D8.6

Final Workshop

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 *(Fashion Big Data Business Model)*
Project Acronym	FBD_BModel
Funding scheme	RIA
Start date of the project	December 1st, 2017
Duration	36 months
Project Coordinator	Xianyi Zeng (ENSAIT)
Project Website	http://www.fbd-bmodel.eu

Deliverable Information

Deliverable n°	D8.6
Deliverable title	Final Workshop
WP no.	8
WP Leader	BEWARRANT
Contributing Partners	ALL PARTNERS
Nature	**DEC:** Websites, patents filing, press & media actions, videos, etc.
Authors	BEWARRANT-WARRANT HUB
Contributors	ENSAIT, UoM, FITIZZY/PREMACCESS, HB, GZE, DITF - ALL partners
Reviewers	Isella Vicini (BEWARRANT), Xianyi Zeng (ENSAIT)
Contractual Deadline	M39
Delivery date to EC	M39

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	23/02/2021	Sara Attanà (WH)	1st Draft of the Deliverable Report about the event organisation and deployment
2.0	24/02/2021	Cinzia Iacono (WH)	Final Draft of the Deliverable Report about the event organisation and deployment

Table of Contents

1 Executive Summary

This document reports on the activity related to the organisation of the FBD_BModel Final Workshop, as the main opportunity for showing project results, cross-fertilisation and networking, attracting potential stakeholders interested in the future application and use of the FBD_BModel platform, services and business model archetype.

2 Introduction

In accordance with the DoA, the final workshop was planned to disseminate the results of FBD_BModel project to a wider community and relevant stakeholder in fashion and textile industry.

The workshop was initially planned to be in presence, in Milan, but due to the COVID-19 emergency it has been decided to organize it remotely.

GZE was originally in charge of the event, but BEWARRANT team, with the support of WARRANT HUB team, took over the organisation, becoming the owner of this deliverable.

The workshop, entitled "FASHION BIG DATA TECHNOLOGY PLATFORM – New digital business models for fashion and textile supply chains", was held on 19th February 2021 at 10:00 am.

The Workshop was organized online by BEWG and WG using the tool GoToWebinar: an easy to use and professional platform that helps in creating and delivering online and video conferences with customers, colleagues, stockholders, and so on.

The Workshop had 98 registrations and 65 actual participants.

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 of digitalisation and evolution of fashion towards sustainability. Correspondingly, the workshop included key-note lectures, oral presentations, videos and an interactive panel discussion session.

3 Workshop Organisation

The workshop organization officially started in November 2020: due to the pandemic, the Consortium realised that it was not possible to organize an event in presence so BEWARRANT-WG, with the collaboration of the core partners, started to analyse the different virtual events planned in the next months that could be interesting for the project and suitable to ask for a space to set up the project final event. HB specifically consulted with the organisers of the BigDo Event and the Swedish Fashion Council for the events planned in February 2021. In the end none of the opportunities was deemed suitable for the purposes of the final workshop, for this reason the event was organised as a stand-alone.

BEWARRANT-WG worked on the first concepts, and worked out an initial agenda in December 2020, which were discussed and revised among the Consortium during a Project Management Board meeting at the beginning of January 2021.

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 FBD_BModel results, but also the exchange of ideas, with a view of establishing potential collaborations and discuss trends for future developments.

4 Workshop Concept and Programme

The aim of the workshop was to present FBD_BModel novel fashion big data technology platform linking consumers' needs and market demands with the manufacturing processes. This platform enables the development of new business models for retailers (B2C) and business partners in the supply chain (B2B), providing data-based services.

Participants had the opportunity to see this innovative solution in action and understand how their business model can be changed with big data, and to contribute to the discussion on hot topics and new trends: customized small series production for e-commerce, nearshoring, resilience and sustainability models, all abled by AI and big-data based services.

