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FBD_BMODEL
FASHION BIG DATA BUSINESS MODEL

D8.7

Project Video

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

FBD_BMODEL
FASHION BIG DATA BUSINESS MODEL

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	39 months
Project Coordinator	Xianyi Zeng (ENSAIT)
Project Website	http://www.fbd-bmodel.eu

Deliverable Information

Deliverable n°	D8.7
Deliverable title	Project Video
WP no.	WP8
WP Leader	BEWG
Contributing Partners	ALL
Nature	Websites, patents filling, etc
Authors	BEWG
Contributors	ALL partners
Reviewers	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
V 1.0	22/02/2021	Sara Attanà (WG)	Deliverable Report Draft describing the Project Video production process and results
V1.1	23/02/2021	Cinzia Iacono (WG)	Final version of Deliverable Report

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1 Executive Summary

A 2:38 minutes video about FBD_BModel project was produced to disseminate the results achieved to policy makers, stakeholders and to the general public.

The video was uploaded on FBD_BModel project website and YouTube channel at the following link: https://youtu.be/EMJmm2akbB4

2 Introduction

Video production has been managed by BEWARRANT with its Third Party WG, with the support of a professional videomaker.

The script of the video was drafted In collaboration with the Project Coordinator (ENSAIT) and WP7 Leader (GZE), reviewed by WP Leaders and approved by all partners of the Consortium.

3 Making the video: process steps

Consultation
A dedicated team consisting of a production manager, a graphic designer, a scientific editor and an animator has been set up to support BEWARRANT in the development of the project video. Some initial ideas and understanding in detail have been collected to exactly build how you see the story being told.

Script development

Following the initial consultation, a detailed script has been written forming the basis of the film and the development of the storyboard.

Feedback

This process is crucial during the script development. After approval, it is moved onto the next stage.

Script writing

A finalized version of the script has been written and used for the next stage of the process.

Storyboarding

A series of stills has been used to tell the story in pictures; any character design has also been done during this process.

Animation planning

This stage is connected to the above and started once the storyboarding has been confirmed.

Animation

This is where the bulk of the work is carried out, by animating the film in line with the story board. This required regular feedback during the process and has been coordinated by the project manager.

Archive Videos

In order to give a realistic feature to the video, some real videos provided by the partners have been collected, analyzed and introduced.

Editing

This was an ongoing process to ensure that any tweaks and edits were made as and when they were needed.

Voiceover

A professional voice over of any narrative has been recorded and applied to the film.

Sound design

Once the animation itself has been finalized, a complete set of sound effects has been added. This adds another dimension to the film and adds further impact to how the story is told.

Music

Connected to the point above, an engaging background track has been selected to again add an additional mood and help to create more of an impact. Music was professionally sourced or produced especially.

Text and graphics

Supporting text and graphics have been created and added where and if necessary.

Hosting

All content has been sourced, produced and hosted for the project. All legal ownership of copy right has also been transferred across.

Promotion

Furthermore, the video will be promoted on FBD_BModel project YouTube Channel at the following link: https://youtu.be/EMJmm2akbB4

Other social media platforms (Vimeo, Facebook, Twitter, etc.) have been used too for hosting and for large distribution. The video is published and promoted on the project website and it will be used to present project results.

4 FBD_BModel Project Video

The video intends to give an overview of FBD_BModel project results, from the problem the project intended to solve until the expected results.

To explain scientific and technical issues concerning the project, it was chosen to mix real shots with 3D animation which could simplify these concepts.

