

T2.2 -
Development of the specifications of the
"Re-fashionable" digital platform



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Introduction

This document is a final deliverable of the task T2.2 - Development of the specifications of the "Re-fashionable" digital platform, as a respective part of Work Package 2 (WP2) of the project.

This WP focuses on the development of the digital platform, tailored to the needs of the fashion industry, environmental organizations, and related stakeholders. This platform aims to serve as a dynamic hub where fashion professionals, companies, students, and environmental advocates can converge to collaborate, learn about and share sustainable practices, and discover innovation within the fashion sector.

By facilitating interaction and knowledge exchange, the platform seeks to address pressing challenges such as waste reduction, environmental pollution, and the promotion of circular fashion principles.

The specific objectives of WP2 align closely with the broader goals of the project, aiming to create awareness, foster collaboration, and provide digital tools for direct collaboration and implementation of sustainable practices in the fashion industry. Through the development of the "Re-fashionable" platform, the project intends to establish a virtual space conducive to idea generation, resource sharing, and collective action towards a more sustainable and circular fashion ecosystem.

This brief introduction provides an overview of the rationale behind WP2, outlining the significance of the digital platform in advancing the project's objectives and contributing to the European Commission's goals for sustainable textiles and the circular economy.

The subsequent sections will further expand on the conducted research, findings, and anticipated outcomes of development of the "Re-fashionable" Platform, as well as the data-driven conclusions gathered from both T2.1 - Mapping of Stakeholders, and T3.1 - Organization of Focus Groups.

Research and T2.1 Mapping of Stakeholders

In the development of the functional requirements for the "Re-fashionable" digital platform, our approach was anchored in comprehensive research efforts, including stakeholder mapping, direct engagements, and focus groups.

The details of the focus groups will be thoroughly explained in the subsequent section on page 6. This section, however, will focus on analyzing the T2.1 Mapping of Stakeholders (part of WP2), along with the analysis of desk research and direct engagements with stakeholders involved in the "Re-fashionable" project.

During the initial stages of the project, as part of the Mapping of Stakeholders task (T2.1), partner organizations extensively engaged with various entities such as VET schools, training organizations, fashion businesses, and environmental organizations. Utilizing diverse communication channels including newsletters, personal meetings, calls, B2B meetings, and collaborations through other European projects, partners identified key stakeholders within the local and European landscape who could benefit from and contribute to the project's results. Prospective stakeholders were informed about the initiative and were invited to participate in collaboration and promotion of Re-fashionable results, as well as project events and other project-related activities. Each partner country has entered at least 50 members into the shared database:



Mapping of Stakeholders							
#	Name	Website	Industry	Category	Information	Email	What to do
1	Wyne Kirabo	https://es.wynekirabo.com/	Moda de dona	Fashion professional	Antiga alumne de Ostura. Fa cinc anys va crear la seva pròpia m...	info@wynekirabo.com	Focus group participant
2	Silvia Calvo	https://www.sylviaalvobcn.com/	Moda sostenible	Fashion professional	Col·laboradora amb la associació Agimod. Té una marca de moda	info@sylviaalvobcn.com	
3	Celia Veia	https://www.celiaveia.com/es	Moda de dona internacional	Fashion professional	Dissenyadora de reconegut prestigi internacional ubicada a Figuer...	hola@celiaveia.com	
4	Carina Roca	https://www.instagram.com/carinaroca/	Moda sostenible	Fashion professional	Feminisme, veganisme i sostenibilitat són els tres temes principa...	carinaroca23@gmail.com	
5	Xavier Mancho	https://www.instagram.com/xavier_mancho7miles	Moda sostenible d'home	Fashion professional	Moda d'home sostenible i personalitzada pensada més enllà dell...	xavi.mancho@gmail.com	
6	Roser Martínez	https://www.rosmartinez.com/	Joieria creativa	Fashion professional	Joiès de dona inspirades en la natura i les emocions	info@rosmartinez.com	
7	Sandra Jordà	https://www.sandrajordacat.com/es/	Moda nupcial a mida sosteni...	Fashion professional	Disseny i confecció de vestits de núvia a mida utilitzant mètodes	hola@sandrajordacat.com	
8	Patricia Pla	https://es-la.facebook.com/patricia.plajoiies/	Joieria creativa	Fashion professional	Joiès de dona abstractes geomètriques	patriciaplajoiies@gmail.com	
9	Emma Bover	https://www.emmabover.com/	Roba esportiva artística	Fashion professional	Mentora de marques handmade i dissenyadora de peces esportiv...	emmabover@gmail.com	
10	Julia Arnau	https://www.ultetboiulibermu.es/	Moda nupcial i festiva	Fashion professional	Disseny i confecció de vestits de núvia i de festa a mida amb tèc...	ulstetboiulibermu@gmail.com	
11	Organic Cotton Colours	https://www.organiccottoncolours.eco/ca	Fabricació i comerç tèxtil	Fashion Company Representative	Organic Cotton Colours es va fundar el 1992 per comercialitzar	info@organiccottoncolours.com	Focus group participant
12	Louis Vullton	https://es.lovullton.com/es-es/homepage	Marca de moda de luxe	Fashion Company Representative	Marca de moda de luxe compromesa amb el medi ambient i la s...	laura.clarimon@lovullton.com	
13	Mango	https://shop.mango.com/es	Marca de moda	Fashion Company Representative	Ubicats a Catalunya. És la segona empresa tèxtil més gran d'Espa...	ainhoa.redondo@mango.com	
14	Kave Home	https://kavehome.com/es/	Mobiliari tèxtil	Fashion Company Representative	Empresa del sector del moble, el disseny i la decoració. Grup Inditex.	gbeltran@kavehome.com	
15	Bershka	https://www.bershka.com/es/	Marca de moda	Fashion Company Representative	Bershka n'el 1998 com a nova marca del Grup Inditex. Compta	info@bershka.com	
16	Balliu	https://balliuxport.com/	Mobiliari tèxtil	Fashion Company Representative	Empresa especialitzada mobiliari tèxtil que proporciona solucio...	cballiu@balliuxport.com	
17	THAO	https://www.theanimalsobsevatory.com/	Marca de moda	Fashion Company Representative	Marca de roba atemporal. Part de les peces de cotó estan confe...	ppablo@theanimalsobsevatory.com	
18	Lola Casademunt	https://www.lolacasademunt.com/es/	Marca de moda	Fashion Company Representative	Marca de moda i accessoris per a dona. Té actualment 23 botigu...	rgpd@lolacasademunt.com	
19	Boboli	https://www.boboli.es/es/	Marca de moda infantil	Fashion Company Representative	Boboli és una marca de confecció i distribució de moda infantil i	arancha_sigas@boboli.es	
20	Red Point	https://redpointbeachwear.com/es	Marca de roba de bany	Fashion Company Representative	La seva principal activitat és la fabricació i comercialització de m...	info@redpointbeachwear.com	
21	Anna Sotera			Fashion student	Obtenció del Diploma en Moda a la Fundació Universitat de Girona	annasotera230102@gmail.com	
22	Lala Quintana			Fashion student	Obtenció del Diploma en Moda a la Fundació Universitat de Girona	laquint99@gmail.com	
23	Daniela Varas			Fashion student	Obtenció del Diploma en Moda a la Fundació Universitat de Girona	danielavarasgalarza@gmail.com	
24	Neus Freixes			Fashion student	Obtenció del Diploma en Moda a la Fundació Universitat de Girona	neusfreixes@gmail.com	Focus group participant
25	Anna Sans			Fashion student	Obtenció del Diploma en Moda a la Fundació Universitat de Girona	anna.sans@hotmail.com	
26	Valentine Ortion			Fashion student	Obtenció del Diploma en Moda a la Fundació Universitat de Girona	ortionvalentine@gmail.com	
27	Andrea Rojas			Fashion student	Obtenció del Diploma en Moda a la Fundació Universitat de Girona	andreasofa.rc11@gmail.com	
28	Claudia Vila			Fashion student	Obtenció del Diploma en Moda a la Fundació Universitat de Girona	vilaclaudi99@gmail.com	
29	Àngela Laroya			Fashion student	Cursant segon de diploma en Moda a Ostura	angelalaroya@gmail.com	
30	Caterina Ortolan			Fashion student	Cursant segon de diploma en Moda a Ostura	kappati@hotmail.com	
31	IES Olot	https://insiaarrota.cat/		Fashion school		iesiaarrota@xtec.cat	
32	LCI	https://www.lcibarcelona.com/		Fashion school		regina.mangue@lcibarcelona.com	
33	ESDI	https://esdi.es/		Fashion school		info@esdi.es	Focus group participant
34	Llotja	https://www.llotja.cat/		Fashion school		ea-llotja@xtec.cat	
35	Igalada Fashion	https://igaladafashionlab.cat/		Fashion school		dpd@aj-igalada.cat	
36	ESNE	https://www.esne.edu/		Fashion school		rfael.giozano@esne.es	
37	IED	https://www.ied.es/		Fashion school		dpo@ied.es	
38				Fashion school			
39				Fashion school			
40				Fashion school			
41				Fashion school			
42				Fashion school			
43				Fashion school			
44	Modacc	https://www.modacc.cat/	Associació	Environmental Organisation	MODACC és una associació empresarial sense ànim de lucre qu...	mcarbonell@modacc.cat	Focus group participant
45	SANNAS	https://www.sannas.eu/	Associació	Environmental Organisation	SANNAS és una associació d'empreses que aspiren a canviar el m...	garencia@sannas.eu	
46	AGIMOD	https://www.agimod.com/	Associació	Environmental Organisation	Associació sense ànim de lucre creada l'any 2014 per donar a col...	agimod@agimod.com	
47	Fundació per la Creativitat	https://www.fundaciocreativitat.org/ca/	Fundació	Environmental Organisation	Entitat privada sense ànim de lucre constituïda per un patronat,	molliva@fundaciocreativitat.org	
48	AGE	https://www.agegirona.cat/	Associació	Environmental Organisation	És una associació empresarial i professional d'àmbit gironí, const...	coordinacio@agegirona.cat	
49	MODAFAD	https://www.fad.cat/moda-fad/ca	Associació	Environmental Organisation	Col·lectiu de professionals dels diferents àmbits de la moda per c...	modafad@modafad.org	
50	Barcelona SFW	https://fashionweekesustainable.com/	Associació	Environmental Organisation	Iniciativa pionera creada per facilitar la promoció de marques vir...	direction@barcelonaesustainablefashionweek.com	
51	Eurecat	https://eurecat.org/es/	Fundació	Environmental Organisation	Equip multidisciplinari i plurinacional format per científics i tecnò...	guillem.quintana@eurecat.org	
52	Fundació Ramon	https://raurafm.cat/es/	Fundació	Environmental Organisation	Organització integrada per entitats d'iniciativa social sense ànim...	comunicacio@raurafm.cat	
53	Fundació Oncolliga	https://oncolligagirona.cat/es/	Fundació	Environmental Organisation	La Fundació Oncolliga Girona és una entitat sense ànim de lucre	fundacio@oncolligagirona.cat	
54	Clara Sullà	https://sullastudio.com/	Tèxtil acústic	Environmental Organisation	Solucions d'art tèxtil aplicades a l'interiorisme i confort acústic	hola@sullastudio.com	Focus group participant

