

RE-FASHIONABLE SUMMER LAB - LEEUWARDEN, JUNE 2025

Learning Hub Friesland organised and hosted a four-day Summer Lab from 17 to 20 June 2025 in Leeuwarden, the Netherlands. The Summer Lab was designed as an intensive learning and co-creation experience where fashion students, teachers, and professionals from across Europe collaborated on developing sustainable and circular business ideas for the fashion industry.

The activity was part of Work Package 4 (“Re-fashionable Summer Lab”) and aimed to bring together members of the project’s target groups (students, educators, and business professionals) to work jointly on regional challenges and translate sustainable fashion principles into practical business models.

A transnational and collaborative approach

The Summer Lab brought together 24 participants from the project’s four partner countries: Italy (Istituto di Istruzione Superiore N. Machiavelli), Spain (BRI and Grup Qstura), Hungary (Association for Creative Education), and Greece (IDEC), together with Dutch hosts and experts from Learning Hub Friesland, NHL Stenden University of Applied Sciences, and Firda Vocational College.

The international and cross-sectoral mix of participants was a central feature of the Lab. It allowed students to learn from professionals and educators while exchanging national perspectives on fashion education and sustainability. Business and entrepreneurship elements were introduced through the *Sustainable Business Model Canvas* framework, encouraging participants to think critically about value creation, impact, and circularity.

Programme overview

The four-day programme combined theoretical insights, practical workshops, and intercultural experiences, each hosted at a different educational or cultural location in Leeuwarden.

Tuesday 17 June – NHL Stenden University of Applied Sciences

The Summer Lab opened at NHL Stenden University’s Green Office. Participants were welcomed by Frank Hiddink (Learning Hub Friesland).

After an icebreaker led by Isabella Quero and the morning’s Conference Session (T5.7), the Summer Lab’s multinational groups were formed, and the three main challenges were handed out to the groups:

- *Bring Back Frisian Flax* - reviving local flax as a sustainable textile material.

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- *Make Slow Fashion Truly Local* - developing a business model for local sourcing, production, and sales.
- *Frisian Fashion from Field to Festival* - connecting sustainable fashion to Friesland's cultural events.

Participants toured the university's fashion labs and design studios with senior lecturer Meta Jaarsma, before engaging in group brainstorming sessions on their chosen challenge.

After the afternoon Conference Session (T5.7), in the late afternoon they refined their central idea and started working on the first building block of the Sustainable Business Model Canvas: *Value Propositions*. The day concluded with an informal canal tour and joint dinner at the Lazy Lemon restaurant in the city centre, creating opportunities for social connection among the teams.

Wednesday 18 June - Firda Vocational College

The second day took place at Firda Vocational College, where participants were welcomed by fashion design teacher Wietske Visser-Brouwer. The morning session focused on craftsmanship, combining sustainability with traditional techniques. During the "Old Sewing Techniques for Modern Challenges" workshop, students explored garment repair and reuse as an entry point to circular design thinking.



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In the afternoon, the teams continued developing their business models, addressing the next building blocks of the Sustainable Business Model Canvas: *Customer Segments*, *Customer Relationships*, *Channels*, and *Revenue Streams*. Throughout the sessions, participants received feedback and guidance from Firda teachers and coaches, allowing them to test their ideas against practical realities of vocational education and the fashion sector.

