

D3.1

Report of the results of the Open Call

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1. Introduction

1.1 Aim and Objectives

The Fashion for Change Open Call for proposals is supported by the Fashion for Change 3-year development programme, funded by the COSME Programme, under Grant Agreement 958039 and led by consortium of 5 partners (Civitta Estonia, Estonian Academy of Arts, Ecopreneur.eu, Katalista Ventures and Singleton Group) from Estonia, Belgium and Lithuania.

The main objective of the Fashion for Change Open Call for proposals was to select 35 outstanding partnerships led by at least one SME, designer, or startup (SME, micro-company, or self-employed professional) that seek to create or develop innovative products or services for circular fashion. Out of 35 teams, the best 25 teams selected during the designathon Fashion Sprint for Change (see D2.1 Methodology of the Designathon) will receive financial and business support.

The call considered the following specific objectives in order to cover the entire value chain from resources, design, production, retail, consumption to the products' end-of-life: 1) New fiber development and materials recycling; 2) Design and manufacture of fashion products using sustainable, recycled and upcycled materials; 3) Retail customer services incl. repair and return; 4) New clothes sharing and reselling business models; 5) Software systems for on-demand fashion production.

The selected partnerships/projects will be provided with:

- Financial support for 25 teams (10 000 EUR per team). In addition to 5 teams, another 5000 EUR.
- Mentorship on circularity and sustainability, product/service development, and business development.
- 2 study visits focusing on manufacturing and marketing/business development.
- Workshops and training cover circularity, product/service development, and business development.
- Networking with partners, investors, and experts.
- Access to the Knowledge Hub.
- Support and assistance from the Consortium throughout the project.

1.2 Call Summary

A total funding pool of the call: 275 000 EUR

Opening date: 10th of January 2022 at 00:00 CET

Deadline: 19th of April 2022 at 17:00 CET

Number of proposals to get funded: 25 selected projects

Number of applicants per partnership: at least 2 applicants from at least 2 different eligible countries: the EU-27, UK COSME associated countries (Albania, Armenia, Bosnia and Herzegovina, Iceland, Kosovo, Moldova, Montenegro, North Macedonia, Serbia, Turkey, Ukraine¹)

Maximum funding per proposal: up to 15 000 EUR

Funding rate: 100% of eligible costs

Duration of the programme: 8 months

Type of lead applicants: SMEs, designers, and startups from the fashion industry.

Type of partner applicants: Other SMEs, designers, and startups; communication, marketing, education, or other industries' representatives; supporters of the fashion ecosystem that can add value to the overall project outcome.

1.3 Timeline

- The Fashion for Change Open Call was announced on the 10th of January, 2022.
- Fashion for Change Open Call application submission was open on the 10th of January, 2022.
- The Open Call pre-recorded info session, introducing the programme to potential applicants, was launched during 24th - 28th of January, 2022.
- The Open Call live Q&A session, with the instructions for applying to the programme, was held on the 3rd of March, 2022.
- The matchmaking event was held on the 24th of March for individual applicants and teams will be held during the application process.
- The Open Call was opened until 19th of April 2022 at 17:00 CET.
- The evaluation period started on the 20th 2022 of April and lasted until the 3rd of May, 2022.

¹ https://ec.europa.eu/research/participants/data/ref/other_eu_prog/cosme/legal/3rd-country-participation_en.pdf

- 35 selected teams were invited to the Fashion Sprint Designathon.
- The pre-designathon event informational session will take place on the 27th of May, 2022 and will be held online.
- Fashion Sprint designathon will take place on the 16-17th of May, 2022 and will be held both online and physically in Vilnius, Lithuania.
- 25 winner teams will be announced on the second day of the Fashion Sprint.
- The 25 selected teams will start the first phase of the accelerator programme in September, 2022.
- The 5 selected teams will start the second phase of the accelerator programme in March, 2022.
- The accelerator programme will end in April, 2022.

2. Eligibility criteria

2.1 Eligibility criteria for the applicants

The individual applicants were expected to meet the following eligibility criteria:

- All applicants should have a high potential for sustainable innovation in the fashion industry (applications, products, processes, ideas).
- The lead applicant must be an SME, a designer, or a startup (SME or micro-company or self-employed professional) working in the fashion sector as well as textiles, apparel, footwear, and accessories.
- The transnational partner applicant can be another designer, another startup, corporation, investor, sponsor, incubator, a self-employed expert on the circular economy or sustainable fashion, communication, academia, technology centre, marketing, education, logistics, or other industries representative.
- All applicants must be legally established in the EU-27, UK or COSME countries (Albania, Armenia, Bosnia and Herzegovina, Iceland, Kosovo, Moldova, Montenegro, North Macedonia, Serbia, Turkey, Ukraine) until the Designation Event Day on the 16 - 17 June, 2022.
- Additional criteria will be considered, if necessary, to assess the startups' investment readiness.