Mapping of Stakeholders							
#	Name	Website	Industry	Category	Information	Email	What to do
35	ESDI	https://esdi.es/		Fashion school		info@esdi.es	Focus group participant
36	Llotja	https://www.llotja.cat/		Fashion school		ea-llotja@xtec.cat	
37	Igalada Fashion	https://igaladafashionlab.cat/		Fashion school		dpd@aj-igalada.cat	
38	ESNE	https://www.esne.edu/		Fashion school		rfael.giozano@esne.es	
39	IED	https://www.ied.es/		Fashion school		dpo@ied.es	
40				Fashion school			
41				Fashion school			
42				Fashion school			
43				Fashion school			
44	Modacc	https://www.modacc.cat/	Associació	Environmental Organisation	MODACC és una associació empresarial sense ànim de lucre qu...	mcarbonell@modacc.cat	Focus group participant
45	SANNAS	https://www.sannas.eu/	Associació	Environmental Organisation	SANNAS és una associació d'empreses que aspiren a canviar el m...	garencia@sannas.eu	
46	AGIMOD	https://www.agimod.com/	Associació	Environmental Organisation	Associació sense ànim de lucre creada l'any 2014 per donar a col...	agimod@agimod.com	
47	Fundació per la Creativitat	https://www.fundaciocreativitat.org/ca/	Fundació	Environmental Organisation	Entitat privada sense ànim de lucre constituïda per un patronat,	molliva@fundaciocreativitat.org	
48	AGE	https://www.agegirona.cat/	Associació	Environmental Organisation	És una associació empresarial i professional d'àmbit gironí, const...	coordinacio@agegirona.cat	
49	MODAFAD	https://www.fad.cat/moda-fad/ca	Associació	Environmental Organisation	Col·lectiu de professionals dels diferents àmbits de la moda per c...	modafad@modafad.org	
50	Barcelona SFW	https://fashionweekesustainable.com/	Associació	Environmental Organisation	Iniciativa pionera creada per facilitar la promoció de marques vir...	direction@barcelonaesustainablefashionweek.com	
51	Eurecat	https://eurecat.org/es/	Fundació	Environmental Organisation	Equip multidisciplinari i plurinacional format per científics i tecnò...	guillem.quintana@eurecat.org	
52	Fundació Ramon	https://raurafm.cat/es/	Fundació	Environmental Organisation	Organització integrada per entitats d'iniciativa social sense ànim...	comunicacio@raurafm.cat	
53	Fundació Oncolliga	https://oncolligagirona.cat/es/	Fundació	Environmental Organisation	La Fundació Oncolliga Girona és una entitat sense ànim de lucre	fundacio@oncolligagirona.cat	
54	Clara Sullà	https://sullastudio.com/	Tèxtil acústic	Environmental Organisation	Solucions d'art tèxtil aplicades a l'interiorisme i confort acústic	hola@sullastudio.com	Focus group participant

Following this outreach, each partner country compiled a comprehensive database of project stakeholders. Initially structured as a spreadsheet in a shared Google Sheet, this database evolved into a formal deliverable named T2.1 Mapping of Stakeholders, crafted by the WP leader. This document served as a detailed map outlining the network of stakeholders involved in or impacted by the Re-fashionable project, providing valuable insights into potential collaborators, supporters, and advocates. The compilation of this database facilitated effective communication, coordination, and engagement with stakeholders, ensuring their active involvement in promoting and advancing the Re-fashionable project goals.

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The results and conclusions drawn from the Mapping of Stakeholders revealed a consistent trend across all partner countries: professionals within the fashion industry are increasingly seeking sustainable industry standards, and digitalization has played a significant role in advancing their businesses. Through extensive outreach efforts, prospects in each partner country were contacted and found to be enthusiastic about participating in various Re-fashionable activities and events. Their eagerness to engage with the project underscored a genuine interest in the future results and outcomes, particularly those related to sustainability and collaboration within the fashion industry.

Stakeholders identified in this task encompassed a diverse range of entities, including VET schools, training organizations, businesses and organizations in the fashion industry, and environmental organizations. VET schools are integral as they are responsible for educating the next generation of fashion professionals; while training organizations play a crucial role by providing continuous professional development opportunities. Businesses and organizations within the fashion industry, ranging from small independent designers to large companies, are the key stakeholders identified, as they are vital for addressing real-world industry needs and driving the adoption of sustainable practices across the supply chain. Environmental organizations bring an important perspective to the REFA project, emphasizing the importance of reducing the ecological footprint and environmental impact of the fashion industry.

Furthermore, stakeholders expressed a strong motivation to contribute to the project's objectives, indicating a commitment to promoting sustainable practices and fostering innovation in the fashion sector. Their proactive involvement demonstrated a recognition of the importance of sustainability in shaping the future of the fashion industry, as well as a great willingness to collaborate towards achieving shared goals. Overall, the feedback received during the Mapping of Stakeholders highlighted a positive and receptive attitude towards sustainability initiatives within the fashion industry, laying a solid foundation for ongoing collaboration and partnership throughout the Re-fashionable project lifecycle.

Insights from T3.1 – Organization of Focus Groups

To ensure comprehensive input on the Re-fashionable e-learning course curriculum and digital platform features, partners organized structured focus groups, leveraging both the stakeholder mapping from WP2 and their own B2B networks. These focus groups were conducted across Spain, Italy, Hungary, the Netherlands, and Greece, incorporating a diverse range of perspectives from fashion professionals, students, and representatives from educational and environmental organizations. The aim was to gather insights on sustainability in the fashion industry, identify gaps in knowledge, and assess the functionality of a community platform for collaboration and networking.

Given the geographical spread of participants and logistical challenges, focus groups were organized both online and in-person. While the intention was to convene all stakeholders simultaneously, practical difficulties in gathering professionals at the same time led to some sessions being conducted individually. Despite this, the insights gathered from these sessions were extremely valuable, providing nuanced perspectives on sustainability practices and requirements for a collaborative platform in the fashion sector. The synthesis report (T3.1) from the focus groups and the subsequent section provide a more detailed overview of the results and conclusions of the task. See [annex 1](#) for the focus group justification documents.

In addition to the focus group discussions, a dedicated questionnaire was distributed among participants in Spain and Italy, to gather further insights into specific features and needs. This approach allowed for a thorough understanding of stakeholder expectations and preferences, informing the development of the Re-fashionable platform specifications. See [annex 2](#) for the analysis of quantitative results from these questionnaires.

In conclusion, the focus groups provided rich insights and feedback, laying the groundwork for the e-learning course curriculum, and the development of a user-centric platform to support sustainable practices and collaboration in the fashion industry.

T3.1 Focus Group: Qualitative Results

Gathered from both the T3.1 Focus Group Results Synthesis Report, and the individual partner-country reports, the findings from Focus Groups regarding Platform Specifications are the following:

During the focus group discussions, participants from different countries expressed the importance of leveraging diverse networking channels like physical events and digital platforms, such as Instagram and LinkedIn, to facilitate collaboration and knowledge sharing. Challenges highlighted included the need for more accessible educational resources on sustainable practices and the difficulty in sourcing sustainable materials. There was a notable interest across all groups in a community platform that would support more effective collaboration and networking among fashion professionals and students.

The report also underscored the role of such a platform in facilitating collaboration among stakeholders in the fashion industry, suggesting that it could serve as a central hub for direct communication and sharing of best practices and promoting direct collaboration between fashion agents. Moreover, the discussions reflected a balanced interest in both global and local connections, indicating a need for a platform that could cater to both expansive and community-focused networking.

Participants were in strong consensus on the benefits of a community platform dedicated to the fashion industry, particularly in enhancing sustainability practices and facilitating direct collaboration between fashion agents. Participants emphasized the platform's role in fostering improved collaboration and communication among fashion professionals, educational institutions, and environmental organizations.

In conclusion, the desired community platform by the Re-fashionable target groups is envisioned as a multifunctional space that not only promotes collaboration and networking, but also serves as an important educational resource and marketplace for the fashion industry. By integrating these features, the platform will address both the immediate and



long-term sustainability challenges faced by the industry, enhancing the capacity for innovation and sustainable growth within the fashion sector.