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, were a dedicated webpage was created, here: https://www.fbd-bmodel.eu/final-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:

Figure 1 Save the Date
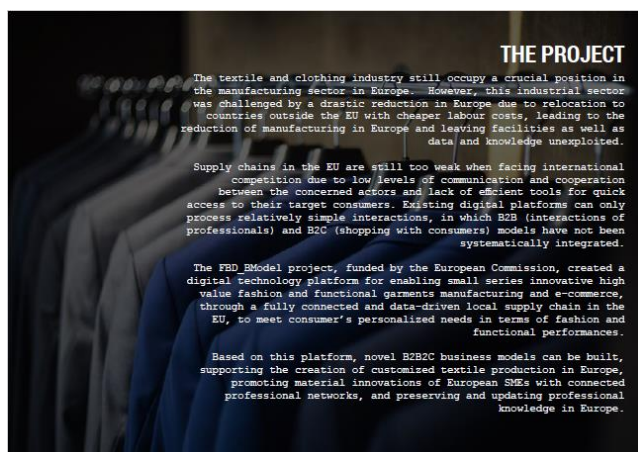
Also, a dedicated Flyer was created:

Figure 2 Flyer

With the developed materials attached, personal invitations were sent by e-mail by project partners.

Warrant Hub also advertised the event to all its customer base through its periodic newsletter and a dedicated event page on its website.

The news of the event has been published in various publications including wTIN online magazine and CORDIS website, as well as the European Textile Platform News.

Last, visibility to the event was given on the project Social Media.

Moreover, a dedicated Kit for newsletter and Social Media advertising and a Press Release have been developed and shared with partners to be submitted to press contacts, as shown below.

5.1 Workshop Advertising Kit and Press Release

Final Workshop – Event News

Project Info

Project Full Title	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
Project Website	http://www.fbd-bmodel.eu

Event Info

Event Date	February 19th 2021
Event Title	FASHION BIG DATA TECHNOLOGY PLATFORM – New digital business models for fashion and textile supply chains
Venue	Online - GotoWebinar
Registrations	https://www.fbd-bmodel.eu/final-workshop/

Event News

Short News Title	Innovative Platform supports digital business models for fashion/textile supply chain
News Text	FBD_BModel is presenting a novel fashion big data technology platform linking consumers' needs and market demands with the manufacturing processes, in its final workshop on February 19th.
	This platform enables the development of new B2B2C business models for retailers and business partners in the supply chain, providing data-based services.
	Participants will have the opportunity to see this innovative solution in action and see how business models can be changed with big data, and contribute to the discussion on hot topics: customized small series production for e-commerce, nearshoring, resilience and sustainability models, all abled by AI and big-data based services.
For more inforrmation	https://www.fbd-bmodel.eu/final-workshop/
Twitter text	#FBD_BModel presents on February 19th the #fashion #bigdata technology platform linking consumers' needs and market demands with the manufacturing processes, enabling new B2B2C business models for retailers and business partners, through data-based services.
	Join the discussion!

761122

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Figure 3 Advertising Kit

Project Full Title
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

Grant Agreement Number
761122

Topic
NMBP-22-2017 - Business models and industrial strategies supporting novel supply chains for innovative product-services

Total cost and EU contribution
EUR 3,763,474

Start date of the project
December 1st, 2017

Duration
39 months

Project Coordinator
Ecole Nationale Superieure Arts Industries Textiles (ENSAIT)

Project Website
http://www.fbd-bmodel.eu

FASHION BIG DATA TECHNOLOGY PLATFORM

New digital business models for fashion and textile supply chains

February 1st 2021

- On February 19th 2021, FBD_BModel Consortium, during its final workshop, will showcase a novel fashion big data technology platform linking consumers' needs and market demands with the manufacturing processes.

- 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.

- Textiles and clothing are one of Europe's industrial success stories that went down the last decades. Their production has increasingly been outsourced, with the sole aim of lowering manufacturing costs. This has often led to poorer quality products, longer time to market and reduced environmental sustainability.

- The FBD_BModel project brought together 14 partners from across Europe to revitalise the textile and clothing industry in Europe by defining new markets, new production scenarios and business models, thanks to its advanced digital services platform.

The development of information technologies provides the possibility of transforming the classical labour intensive international textile supply chains into digital value chains, composed of networked units for design and small series local production meeting consumers' personalized requirements.

The FBD_BModel platform indeed reinvents the concepts of design, supply chain and product, and offers a way to gather and evaluate large quantities of data and carry out specific functional and biometric simulations, as well as allowing users to trace materials and processes digitally throughout the supply chain. It finally enables the development of new business models for retailers (B2C) and business partners in the supply chain (B2B), providing data-based services.