2.2 Eligibility criteria for the partnerships

The partnerships were expected to meet the following eligibility criteria:

- Partnerships must present innovative applications, products, processes, services, or ideas in textiles, clothing, footwear, leather, and accessories, or new business models for circular fashion.
- Each project must comprise one SME, designer or startup who will be the lead applicant.
- Each partnership should be formed from at least 2 eligible (EU27, UK and COSME) countries. If an applicant does not have a partnership, the Fashion for Change consortium will assist in forming the partnerships and reaching agreements beneficial for both parties.
- Partnerships who apply as partnerships are expected to provide proof of being in partnership (letters of intent).
- Proposing a sound plan on using the financial support (developing proofs of concept and prototypes of new products and services, developing and testing new business models, developing collaboration to test more sustainable/recycled material, supporting participation in trade shows or other showcase events).

3. The Open Call results

3.1 Open Call Results Summary

A total pool of scouted potential applicants: 238

A total pool of reached out supporting and other organisations: 286

A total pool of received applications: 173

A total pool of finalised applications: 117

Countries applied: Armenia, Austria, Belgium, Bulgaria, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Moldova, Netherlands, Poland, Portugal, Romania, Slovenia, Spain, Switzerland, Sweden, UK, Ukraine, Turkey

Top countries per application: UK (18 applications), Netherlands (11 applications), Italy (11 applications), Netherlands (11), Spain (8 applications)

Number of proposals with the transnational partner: 62

Number of startups applied: 58

Number of SMEs applied: 28

Number of designers applied: 31

3.2 Scouting process and promotion results

In order to achieve the expected target of the Open Call and receive at least 100 applications from various EU and COSME countries, proactive scouting was taken. There were a couple of different techniques tried and practised simultaneously: finding the leads, engagement and follow-up activities.



Illustration 1: Proactive scouting: some of the major techniques used

The Consortium has defined 4 types of participant streams (*please, see the table below*): startups, SMEs, designers, supporting organisations and ‘others’ that represent various stakeholders either directly involved in the fashion industry or supporting the ecosystem in a broader sense. A diverse type of techniques were used in order to reach out to the target audience: contacts emerging from inner networks, participation in online fashion-related events, direct contacting, scouting through databases, reaching out to other stakeholders who work in similar programmes such as accelerators, incubators, hubs and other. Contacts from the Fashion for Change community - [Knowledge Hub](#) were also screened and assessed.

The Consortium has defined 4 types of participant streams (*please, see the table below*): startups, SMEs, designers, supporting organisations and ‘others’ that represent stakeholders who are either involved in the fashion industry directly or work with stakeholders from this industry. This segment included various associations, institutions, councils, educational institutions etc across Europe.

In total, using proactive scouting techniques, 524 active EU fashion community members were engaged and, as a positive consequence, learnt about the programme.

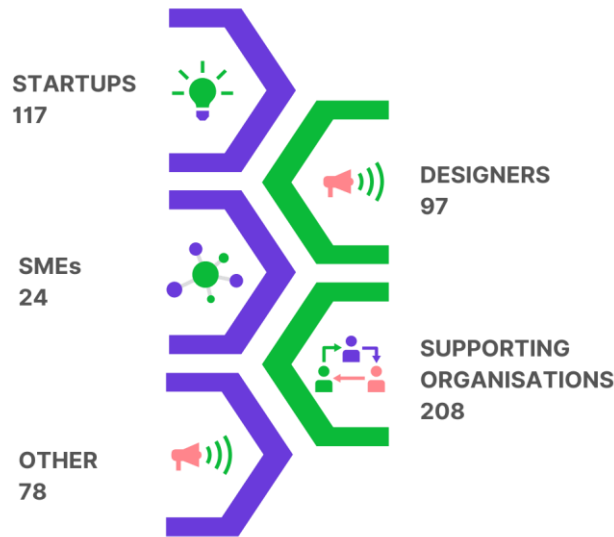


Illustration 2: Proactive scouting: results in numbers per type of applicants

The goal of such interaction was not only to reach out to the direct target audience who could potentially apply to the programme but also to promote the call and programme to the inner and external networks via their newsletters and posts. 11 different profile and size organisations across Europe promoted the Open Call material through their newsletters. Amongst them many prestigious organisations with large audiences (United Nations Environmental Programme, World Resources Institute, WRAP UK, Creatives Unite Hub). Estimated audience for the newsletter in total reaches 1 million people. More information regarding the communication activities will follow in August 2022 in D4.2 Interim report on communication activities.

