

# D2.1

## Methodology of The Designathon “Fashion Sprint for Change”

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| <b>Abstract</b>                | The methodology and implementation plan for the online pre-designathon and online 48-hour designathon for circular fashion ideation and problem-solving. |

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# 1. Introduction

## Fashion for Change Summary

The Fashion for Change project aims to accelerate and scale-up SMEs, designers, and start-ups in the fashion sector to help them become more sustainable and succeed with circular business models. The consortium involving 5 partners (Civitta Eesti AS, Estonian Academy of Arts, Ecopreneur.eu, Katalista Ventures, Singleton Group) from 3 countries (Estonia, Lithuania, and Belgium) is built to combine the expertise of experienced players of the sustainable fashion, business support, and innovation management in circular economy and fashion.

The project consists of the following activities and phases:

1. building a circular fashion hub and defining the capacity needs;
2. methodology development for the circular fashion Growth Programme “Fashion for Change”;
3. implementation of the Growth Programme.

As a part of the project activities, its actors will be promoted to increase awareness about circular fashion among stakeholders (fashion industry, decision-makers) and consumers. To ensure sustainability and the multiplier effect of the actions, a package for replication and policy recommendations will be proposed.

## Summary of D2.1 Methodology of the Designathon Fashion Sprint for Change

This report presents the methodology of the Designathon Fashion Sprint for Change (aka Fashion Sprint) that is the first step of the Fashion for Change Growth Programme.

Fashion For Change uses design sprint principles for creating a designathon for fashion industry stakeholders. Designathon is a collaboration event, where designers and non-designers unite to tackle design challenges. The goal of the designathon is to stimulate design thinking, co-creation, and international teamwork between different disciplines to solve problems in original ways.

Fashion for Change Fashion Sprint designathon is bringing together innovative designers, start-ups, SMEs, experts, and other industry stakeholders who are

interested in circularity and sustainability in the fashion industry. The aim of this collaborative event is to: (a) come up with circular product/service ideas and (b) solve circularity problems of existing solutions.

The methodology presented in this document outlines the

- The Concept and Structure of the Fashion Sprint for Change
- The details of the Methodology and Implementation
- Guidelines for Analysis of the results and feedback

The Fashion Sprint methodology will be a part of the Fashion For Change Exploitation Strategy to ensure the sustainability of the project activities and replicable methodology will be presented in the Fashion For Change Toolkit for Replication.

To find out more about Fashion For Change project and the Fashion Sprint designathon contact [info@fashionforchange.eu](mailto:info@fashionforchange.eu).

## 2. Concept and structure

### 2.1 Designathon Fashion Sprint for Change concept

The Fashion Sprint designathon is the first step of the Fashion For Change support programme for circular fashion designers, SMEs, and startups.

The support programme starts with the Open Call for innovative fashion ideas in January 2022.

The project is set up in 3 tiers:

Tier 1: 35 ideas by transnational partnerships will be selected by a jury from online applications. These 35 ideas will be invited to the **Fashion Sprint designathon**.

Tier 2: The Fashion Sprint designathon will serve as the second round of the selection process. 25 ideas pitched at the Fashion Sprint will be selected by judges and invited to participate in **the Growth Programme** and awarded 10 000 EUR to turn their business model into a circular model.

Tier 3: 5 outstanding and viable ideas will be awarded 5000 EUR for the second phase of the growth programme to improve their **investment readiness** and scale-up potential.

