's Horizon2020 research and innovation programme under grant agreement n. 761122

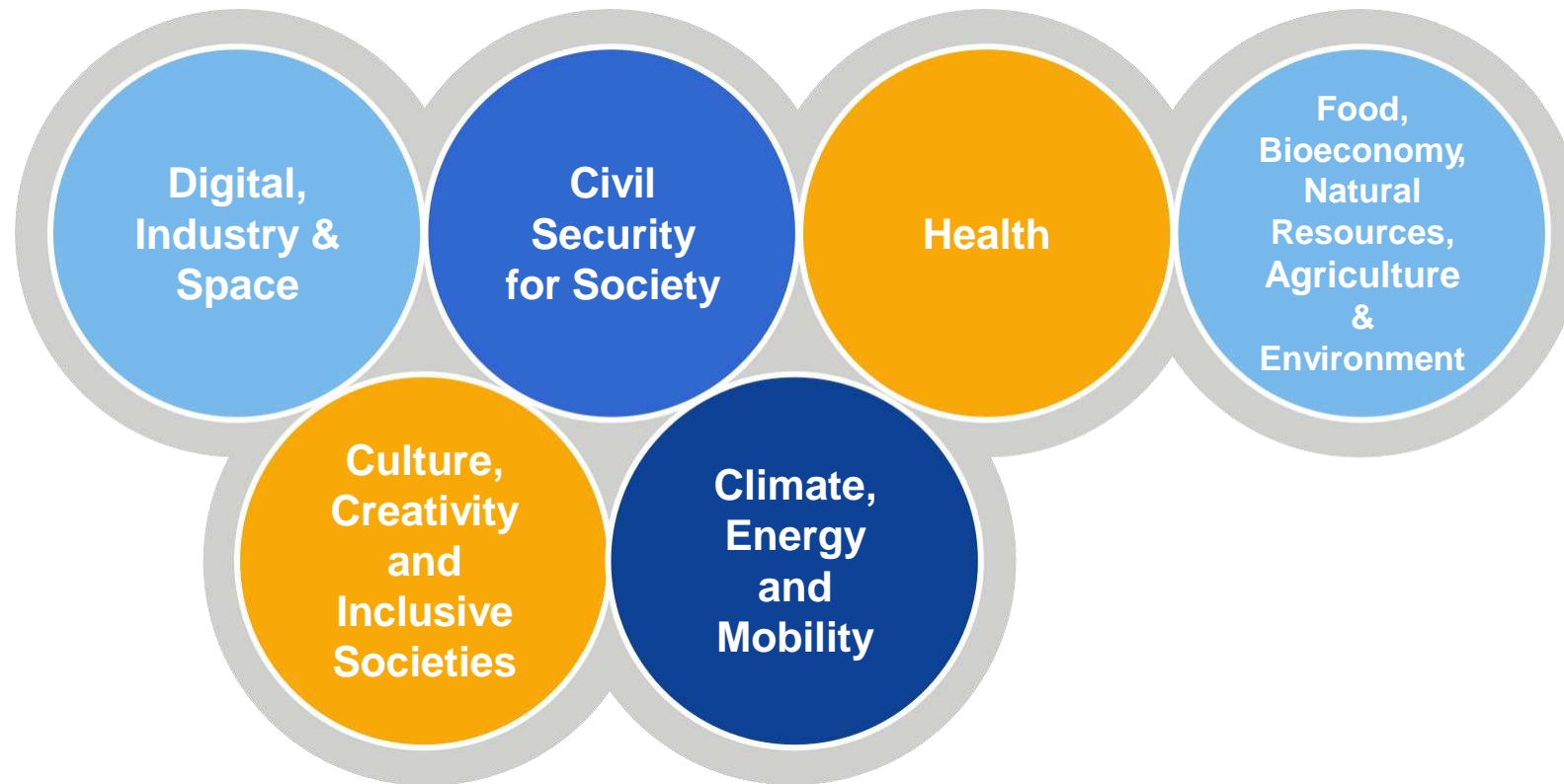


# HORIZON EUROPE – PILLAR 2

## Global Challenges & European Industrial Competitiveness

Boosting key technologies and solutions underpinning EU policies & Sustainable Development Goals

**Budget: about € 53 billion**



Source: ec.europa.eu



This project has received funding from the European Union's Horizon2020 research and innovation programme under grant agreement n. 761122



# HORIZON EUROPE – NEW OPPORTUNITIES



## CLUSTER 4: Digital, Industry & Space

- **Destination 1:** Climate neutral, circular and digitised industry  
*Tentative deadline for submission: 15<sup>th</sup> July 2021*
- **Destination 2:** A digitised, resource-efficient and resilient industry  
*Tentative deadline for submission: 29<sup>th</sup> September 2021*
- **Destination 3:** World leading data and computing technologies  
*Tentative deadline for submission: 31<sup>st</sup> August 2021*
- **Destination 4:** Digital and emerging technologies for competitiveness and fit for the green deal  
*Tentative deadline for submission: 31<sup>st</sup> August 2021*
- **Destination 6:** A human-centred and ethical development of digital and industrial technologies  
*Tentative deadline for submission: 31<sup>st</sup> August 2021*

Source: efmc.eu



This project has received funding from the European Union's Horizon2020 research and innovation programme under grant agreement n. 761122



# Thanks for your attention



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



This project has received funding from the European Union's Horizon2020 research and innovation programme under grant agreement n. 761122