3.3 Received applications and selection process

The Open Call has received 173 applications in total on the F6S application system. However, 56 applications lacked certain information and were incomplete. Before the deadline of the Open Call, all the applicants of pending applications were reminded about the submission deadline via direct email to make sure that they are aware of the timeline of the project. Those applications that remained unfinished after the deadline were rejected without further consideration and technical check. As a result, the remaining 117 applications were screened and assessed following the two-phase selection process.

During the first stage of the evaluation, the technical content of the applications of the proposals were checked. These criteria examined whether the partners and the proposals fulfil the minimum requirements, e.g., the legal status, the country of origin, etc. Eligibility criteria can be answered with a “Yes” or “No.” This stage of evaluation was monitored and led by Civitta Estonia. Finally, the administrative and eligibility assessment results were approved by all the Consortium members.

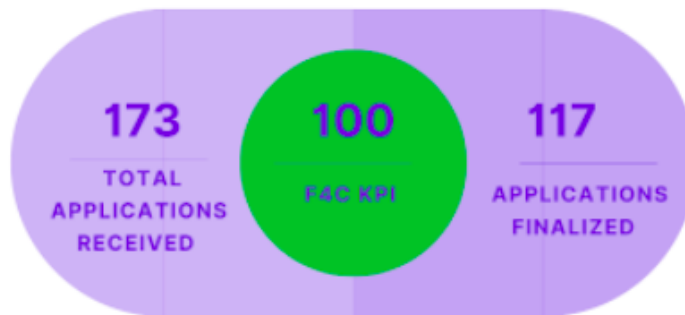


Illustration 3: The overall applications received vs. finalised applications and Fashion for Change KPI

During the second stage - quality evaluation - 117 applications that were finalised and passed the technical check were assessed regarding pre-set evaluation criteria: Excellence, Impact, Implementation and Ability to Execute. Eligible proposals were evaluated by four Consortium member organisations - The Estonian Academy of Arts (Estonia), Civitta Estonia (Estonia), Ecopreneur (Belgium) and Katalista Ventures (Lithuania). Each evaluating organisation recorded their results on the assessment grid and ranked the applications, assigning a score from 0 to 5 for each criterion section (Excellence, Impact, Implementation, and Ability to Execute).

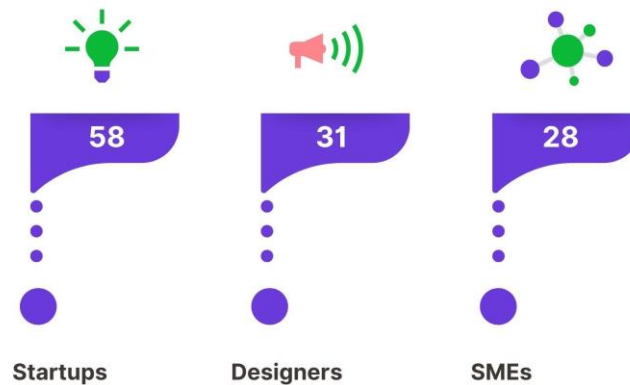


Illustration 4: Type of applicants received that represent different groups

The evaluators have met online to prepare a single “consensus” for each application, representing opinions and scores on which the evaluators agree. Using the overall scores for each application, the evaluators have generated a ranked list. The highest-scoring top 35 applications for the call were selected. Additionally, extra 5 teams were placed on the waiting list in case there were any dropouts among the selected top 35 teams. The top scoring team received 40.05 points, and the lowest score on the top 35+5 list was 28 points.

This stage of evaluation was monitored and led by the Estonian Academy of Arts. The quality evaluation results were approved by all the Consortium members.

The experts scored each award criterion on a scale from 0 to 5 (half-point scores may be given).

0 = Proposal fails to address the criterion or cannot be assessed due to missing or incomplete information.

1 = Poor – criterion is inadequately addressed, or there are serious inherent weaknesses.

2 = Fair – proposal broadly addresses the criterion, but there are significant weaknesses.

3 = Good – proposal addresses the criterion well, but several shortcomings are present.

4 = Very good – proposal addresses the criterion very well, but a few shortcomings are present.