Thursday 19 June - Blokhuispoort

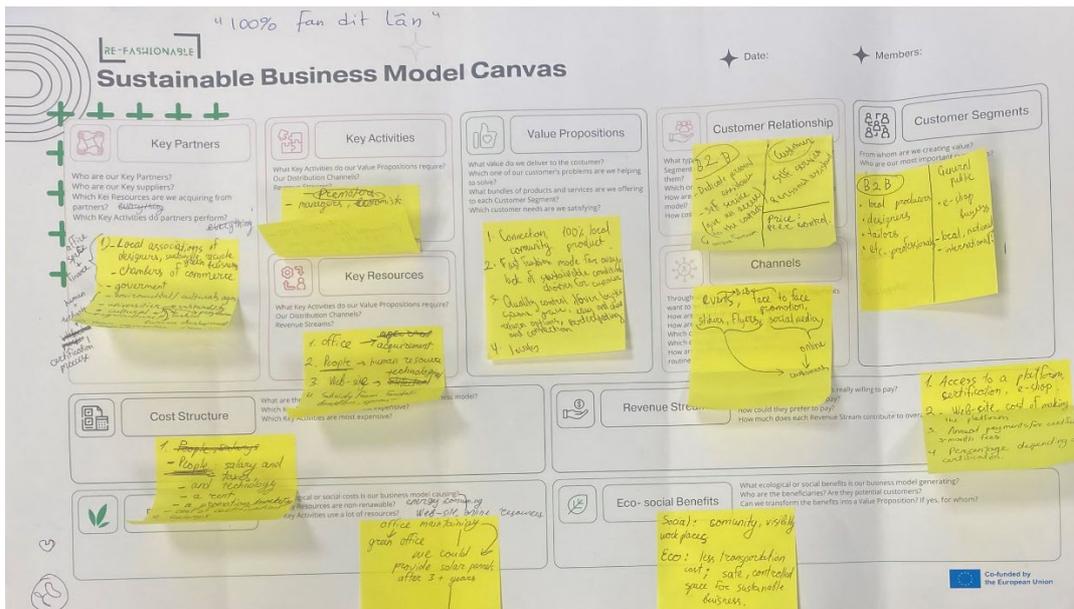
On Thursday, the group worked from the *Blokhuispoort*, a former prison turned creative and cultural hub in Leeuwarden, which also houses the Learning Hub Friesland offices. The day began with an icebreaker led by Frank Hiddink and a short creative “treasure hunt” inside the historic building to stimulate team spirit.

The remainder of the morning and early afternoon was dedicated to completing the remaining building blocks of the Sustainable Business Model Canvas: *Key Activities*, *Key Resources*, *Key Partners*, *Cost Structure*, and *Eco-Social Costs and Benefits*. Participants explored the balance between economic viability and social and environmental responsibility.



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Example of a completed Sustainable Business Model Canvas by one of the groups

After lunch at the nearby restaurant Bahns & Boba, teams began preparing their final presentations for the next day. The evening programme included a social dinner at the *Pannenkoekenschip* restaurant, further strengthening the sense of community among the international participants.

Friday 20 June – Blokhuispoort (Final presentations)

The final day began with an energising session led by Isabella Quero, after which each team finalised and presented their sustainable business model to an international jury composed of educators and local experts. Presentations demonstrated creativity, collaboration, and a clear understanding of sustainability principles within the context of fashion.

The BRI jury commended all groups for their work, particularly for the depth of analysis and innovative local connections. An award ceremony followed, recognising the outstanding contributions of *Team Flax*, *Team Slow Fashion*, and *Team Field to Festival*. Participants received certificates of participation, and the event concluded with a free afternoon and optional departures.

Learning outcomes and impact

The Summer Lab achieved its goal of merging creativity, business thinking, and sustainability within a European learning context. Through the use of the Sustainable Business Model Canvas, participants developed practical and realistic ideas while deepening their understanding of circular economy principles and sustainable value chains in fashion.

The Lab also fostered intercultural collaboration and peer learning among students and professionals from five countries. The combination of academic, vocational, and

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entrepreneurial perspectives provided an inspiring example of cross-sectoral cooperation within the VET framework.

Beyond the classroom, the participants engaged with Friesland's regional identity, cultural heritage, and sustainability ambitions, illustrating how local challenges can serve as learning contexts for European collaboration. The experience also strengthened institutional partnerships between the hosting organisations, particularly NHL Stenden University and Firda, whose hospitality and co-organisation were essential to the event's success.

Connection to project results and sustainability

The Summer Lab served as the practical and experiential complement to the project's other intellectual outputs. It translated the theory and online learning content developed under *Work Package 3 - Re-fashionable e-learning course* into a real-world, collaborative learning environment. Participants applied the methods and knowledge introduced in the online course, testing how sustainable fashion principles could be turned into viable business concepts.

The activity also linked to *Work Package 2 - Re-fashionable Digital Platform*, which provided a virtual space for participants to access materials, share outcomes, and later showcase their projects. The use of shared templates such as the Sustainable Business Model Canvas ensured alignment between the online and offline components of the project.