FBD_BModel Workshop participants will have the opportunity to see this innovative solution in action and see how a new business model can be changed with big data, and contribute to the discussion on hot topics and new trends: customized small series production for e-commerce, nearshoring, resilience and sustainability models, all abled by AI and big-data based services.

During the workshop a demo will show the true potential of FBD_BModel solution.

The system is Cloud-based, using state of the art technologies available on the market. It enables partners to develop new data-driven services for functional and personalized, tailor-made design. Companies can interact with the platform in real time, select suppliers and processes, plan production, optimize their products and configure their supply network.

The FBD_BModel platform includes a recommendation system for designers and a graphical interface for end consumers, so they can be involved in designing their garments, specify their had feel and skin feel preferences, wear thermal comfort requirements, as well as biometric fitting needs with opportunities to select the fabrics and fit styles. These features are the most intriguing for professionals and customers as they offer a customization possibility with superlative potential.

As well as improving design and end products, our new business models offer a way to optimise production cycles and play a major role in monitoring parameters directly linked to the environmental impact, showing a way to guarantee sustainability throughout a product's life cycle.

FBD_BModel thus demonstrates the possibility to use the power of technology to innovate and improve the efficiency and impact of traditional industry.

More about FBD_BModel Project:

FBD_BModel project – started in December 2017 and spanning a three years period – funded by the European Union under the Horizon 2020 Programme with more than 3,7 million Euro, brought together twelve outstanding representatives from the academia and industry domain, to develop a new knowledge-based business model for quickly delivering personalized products through local connected supply chains. The project aimed to ride the growing market trend for e-shopping for customer-driven textiles and stylish technical garments in small series, enhancing the competitiveness and sustainability of European textile companies with new market opportunities, more jobs and reduced environmental impact.

FBD_BModel main objective was to create a digital platform for delivering small series of innovative functional garment products through a European Union-based textile supply chain model, meeting consumers' personalized requirements in terms of fashion and functional performances.

This new supply chain model now allows to get through the information channel from fabric materials to consumers' requests, via various processes, to dynamically organize design and production in a big data environment.

An extended virtual space has been created for visually displaying and evaluating fashion and functional performances of the designed products, and to more easily integrate consumers' lifestyle into the product design process.

The platform can now innovatively provide a range of data-driven services dedicated to consumers and connecting the professional networks of producers, designers and retailers, thus optimizing all activities of the supply chain.

Based on this platform, a novel B2B2C business model has been built by establishing its economic viability performing a series of extensive pilot operations and market replication actions, with the aim of creating customized textile productions in Europe, promoting material innovations of European SMEs with connected professional networks, and preserving and updating professional knowledge within European textile stakeholders.

The Consortium, coordinated by the *Ecole Nationale Superieure Arts Industries Textiles*, is composed of other three outstanding research and technology centres (*The University of Manchester, Hoegskolan i Boras, Deutsche Institute Fur Textil und Faserforschung Denkendorf*), two innovative SMEs (*Grado Zero Espace S.r.l.* and *Premaccess SA*), two advanced technology providers (*Desap Entreprises Limited* and *Fitizzy*), four key textile and clothing industries (Kuvera SpA - with Carpisa and Yamamay brands, Beste S.p.A., *Bivolino*, and Azadora S.r.l.), and a professional services provider (*BeWarran*t).

Figure 4 Press Release

6 Outcome

Here are some analytics of the event that take into consideration:

- **Participants:** Total number of participants
- **Average interest rating:** Total average value of the interest assessments of all participants for this session
- **Average attention:** Average percentage of the number of participants who have GoToWebinar viewer open on all other applications compared to those who have it in the background during this session
- **Participation percentage:** Percentage of the total number of participants compared to the number of subscribers