The “Re-fashionable” Platform specifications

The development of the "Re-fashionable" digital platform is guided by comprehensive research insights gathered from stakeholder engagements, industry research, focus groups, and direct inquiries. The functionalities of the platform are designed to address the identified needs and challenges within the fashion industry, while fostering collaboration and knowledge exchange. The main functionality of the “Re-fashionable” platform will be:

1. **Collaborative Project Spaces and Marketplace Functionality:**

The platform will offer collaborative project spaces, initially named „Opportunities”, where users can work together on sustainable fashion projects and initiatives. These spaces provide a structured environment for teamwork, idea generation, and project coordination, fostering innovation and collective action towards sustainability goals.

a. **Marketplace:**

A marketplace feature is essential for placing and fulfilling orders, demands, and offers of products/services, as well as for sourcing of sustainable materials. This marketplace serves as a hub for business collaboration, showcasing sustainable products/services, and finding partners for projects and initiatives.

b. To create opportunities for business collaboration and networking among industry professionals.

2. **Networking Opportunities and Facilitation of Global Connections:**

Facilitating networking opportunities is a primary focus of the platform. By providing both local and global networking features, the platform aims to connect professionals, buyers, suppliers, and fashion organizations. Direct communication channels enable stakeholders to interact, form partnerships, and explore business opportunities.

a. **Possible feature: Direct Chats & Messaging**

Enabling direct communication between professionals, buyers, suppliers, and other stakeholders in the fashion industry.

3. **Educational Space and the Re-fashionable e-learning course:**

The platform hosts a dedicated educational space where users can access resources, courses, and information on sustainable fashion practices. Educational modules will cover topics such as industry trends, best practices, educational resources, and information on sustainability in the fashion industry, catering to the learning needs of fashion professionals, students, and environmental organizations.

a. **Resource Library:**

A resource library with educational material regarding sustainable practices is essential for users, specially fashion schools and environmental organizations.

4. **Discussion Forums and Social Media Functionality:**

Stakeholders have highlighted the necessity for discussion forums where fashion professionals can share best practices, industry trends, and achievements. These forums will serve as a central space for exchanging knowledge, insights, and experiences, facilitating continuous learning and improvement within the fashion community. A Blog Section will be elaborated for users to publish articles, best practices, and news from the industry.

5. **Integration with Existing Tools:**

Integrating with existing digital tools commonly used in the fashion industry, such as Google Suite, Microsoft 365 Suite, Slack, Discord, Zoom, etc. ('LOGIN WITH GOOGLE/ZOOM/MICROSOFT')

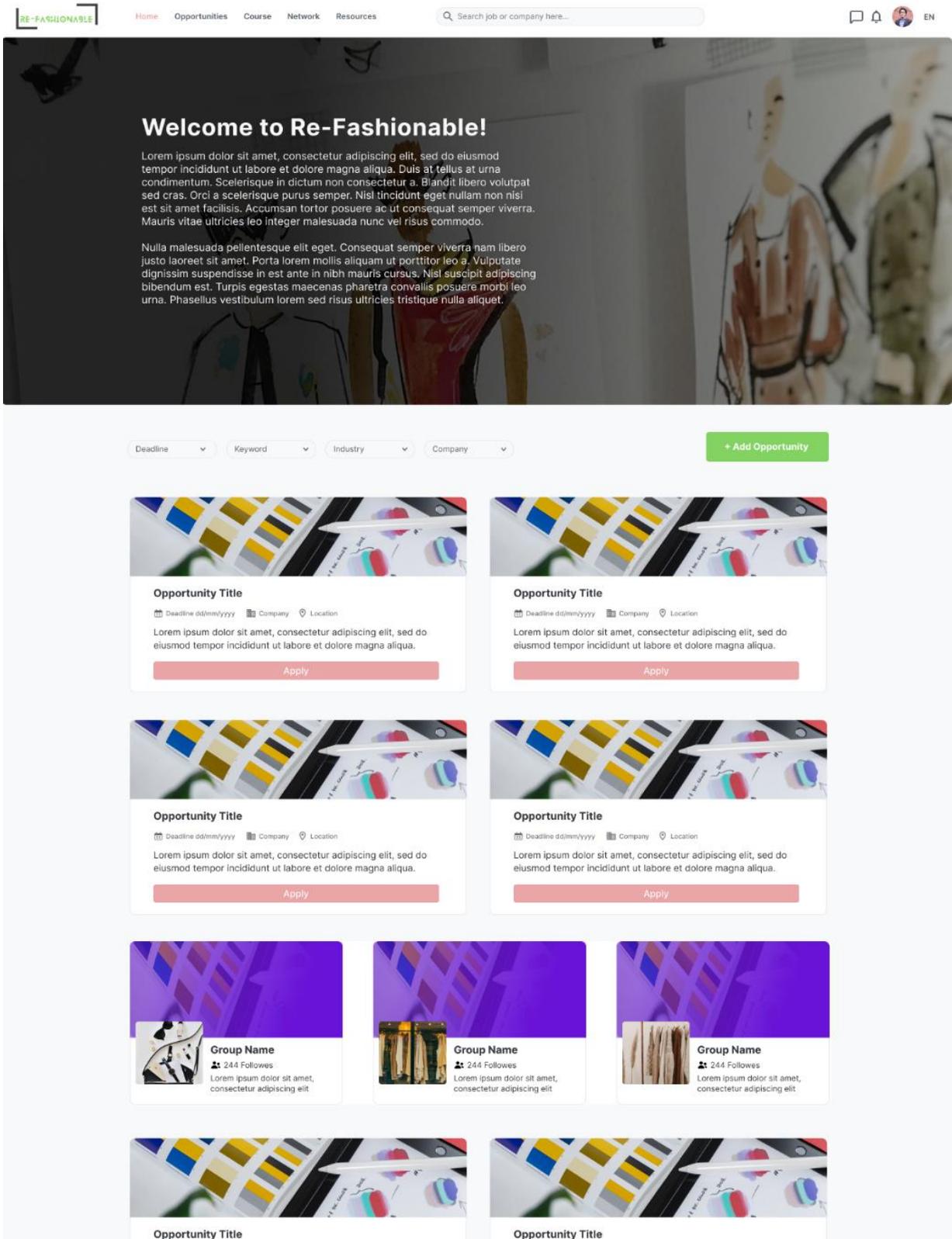
The “Re-fashionable” Platform design

The design of the "Re-fashionable" platform is crafted to provide an intuitive and engaging user experience, while aligning with the project's sustainability objectives and the target group's needs and requirements. Drawing from insights gathered during research activities and stakeholder engagements, the platform's design reflects a commitment to usability, functionality, and aesthetics.

Initially, the design of the platform was different, however upon receiving partners' feedback regarding the functionality and design, quite a few changes were made, in order to ensure compliance with the project requirements and professional opinions of the Re-fashionable project partners. Although the initial design was good, it needed key improvements, such as creating a separate space for networking, detailing and logically separating all the platform sections, ensuring accessibility for people with limited capacities, among other insights that were uncovered by the consortium.

The new design of the platform addresses all the issues mentioned above, and seamlessly integrates all the necessary requirements for the functionality. The user interface (UI) has been simplified and modernized, in order to appeal to the target groups and ensure an easy navigation throughout the whole platform.

The User Interface (UI) of the “Home” section:



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UI of the “e-learning course” section:

RE-FASHIONABLE Home Opportunities Course Network Resources Search job or company here...

Welcome to Re-Fashionable Course!

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Nulla malesuada pellentesque elit eget. Consequat semper viverra nam libero justo laoreet sit amet. Porta lorem mollis aliquam ut porttitor leo a. Vulputate dignissim suspendisse in est ante in nibh mauris cursus. Nisi suscipit adipiscing bibendum est. Turpis egestas maecenas pharetra convallis posuere morbi leo urna. Phasellus vestibulum lorem sed risus ultricies tristique nulla aliquet.

Lesson 1 Lesson 2 Lesson 3 Lesson 4 Lesson 5 Lesson 6 Lesson 7 Lesson 8 Lesson 9 Lesson 10 Lesson 11 Lesson 12

Lesson 1: Introduction to Circular Fashion & Sustainable Development

After the completion of the lesson, the learner will be able to: Define circular economy and its application in the fashion industry. Identify specific Sustainable Development Goals (SDGs) relevant to the apparel sector. Analyse the relationship between sustainable development and fashion industry practices

Sub-Lesson Title
● 2 hours
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Sub-Lesson Title
● 2 hours
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Sub-Lesson Title
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Final Evaluation

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Sub-Lesson 1: Understanding Circular Economy