Finally, the Summer Lab contributed to *Work Package 5 - Dissemination and Impact* by generating valuable content for communication activities. Video stories, photos, and testimonials collected during the event were shared via the project website and social media channels, increasing the visibility of the project and inspiring further engagement among educators, students, and professionals.

Concluding remarks

The Re-fashionable Summer Lab in Leeuwarden was a key milestone in the project's implementation, successfully translating the project's European objectives into a tangible, place-based learning experience. The initiative demonstrated how fashion education can integrate sustainability, entrepreneurship, and cultural relevance through practical, hands-on collaboration.

Learning Hub Friesland and the Re-fashionable partners express sincere thanks to the hosting institutions and all participating educators, students, and coaches for their contribution, enthusiasm, and creativity. The results of the Summer Lab will continue to inspire the integration of sustainable and circular business thinking into fashion education across Europe.

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Annexes

Videos

- 1) <https://youtu.be/IKM6r8Umoq8>
- 2) <https://youtu.be/z57A0JNCLJY>
- 3) <https://youtu.be/bnDdwh4zGC4>

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Summer Lab (LTTA), Leeuwarden, Netherlands
Agenda and Logistics Info Pack

June 2025



Co-funded by
the European Union

Date: June, 2025
Author: Learning Hub Friesland
Content: Agenda and information on logistics

Agenda outline, preparations and communication

Monday 16th of June

Please arrive on Monday at the latest.

Tuesday-Wednesday-Thursday-Friday 17-18-19-20th of June

Full day programme and social activities.

Friday-Saturday

Departure either at end of the programme (Friday evening) or the next day.

Preparation and Communication

From Tuesday to Friday fashion students from Spain and Italy will come to Leeuwarden, the Netherlands. They will be joined by international fashion (education) and business (education) professionals and together will work on a sustainable fashion business challenge in small groups.

During the week participants will be both "making" and "thinking", developing the business model behind their sustainable fashion idea. The programme features various inspirational locations across the 4 day programme.

The week is part of Re-fashionable, an Erasmus+ project

Preparations

Students and other participants are requested to familiarize themselves with:

- the Re-fashionable project and its goals via www.refashionable.eu
- the content of the Re-fashionable online course as available via <https://platform.refashionable.eu/course> after sign up
- the basics of the Sustainable Business Model Canvas and its building blocks, for instance via: <https://www.case-ka.eu/index.html%3Fp=2174.html>

Further explanations and support will be provided during the sessions though.

Communication

Please note that certain items on the programme may change, we will inform you duly and in time. Make sure to have your key contact persons to be part of our **Refashionable project Whatsapp group** for the latest updates.

Tuesday 17th of June - Venue: NHL Stenden University of Applied Science

9.00h Summer Lab Opening Session

- Word of welcome and introduction of the week by **Frank Hiddink** (Learning Hub)
- Ice breaker activity by **Isabella Quero** (Learning Hub)
- Formation of the mixed international groups and roles of support staff

9.30h Start of Transnational Conference programme in the Green Office

- Presentation of the project and the platform by **Frank Hiddink** (Learning Hub)
- Key note presentation by **Frédérique Amting**, voted as "Most Sustainable Teacher of 2025" in the Netherlands.
- Presentation of the Re-fashionable Sustainability Challenges

11.00h-11.45h Tour of the university & the fashion lab by senior teacher Meta Jaarsma

11.45h Lunch

12.30h – 15.00h afternoon programme

Workshop session by International and Dutch Fashion Design & Marketing teachers and students: the Re-fashionable Sustainability Challenges.

15.00h Conclusions and end of Transnational Conference programme

Final conclusions by Frank Hiddink (Learning Hub)

15.15h continuation of Summer Lab programme for international guests.

- the international groups discuss and decide on their central Sustainable Fashion Business Idea
- presentation of the Sustainable Business Model Canvas and work on 1st Building Block (Value Propositions)

Followed by canal tour by boat, boarding is at the nearby mill.

19.00h Dinner at Lazy Lemon

Address: Ruiterskwartier 135a, Leeuwarden. Google Maps: [Lazy Lemon](#)





Wednesday 18th of June - Venue: Firda Vocational College

9.20h Summer Lab participants arrive at the square in front of the college

Address: Julianalaan 97, Leeuwarden.