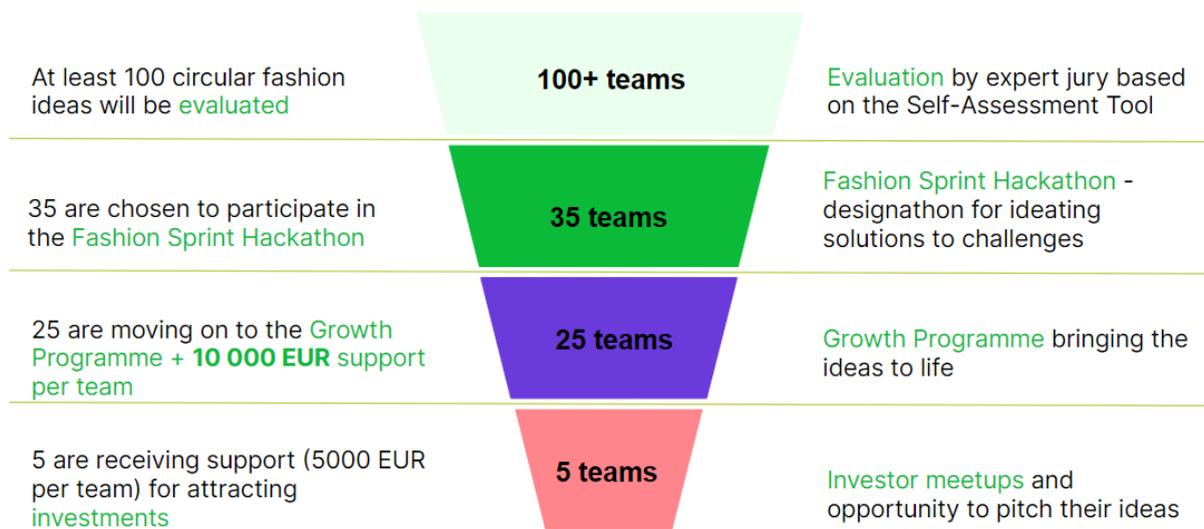


Illustration 1: Fashion For Change funnel

The Growth Programme is the step for developing further the concepts generated during the Fashion Sprint for Change designathon. It includes a circular fashion mentoring and training programme, technical support, and study

visits. 5 outstanding teams out of 25 will be awarded an additional 5000 EUR to increase their investment readiness – investor meetups will be organized, and additional business support will be provided to revise the business plan. The methodology of the Fashion For Change Growth Programme (see D2.2) will be available on the website in February 2022: <https://www.fashionforchange.eu/>

The report in hand is a methodology for the first step - Fashion Sprint for change designathon.

## 2.2 Fashion Sprint for Change structure

35 sustainable fashion ideas are chosen amongst the applications by the Fashion For Change expert jury for the Fashion Sprint. With the help of experts, mentors, and industry stakeholders, these 35 teams are co-creating new circular fashion solutions and finding innovative solutions to existing circular fashion challenges.

The 2-part designathon is set up to cover two topics. The first event (pre-designathon) is for **defining the problems and challenges** to be solved. The second event (designathon) is for **developing innovative and creative solutions** to the identified problems and challenges.

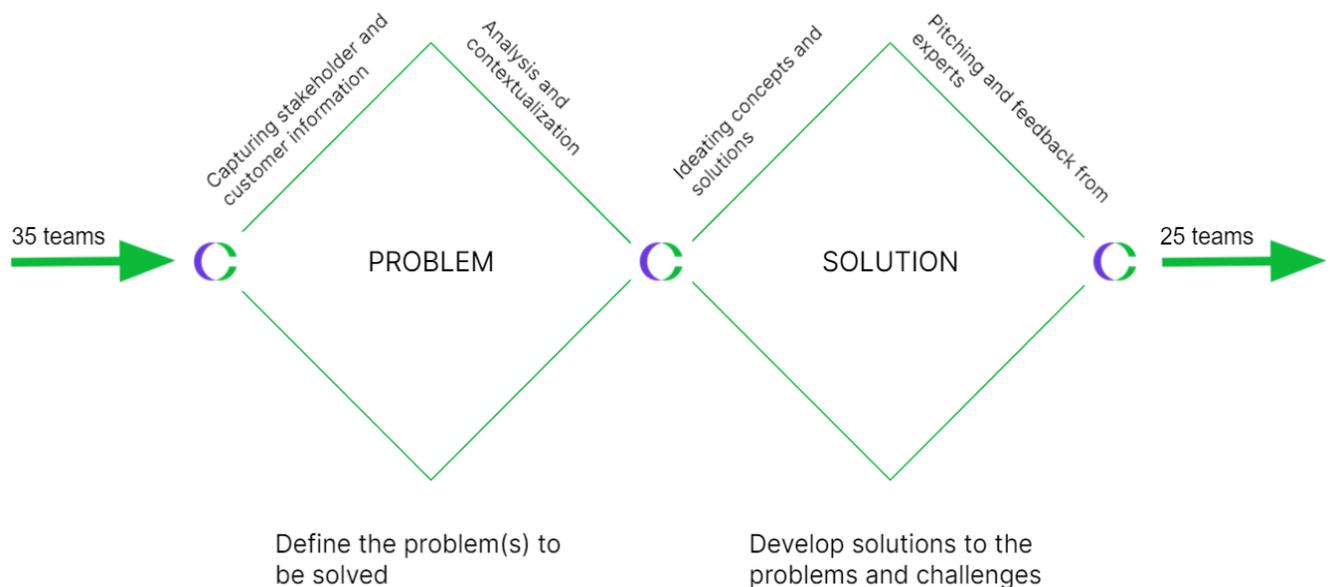


Illustration 2. Topics covered during the two events of the Fashion Sprint for Change