65	70	58.52	66%
Participants	Average interest rating	Average attention (minutes)	Participation percentage
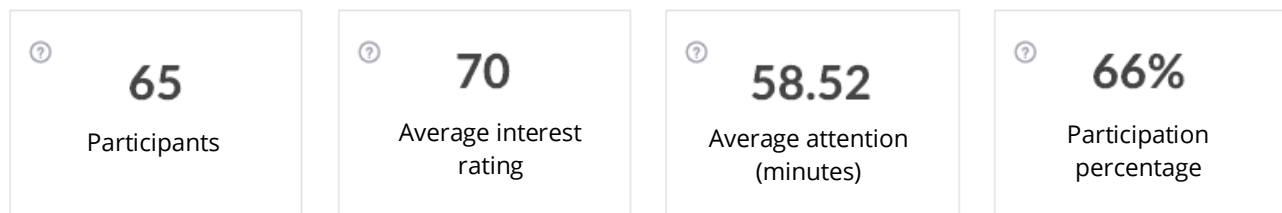
At the end of the workshop, a **questionnaire** was delivered to the participants in order to collect useful information about their interest to be contacted in the future for activities related to the project and understanding of the perceived value and potential impact of the project results, as well as their interest in the FBD Foundation. Out of 15 respondents, interest was confirmed by the (vast) majority on both the project results and to be contacted to establish possible collaborations, as well as to associate to the FBD Foundation. The questionnaire and its results are included in Annex V.

7 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 and perspective solutions and developments in the field of digitalisation of fashion industry with the ultimate goal of creating new sustainable business models in fashion industry.

8 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 organized by the FBD_BModel Consortium, a novel fashion big data technology platform linking consumers' needs and market demands with the manufacturing processes will be presented. This platform enables the development of new business models for retailers (B2C) and business partners in the supply chain (B2B), providing data-based services. You will have the opportunity to see this innovative solution in action and see how your business model can be changed with big data, and contribute to the discussion on hot topics and new trends: customized small series production for e-commerce, nearshoring, resilience and sustainability models, all abled by AI and bigdata based services.

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.
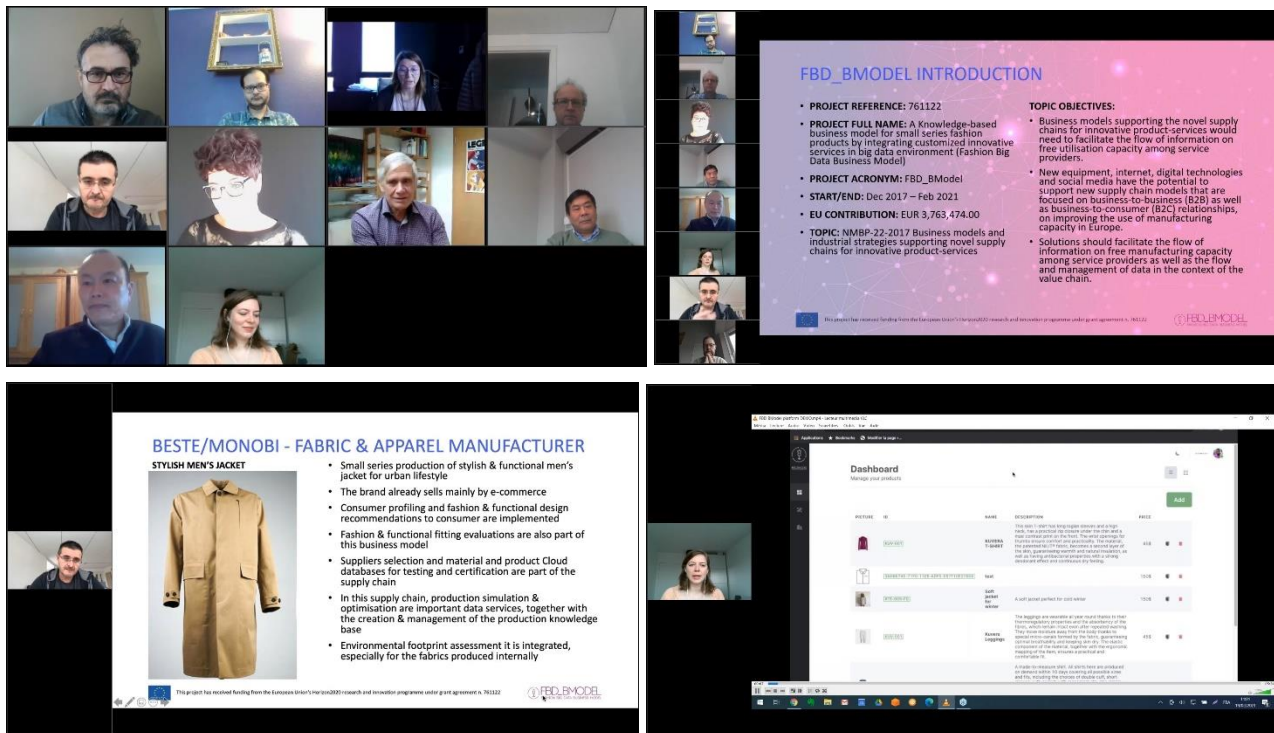
9 Annex II – Workshop Programme