2 hours

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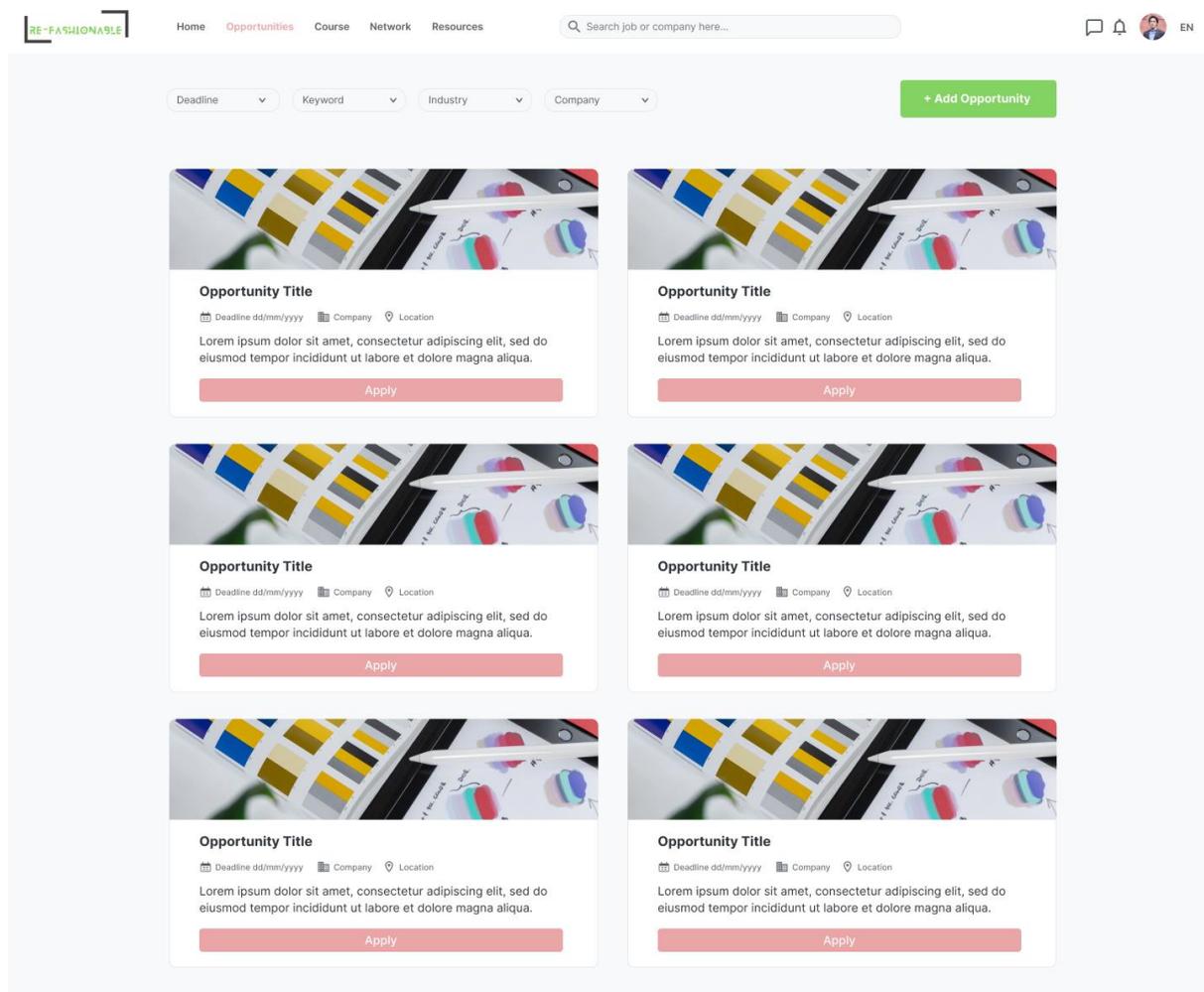
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UI of the “Opportunities” section:



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Company or Person who created the Opportunity
Deadline dd/mm/yyyy Company Location

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Opportunity Title

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Keywords

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Keyword

People Related to Keyword #1

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Chief Executive Officer at Company Name

Andhika Sudarman
Chief Executive Officer at Company Name

Andhika Sudarman
Chief Executive Officer at Company Name

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Companies

Company Name
244 Followes
[Follow](#)

Company Name
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Communities

Group Name
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People Related to Keyword #2

Andhika Sudarman
Chief Executive Officer at Company Name

Andhika Sudarman
Chief Executive Officer at Company Name

Andhika Sudarman
Chief Executive Officer at Company Name

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Keyword Job Position Industry

People Related to Keyword #1

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- Andhika Sudarman, Chief Executive Officer at Company Name

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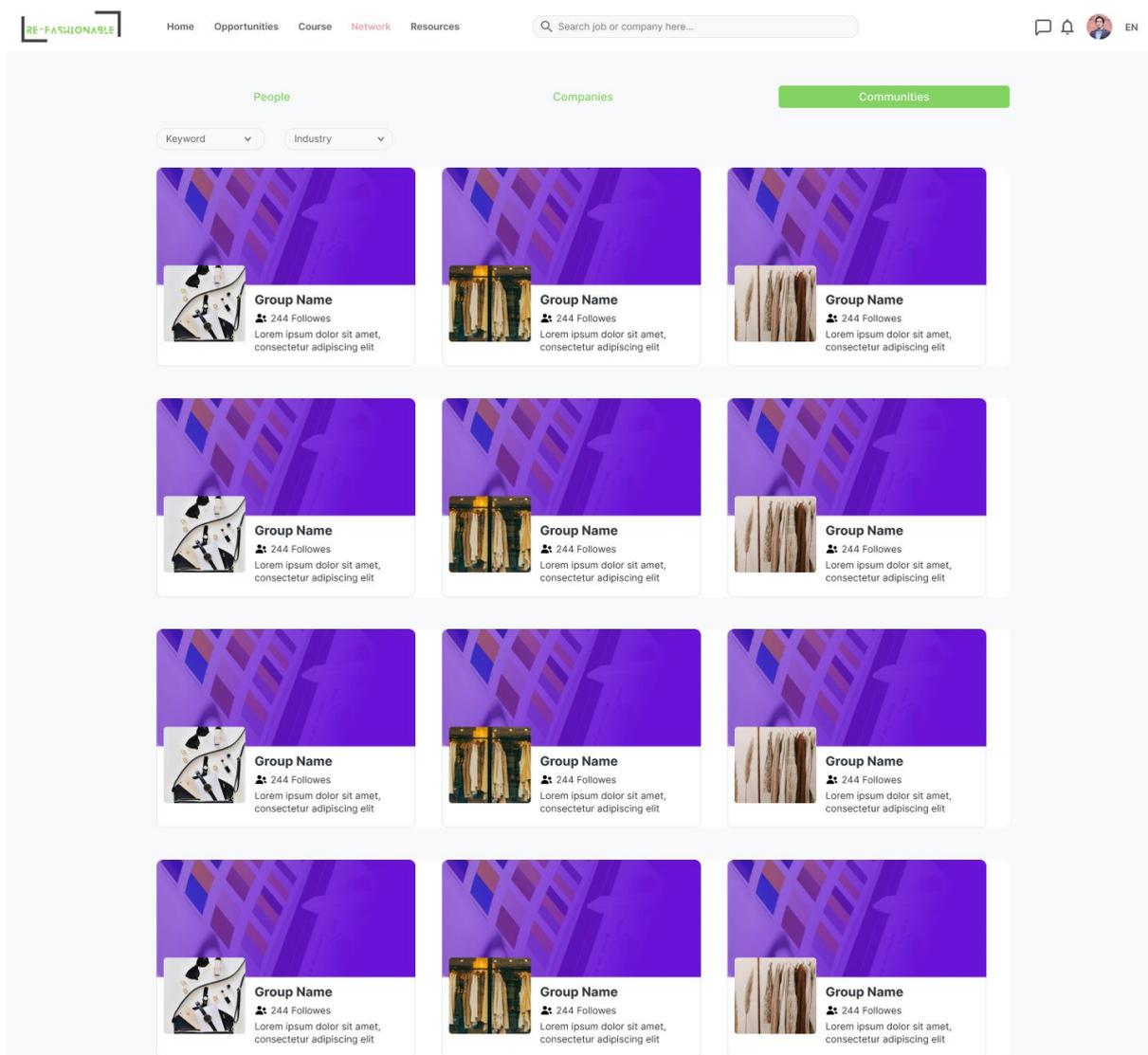
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The platform prioritizes a user-centric design approach, ensuring that the interface is intuitive and accessible to all users. Design thinking and journey mapping techniques are employed to tailor the platform's design to the specific needs and preferences of diverse user groups.

The platform features intuitive navigation pathways that guide users seamlessly through the various functionalities and sections, through the upper menu. Clear and consistent navigation menus, along with interactive elements such as buttons and links, facilitate effortless exploration and interaction within the platform.

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The visual identity of the platform embodies the Re-fashionable visual identity and values of sustainability, innovation, and collaboration. A harmonious color palette, incorporating earthy tones and vibrant accents, featured in the Re-fashionable logo, creates a visually appealing interface that resonates with the fashion industry's aesthetic sensibilities.

To enhance user engagement and interaction, the platform incorporates multimedia elements such as images, videos, HTML5 interactive content, presentations, and much more. These visually rich assets add vibrancy and dynamism to the user experience, making the platform more engaging and immersive.

Accessibility and inclusivity are paramount considerations in the platform's design. Efforts have been made to ensure that the platform complies with accessibility standards, such as providing alternative text for images and optimizing contrast ratios for readability. Additionally, features such as language localization and the translation of the platform in all partner languages enhance inclusivity by catering to users with diverse linguistic and accessibility needs.

The platform is designed to be scalable and flexible, and is intended to work long after the project is finished, allowing for future expansion and customization after project conclusion.

In summary, the design of the "Re-fashionable" platform embodies a user-centric approach that encompasses usability, aesthetics, accessibility, and functionality. By prioritizing the needs and preferences of the Re-fashionable target groups, the platform aims to provide an enriching and empowering digital experience that catalyzes positive change in the fashion industry.

Strategy for potential improvement

Continuous improvement is integral to the success of the "Re-fashionable" digital platform. This section outlines the strategy for ongoing refinement and enhancement of platform functionalities based on user feedback, piloting, internal testing, and iterative development processes.

In parallel with the piloting phase, internal testing will be conducted by the project development team and project partners, to identify and address any technical issues, bugs, or usability challenges. Testing protocols will be implemented and followed to ensure the platform's usability, security, and performance across different devices and browsers. Feedback from internal testers will inform iterative refinements to the platform architecture and codebase.