5 = Excellent – proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

The evaluation process followed the COSME programme “Guidelines for awarding financial support to third parties:” 1) **Excellence**. The proposal(s)

selected for funding demonstrate high quality in the context of the topics and criteria set out in the call; 2) **Transparency**. Funding decisions are based on clearly described rules and procedures; 3) **Fairness and impartiality**. All proposals submitted to a call were treated equally. They were evaluated impartially on their merits, irrespective of their origin or the identity of the applicants; 4) **Confidentiality**. All proposals and related data, knowledge, and documents were treated confidentially, following the GDPR requirements; 4) **Efficiency and speed**. Evaluation of proposals and award of the financial support were efficient, commensurate with maintaining the quality of the evaluation and respecting the legal framework.

3.4 Thematic scope of received applications

3.4.1 Digital solutions

A segment of applicants focused on developing digital solutions for improving or solving particular challenges prominent in the fashion industry. These range from supply chain management and transparency, product impact measurement, alternative B2B and B2C marketplaces for clothes, sizing recognition systems and other. One of the main features of such applications was that their product/service focused on a specific niche area rather than the broader, systemic picture of the industry. However, because their product is usually non-physical resource intensive and scalable, it can be easily transferred from one stakeholder of the industry to another.

3.4.2 Brands and designers

This segment applied to small-medium scale brands and designers who are directly involved with the development of a physical product - clothes, shoes, accessories, bags etc. Their business tends to be localised, focusing on a specific area, usually their home country. However, the majority of such applicants have already started their businesses and are running their e-shops.

3.4.3 Material innovators

New material innovations were another prominent theme among the projects applied. Such solutions include materials made from non-conventional courses and developed into cork materials, vegan fur, stain-resistant fabrics. These participants focus on predominantly technical innovation and solutions, involving product testing and development. Most of them are at the development stage and looking for appropriate markets for their products. If they would find a suitable market, however, their products could make a significant impact, be it through an innovative material solution or a more sustainable alternative for the existing ones.

3.4.4 Connectors, educators and catalysers

This group entails applicants who are working on projects that provide connecting and catalysing services to the market. Such solutions include community building and fashion education, sustainability advisory for diverse groups, connecting different stakeholders across the supply chain, for instance, manufacturers and producers, designers and manufacturers and others. These solutions phase challenges in attracting clients in segmented markets who are working in the networks that they provide. However, they could provide the intermediary function for smaller - medium businesses who struggle with specific problems related to stakeholder involvement. Such solutions, if scaled, could foster collaborative culture in the fashion industry.

3.5 Selected applications

The Open Call has attracted a diverse range of participants regarding their geographical location, type of business ideas, expertise and previous knowledge. Among 40 teams that were scored with the highest numbers, there are various designers, startups and SMEs representatives coming from 13 different European countries. The geographical representation is diverse with Italy, Lithuania, Netherlands and the United Kingdom being on the top of the list with 5 selected teams per each country.

Applicants' Countries: 35 main teams + 5 additional

- Italy (5)
- Lithuania (5)
- Netherlands (5)
- United Kingdom (5)
- France (4)
- Germany (4)
- Spain (4)
- Estonia (2)
- Finland (2)
- Austria (1)
- Belgium (1)
- Bulgaria (1)
- Sweden (1)



Illustration 5: Selected applications per country

The selected applications also represent both b2b and b2c business models, offering various impactful solutions for a circular fashion system. Among the selected teams, there are various solutions related to new material innovations

(e.g. materials made from non-conventional sources like vegan fur, cork material) as well as solutions related to e-market places (clothes swapping, rental platforms), packaging, digital b2b solutions (traceability, impact measurement, manufacturers and producers networks). More than half of the selected teams also applied to the programme with a transnational partner. The representation of service and product related solutions is almost equal.

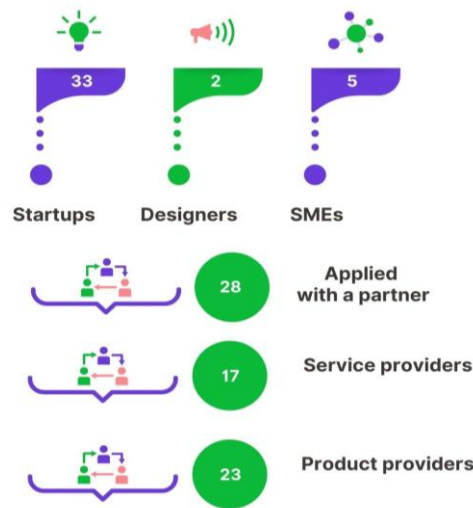


Illustration 6: Selected applications per type

3.6 Right to Appeal

If a prospective applicant considers that they have been adversely affected by any of the provisions of this Call, a request for a revision concerning such provisions shall be submitted within 20 calendar days after the publication of the Call itself and addressed to Fashion for Change, project coordinator Civitta Estonia (mari.saar@civitta.com) with a precise specification of the reasons for such appeal. However, submitting a request for revision does not waive the obligation to submit the application by the set deadline if the requestor wishes to be considered a valid application to the Call. Likewise, a complaint against the decision of the jury on the final ranking of received applications may be lodged to the Fashion for Change project coordinator at the same email address specified above within 20 calendar days after the publication of the ranking and will be examined in the next 20 days. Against the final decision, an appeal can be lodged before the European Court of Justice and/or the European Ombudsman.