## Event 1 Pre-designathon: Defining the problems and challenges

During the designathon the teams are solving industry sustainability/circularity challenges and their own product's/service's circularity and design challenges.

In the **pre-designathon phase**, to define the problems and set up the relevant problem statements, teams generate ideas and capture industry, stakeholder, and customer information. This is followed by an analysis and contextualization of the problems and challenges.

Team building and networking activities have an essential role in the pre-designathon phase. Further communication channels are set up for the teams to continue collaboration before the designathon.

## Event 2 Designathon: Developing solutions to the problems and challenges

During the **48-hour designathon** the teams are ideating concepts and solutions to the identified problems and challenges. The teams come up with new and innovative circular product/service ideas and/or solve circularity problems of existing solutions.

At the end of the second phase, teams pitch their innovative solutions to the expert jury made up of fashion, circularity, innovation, and business experts. Based on the pre-set evaluation criteria and circularity self-assessment results, 25 ideas with the highest potential will be awarded a 6-month growth programme and 10 000 euros to bring the idea to life.

The Growth programme following the Fashion Sprint will cover the main topics of Circularity & Sustainability, Product & Service Development and Business mentoring, Investment readiness, and Investor relations.

## 3. Fashion Sprint methodology and implementation

### 3.1. Pre-design

#### Communication plan

The Fashion Sprint communication strategy is in line with the Fashion For Change general communication guidelines and the event's purpose. A marketing campaign parallel to the Open Call is set up to ensure the high number of applicants and visibility of the Fashion For Change and Fashion Sprint.

The communication strategy and marketing campaign have three main purposes:

1. Recruitment for the Fashion Sprint designathon, attracting participants, experts, and industry representatives.
2. Promotion of the Fashion Sprint designathon results and award-winning ideas.
3. General awareness of circular fashion challenges and solutions.

A separate communication (using Zoom, SLACK, and Google Drive) will be set up with the 35 selected teams to ensure engagement and stimulate networking between participants. In addition, online matchmaking will be conducted for the participants who require help with establishing transnational partnerships for the Fashion Sprint and Growth Programme.

The goal of clear and consistent communication is to mitigate the risks related to the participation rates, quality of the ideas, high visibility of Fashion For Change, and awareness of the general public.

#### Target groups and participation criteria

During the pre-design phase, the topic and purpose of the event are set based on the needs and expectations of the target groups: designers, SMEs, start-ups, industry representatives, and other stakeholders.

As of January 2022, the Fashion for Change project will launch its campaign for a "Growth Programme," including a call for proposals for transnational partnerships. The project consortium will support businesses' ideas/concepts, designers, or start-ups forming part of transnational partnerships in scaling up innovative applications for sustainable and circular fashion. To be eligible to

apply, each transnational partnership must fulfill the eligibility criteria set in D2.3 Open Call announcement and the statute of the Growth Programme.

Evaluation criteria and process for evaluating the applications are described in the D2.3:

1. The Fashion for Change project team will screen all the applications received to check for compliance with eligibility criteria for participation of the applicants and partnerships (see D2.3 page 5-6 and page 11)
2. An expert jury will further evaluate the applications that meet the eligibility criteria. The selection procedure considers both the value chain concept and long-term environmental and societal impact of the applicants to turn their business more circular (see D2.3 page 12-15)

The Open Call document will provide information about the objectives, timeline, available budget, financing scheme, admissibility requirements, eligibility, selection and award criteria, commitments, publicity, and procedure for the submission of proposals.

Furthermore, a self-assessment tool ([see here](#)) is created for circularity checking of the business models and to find out the specific development needs of the participating companies.

35 teams who meet the preset eligibility criteria, have high circularity potential and demonstrate the highest potential will be invited to participate in the Fashion Sprint designathon.