Google Maps: [Firda, location Leeuwarden Julianalaan](#)

9.30h start of programme (room TRa029)

- Word of Welcome by Wietske Visser - Brouwer, Fashion Design teacher at Firda.
- Old sewing techniques for modern challenges: repair workshop!

12.00h – 13.30h break and lunch

13.30h start of afternoon programme (room TRc314)

- Ice breaker activity by Isabella
- the groups starting work on building blocks 2-5 of the Sustainable Business Model Canvas (with short presentations of the building blocks of the SBMC in between)
 - * **Customer Segments** - Who are your main users or beneficiaries?
 - * **Customer Relationships** - What kind of relationship do they expect or need?
 - * **Channels** - How will you reach and deliver value to them?
 - * **Revenue Streams** - What are they willing to pay for, and how do you earn income?

+ - 15.30h end of afternoon programme at Firda

Followed by free evening

Thursday 19th of June - Venue: Blokhuispoort

9.20h Summer Lab participants arrive at the square in front of Blokhuispoort

Address: Blokhuisplein 40, Leeuwarden.

Google Maps: [Blokhuispoort](#)

9.30h start of programme

- Ice breaker activity by Frank
- The groups work on building blocks 5-7 of the Sustainable Business Model Canvas. With short presentations of the building blocks in between: Revenue Streams, Key Activities and, Key Resources.

10.45h treasure hunt in the Blokhuispoort prison

11.30h

- The groups work on building blocks 8-9 of the Sustainable Business Model Canvas. With short presentations of the building blocks in between: Key Partners, and Cost Structure.

12.45h – 14.00h lunch break at Bahns & Boba

Google Maps: [Restaurant Bahns and Boba Leeuwarden](#)

14.00h start of afternoon programme

- The groups work on building blocks 10-11 of the Sustainable Business Model Canvas. With short presentations of the building blocks in between: Eco-Social Costs and Eco-Social Benefits
- the groups start working on their final presentation of tomorrow

16.00h end of afternoon programme at Blokhuispoort

1900h Dinner

at the "[Pannenkoekenschap](#)". Google Maps: [Location](#) (address: Willemskade 69)



Friday 20th of June - Venue: Blokhuispoort

9.20h Summer Lab participants arrive and go up the meeting room

Address: Blokhuisplein 40, Leeuwarden.

Google Maps: [Blokhuispoort](#)

9.30h start of programme

- Ice breaker activity by Isabella
- the groups prepare their final presentations

10.30h Final presentations by the groups to the jury (BRI)

12.15h Awards and Certificates ceremony by BRI and Learning Hub

12.45h End of official programme and informal continuation

Bilateral concluding meetings in the afternoon, followed by departure of guests



How to get to Leeuwarden

Leeuwarden is the capital of the province of Friesland and was [European Capital of Culture 2018](#). It holds about 100,000 inhabitants and is located in the north of the Netherlands.



Airplane: Amsterdam or Eindhoven

Probably the most suitable airport is [Schiphol Airport](#) in Amsterdam. Schiphol Airport (AMS) has several daily (direct) flights to/from most major European airports. Below Schiphol Airport is the NS train station with excellent direct train connections to Leeuwarden. The train journey is about 2.15h or 1.45h by car.

[Eindhoven airport](#) (EIN) may also have attractive flights for you. From Eindhoven airport there are direct buses to Eindhoven train station to get to Leeuwarden (2.57h by train) or 2.40h by car to Leeuwarden alternatively.

From Amsterdam-Schiphol Airport to Leeuwarden by train

Between 6am and 10pm there are trains from Schiphol Airport to Leeuwarden every half hour. Some trains are direct, others include 1 transfer in Zwolle. A one way ticket costs €31,20 (single way, 2nd class). You can plan your travel and buy your tickets in advance via the website of the train company NS via this [link](#). Ticket prices remain the same in the Netherlands and do not get more expensive nearer the day of travel.

