

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

RESIDENCY COMPETITION NOTIFICATION

[UAL-LCF]

FT*alliance*

Programmes Erasmus+ KA2: Cooperation for innovation and the exchange of good practices - Knowledge Alliances
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FASHION-TECH RESIDENCY COMPETITION GUIDELINES

FULL PARTNERS



ASSOCIATE PARTNERS



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Project introduction

FT Alliance is a 3-year academia-industries project aimed at facilitating co-creation and the exchange of knowledge between partners to boost student employability and innovation potential within the Fashion-Tech sector. There are 8 industry partners and 5 Higher Education Institutions and together we work to address issues related to this dynamic field. Fashion-Tech means digitisation and the advent of new products, processes, tools and professional roles – the industry is in a state of flux. In response, there is an increasing urgency for companies to adapt and advance collaborative practices and find ways to integrate new technologies into fashion and design processes for their businesses to remain constantly agile and responsive to urgent agendas such as those connected to the climate crisis. In the long-term, the FT Alliance project aims to increase the relevance, quality, and impact of Fashion-Tech innovation in all sectors of the industry whilst enhancing the competitiveness of the European Fashion system at a global level, re-energising the industry through innovative and sustainable approaches.

Fashion-The Residency Competition

The FT Alliance Fashion-Tech residency is an opportunity provided by the project for students studying at the partner universities to spend time working with a participating company. The purpose of this residency programme is to generate innovation within the sector through combining the creativity of young international talents and the know-how, tools, and prototyping facilities of the host companies.

The Competition Call will be launched by UAL-LCF on **Tuesday 4 January 2022** and will stay open until **Friday 21 January 2022**. Students interested to apply to the call must follow certain submission requirements as detailed further below. A joint committee will select **the best 3-6 proposals**, matchmaking the companies challenges with the students' proposed projects. The successfully selected students will be working with and in the host company and will receive continuous mentoring and guidance both from supervisors from the host company and the University.

The projects invite UAL-LCF student applications from **MA Innovative Fashion Production and MA Fashion Futures** (year 21/22), to pitch for the opportunity to undertake one of these residencies. This will be integrated into the students' 40 credit Block 2 units as agreed with the respective Course Leaders. Each residency will have a **blended format** with online collaboration and a 3-4 week **in-person visit** (Covid and visa permitting) to the company over the Summer Term (to take place **May - June**) [as negotiated with the company]). The expected duration and organisation of the residency project depends on the specific challenge of the company and on the agreement of the host company, students and University tutors (see further below). At the end of the residency period, the students should prepare and present a report documenting the activities and achievements of the programme, along with agreed course work submission as outlined below.

MA Innovative Fashion Production participants of this project will need to submit evidence of their work throughout the residency in a portfolio of Individual design and practice for the **Connecting Production to the Consumer unit**. The submitted work must meet the assessment requirements specified in the **Assessment Brief** for the unit and will be evaluated against the unit **Academic Learning Outcomes** and assessment criteria as detailed for the unit.

The final project work from the residencies will be determined as the residency develops and in negotiation with the allocated company and UAL-LCF supervisors. Selected students will still be required to submit all the assessment elements listed in the Connecting Production to

the Consumer **Assessment Brief**, this project does not replace the internal academic requirements.

MA Fashion Futures participants of this residency programme will need to submit evidence of their work throughout the *Reimagining Fashion* unit. This applies to all aspects of the unit as outlined in the **Assessment Brief** and unit guidelines and students will need to satisfy all **Academic Learning Outcomes**.

The final outcome from the residency with ByBorre will be determined as the residency develops and in negotiation with the company and UAL-LCF supervisors. The selected student will still be required to submit the assessment elements listed in their **Assessment Brief**.

Challenges and Company

BYBORRE X UAL-LCF:

GAMIFYING IMPACTS FOR ONLINE PLATFORM

Description

UAL-LCF are working with ByBorre, a textile innovation company based in Amsterdam.

About ByBorre

BYBORRE works on the future of textile innovation focused on drastically changing the textile industry as we know it today. They are experimenting and innovating to create the highest quality, sustainable knits with an in-house knit lab featuring a range of circular knitting machines, an extensive yarn library, a creative atelier, and a consultancy design company.

When designing a textile, 80% of the entire footprint is set in stone, so every decision we make really matters. Yet as creators, we're not able to make those decisions in the current industry. Well at, BYBORRE, we're committed to changing this (BYBORRE 2021)

Their mission is to enable and educate an entire generation of creators to make less and more meaningful, responsible products and thus become more conscious creators (see. <http://www.byborre.com>).