The video is divided into 3 main arguments:

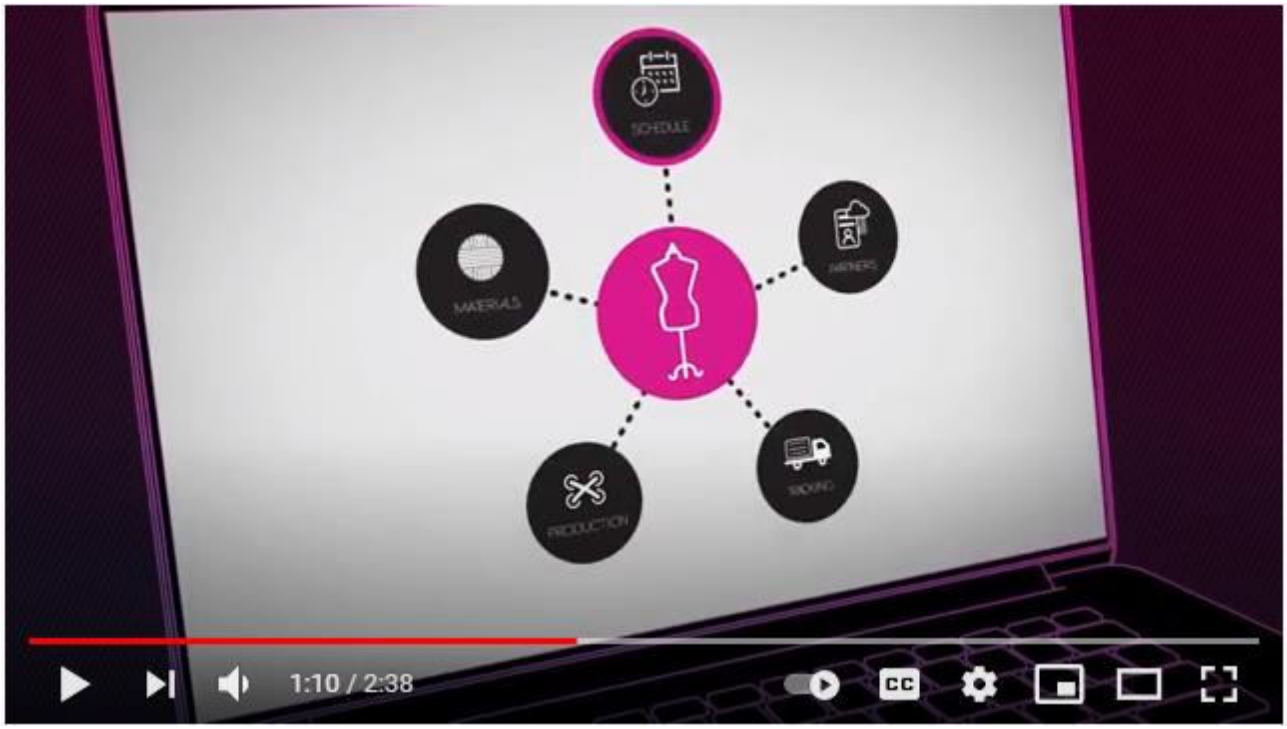
- Problems related to Europe textile industries during the last decades;
- FBD_BModel project: aim of the project and partners;
- FBD_BModel Platform: characteristics, features and benefits for companies and end-users

The video ends with the partners logos and with the EU acknowledgement.