Cheap group tickets for the train outside of peak hours are available via this link: [Off-peak Group Ticket | Individual tickets | NS](#)

Other practical info

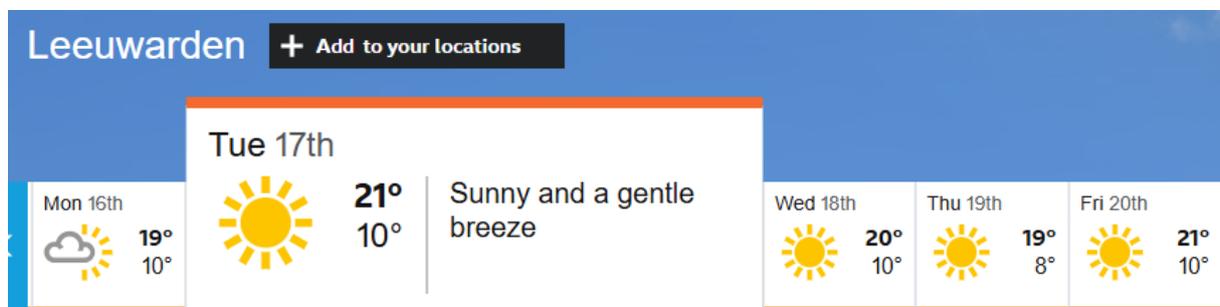
Logistics

Leeuwarden is a compact city. From the hotels in the city centre all our meeting locations can be reached on foot, or alternatively by bus if you like. Bus services and routes can be checked here (in English): 9292ov.nl

Weather & clothing

In June in the Netherlands [the average temperature](#) is around 18C during the day and 11C in the night. Check out the forecast before you travel and pack accordingly here: [Leeuwarden weather forecast](#)

The current outlook is as follows for 16-20th of June:



Contact

For any questions, don't hesitate to get in touch with us!

frank@learninghubfriesland.nl | +31640963485

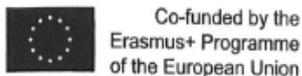
isabella@learninghubfriesland.nl | +34667247095

(WhatsApp is normally the best way to get in touch with if it's urgent!)

Learning
Hub
Friesland



Attendance Lists



KA220-VET-5F9081FC

Summer Lab, Leeuwarden, the Netherlands, 17th of June, 2025

Attendance List

Partner No	Name of Organisation	Name	Signature
1	BRI	Julia Svets	
2	BRI	PAULA VILATIE	
3	EKO	KOLESERI DAVID	
4	EKO	Vizi NOEMI	Vizi Noemi
5	EKO	GABRIEL MARJA	
6	IDEA	Eleni Fazaki	
7	IDEA	Grigoris-Orestis Ntagiantas	
8	IDEA	KORDONI EIRINI	
9	Machiavelli	Anzhelika Antiero	
10	Machiavelli	Maria Raymundo	
11	LHF	Isabella Quatro	

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12	QSTURA	CRISTINA AYALA	
13	QSTURA	Sandro Akerou	
14	MACHIAVELLI	MATILDE FERRICHELLO	
15	QSTURA QSTURA	Carla Cone	
16	QSTURA	MARLONA BARLEO	
17	QSTURA	NURIA BURJONS	
18	QSTURA	CARLA CASADENONT	
19	MACHIAVELLI	RENELORE GIANNETTI	
20	Machiavelli	MICHELLE SANTARELLA	
21	Machiavelli	MAGNINA SAMANDELLI	
22	LHF	Frank Hiddals	
23			
24			
25			

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Summer Lab, Leeuwarden, the Netherlands, 18th of June, 2025

Attendance List

Partner No	Name of Organisation	Name	Signature
1	BRI	Julia Svets	
2	BRI	PAULA VICIJE	
3	EKO	KELESERI DAVID	
4	EKO	UIZI NOEMI	Uizi Noemi
5	IDEC	Eleni Falaki	
6	EKO	GARNAI MARTA	Garnai Marta
7	IDEC	KORDONI EIRINI	
8	IDEC	Grigoris-Orestis Ntagiantas	
9	Machiavelli	Anzhelika Autiero	
10	Machavelli	Mara Rajmundo	
11	LHF	Isabelle Quiro	

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12	QSTURD	CRISTINA AYALA	
13	Qstuna	Sandra Askrenou	
14	MACHIARELLI	MARILDE ERRICHIELLO	
15	QSTURA	MARILINA BARCELO	
16	QSTURA	NURIA BURJONS	
17	QSTURA	Carla Cono	
18	QSTURA	CARLA CASAPERONT	
19	MACHIAVELLI	Michele Santicchia	
20	Machiaelli	Penelope Giannetti	
21	Machiaelli	MARAGLINA ANTONELLI	
22	LHF	Frank Hiddink	
23			
24			
25			