4. Key challenges

4.1 Attraction of the participants

The pre-defined goal for the Open Call was to receive 100 applicants from various European and COSME countries as well as the UK. However, during the first months of the Open Call, January - February the numbers of applications received were low. In January there were 4 applications in the F6S system and in February this number increased up to 18 applications only. As the Open Calls of other sister projects - S4Fashion (Grant agreement number: 958038), Circular InnoBooster (Grant agreement number: 958135) and SmallButPerfect (Grant agreement number: 958060) were finished and already attracted stakeholders who are working for circular fashion solutions, it was challenging to gather, engage and attract the community. However, with the active pre-scouting efforts as well as external communication and supporting partners engagement, the application numbers grew significantly in the next two months resulting in 117 applications that were finalised in the system.

4.2 Transnational partnerships

In order to be eligible to participate in the Designation Event, each applicant was required to form a transnational partnership with another EU27, UK or COSME country. Such a requirement was possible to be fulfilled either when applying or, if being selected, until the end of May. Even though various tools were provided, Fashion For Change Knowledge Hub being one of them as well as a matchmaking event, still not all the applicants were successful in finding the transnational partners. While early stage projects were more willing to partner with another project, the later stage projects were trying to find someone already from their partner networks. This shows flexibility that usually starting founders have whereas for more matured ventures it is a more complex process to onboard someone totally new to the project. Some applicants also mentioned that it would have been easier for them to partner with someone from their own country due to cultural similarities and familiar networks.

4.3 Unfinished applications

Out of 173 received applications, 56 were not finalised and could not be further evaluated. The Consortium attempted to prevent the issue of unfinalized applications by reaching out directly to the project leads whose applications were

pending and reminding them about the deadline or assisting in case there were unclarity related to the programme. While, in some instances, such an approach encouraged the finalisation of the application, there was still quite a high number of applications that remained unfinished until the deadline of the Open Call.

4.4 Timing

The Open Call was announced in the context of global pandemic recovery. Many small businesses experienced financial, social and other difficulties and were restructuring, reorganising or changing their business models. Such circumstances added another layer of challenges to the Open Call - the 8 months Accelerator Programme in such conditions might seem as an activity that requires too much time commitment and human resources. Additionally, the attention was taken to the recently started war in Ukraine.

5. Key recommendations

5.1 Building community and ecosystem

The Open Call picked up its pace once Consortium Members actively started to reach out to the organisations working with and/or for circular fashion-related projects. Overall, 286 supporting organisations and stakeholders were contacted with the aim to promote the Open Call as well as reach out to their target audiences. This helped not only to promote the Fashion for Change programme and the Open Call but also build a stronger network that could be used in the later stages of the programme, for instance - the Accelerator. Additionally, such an approach also saved time in scouting for the potential applicants.

5.2 Making adjustments needed

At the beginning of the Open Call, it was expected that all applicants (both selected and not selected) would apply with registration status that would prove their establishment in the EU-27, UK or COSME associated countries. However, the Consortium received strong applications from various countries without their registration numbers yet. Hence, it was decided to make an adjustment and allow non-registered startups, designers or SMEs to apply and obtain their registration number later. If such a change wouldn't be made, a significant number of good applications would have been lost.

5.3 Learning about your target audience

Understanding the needs and challenges of the target audience of the Open Call was crucial for attracting the participants. *D1.1. Mapping of Fashion Actors and Initiatives*, which was developed earlier in the programme, served as a solid basis in understanding a broader fashion ecosystem in Europe. The Knowledge Hub was also used as a first-contact database of potential applicants. The pre-Open Call research helped to understand the target audience better as well as to shape the value proposition in a more appealing way, including the specifically for the Open Call created Applicants' Guide and social media campaigns. Throughout the process of the Open Call, there were also some individual calls organised per applicants' request to better understand their expectations for the programme as well as main motives for applying to it.