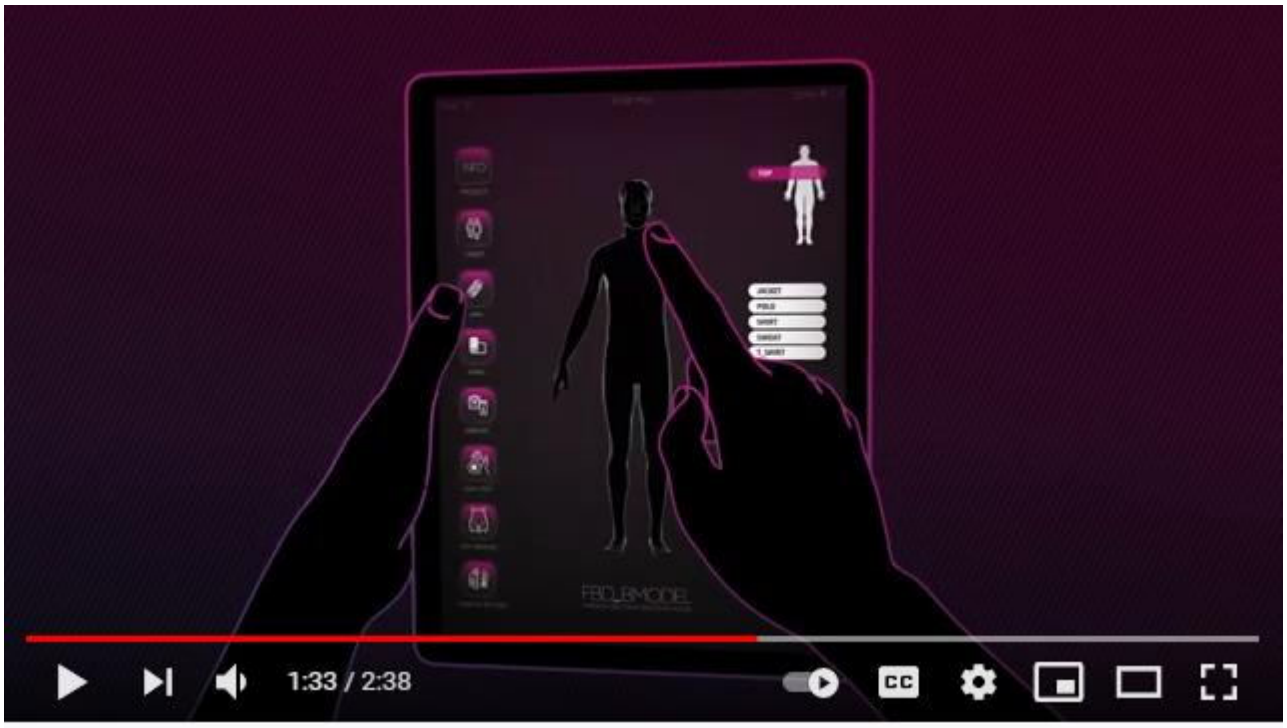
Here are some video frames:

FBD_BMODEL
FASHION BIG DATA BUSINESS MODEL
0:32 / 2:38
CC

0:59 / 2:38
CC


SCHEDULE
MATERIALS
PRODUCTION
1:10 / 2:38

FBD_BMODEL
SCHEDULE
PROJECT n. 26 - EUROPE GARMENTS
1ST SEMESTER
Gen
Feb
March
Apr
May
Jun
8-20
3-15
2-8
3-14
8-24
1:18 / 2:38


1:33 / 2:38

FBD_BMODEL
FASHION BIG DATA BUSINESS MODEL
WWW.FBD-BMODEL.EU
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
TOTAL COST:
EUR 3,763,474.00
EU CONTRIBUTION:
EUR 3,763,474.00
TOPIC:
NMBP-22-2017 BUSINESS MODELS AND INDUSTRIAL STRATEGIES SUPPORTING NOVEL
PRODUCT-SERVICES
ensait
MANCHESTER 1824
The University of Manchester
HÖGSKOLAN I BORÅS
DITF
gze
bivolino.com
DES//AP
Fitizzy
AZADORA
CARPISA
Yamamay
Jaked
beWarrant
premaccess
Warrant Hub
2:23 / 2:38

4.1 Script for FBD_BModel video

“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 brings together 14 partners from across Europe with a digital platform that can revitalise the textile and clothing industry by defining new markets, new production scenarios and business models.

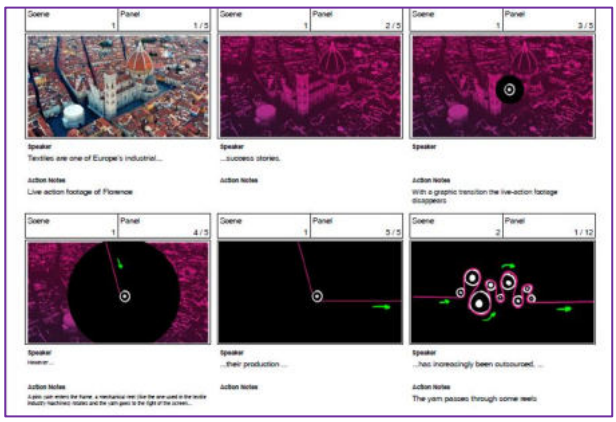
The platform reinvents the concepts of design, supply chain and product, and offers a way to gather and evaluate large quantities of data and carry out specific functional and biometric simulations, as well as allowing users to trace materials and processes digitally throughout the supply chain.