Before the official launch of the platform, a piloting phase will be conducted to test key functionalities, user workflows, and overall user experience. A select group of stakeholders from our target group will be invited to participate in the pilot program. Their feedback and usage data will be systematically collected and analyzed to identify areas for improvement and optimization. User feedback will be solicited through various channels, including feedback forms, surveys, user forums, and others. Feedback collected from pilot users, internal testers, and the broader user community will be systematically reviewed, and prioritized, based on its impact on user experience, platform performance, and alignment with project objectives. Decision-making processes will be informed by data-driven insights derived from user analytics, usage metrics, and qualitative feedback analysis.

Ongoing training and support will be provided to platform users to ensure they can effectively utilize platform functionalities and maximize their participation. Training resources, user guides, tutorials, and help documentation will be regularly updated and made available to users.

In summary, the strategy for potential improvement of the "Re-fashionable" platform emphasizes a systematic approach to user feedback collection, iterative development, and

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continuous refinement. By embracing user-centric design principles, agile development methodologies, and data-driven decision-making processes, the platform aims to evolve dynamically in response to user needs, market dynamics, and emerging trends in the fashion industry.

Conclusion

In conclusion, the development of the "Re-fashionable" digital platform represents a significant milestone in advancing the project's objectives of fostering sustainability and collaboration within the fashion industry.

Through comprehensive research, mapping, stakeholder engagements, and focus groups, the platform's specifications have been meticulously crafted to address the unique needs and challenges faced by fashion professionals, students, and environmental organizations. The specifications established in this document are the product of the analysis.

The platform's design embodies a user-centric approach, prioritizing usability, accessibility, and engagement to deliver an enriching digital experience.

Moving forward, the strategy for potential improvement underscores a commitment to continuous refinement and enhancement, guided by user feedback, iterative development, and data-driven insights.

By leveraging technology and digital transformation tools, the "Re-fashionable" platform aspires to empower stakeholders to embrace sustainable practices, foster collaboration, and drive innovation towards a more circular fashion ecosystem.

Annexes

Annex 1

Spain, Focus Group Signed Attendance Sheets:

Focus Group Consent Form

Purpose

You have been invited to participate a focus group by the partners of the Erasmus+ project **Re-Fashionable** under the direction of Blue Room Innovation. The purpose of this focus group is to gather input on the needs of professionals and students in the fashion sector on the theme of circular fashion and sustainability. The information, opinions and suggestions in this focus group will be taken into account to develop a course providing information, examples and good practices on sustainability in fashion, as well as to create a platform addressed to the sustainable fashion community.

Procedure

The moderators will ask you several questions while facilitating the discussion. This focus group will be recorded, and a note-taker will be present. However, your responses will remain anonymous, and no names will be include in the final report.

You can choose whether or not to participate in the focus group, and you may stop at any time during the course of the study.

Please note that there are no right or wrong answers to focus group questions. Blue Room Innovation wants to hear the many varying viewpoints and would like for everyone to contribute their thoughts. Out of respect please, refrain from interrupting others. However, feel free to be honest even when your responses counter those of other group members.

Confidentiality

Should you choose to participate, you will be asked to respect the privacy of other focus group members by not disclosing any content discussed during the study. Researchers from Blue Room Innovation will analyze the data, but – as stated above – your responses will remain anonymous, and no names will be included in any reports. The collected data will be used for the purposes of this project only and will be deleted one year after the completion of the project.

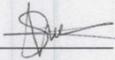
Contact

If you have any questions or concerns regarding this study, please contact:

Julia Svets, Project Manager, +34627096932 WhatsApp, juliasvets@blueroominnovation.com , Girona.

I understand this information and agree to participate fully under the conditions stated above

Date: 20/02/2024

Participant name and signature: WINNIE · N · KIRABO 

Responsible name and signature _____

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I understand this information and agree to participate fully under the conditions stated above

Date: 20/2/2024

Participant name and signature: GOZARDO POLTA / WYNE KIRABO

Responsible name and signature _____



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Focus Group Consent FormPurpose

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Date: 20/02/2024

Participant name and signature: Santi Malloqui Gou

Responsible name and signature _____

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I understand this information and agree to participate fully under the conditions stated above

Date: 20/Febrer/2024

Participant name and signature: Neus Feixes Villos

Responsible name and signature _____

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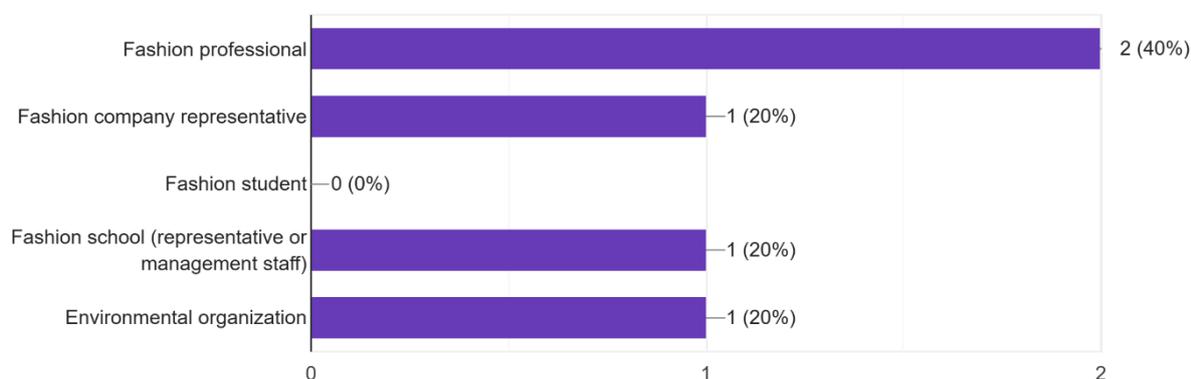
Annex 2

The findings from the Spanish and Italian Focus Group questionnaire, regarding the “Re-fashionable” Platform Specification.

The findings from the Spanish Focus Group questionnaire, regarding the “Re-fashionable” Platform Specification, are the following:

1. Which one are you?

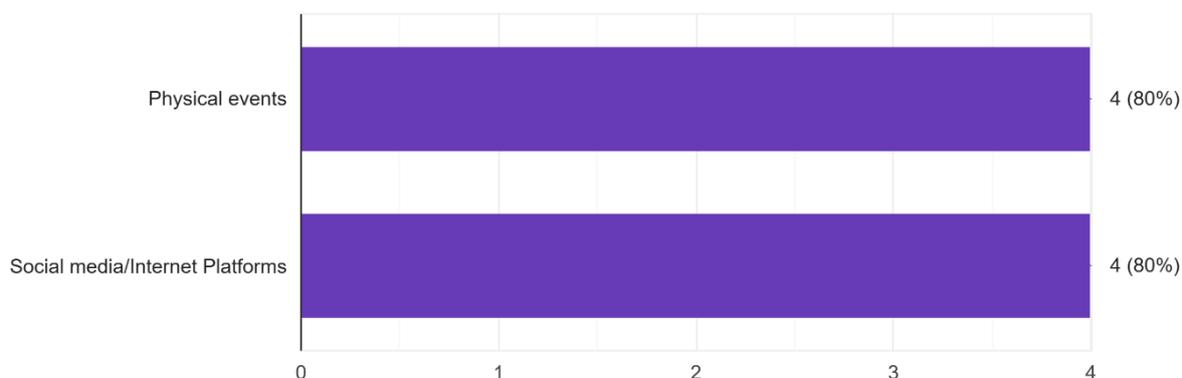
5 responses



A total of 5 participants have taken part in this evaluation: a representative from an environmental organization, a fashion school (representative or management staff), 2 fashion professionals, and a fashion company representative.

2. How do you currently connect and collaborate with other professionals in the fashion industry?

5 responses



2. How do you currently connect and collaborate with other professionals in the fashion industry?

Please select the categories that apply and name 3 options from each selected category.

Categories: **Physical events; Social media/Internet platforms; Other***For example: Social media/Internet platforms: Instagram, Facebook, LinkedIn*

5 responses

email + reunions presencials

Instagram, linkedin, events

Physical events, social media and social networking

PHYSICAL EVENTS (SAMPLING - ORDERING)

Social media/Internet platforms: Instagram, Facebook, LinkedIn

The analysis reveals that the primary methods of connecting and collaborating with other professionals in the fashion industry include physical events, email correspondence, and social media/internet platforms. Examples included Instagram, Facebook, LinkedIn, and physical gatherings.

3. What are the main challenges you face in your day-to-day work as a fashion professional?

5 responses

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Finançament, pedagogia,

Sourcing of sustainable fabrics.