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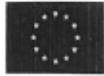
Summer Lab, Leeuwarden, the Netherlands, 19th of June, 2025

Attendance List

Partner No	Name of Organisation	Name	Signature
1	MACHIAVELLI	MATTIODE ERRICHIELLO	<i>Mattiode Errichello</i>
2	QSTURA	CARLA CASADERENT	<i>Carla Casaderent</i>
3	QSTURA	Carla Cano	<i>Carla Cano</i>
4	MACHIAVELLI	Penelope Giannetti	<i>Penelope Giannetti</i>
5	MACHIAVELLI	ANTONELLO MATEMINO	<i>Antonello Mateminno</i>
6	EKO	NOEMI VIZI	<i>Noemi Vizi</i>
7	EKO	GABRIEL MARTA	<i>Gabriel Marta</i>
8	QSTURA	MARLONA BARCELO	<i>Marlona Barcelo</i>
9	QSTURA	USRIA BURJONS	<i>Usria Burjons</i>
10	Machiaivelli	Anzhelika Antiera	<i>Anzhelika Antiera</i>
11	Machiaivelli	Maria Ragnurisdó	<i>Maria Ragnurisdó</i>

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12	Qstura	Sandro Askerov	<i>[Signature]</i>
13	Qstura	CRISTINA AYALA	<i>[Signature]</i>
14	MACWIANZCI	MICHELLE SANDIULIA	Michelle Sandiulia
15	IDEC	Elcui Fazaki	<i>[Signature]</i>
16	IDEC	Grigoris-Orestis Ntagiantal	<i>[Signature]</i>
17	IDEC	Eirini Kordani	EA
18	BRI	Julia Svets	<i>[Signature]</i>
19	BRI	Paula Vilatje	<i>[Signature]</i>
20	LHF (Learning Hub Friesland)	Frank Hiddink	<i>[Signature]</i>
21	LHF	Isabella Quero	Isabella Q.
22	EKO	KOLESERI DAVID	<i>[Signature]</i>
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Summer Lab, Leeuwarden, the Netherlands, 20th of June, 2025

Attendance List

Partner No	Name of Organisation	Name	Signature
1	LHF	Isabella Quero	
2	QSTURA	Carla Casaberent	
3	EKO	Noémi Uizl	vizi Noémi
4	MACHIAVELLI	Penelope Giannetti	
5	QSTURA	Carla Cono	
6	QSTURA	MARIONA BARCELÓ	
7	QSTURA	NÚRIA BURJONS	
8	EKO	GABRIEL MARTA	
9	IDEC	Eleni Fasati	
10	IDEC	Grigoris-Orestis Ntagiantas	
11	IDEC	Eirini Kordani	

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13	Qstura	Sandro Askenou	
14	Machiavelli	Nana Raymond	
15	EKO	KÖLESERIT DAVID	
16	BRI	Julia Svets	
17	BRI	Paula Vitatze	
18	MACHIAVELLI	ANTONELLA MAUGNINO	
19	MACHIAVELLI	FATIDE ERRICHIELLO	
20	Machiavelli	Anget Anzhelika Antiero	
21	Machiavelli	Mienora Suszicera	
22	LFIF	Frank Middink	
23			
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Learning Hub Friesland

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Friesland

FRANK HIDDINK
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0031 634 035 062

A hub for education in Friesland

Preparing young people for a rapidly changing society. An open mindset. Cooperation. Learning from one another.





Leeuwarden
Friesland
2018

European
Capital of
Culture





**Re-fashionable:
Empowering the
Fashion Industry through
Sustainable Collaboration**



What is Re-Fashionable?

- A European initiative supporting **sustainable and circular fashion education**.
- Provides an **online platform** with resources on sustainable fashion: www.refashionable.eu
- This Summer Lab will **bring students and professionals together** to work on sustainable business projects in fashion.

What is this week about?

- You will participate in a **4-day Summer Lab program** for international fashion students and professionals
- The focus is on **fashion, sustainability, business innovation, and collaboration.**
- You will **explore the Re-Fashionable platform, the Sustainable Business Model Canvas** and various locations in the city for inspiration.
- At the end, you will **pitch your sustainable fashion business idea** to the jury and the group





Who is in?!

