

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

RESIDENCY COMPETITION
NOTIFICATION

University of Borås, Sweden

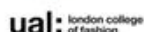
FT*alliance*

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
Project reference 612662-EPP-1-2019-1-IT-EPPKA2-KA - FTall



RESIDENCY COMPETITION NOTIFICATION

FULL PARTNERS



ASSOCIATE PARTNERS



Co-funded by the
Erasmus+ Programme
of the European Union

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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 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 the 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 joint panel.

The residency program will run in parallel with the master thesis course, therefore the students are expected to carry out residency projects as their master thesis work. The expected duration of the residency project is from 15 January 2022 to 30 May 2022. During this time, the students will be placed with a host company and would be mentored by supervisors from the university and host company.

Focus/potential themes/research Directions for the proposals

The fashion industry has undergone major changes in the last few decades. It has become highly globalized industry that employs hundreds of millions worldwide and contributes significantly to the global GDP. However, at the same time, the fashion industry criticized taking a toll on the environment due to pollution and waste originating from the manufacturing process, fashion product usage, and their disposals. In this direction, the companies are looking for and experimenting with new business models (such as circular economy, fair trade, sharing economy, etc.) that aim to thrive in a

competitive environment while improving social and environmental sustainability. In this context, the proposals for residency projects are expected in the direction of the supply chain and business model innovation in the fashion industry. This may include the investigation of social and environmental impacts of existing or new business model/supply chains, such as analyzing or evaluating them by means of existing key performance indicators (KPIs) and development and analysis of new KPIs for comprehensive measurement/evolution. In addition, the proposals may also focus on investigating the financial and governance impact of new business models on the fashion industry. This may also include the roles of new emerging concepts and technologies such as traceability, artificial intelligence, machine learning, blockchain, digitization, and related concepts, etc.

Expected outcomes and deliverables

- Master thesis report in-line with the course requirements
- A brief report on main findings (such as business model, main results, etc.) from the residency project.

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 template (available in Appendix) and keep the video of the applicant(s) in one corner while recording the pitch.

The applicant must use the proposal template available in Appendix 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.

The project proposal can be submitted on Pingpong (link: <https://pingpong.hb.se/courseId/25571/content.do?id=19956546>).

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 proposals and video pitch for clarity of the proposed work and its relevance, novelty, innovation and applicability potentials, multidisciplinary foundation, and future scope and impact of the work on industrial and societal levels.

Jury

The submitted proposals will be evaluated by the jury that consists of members from the academia and industry.

Important dates and timeline

- Notification for proposal submission: November 9, 2021
- Proposal submission deadline: December 20, 2021
- Announcement of the selected proposals: January 6, 2022
- Start date of the residency projects: January 17, 2022
- Finish date of the residency projects: May 30, 2022

(A proposal can be submitted in a group of maximum two students.)

Appendix (available on [Pingpong](#))

- Proposal template
- PowerPoint presentation template