6. Selected applicants' support

6.1 Designation event and partnerships support

Depending on the demand, an info session with time for Q&A will be provided on the 27th of May: a live webinar with Q&A session and support provided for selected 35 teams.

Additionally, a shortlist of applicants who will not have partnerships formed will be supported throughout the process. The Consortium will suggest suitable matches out of the pool of applicants that were not selected but marked their preference to become supporting partners. Depending on the cases, the selected teams might also receive individual support and assistance in forming the partnering teams.

Finally, to facilitate each selected applicant in finding a transnational partner, the following steps and support channels are available:

1. Fashion for Change Knowledge hub
2. Enterprise Europe Network (EEN)
3. Climate KIC
4. ECESP
5. Holland Circular Hotspot

Annex 1: Rejected applications after the technical screening

Company Name	Website	Role	Idea/Solution
Oskaras Povilėnas	https://oskaraspovilenas.com/	Designer	slow, ethical fashion, craftsmanship
Revery.AI	www.revery.ai		fashion tech startup that builds virtual try-on for fashion brand
MEME...			
ENV Studio		Startup	
Botto Upcycle			Sustainable bags made from reclaimed Secondhand fabric and plastic wastes
Eva Engines	evaengines.com	Startup	fash tech, AI based tool to sketch prototypes
FAB Textiles	www.fabtextiles.org		fabric academy, digital fabrics
Leser Yoga	www.leser.es	Startup	vegan and sustainable sportswear brand with cosmetic fabrics made from seaweed , lyocell and zinc
Stichting Bratelle		Startup	
Worldsick			
Leiho			
MANGONUMBERFIVE			
WEAREX	www.wearex.net		An upcycling platform helping artists and shoppers reshape circular fashion
PLAINANDSIMPLE			
Studio AMA			
SAS ANDRE HIRIAR	www.hiriar.com	SME	made in France leather to designers and brands; mainly lamb and goat skins.
SBP	sustainable.ideebrandplatform.com	Startup	Saas platform helping fashion brands to measure and improve sustainability
OREQUO SRL			
mėson			
Green Forest Wear			
Unnormal		SME	

TELARE REUSE			
Eurotex			
SENSIHEMP	https://sensihemp.p/t/		
sarko sustainability and innovation	www.sarko.be		sarko sustainability and innovation supports fashion brands in developing a sustainability strategy and sustainability-oriented innovation within existing fashion value chains
James Hillman Fashion Consultancy		PARTNER?	fashion consultancy
Relished.co	relished.co	PARTNER?	
SOSBAG	crisebang.store	Startup	
Sense immaterial reality srl	sense-immaterialreality.com		
The Ecosystem Incubator	theecosystemincubator.com	Startup	waste offsetting - linking with our circular process companies in The Ecosystem and bringing money in via larger companies offsetting linear path
Lace Copperwood ltd		Startup	generate a new textile concept from mixing and upcycling organic fibres which consumes water the most with other quality recycled ones
Simmering Impressions			
xyzdjj		SME	
MMABON TSHIRTS			
Christina Balla			
Soul Sisters		Startup	investigating new sustainable and biodegradable fabrics development in the UK & Wales as well as sustainable manufacturing
Anjali Mudra		SME	
Freepry			

The UpCycling Lab			
Zavod Jazon		SME	
FLOWER MATTER			
Rabbit ltd			
Nina.V Lingerie	www.ninavlingerie.com		
Recovo	recovo.co	SME	the circular partner for all fashion firms, to help them to be more sustainable through sustainability
Dahlia Rodriguez Atelier	dahliarodriguez.com		
Digistyle Garments		Startup	
Re-Runn	www.re-runn.com		
7.ROOMS			
Tester Test			
Leo Carlton	www.leocarlton.com		
HUMAINE			
Frugi Group		SME	
The Natural Fibre Company			
ProworldFashion	www.proworldfashion.pt	Designer	
vrbiofab & domus.projekt			

Annex 2: Accepted applications for the eligibility and quality checks

Company Name	Website	Role	Idea/Solution	Transnational partner
Swapshop	www.the-swapshop.com	Startup	Reduce textile waste by developing and marketing of fashion accessories products from upcycling non-wearable clothes, collected in The Swapshop	Yes

