

**FTALLIANCE. WEAVING
UNIVERSITIES AND COMPANIES TO
CO-CREATE FASHION-TECH FUTURE
TALENTS**

RESIDENCY COMPETITION NOTIFICATION

**[ESTIA - École Supérieure des Technologies
Industrielles Avancées]**

ET*alliance*

Programmes	Erasmus+ KA2: Cooperation for innovation and the exchange of good practices - Knowledge Alliances
Call for Proposal	EAC/A03/2018
Project Title	FTalliance. Weaving Universities and Companies to Co-create Fashion-Tech Future Talents
Acronym	FTall
Project Grant Agreement	612662
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FASHION-TECH RESIDENCY COMPETITION NOTIFICATION

FULL PARTNERS



ASSOCIATE PARTNERS



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Fashion-Tech Residency competition Guidelines

Project introduction

FTalliance is a 3-year academia-industries partnership aimed to facilitate the exchange, flow of knowledge, and co-creation within the Fashion-Tech sector to boost students' employability and innovation potential. Fashion-Tech means new products, processes, tools, and professional figures that come about as a result of cross-disciplinary approaches. To keep up with this emerging field, there is an increasing urgency for organizations to adapt and advance collaborative practices, to find ways to integrate new technologies into fashion and design. In the long-term, the project aims at increasing the relevance, quality, and impactfulness of Fashion-tech innovations and also at enhancing the competitiveness of the European Fashion system at a global level revamping the industry through innovative practices.

Competition introduction

Within the project, the competition call aims to explore the development of a Fashion-Tech Residency and co-creation opportunities to foster innovative concept development and products prototypes. The Residency program focuses on putting in place co-creation opportunities for the students supported by the HEIs and the participating companies. The Residency will include research, concept development and product prototyping activities. During the Fashion-Tech Residency, the selected students will be working with the companies, to exploit their expertise, skills, tools, in order to develop a Fashion-Tech product/service prototype. Constant guidance will be provided by the host company, along with monitoring of the product outcome/performance/quality as a part of the check-phase as per project plan. At the end of the Residency period, the students supported by the host company will present a portfolio of developed projects that will be evaluated by a jointed panel.

The expected duration of the residency project is **2 months** for which the students will be placed in the host company and would be mentored by supervisors from the university and host company.

Focus and potential themes or research directions

The project call focuses -- but is not limited to -- on the following research themes.

Theme 1: Business model of circularity

Theme 2: Sustainable fabric for swimsuit

Theme 3: Collect supply

These topics are expanded to cover 5 internship themes for 5 students at Decathlon.

1) Integrate into the Mobility in water ecosystem (NABAIJI / SUBEA), SUBEA internship referent:

Market study on the implementation of the circular palm material loop:

realization and analysis of a POC: in-store recovery, reconstituted material deposit, industrial feasibility, cost, reinjection into the industrial circuit, associated business plan

2) Integrate into the SUBEA brand and into the WTI process (water thermal insulation), WTI internship referent

Neoprene / Subea: Study on the CO2 impact and the impact on the recyclability of the different CMFs (Color / Material / Finish). Build a DD catalog of CMFs by supplier, to complete the material catalog.

3) Neoprene, Rérent stage WTI

- watch over neoprene players (wetsuits / automobiles / building / railways / etc.) who offer upcycling solutions: the idea is to have a France mapping of the possibilities and to start an ecosystem work on this need environmental

- study of the logistics system to recover waste // connect the need for neoprene (seasonal and local) with projects already existing at Decathlon on product recovery (use it works)

4) Consignment work group (internal Decath), NABAIJI internship referent

Benchmark + market and user study on the subject of the consignment of our recyclable products.

5) Vitex project (Kiabi & Decathlon): In-store collection and characterization of deposits, NABAIJI internship referent

=> Operational support to accelerate collection in place in the Rhône Alpes region and facilitate flows between stores and collectors.