### **Evaluation criteria for the Designathon**

The same evaluation criteria will be used in all Growth Programme stages including the Fashion Sprint designathon (see D2.2 Growth Programme methodology page 13).

At the end of the Fashion Sprint designathon, 35 teams will pitch their ideas to The Steering Board. Based on the pre-set Growth Programme evaluation criteria, self-assessment circularity check, and progress made during the designathon, the Steering Board will select 25 best teams to continue in the Fashion For Change Growth Programme and receive the financial support of 10 000 EUR.

All teams will be informed about the assessment results at the end of the Fashion Sprint designathon event. All teams will also receive an email with the final decision after the designathon and instructions for the Growth Program's next steps.

The applicants who were not chosen will be added to the Fashion For Change community as sustainable fashion stakeholders.

### Online applications and webinar

An online application platform is set up on F6S (Fashion for Change Open Call [application form](#)). F6S is the world's largest platform for founders. They enable founders to interact with Investors, Accelerators/Incubators, Products/tools, Talent on the platform to grow together. The F6S platform will be used for receiving and evaluating all applications.

An Open Call Webinar and a live Q&A session will be organized to support potential participants in the application process.

### Matchmaking for partnerships

Each enterprise from the EU-27 or COSME countries (Albania, Armenia, Bosnia and Herzegovina, Iceland, Kosovo, Moldova, Montenegro, North Macedonia, Serbia, Turkey, Ukraine<sup>1</sup>) needs to find a partner in another EU or COSME country to participate in the Fashion for Change programme, including Fashion Sprint designathon. The Fashion For Change project will provide a manual and sources for the participants on how to look for a transnational partner and how they can be assisted by Fashion For Change in their search.

To facilitate each enterprise in finding a transnational partner, the following steps and support channels are available:

1. Fashion for Change Knowledge hub
2. Enterprise Europe Network (E.E.N.)
3. Climate KIC
4. ECESP
5. Holland Circular Hotspot.
6. Online matchmaking by Fashion For Change

Detailed instructions are available in the Fashion For Change [Matchmaking Manual](#).

## 3.2. Designathon implementation

### Implementation plan for the designathon

The designathon Fashion Sprint is an opportunity to co-create and test sustainable fashion innovation ideas. 35 teams selected for the designathon will have an opportunity to attend keynote speeches and workshops, meet other

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<sup>1</sup> See

[https://ec.europa.eu/research/participants/data/ref/other\\_eu\\_prog/cosme/legal/3rd-country-participation\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/other_eu_prog/cosme/legal/3rd-country-participation_en.pdf)

teams and partners and develop their circular fashion ideas further with the help of mentors and experts.

Teams with diverse skills and maturity levels will be participating in Fashion Sprint which will assist in facilitating innovation and learning. The mentoring sessions, as well as workshops, will be diversified depending on the teams' maturity level and specific development needs. The recently formed or less matured teams will be working more intensively on problem and solution definition. More mature teams will be working on their proof of concept and product or service adaption regarding proposed business challenges. Knowledge of pitching will be provided for all teams.

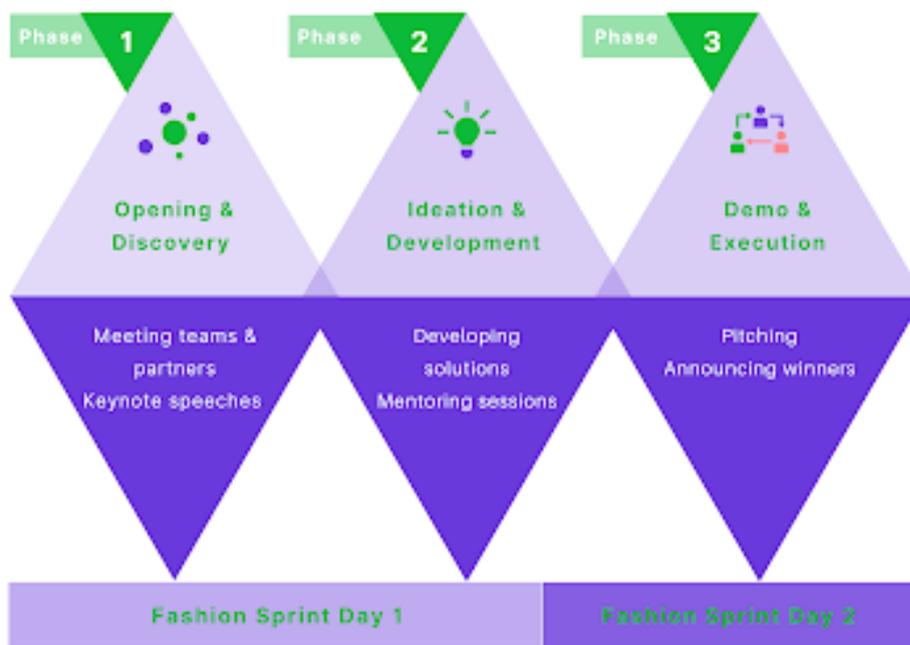
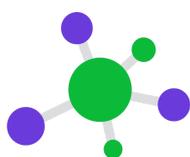