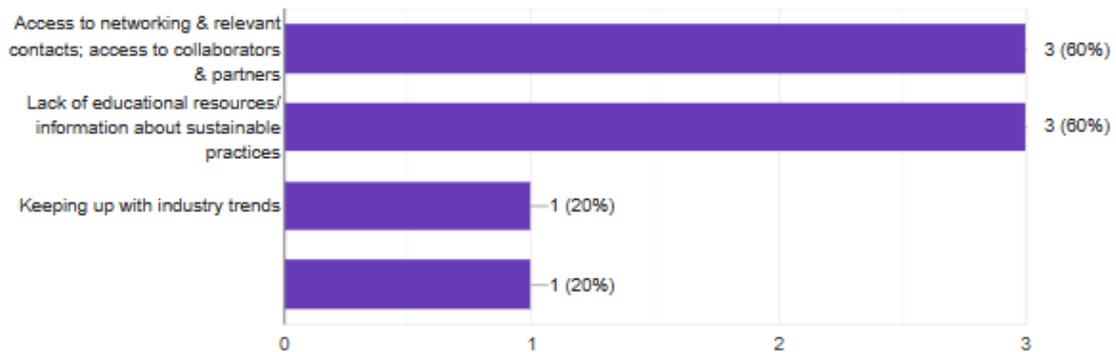
FABRIC PROBLEMS

Sustainable and circular fashion

4. Please select the challenges you face in your day-to-day work as a fashion professional

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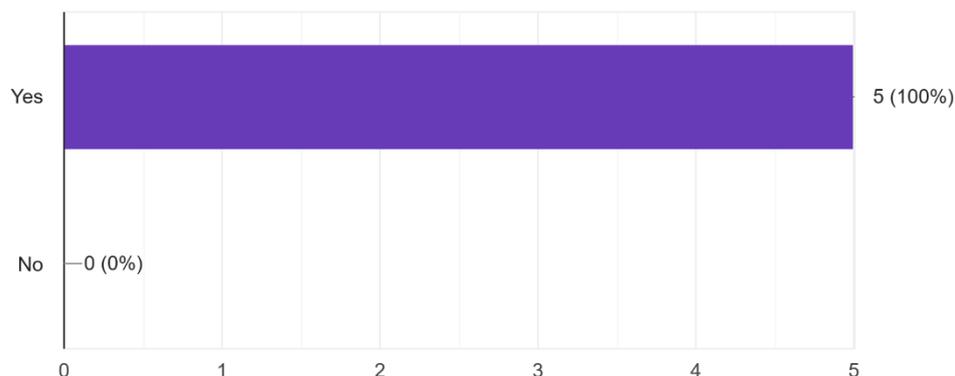
5 responses



The participants have highlighted the challenges encountered in the fashion industry, including access to networking and relevant contacts, lack of educational resources about sustainable practices, and sourcing sustainable fabrics. In addition, they mentioned issues related to funding for environmental projects, pedagogy, and staying updated with industry trends. Participants have also stated having challenges with sourcing of sustainable fabrics, and sustainable and circular fashion practices.

5. Will a community platform help to advance your business in the fashion industry?

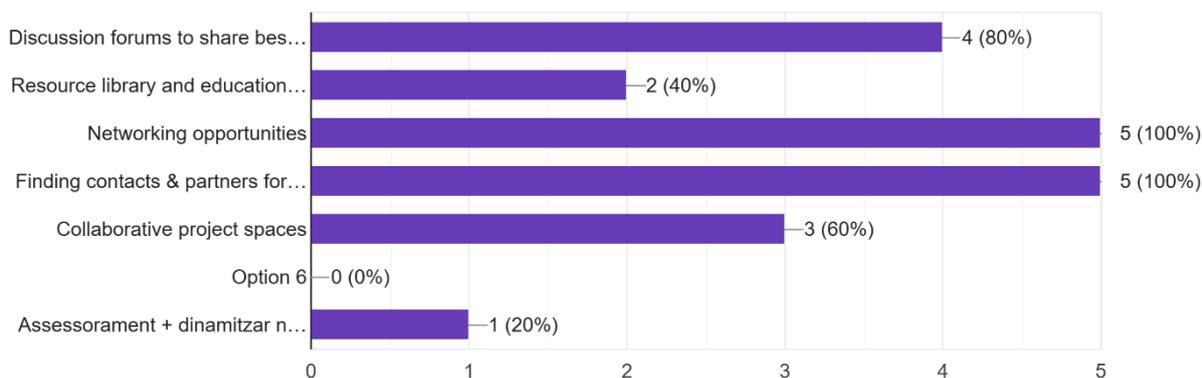
5 responses



The participants unanimously agree that a community platform will help them to advance their business in the fashion industry.

6. What specific features or tools do you believe would be most beneficial in a community platform for fashion professionals?

5 responses

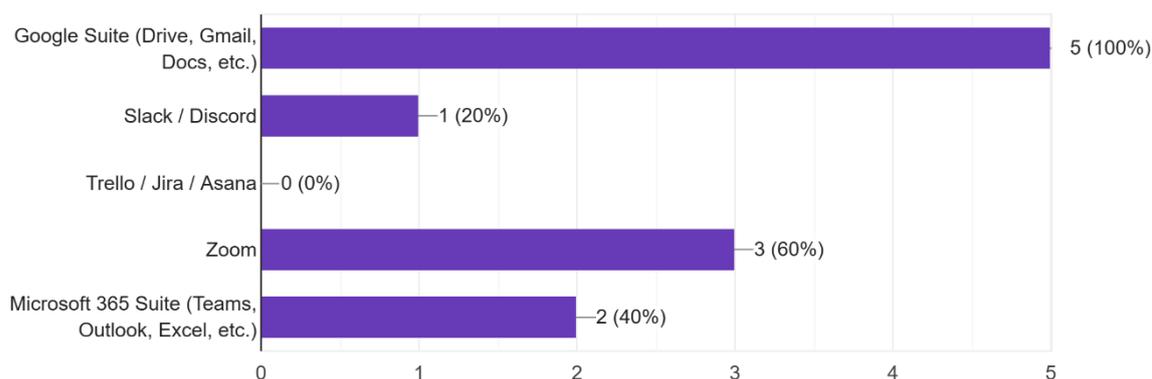


When asked about desired functionality, the participants expressed a strong need for discussion forums to share best practices, networking opportunities, finding partners for

direct collaboration, and collaborative project spaces. Additionally, they voted for having a resource library with educational material regarding sustainable practices.

7. Which digital tools do you use to facilitate collaborations in your industry?

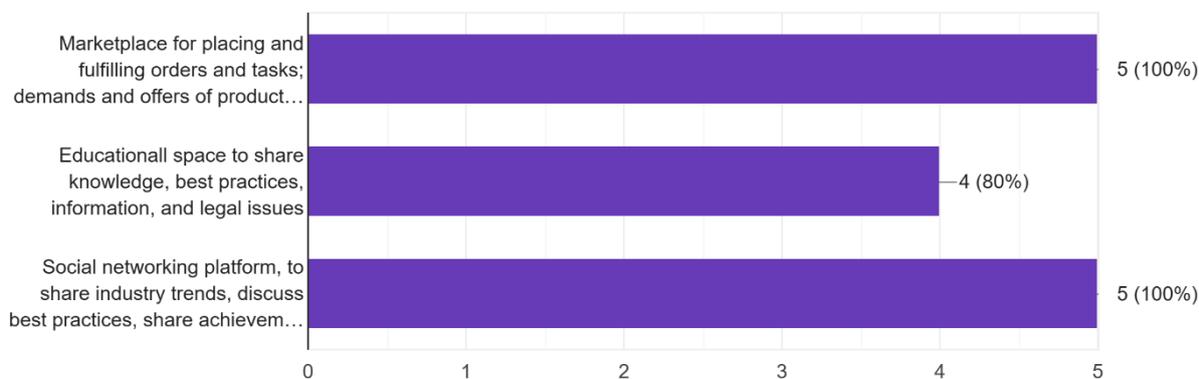
5 responses



The digital tools currently used by the participants are, in general: The Google Suite, Slack/Discord, Zoom, Microsoft 365 Suite.

8. Which functionality is the most important to you in a community platform? (Please select all that apply)

5 responses



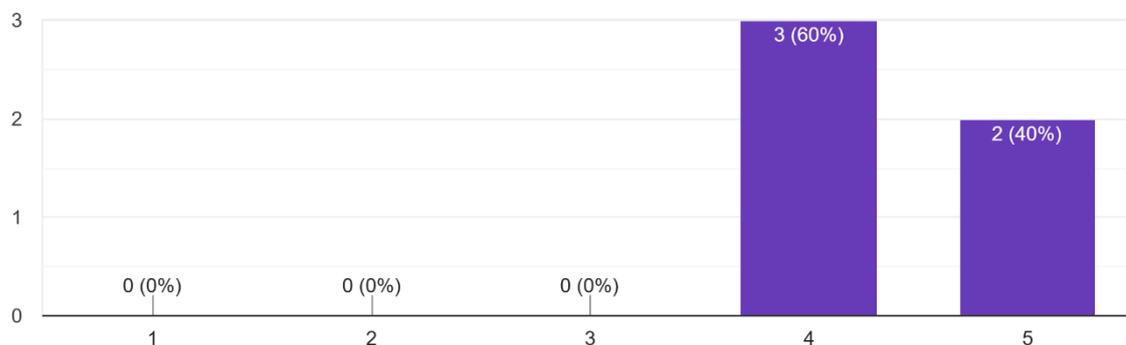
The participants unanimously have indicated that the most important functionalities in a community platform are:

- Marketplace for placing and fulfilling orders & demands of products/services;
- Opportunity to find collaborators, partners, and relevant contacts for business opportunities.

Additionally, 4 out of 5 respondents agree that an educational space to share knowledge, best practices, information, and legal issues is the most desired feature.

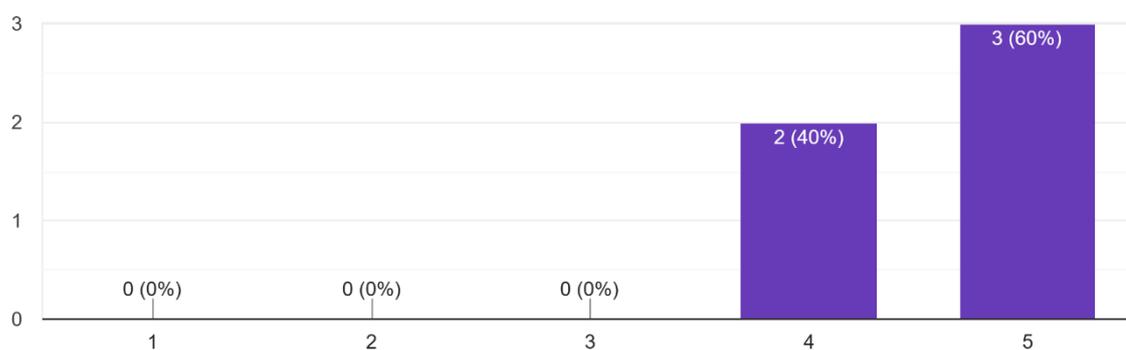
9. How important is networking within the fashion industry to you?