=> Establishment of flows between the different actors for the Ile de France region and the northern region where the project needs to be finalized

Expected Outcomes and Deliverables

Benchmark

Market studies

Proof of Concept (POC)

Proposal submission details and submission procedures

The submission consists of two parts, namely written proposal and a recorded pitch. The written proposals should cover the aim and objectives of the proposed research work, a brief reference to the literature, expected outcomes and novelty of the proposed work. In addition, a brief description of the main activities and expected timeline should be added to the written proposal. The recorded pitch aims at providing an opportunity to the applicant to explain the main parts of the proposals through a video-recorded message. The expected length of the recorded pitch is between 4-6 minutes. The applicant may use a PowerPoint presentation and keep the video of the applicant(s) in one corner while recording the pitch.

The applicant must use the proposal template to develop the written proposal and convert it into PDF format for submission.

The recorded pitch should be uploaded on YouTube and an access link to the video should be added to the written proposal.

Evaluation Criteria and Procedure

A jury consisting of members from academia and industry would evaluate the written submitted proposals and video-recorded pitch. The submitted proposals would be evaluated based on the following criteria

- **Relevance:** relevance of proposal for the fashion-tech market needs. For example, how well the proposed project is aligned with the current industrial needs and challenges in the multidisciplinary field of fashion-tech. *[More specific criteria of relevance are to be delimited by each HEI and collaborating industry partner (where students are to be placed) and communicated to contest participants as project proposal requirements/recommendations by each HEI. Note: the criteria of relevance can include the adherence/alignment of students submitted ideas with project areas delimited by companies together with HEIs;]*
- **Innovation potential/level:** how disruptive, radical and novel is the proposed work and related outcomes, and at what level these novelties are developed, e.g. from ideation to prototype building, testing and implementation.

- **Applicability potential/level:** how transferable are the outcomes of the proposed projects to the practical context in company, industry operations, and to the society. In addition, the contribution to knowledge mobilization in companies and/or actual application/commercialization of developed proofs of concepts and prototypes in 3-5 years
- **Degree of integration/collaboration:** how well the proposed work utilizes the collaboration of higher education institutions and companies for the realization of the residency project. *[As the purpose of residency is to facilitate higher level of knowledge exchange, co-creation together with companies, provision of access to companies' know-how, competences and technologies, projects where higher level of collaboration/integration with industry partners is planned, up to students placements within companies, should be favored if possible]. In order to account for this criteria, preliminary project plan for implementation of project idea might need to be submitted by students as part of their proposal. To evaluate the actual collaboration with companies, the actual plan of work during residency, including co-creation activities, can be provided by students.]*
- **Multidisciplinary foundations:** student project proposals/developed projects that build on multidisciplinary approach require combination of expertise and skills from different disciplinary, professional, and functional domains would be favored. Reflections in which way students view the suggested/delivered projects as multidisciplinary/cross-functional can be incorporated as a requirement/guidelines/criterion for students proposals and final residency projects.

Entre-/intrapreneurship potential: evaluation of pitching skills in terms of attractive presentation and communication of project ideas can be included as one of the criteria for selection of student projects for residency as well as evaluation of developed projects, especially since residency aims to contribute to enhancing the entre-/intrapreneurship skills on behalf of students according to FTA project proposal description. In particular, students can reflect during their presentation/video submitted for the contest, how novel ideas can mobilize company knowledge, contribute to capabilities development and be converted into products and services for economic and social benefits).

Jury

Partner: DECATHLON.

Academics: Partners of FTalliance from ESTIA: Jérémy Legardeur (Chairman of the CHAIR BALI) and Dimitri Masson (Pedagogical Manager of the textile and fashion activities at ESTIA).

Important Dates and Timeline

- Notification for proposal submission: 8 December 2021
- Proposal submission deadline: 24 January 2022
- Announcement of the selected proposals: 28 January 2022
- Start date of the residency projects: 31 January 2022
- Finish date of the residency projects: 1 April 2022
- Duration: 2 months