Illustration 3. Fashion Sprint For Change 48-hour designathon

Taking into account the current restrictions related to travelling and organizing onsite events, Fashion Sprint for Change designathon will be held in the online format. Fashion Sprint for Change designathon is preceded by an online pre-designathon event with the purpose of networking and team building.

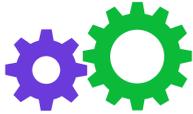
### The structure of the online pre-designathon



- Opening and introduction
- Team building exercise
- Exercise for defining problems and challenges

## The structure of Fashion Sprint 2-day designathon

Opening and discovery stage during Day 1 (morning):



- Opening of the designathon and inspiring keynote speeches (suggested topics: emerging sustainability trends/innovations in the fashion industry; sustainable fashion communication; the impact of the fashion industry; discovering and understanding your client; the importance of the partnerships) - topics might change depending on the selected participants' experience and needs
- Meeting other teams and partners
- Session on the technical part of the event

Ideation and development stage during Day 1 (afternoon):



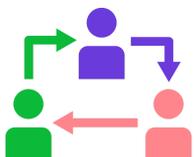
- Working in teams and developing or adopting the idea
- Individual mentoring sessions
- Joint workshop for all teams together (suggested topics: sustainable business model; customer discovery journey; business idea development) - topics might change depending on the selected participants' experience and needs
- Progress check and check out of the day
- A networking event

Ideation and development stage during Day 2 (morning):



- Energizer, participants check-in and laying out the agenda for the day
- Keynote speech (Communicating your purpose and impact; investors' engagement; creation of powerful pitches) - topics might change depending on the selected participant's experience and needs
- Individual mentoring sessions on pitching
- Teams developing the idea further
- Mentoring on demand

Demo and execution during Day 2 (afternoon):



- Pitch preparation

- Pitching to the judges
- Announcement of the winners
- Closing remarks and next steps
- Informal closing event (with teams and partners that are in Vilnius)

### Example agenda

Based on the designed Fashion Sprint for Change methodology and structure, a general agenda for the 48-hour designathon is presented in the illustration below.

Agenda presents initially planned elements of the circular fashion designation: keynote speeches, team meetings, mentoring sessions, thematic workshops, dedicated teamwork slots, progress checkpoints, pitch preparation, and pitching to the jury.



Illustration 4: Example agenda of the 48-hour circular fashion designathon for problem-solving

The final agenda and topics will be confirmed when further information regarding the participating teams has been received and the team's specific needs analyzed.

### 3.3. Post-design

#### Feedback and analysis of the Designathon

In the post-design phase, an analysis of the Fashion Sprint for Change will be conducted based on the results of the event, results of the promotion activities, participant feedback, and reflections from the organizers.

The following methods will be used for the analysis:

1. Comparison of the Fashion Sprint results with the set KPIs defined in the GA, qualitative and quantitative performance criteria, and risk assessment.
2. Statistics and analysis of the promotion results
3. Feedback collected from participants via online feedback questionnaire (Customer Satisfaction Score) and analysis of the results.
4. Feedback from the organizers, experts, and mentors will be collected

Based on the feedback and results analysis, the Fashion For Change project will make recommendations for organizing a successful circular fashion designathon. Analysis of the results of the events, feedback, and recommendations will be part of D3.2 (available in Summer 2022). The tested and validated Fashion Sprint designathon methodology will be part of the D4.5 Fashion For Change Toolkit for Replication on the Fashion For Change website (available in Winter 2023).