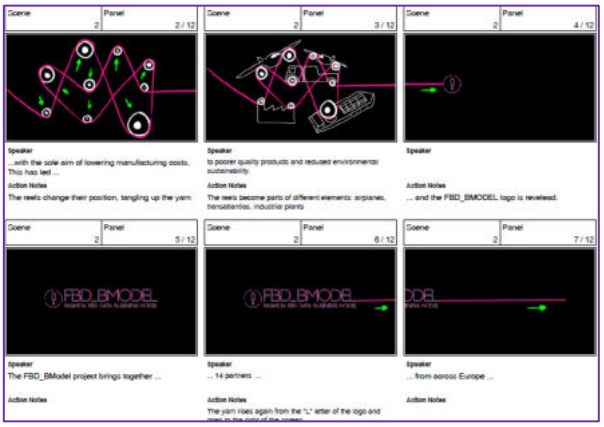
This system is cloud-based using state of the art technologies available on the market. It enables partners to develop new data-driven services for functional, customised and tailor-made design. Companies can interact with the platform in real time, select suppliers and processes, plan production, optimise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

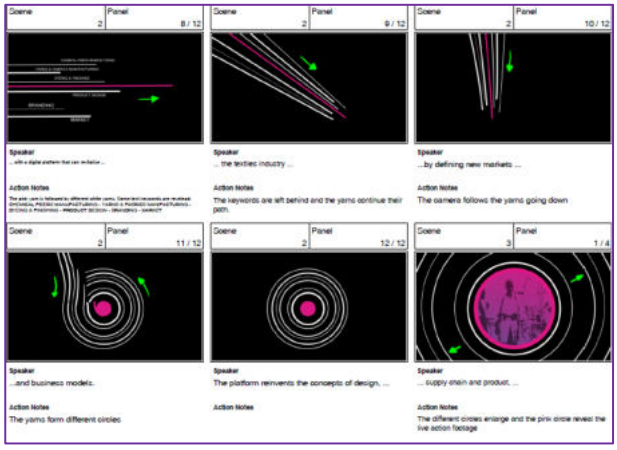
The FBD_BModel platform includes a recommendation system for designers and a graphical interface for end consumers, so they can be involved in designing their garments, specify their had feel and skin feel preferences, wear thermal comfort requirements, as well as biometric fitting needs with opportunities to select the fabrics and fit styles.

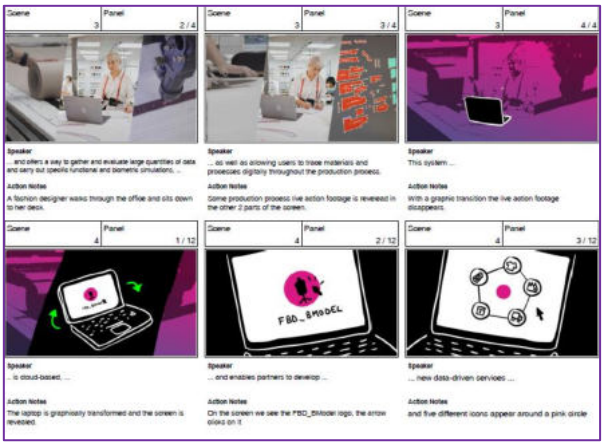
As well as improving design and end products, our new business models offer a way to optimise production cycles and play a major role in monitoring parameters directly linked to the environmental impact, showing a way to guarantee sustainability throughout a product’s life cycle.”