Brand Interaction

To join them in their quest for a collective environmental and social responsibility, BYBORRE invites a wide variety of brands from world-leading companies encompassing sportswear to

fashion, all the way to the interior and automotive. These brands include Adidas, BMW, Rapha, Gore-Tex, and many more. At BYBORRE, they ask these respected institutions to be 'part of something bigger' and explore the power of bespoke and conscious textile creation together with them. The future of BYBORRE is to enable these brands to create consciously through their online platform (Create™), digitising the entire supply chain from designing a unique textile to producing the fabric. BYBORRE believes in transparency, supplying creators with tools to design and construct their own knits based on their specific requirements and making textile creation a fundamental part of their design process.

The **UAL-LCF x BYBORRE** Fashion-Tech Residency is driven by the BYBORRE question: 'how and where can impact results be integrated on Create™ in a motivating, informative and thought-provoking way that leads to conscious decision-making?' It represents an opportunity for 1-2 students to work with BYBORRE on accelerating their actions towards enhancing their positive impacts. They will soon be publishing their impact results on their digital platform, Create™ but recognise these data-driven results are not always fully comprehensible by the creators. This is an issue, and BYBORRE wants to gamify their impact journey in an informative yet playful way that provides an experience that will engage the creators with the data to better understand the positive consequences of more transparent, informed, and responsible decision-making processes.

This opportunity also aims to support students in advancing their skills and knowledge in connection with their course of study. **Expertise** available from BYBORRE includes impact and development, digital platform, supply chain and textile production. **Resources** available at BYBORRE includes Access to impact data gathered through life-cycle assessment (LCA); Access to the digital platform Create™; Access to information about the yarn suppliers and production partners; Access to the dynamic showroom space called the Window of Textile Opportunities™; Access to Knit Lab, Atelier.

UAL-LCF student applications are invited from **MA Innovative Fashion Production** and **MA Fashion Futures** (year 21/22), to pitch for the opportunity to undertake this residency. This will be integrated into the students' 40 credit Block 2 units as agreed with the respective Course Leaders. The residencies will take the form of online collaboration with BYBORRE and an extended in-person visit (Covid permitting) to Amsterdam over the Spring Holiday (to take place May – June 2022 [as negotiated with the company]).

Who should apply:

The student task will be to explore methods and solutions relating to how and where the impact results can be integrated on Create™ in a motivating, informative and thought-provoking way that leads to conscious decision-making.

Students are invited to apply to these residencies who have an interest in:

- Communication and data visualisation
- User experience and information gamification
- Product development using sustainable sourcing and supply chain management
- Developing design tools and decision-making frameworks

Number of Selected Students: 1-2

Timeline and Duration of the Residency

There are two separate timelines for the two separate MA courses:

MA Innovative Fashion Production February – June 2022 (4-5 months)

MA Fashion Futures mid-March – June 2022 (2- 3 months)

Links: <http://www.byborre.com>

<https://fashiontechalliance.eu/en/>

All selected participants for ByBorre will have an initial briefing in early February 2022 to introduce the residency. **MA Innovative Fashion Production** students will then commence immediately working with the company remotely. However, the **MA Fashion Futures** students will not commence working with the company until March (exact dates TBC). An intensive in-person residency based at ByBorre in Amsterdam during the Spring Break will follow (Covid permitting, details TBC), followed by further remote collaboration for the remainder of the unit. The residencies will end in June 2022 (exact dates TBC).

Who should apply:

Students are invited to apply to these residencies who have an interest in:

- Product design and re-thinking for circularity, sustainable product development, sustainable materials sourcing, and manufacturing.

Number of selected students: 1-2

Timeline and Duration of the Residency:

There are two separate timelines for the two separate MA courses

MA Innovative Fashion Production early March – June 2022 (3-4 months)

MA Fashion Futures mid-March – June 2022 (3 months)

All selected participants for PANGAIA GRADO ZERO will have an initial briefing in late February/early March 2022 to introduce the residency. **MA Innovative Fashion Production** students will then commence immediately working with the companies remotely. However, the **MA Fashion Futures** students will not commence working with the companies until later in March (exact dates TBC). An in-person residency period based at the company in Italy it is expected during the Spring Break will follow (Covid and Visa permitting, details TBC), followed by further remote collaboration for the remainder of the unit. The residencies will end in June 2022 (exact dates TBC).