AGENDA:

Time	Title	Speaker
10.00 – 10.05	**Welcome and introduction**	*Isella Vicini	Warrant Hub SpA*
10.05 – 10.15	FBD_BModel – Fashion technological platform with intelligence services. EU funding supporting the development of new technologies and business models based on data.	*Cinzia Iacono / Warrant Hub SpA*
10.15 – 10.40	**FBD_BModel –** Fashion technological platform with intelligence services. How do big data, artificial intelligence and virtual reality promote new fashion business model? A panoramic view on: - **Cloud Computational Interactive Design Systems** – linking consumers with fashion supply chain business partners directly and digitally - **Cloud Computational Supply Chain Production Management Systems** – supporting small fashion series production - **FBD_BModel Platform and App –** ensuring usability and reliability for consumers and industries in the digital domain	*Xianyi Zeng / ENSAIT (Coordinator)* *Henry Yi Li/University of Manchester* *Rudrajeet Pal/University of Boras* *Céline Rotcajg/ Premaccess*
10.40 – 11.10	**FBD_BModel at work** – new fashion on-line supply chain management and retail models based on data into practice	*Enrico Cozzoni/Grado Zero Espace* *Céline Rotcajg/Premaccess* *Xianyi Zeng / ENSAIT (Coordinator)*
11.10 – 11.20	**Innovative B2B2C Business models in the fashion domain –** new strategies for local design, production and marketing	*Dieter Stellmach/DITF*
11.20 – 11.55	**Round Table and Open Discussion** Towards the Textile circular economy and sustainability – perspective, vision and new developments • Sustainability at the core of fashion evolution • Customized small series production as the new trend • Flexible *glocal* production models for resilience • Digital Data-based services unlocking business potential	**Chair:** *Dieter Stellmach/ DITF* **Participants:** *Marte Hentschel/Squetch* *Alessandro Canepa// Piacenza cashmere / iDeal Srl-SizeYou* *Fabrizio Fiocchi/ESGEO* *Linda HORŇAKOVÁ/ EURATEX*
11.55 – 12.00	**Fashion Big Data Foundation**	*Henry Yi Li/University of Manchester*
12.00	**Closing**	*Cinzia Iacono/Warrant Hub*

10 Annex IV – Photo Gallery

The news and the complete photogallery can be found on a dedicated page on FBD_BModel website, here: https://www.fbd-bmodel.eu/final-workshop-on-fbd_bmodel-results/

11 Annex V – Questionnaire

Questionnaire

Question 1	Do you want to be contacted to discuss about possible collaborations and synergies? ○ Yes ○ No
Question 2	Do you want to be contacted to analyse topics and discuss possibilities for EU funding? ○ Yes ○ No
Question 3	Do you think that FBD_BModel platform and data-based services – as presented in this workshop - would have value on the market? ○ High ○ Medium ○ Low
Question 4	Would you be interested to access the FBD_BModel data-based services offered through the FBD_BModel platform? ○ Fashion CC_IDS – Fashion design data services ○ Functional CC_IDS – Functional design data services ○ SCPMS – Supply chain data services ○ No
Question 5	Would you be interested to access B2B2C Business models toolkits? ○ Yes ○ No
Question 6	Would you be interested to provide data-based services through the FBD_BModel cloud-based platform to support digitisation and intelligisation in the fashion business? ○ Yes ○ No
Question 7	Would you be interested to associate to, or join, the Fashion Big Data Foundation? ○ Yes ○ No
Question 8	Please leave your comments, or detail your requests to be contacted: … …