The Rewear Company	https://rewear.com/company/password	Startup	Developing & testing our kidswear rental service in Estonia & getting ready to expand to the UK (research, finding product/market fit).	Yes
Bodytech UG	www.tildebra.com	Startup	Tilde is creating a new bra and scalable on-demand production model that will transform the D2C underwear industry using 3D knitting	Yes
moaw	www.moaw.world	SME	We will run marketing activities (a combo of marketing tools) to make our slow fashion sustainable clothing brand more visible to our target groups	Yes
Sentire Studio	sentire.studio	Startup	Contributing to the slow-fashion movement through mindful design, our project aims to impact and inspire the future of fashion as we know it.	Yes
COSH!	cosh.eco	SME	COSH! wants to exchange with CSFW. 4 Belgian brands participate in CSFW Madrid & vice versa on COSH.	Yes
Biofluff	https://bio-fluff.com/	Startup	Biofluff is creating the first 100% plant-based fur substitute to replace animal and plastic fur	Yes
Meta-Bobbin		Startup	Making 3D Fashion Design widely available by providing professional, innovative education	Yes
Modacable	www.modacable.com	Designe	An affordable way of manufacturing fashion collections by providing customers with low cost patterns based on the trends forecasts and stock fabrics.	YES - from MM event https://daniellesteran.nl/en/
Roberta Meola		Designe	This project wants to reuse as much as possible fabrics that are already existing and to develop collection in proportion of the material quantity.	No
FixThatShirt	www.fixthatshirt.com	Startup	The idea behind the project is to reduce textile waste and CO2 emissions from Fashion by building stronger repairing & upcycling communities.	Yes
MONTREET	montreet.net	Startup	During our project, a ski suit is to be manufactured in the closed loop system. Therefore we want to connect all parties of our fashion supply loop.	Y, Germany

Coraluxe	coraluxe.co	Designe	Coraluxe is all about creating natural fibre leggings, sport tops, and other activewear that is quick drying and meant for water sport activities.	Yes
SALUBATA	https://www.facebook.com/salubataofficial?_rdc=1&_rdr	Startup	Customisable shoes from recycled plastics intended to fit your dynamic lifestyle.	Yes
p2lab	p2lab.studio	Designe	The material research is focused on extraction of keratin, DIY biofabrication and the usage of sustainable chemicals in the production process.	No
Z.W.A.F.M. BY ZEROBARRACENTO	zerobarracento.com	Designe	a technology to allow zero waste automated cutting for fashion items	Yes
JÚLIA G ESCRIBÀ	www.juliagescribe.com	Startup	Clothing brand that incorporates technology developed for the NASA.	Yes
Adarche	darche.com	Startup	We are a Spanish clothing brand that creates 100% organic cotton clothes printed only on demand (we don't produce waste) that are designed to be sent back when they are worn out and we make a new pieces of clothing out of that old material that we also sell in our store.	Yes
Manufy	www.manufy.com	Startup	Manufy's ambition is to enable a fully transparent and sustainable supply chain for textiles in Europe. By connecting brands with responsible manufacturers in Europe we keep the production close and minimize transport emissions. As a client of Manufy we support and help you realise your sustainability targets together with our partners. For the brands we have created a brand community	Yes
Maia Archive	https://www.instagram.com/maiaarchive/	Startup	The project's aim is to create a zero-impact product development office to help our clients lower the environmental impact of their creations.	Yes
Evelyn Toomistu Design	www.evelyntoomistu.com	Designe	To collect sample leather gloves that failed in quality control, witch would be thrown away	Not yet

			anyway. The purpose is to upcycle them into new products.	
MovingMood	movingmood.com	Startup	Develop a clothing accessibility self assessment online tool, for clothing designer and brand to check the accessibility before producing.	Yes
multiple identities	www.multiple-identities.com	SME	To create interactive [half] garments that foster play, expression and confidence. To fuel culture, change consumerism and educate our future- children	No
Nathletic Sports Ol	nathleticsports.com	Startup	I wish to start creating upcycled clothing using leftover fabrics and scraps. The designs of the clothing will be joyful and here to make people smile	No
Adelaide Carta group	store.adelaidecarta.com	Designe	I design and create eco-sustainable fashion accessories to educate consumers to make informed and durable purchasing choices. Currently I design and market only bags with recycled and natural materials, in the various expressions of eco-sustainability, but I would like to extend the project to a clothing capsule with recycled and natural materials through my partner who would take care of the technical management of the new capsule, relations with suppliers and tailoring details in which she is an expert.	
Redress Laborator		Designe	The idea behind the Biogar is to use waste material from the culinary industry to produce plastic composite materials from seaweed vegetation	No
TEXTILE MOUNTAIN	www.textilemountain.cz	SME	The project will help Textile Mountain to innovate its business service, enter the European market and work with and support international designers.	Yes
Franquemont			Setting up a sustainable interior fabrics brand	No
Recomended		Startup	Centralized repair/refurbishment factory that can sort/repair/refurbish/wash/upcycle/etc 100,000 products each month	No
Chain.	chain.com.ar	Startup	Set up the studio with machinery to instruct mostly youth, in the recovery of crafts and the research of new biomaterials made from native plants	No