5 responses



10. How important is knowledge-sharing within the fashion industry to you?

5 responses



The participants have stated that networking and knowledge-sharing is very important in the fashion industry.

11. Are there any **existing platforms or communities for fashion professionals** that you currently use or admire?

If so, what do you like about them, and what would you change / improve?

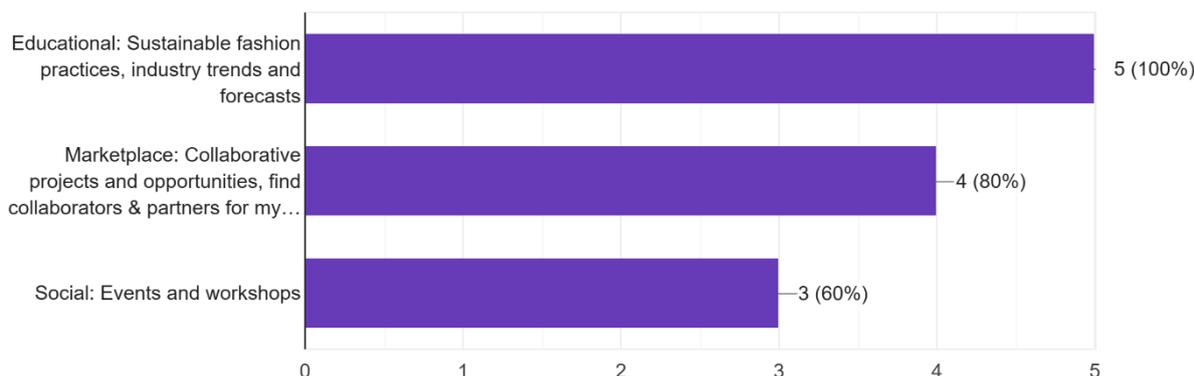
5 responses

- Plataforma que uneix diferents entitats mediambientals.
- Cooperatextil
- None
- I DON'T KNOW
- Moda es/ LinkedIn

The participants have shared the existing platforms and communities for fashion professionals that they use, which are: Cooperatextil, Modaes, LinkedIn.

12. What types of content or discussions would you like to see featured on the platform?

5 responses



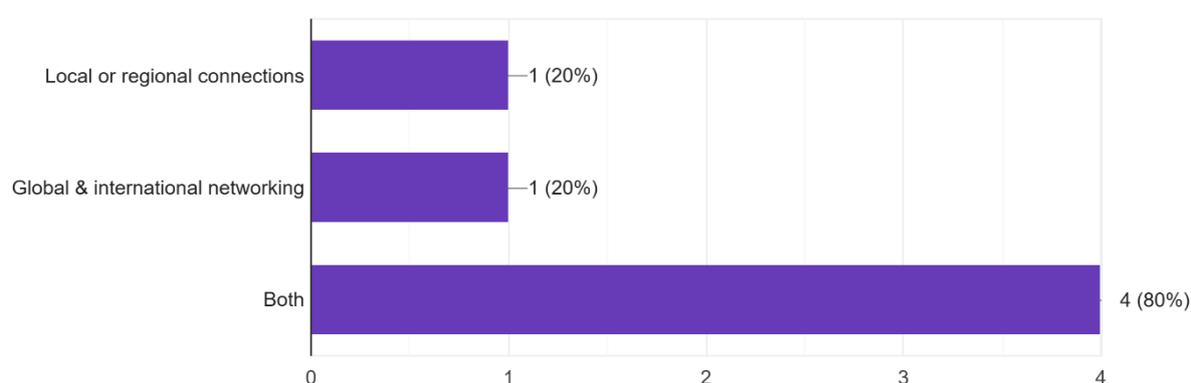
Participants express interest in seeing various types of content and discussions featured on the platform: 5 out of 5 voted for including educational materials, covering sustainable fashion practices and industry trends and forecasts. The marketplace features for

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collaborative projects and opportunities got chosen by 4 out of 5 participants. Additionally, 3 out of 5 wished to see social content such as events and workshops, desiring to foster networking and engagement within the community.

13. Would you prefer a platform that is more focused on local or regional connections, or one that facilitates global networking?

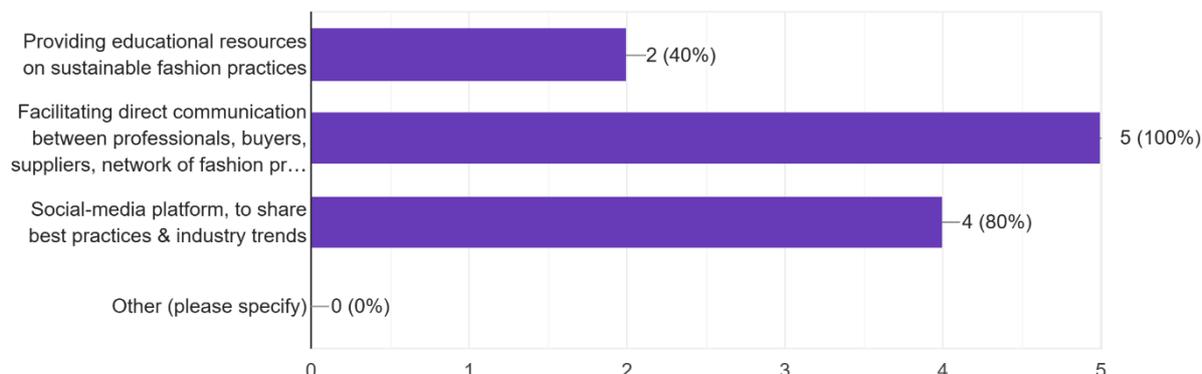
5 responses



The participants have indicated that they would like to have both local and global networking facilitation, as a feature of this platform.

14. How do you envision the role of the platform in fostering collaboration between different stakeholders in the fashion industry?

5 responses



5 out of 5 participants have stated that they wish for the platform to be fostering collaboration between stakeholders in the fashion industry, by facilitating direct communication among professionals, buyers, suppliers, and the network of fashion professionals. 4 out of 5 also voted for utilizing the platform as a means of social media - to share best practices and industry trends, thereby enhancing networking and collaboration within the community. Finally, 2 out of 5 also voted for an educational-centered platform.

15. If you feel resistance to change from existing platforms that you already use, please name them

4 responses

No

Ja facilitaré el nom

Moda es / LinkedIn

16. Any additional wishes/necessities for the Digital Platform?

3 responses

Què hi hagi una figura que la dinamitzi

Pedagogia, Networking, Compartir, Coneixement

Contact hub, with suppliers, production companies.

Participants did not express resistance to change from existing platforms they already use. Regarding additional wishes or necessities for the Digital Platform, they emphasized the importance of pedagogy, networking, sharing, and knowledge dissemination. Additionally, they highlighted the need for a contact hub that connects them with suppliers and production companies.

The findings from the Italian Focus Group questionnaire, regarding the “Re-fashionable” Platform Specification, are the following:



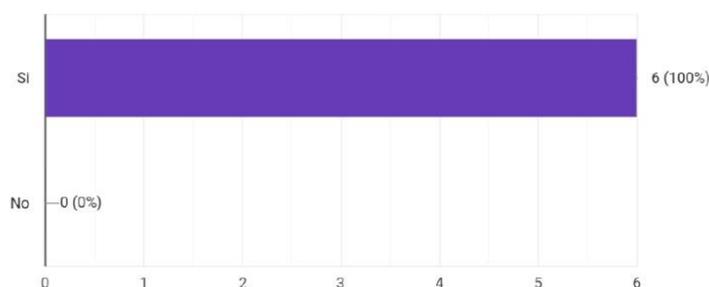
A total of 5 participants, with backgrounds in an environmental organization, fashion school, fashion professionals (2), fashion company, have taken part in this evaluation.