Questionnaire Results

Do you want to be contacted to discuss about possible collaborations and synergies?	Do you want to be contacted to analyse topics and discuss possibilities for EU funding?	Do you think that FBD_BModel platform and data-based services – as presented in this workshop - would have value on the market?	Would you be interested to access the FBD_BModel data-based services offered through the FBD_BModel platform?	Would you be interested to access B2B2C Business models toolkits?	Would you be interested to provide data-based services through the FBD_BModel cloud-based platform to support digitisation and intelligisation in the fashion business?	Would you be interested to associate to, or join, the Fashion Big Data Foundation?	Please leave your comments, or detail your requests to be contacted:
Yes	Yes	Medium	SCPMS – Supply chain data services	Yes			
Yes	Yes		Fashion CC_IDS – Fashion design data services , SCPMS – Supply chain data services	Yes	Yes	Yes	Thanks! my contacts are: […]
Yes	No	High	Functional CC_IDS – Functional design data services, SCPMS – Supply chain data services, Fashion CC_IDS – Fashion design data services	Yes	No	Yes	
Yes	Yes	High	Fashion CC_IDS – Fashion design data services , Functional CC_IDS – Functional design data services	Yes	Yes	Yes	
No	No	High	Functional CC_IDS – Functional design data services	Yes	Yes	No	
Yes	Yes	Medium	Fashion CC_IDS – Fashion design data services , Functional CC_IDS – Functional design data services, SCPMS – Supply chain data services	Yes	Yes	Yes	I represent the TCBL Foundation https://tcbl.eu/. I think there are possible synergies on all fronts [… contact details ..]

Do you want to be contacted to discuss about possible collaborations and synergies?	Do you want to be contacted to analyse topics and discuss possibilities for EU funding?	Do you think that FBD_BModel platform and data-based services – as presented in this workshop - would have value on the market?	Would you be interested to access the FBD_BModel data-based services offered through the FBD_BModel platform?	Would you be interested to access B2B2C Business models toolkits?	Would you be interested to provide data-based services through the FBD_BModel cloud-based platform to support digitisation and intelligisation in the fashion business?	Would you be interested to associate to, or join, the Fashion Big Data Foundation?	Please leave your comments, or detail your requests to be contacted:
No	No	Medium	SCPMS – Supply chain data services	Yes	No	No	
Yes	Yes	High	SCPMS – Supply chain data services, Fashion CC_IDS – Fashion design data services , Functional CC_IDS – Functional design data services	Yes	Yes	Yes	[… contact details ….] Thank you!
Yes	Yes	Medium	No	No	No	Yes	
Yes	No	High	SCPMS – Supply chain data services, Functional CC_IDS – Functional design data services, Fashion CC_IDS – Fashion design data services	Yes	Yes	No	Excellent workshop
Yes	Yes	Medium	Fashion CC_IDS – Fashion design data services	Yes	Yes	Yes	
No	Yes	Medium	No	Yes	No	No	
Yes	Yes	High	Fashion CC_IDS – Fashion design data services , Functional CC_IDS – Functional design data services	Yes	Yes	Yes	well done, excellent

Do you want to be contacted to discuss about possible collaborations and synergies?	Do you want to be contacted to analyse topics and discuss possibilities for EU funding?	Do you think that FBD_BModel platform and data-based services – as presented in this workshop - would have value on the market?	Would you be interested to access the FBD_BModel data-based services offered through the FBD_BModel platform?	Would you be interested to access B2B2C Business models toolkits?	Would you be interested to provide data-based services through the FBD_BModel cloud-based platform to support digitisation and intelligisation in the fashion business?	Would you be interested to associate to, or join, the Fashion Big Data Foundation?	Please leave your comments, or detail your requests to be contacted:
Yes	Yes	High	Functional CC_IDS – Functional design data services	Yes	Yes	Yes	
Yes	Yes	High	SCPMS – Supply chain data services, Fashion CC_IDS – Fashion design data services , Functional CC_IDS – Functional design data services	Yes	Yes	Yes	Dear all of you, thank-you for sharing your in-depth works. At CETI France, I am in charge of supporting digital transition for Brands and I have been very interested by your project's presentation. [...]. I would be glad to keep contact. best regards, [...]