Participants in the working groups			
1	QSTURA	Student	Carla Cano Redondo
2	QSTURA	Student	Núria Burjons Buxalleu
3	QSTURA	Student	Sandro Askerov Sakhadula
4	QSTURA	Student	Carla Casademont Pérez
5	QSTURA	Student	Mariona Barceló Ros
6	Machiavelli	Student	Santicchia Michelle Wally
7	Machiavelli	Student	Errichiello Matilde
8	Machiavelli	Student	Autiero Anzhelika
9	Machiavelli	Student	Raymundo Maia
10	Machiavelli	Student	Penelope Giannetti
11	EKO	Professional	Noémi Vizi
12	EKO	Professional	Márta Gabnai
13	IDEC	Teacher	Eirini Kordoni

Who else is in?!

Group 1	Group 2	Group 3
Carla Cano Redondo	Núria Burjons Buxalleu	Sandro Askerov Sakhadula
Carla Casademont Pérez	Mariona Barceló Ros	Santicchia Michelle Wally
Errichiello Matilde	Autiero Anzhelika	Raymundo Maia
Penelope Giannetti	Márta Gabnai	Eirini Kordoni
Noémi Vizi		
Group 1 Team coach/support	Group 2 Team coach/support	Group 3 Team coach/support
Antonella Malagnino (Machiavelli)	Eleni Fazaki (IDEC)	Cristina Ayala Juvé (QSTURA)
BMC Building Blocks presenters		
Orestis Ntagiantas	Key partners, key activities, channels, and eco-social costs	
Dávid Köleséri	Customer segments, customer relationships and key resources	
Frank Hiddink	Value Propositions, Revenue Streams, Cost Structure, and Eco-Social Benefits	
Refashionable Project Management		
Julia Svets	Jury member (and presentation of the project)	
Paula Vilatje	Jury member (presenting/supporting with the Refashionable platform)	
Host and Organisation of the Summer Lab		
Isabella Quero Alvarez	Icebreakers, media and general organisation	
Frank Hiddink	Logistics and general organisation	



**Empowering
Fashion,
Embracing
Sustainability**



2025:

**Friesland is one
of the most
circular regions
in Europe**

**3 Groups,
3 Challenges**

Now help us to become the
most circular region in the
world!

3 Groups, 3 Challenges!

- 1. Bring Back Frisian Flax**
- 2. Make Slow Fashion Truly Local**
- 3. Frisian Fashion from Field to Festival**



Challenge: Bring Back Frisian Flax

Situation: Flax used to be a common crop in Friesland, traditionally processed into linen. With sustainability in mind, how might we revive local flax as a modern textile material?

Your challenge: Develop a business model that reintroduces local, sustainable textile. Either by growing, processing, or selling linen made from Frisian flax.

Bonus angle: Connect with farmers or heritage organizations to revive forgotten knowledge and revive it through fashion.



Group 1

Challenge: Make Slow Fashion Truly Local

Situation: Many people in Friesland value quality, tradition, and community. Yet most clothes are made far away, in unsustainable conditions. How can fashion be made local again?

Your challenge: Create a sustainable fashion label or platform that sources, produces, and sells garments within the province, using local materials, skills, or narratives.

Bonus angle: Link your model to Frisian culture, language, or seasonal traditions.

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Group 2

Group 3

Challenge: Frisian Fashion from Field to Festival

Situation: Friesland is known for cultural festivals, markets, and events. What if these platforms were used to showcase truly local, sustainable fashion—from soil to stage?

Your challenge: Design a business model that produces and promotes sustainable, locally sourced fashion (e.g. from wool or second-hand textiles) specifically for local festivals and events.

Bonus angle: Partner with events like Oerol or local artisan fairs to test and promote your idea.



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Fashion Industry through
Sustainable Collaboration**

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3 Groups, 3 Challenges!

1. **Bring Back Frisian Flax.**
2. **Make Slow Fashion Truly Local.**
3. **Frisian Fashion from Field to Festival.**

The Sustainable Business Model Canvas

Designed for:

Designed by:

On: Day Month Year
 Version:





**Re-fashionable:
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Fashion Industry through
Sustainable Collaboration**