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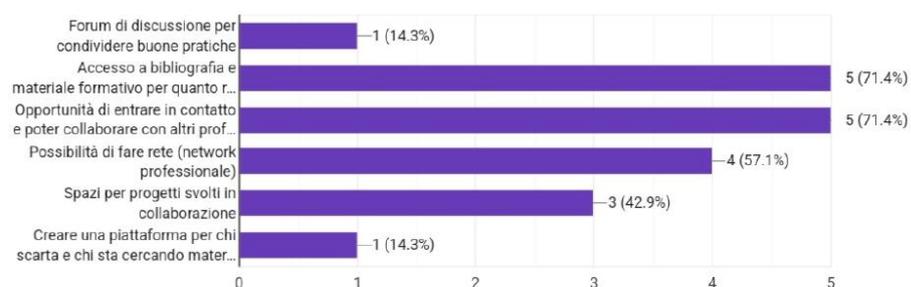
Una piattaforma comunitaria sarebbe utile ai fini del tuo sviluppo (o della tua azienda) nel mondo della moda? Copy

6 responses



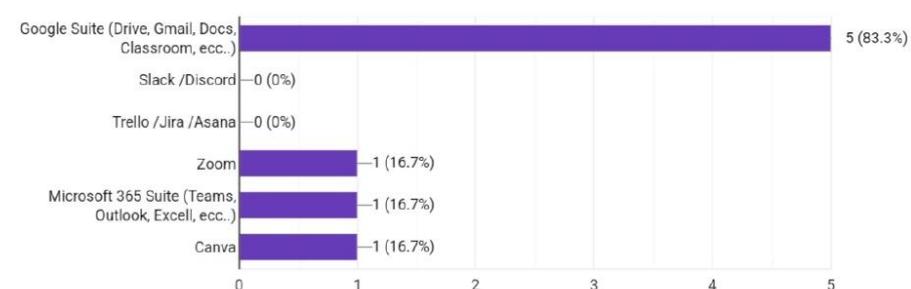
Quali strumenti specifici ritieni che possano essere di maggior beneficio all'interno di una piattaforma dedicata ai professionisti della moda? Copy

7 responses



Quali strumenti digitali utilizzi per facilitare la collaborazione nella tua organizzazione/azienda/scuola? Copy

6 responses

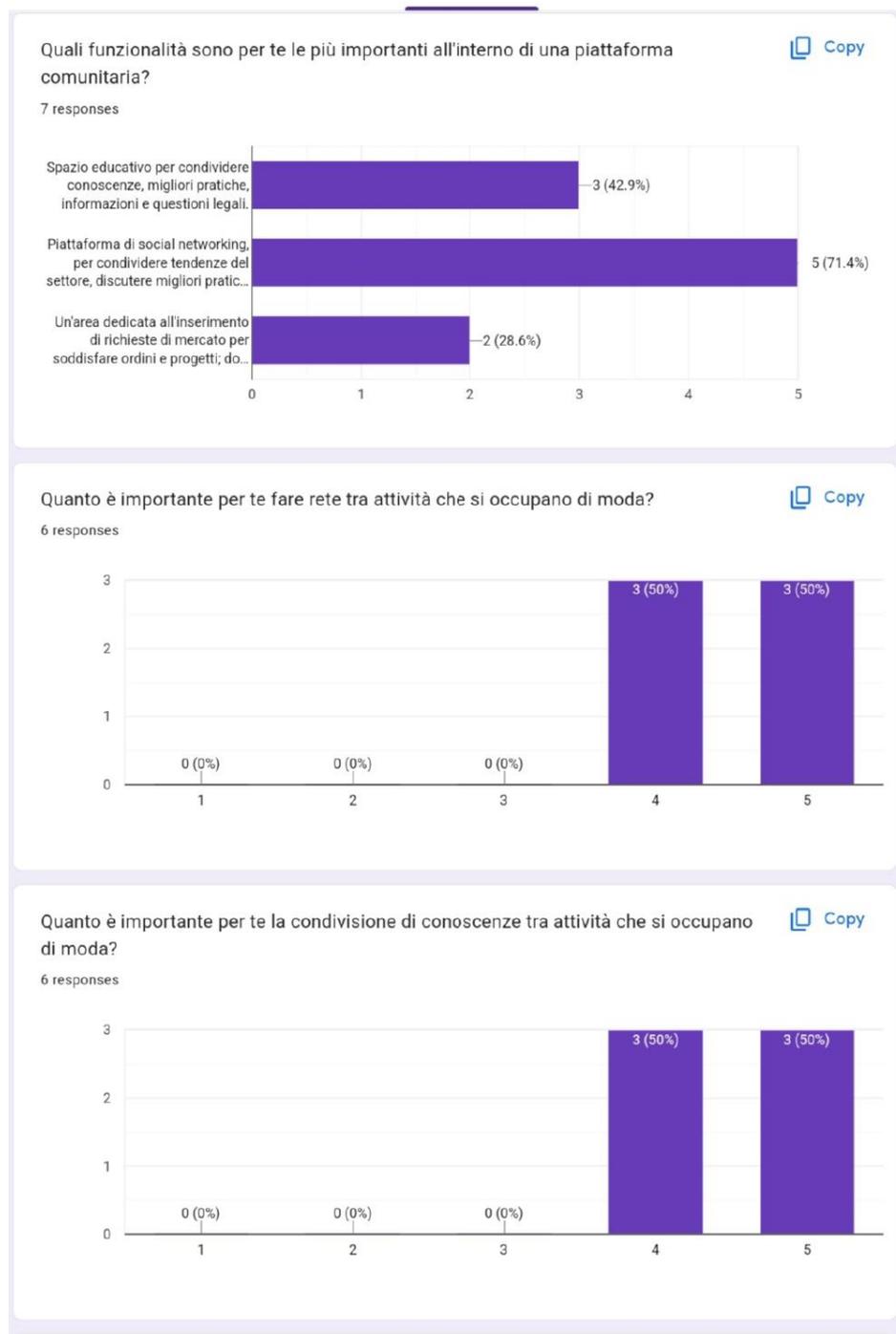


The group highlighted several industry challenges, including difficulties in networking and accessing relevant contacts, a lack of educational resources about sustainable practices, and issues sourcing sustainable fabrics. Despite these challenges, there was a unanimous

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agreement on the potential benefits of a community platform to advance their business and collaborations within the fashion industry.



Participants expressed a strong need for features like a marketplace for placing and fulfilling orders, networking opportunities to find partners, discussion forums to share best practices, and a resource library filled with educational material on sustainability. The digital tools

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currently favored by the participants include the Google Suite for document sharing, Microsoft 365 Suite for business solutions, and Zoom for virtual meetings.

Ci sono attualmente delle piattaforme o comunità di professionisti della moda che utilizzi o che ritieni valide?

Se sì, potresti indicare cosa ti piace nello specifico di queste piattaforme e quali sono invece le cose che cambieresti o miglioreresti?

3 responses

no

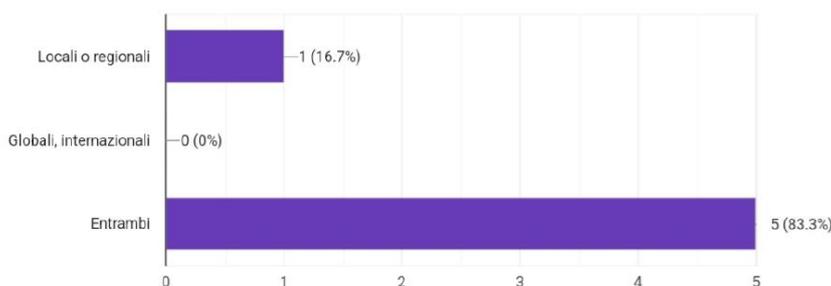
No perché non ne faccio parte

RITENGO VALIDI I BRAND: GUCCI - CHOPARD- STELLA McCARTENEY

Preferiresti una piattaforma che si concentra su contatti:

Copy

6 responses



Hai qualche ulteriore necessità o desiderio da indicare per la creazione di una piattaforma comunitaria digitale?

3 responses

Nella nostra regione, sarebbe utile una piattaforma di aziende che mettono on line i materiali che butterebbero per poter essere rimesse in circolo.

Ci sono tantissime piattaforme già esistenti che non conosciamo, per non rischiare di averne tantissime e tutte inutilizzate, sarebbe interessante, sviluppare ciò che già esiste e migliorarlo, svilupparlo, promuoverlo.

Non so ancora

SAREBBE UTILE PER TUTTI ARRIVARE A TEORIZZARE UNA VERA E PROPRIA PIATTAFORMA DIGITALE CHE FOSSE IN GRADO DO CENNETTERE TRA LORO I SISTEMI DIVERSI ED ESPLORARLI AGLI UTENTI ATTEVARSO INTERFACCE SEMPLIFICATE ED INTEGRATE

The importance of a community platform extending into networking and knowledge-sharing cannot be understated, as these elements were deemed crucial for success in the fast-paced fashion industry. Participants are already engaging with platforms like Cooperatextil,

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Modaes, and LinkedIn for their professional needs. However, they showed a strong interest in a platform that provides a comprehensive mix of educational materials on sustainable practices, collaborative project opportunities, and social content like workshops and events to foster a greater sense of community and engagement.

Participants also voiced a preference for a platform that facilitates both local and global networking. They envision this new platform as a key player in fostering collaboration between different stakeholders in the fashion industry by facilitating direct communications among professionals, buyers, and suppliers, and using social media functionalities to share industry trends and best practices. The participants have found no resistance to shifting from existing platforms.

Hai qualcosa da aggiungere? Cosa dovremmo ancora tenere in considerazione nello sviluppare un corso di formazione per pratiche sostenibili nel settore della moda e la piattaforma?

5 responses

Inclusione dei giovani designer

In un percorso di formazione di questo genere vedrei di mettere in pratica più che rimanere a livello teorico perchè si impara facendo, un cambio di mentalità avviene vivendo e sperimentando perchè se ne comprende meglio il valore.

Sarebbe bellissimo che si formassero veri artigiani , sarti , tagliatori

Al momento non aggiungerei altro

FORMARE GLI INSEGNANTI DEL SETTORE MODA IN UNA NUOVA GENERAZIONE CAPACI DI AFFRONTARE LE SFIDE AMBIENTALI, INCLUSO L'IMPATTO DELLE TECNOLOGIE DIGITALI E CONTRIBUIRE AD UN FUTURO SOSTENIBILE PER LE AZIENDE DEL SETTORE E PER LA SOCIETA'.

Finally, existing platforms are considered somewhat adequate, but there is a strong call for enhancements, especially in integrating and simplifying user interfaces to facilitate better connections and more efficient use of technology in the industry.



Overall, the analysis of both questionnaires indicates a clear demand for a more integrated, user-friendly platform that supports robust networking, educational opportunities, and industry collaboration, tailored to the unique needs of the fashion sector.