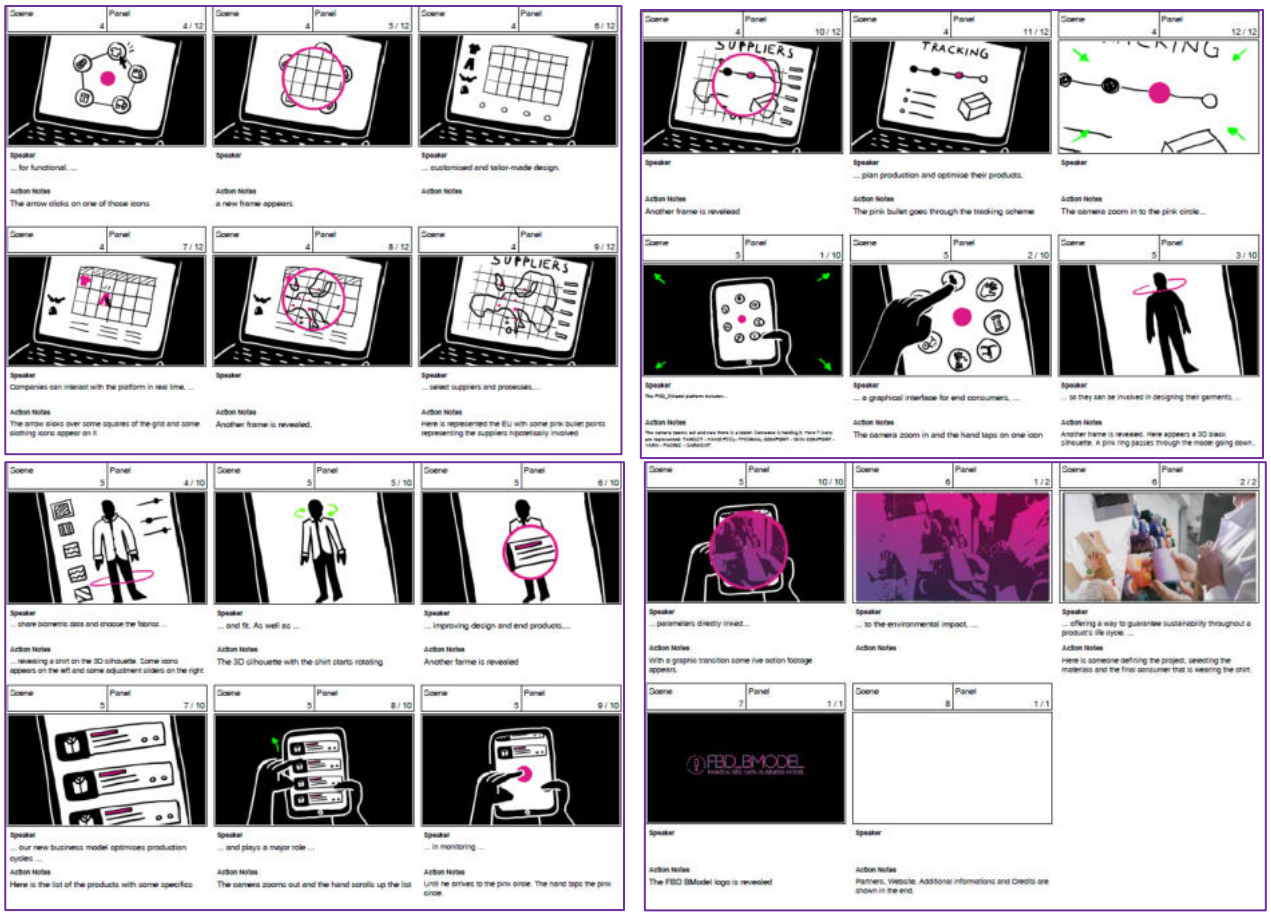
4.2 Storyboard for FBD_BModel video











5 Conclusions

The FBD_BModel Project video is currently uploaded on FBD_BModel YouTube channel (https://www.youtube.com/channel/UCJo2HnaC5e0qy6z_1XlEF3A) and on FBD_BModel project website (https://www.fbd-bmodel.eu/videos/).

An uncompressed version was shared with all the project partners to be used by them in disseminating it to the collaborators, their research and business partners.

BEWARRANT, as Dissemination Manager, and other partners will share and communicate the video through project's social media and to relevant media to disseminate the project's results.