Proposal submission details and submission procedures

Students interested in applying for one of these opportunities will need to submit the following:

- A 500-word (max) written statement outlining **why** they are interested in the residency; their background; course of study; skills and current research interests and **how** these align to the ByBorre contest on Gamifying Data. This should be submitted as a pdf.
- A recorded video-pitch short (2-3 minutes) to ByBorre of why they would like a place on the residency programme, the contributions they can make and the benefits they can gain from the opportunity. This should be uploaded to YouTube or Vimeo and a link provided. Note, the applicant may use a PowerPoint presentation to record the video pitch.
- A portfolio edited to show the best previous works from the applicant that highlight the main skills and abilities applicable to the call. This can be provided as a pdf or a link to a digital online version. Alternatively, the portfolio can be integrated into the 500-word statement.
- An up-to-date CV (pdf format)

All PDFs and other files should be compressed prior to submission. Please ensure you save all files starting with your surname to assist with organisation.

Deadline for Submissions

The deadline for completed applications is **4pm on Friday 21 January 2022**. Final submissions are to be sent to **Dabinder Rai: d.raai@arts.ac.uk**

For any query about the guidelines and the proposed challenges, please send an email to **Michèle Danjoux @ m.danjoux@fashion.arts.ac.uk**. You will receive an answer in 48 working hours. Michèle will also be holding an online TEAMS meeting to answer any questions on the FT Alliance Residency opportunities on: **Tuesday 11 January 2022**.

Evaluation criteria and procedure

A selection panel (jury), consisting of UAL-LCF, and company representations will be held on **Monday 1st February 2022**. Successful applicants will be informed during the **week commencing 31 January 2022**. The jury will evaluate the submitted written proposals, the video-recorded pitch, the portfolio and CVs of the candidates prior to the actual jury event. The submitted proposals will be evaluated based on the following criteria:

- **Relevance** - relevance of the pitch for the specific fashion-tech market needs, social responsibility and sustainability agendas. i.e. how well the applicant demonstrates their alignment to the industry/residency needs and challenges in the multidisciplinary field of fashion-tech.
- **Innovation potential/level** – evidence of disruptive, radical and novel ideas and approaches, process, prototyping and testing relevant to interrogating the social responsibility and sustainability agendas. They should also demonstrate an

entrepreneurial mindset that can help support companies tackling difficult issues and in addressing identified gaps.

- **Applicability potential/level** – transferability of skills/competences demonstrated, to the practical context posed by the company, industry operations, and to the societal and environmental needs. The potential to make a contribution to knowledge related to the future of fashion-tech.
- **Degree of integration/collaboration/multidisciplinary** – potential to collaborate and work in a multidisciplinary context to implement ideas during residency that include co-creation activities, and to evaluate these on an individual and collective basis,
- **Entre-/intrapreneurship potential** - pitching skills that show attractive presentation, efficient and effective communication of projects and ideas. Plus, critical skills and skills of evaluation, especially since the residency aims to contribute to enhancing the entre-/intrapreneurship skills of students. In particular, students can reflect on their presentation/video submitted to the call during their presentation to the jury.

Jury

The jury members from ByBorre are: Sustainability Researcher, Anisha Sharma and Cloé Lankhorst, Project and Community Manager (WoTO™), ByBorre.

Budget

Selected students will receive a reimbursement for return travel costs (max. €275), from London to the venue of the activity for travel distances greater than 100 km up to 1999km. Students will also receive a contribution to subsistence costs such as accommodation, meals, local transport etc. up to a maximum reimbursement amount of €40/day (maximum 55 days). Selected students must keep and provide all the supporting documentation in order to claim back their expenses. The documents (e.g. e-/Tickets, e-/Boarding passes, invoices of travel agencies, hotels, proof of payment of rent etc.) should be presented to receive the reimbursement.

Expected outcomes and deliverables

The students' experiences and outcomes of the Fashion-Tech Residency will be evaluated through a report they should submit at the end of the residency period. This should document the residency activities and processes and provide information about the projects undertaken, and achievements. This report will provide information for their internship approval. An interview will be also conducted with each participating student, at the end of the residency period to further evaluate the experience and outcomes.

Students will be asked to work on their course work (as agreed with their Course Leader), in parallel to the activities of the residency. During the residency period, they will work simultaneously with their HEI assigned tutor and company supervisor. Students are expected to submit their course work and report according to the specified requirements of their particular course and the residency agreement (as negotiated). They will also be required to discuss their experiences with the academic committee at the end of the residency.

Important dates and timeline

- Open Fashion-Tech Residency Call: **4 January 2022**

- Proposal submission deadline: **21 January 2022**
- Announcement of the selected proposals / winning students: **w/c 31 January 2022**
- Online Teams Q&A with Michèle Danjoux (optional): **Tuesday 11 January 2022**

Approximate start date of the residency projects: **7-14 February 2022** (MA Innovative Fashion Production and MA Fashion Futures); **7-14 March 2022** (MA Fashion Futures)