Wear Your Origins	www.wearyourorigins.com	SME	With our soul on women a new brand is born WYO garments are a visual journey of the culture, tradition and histories of our women designers	Yes
Endelea S.r.l SB		Startup	Ethical fashion brand bridging Europe and Africa. 3% of gross revenues is dedicated to the development of professional skills in Tanzania.	No
Induo	www.induo-technology.com	Startup	developed and manage the production of advanced cotton fabrics for shirting. Our first patented fabric uses perfectly invisible technologies to become self-cleaning, breathable and stretch. You are freed from daily worries: you can eat spaghettis, run to get your bus and take a few pounds without any risk. All of that without changing anything else to your clothes.	NO
AGOGIC	www.agogic.it	Startup	New longevity lifecycle for Agogic performance outerwear garments offering circular services (care, repair and resale) to the Agogic community.	Yes - Relished
Hybella	www.siamaqadar.com	Startup	We make zero waste clothing from food and plant waste, that also has healing. We are missing branding, marketing and sales growth team members.	No
ecosete.ro	ecosete.ro		Eco friendly socks made out of recycled cotton & other leftovers	No
itmatters	itmatters.fr	Startup	we automatized the selective sorting of the raw materials of the clothes&simultaneously register the brand and the recycledmat into our blockchain	Yes?? not sure
Angela Ciobanu Jewelry			We will use this collaboration for integrating the technical and aesthetical attributes of upcycled light emitting lace into contemporary jewellery.	Yes, UK
Benjamins	www.benjaminsbctega.nl	Startup	Make a online stock market of unwanted textiles: designers can buy used textiles to make clothing designs. The designs can be sold on platform as well	Yes

Lebiu Design	www.lebiudesign.com	Startup	The Goal of the Partnership is to SCALE-UP the Lebiu Nanocork finish through ECOfinish Tech. by Care Applications In the factory to market it in "22	Yes
Eithne		SME	A digital textile library that exploits the haptic visuality potential of new tech to offer designers/makers an embodied experience of sustainability	Yes, Italy
Flex.in Lda			Adding the recycling and upcycling of materials and products to complete the sustainability cycle for the SENSIFY brand.	
Green Cat BHN	www.greencatcompany.com	Design	My project is to build a sustainable fashion brand made in Europe, focus on recycling wastes and natural materials.	No
Intu.	www.intu.store	Startup	Intu. is a circular initiative that is creating a sustainable and zero waste, up-cycled fashion label.	No
Fashion Roundtable	www.fashionroundtable.co.uk	SME	Focusing on Welsh wool, the programme explores ways in which manufacturing could pioneer a more sustainable fashion future with EU roll-out potential	No
Jazon d.o.o.		SME	The Bag to Back project is a CIRCULAR REDESIGN model that facilitates the REUSE of discarded workwear as source material for LEASE & RETURN bags.	Yes
Ecodicta	www.ecodicta.com	Startup	Through the collaboration with ECODICTA, EME's excess stock becomes part of the fashion subscription model and the garments are given a second life	Yes
HANGON KARTON			We suggest a greener alternative to plastic hangers, a designed product and a new way to promote one's business through merch.	No
Leonids Rain		Startup	Jewellery from recycled silver, keychains and corporate gifts from recycled silver, non poly vegan leather, bamboo, rPET and cotton	No
Laurianne Da Rocha	lauriannedarocha.com	Design	My project is a fashion studio based on the idea of 'stop the textile industry' concept. A studio that connects research, fashion and clothing.	No

Synaerchi	synaerchi.com	Startup	My idea to enter the fashion for change project is to create new materials for the textile and fashion industry.	Yes
atlat	atlat.de	Startup	We want to build a bridge to make atlat's grievance system available on tex.tracer's platform for supply chain transparency.	Yes
M1LE LONDON	www.onemilelondon.com		We would like to build & market a prototype biodegradable and/or carbon neutral commuter jacket in collaboration with agricultural start-up, Salty-Co.	No
Mend Assembly	www.mendassembley.com	SME	Mend Assembly is a unique blend of textiles maker space, local production, sustainability expertise, innovation and old fashioned clothing services.	Yes
Oblique	weareoblique.com	SME	We want to develop a reliable on-demand production business model adapted to small companies constraints.	No
Henry Who?		Designe	A childrenswear brand offering high quality, unique, and desirable clothing collection for boys and girls aged 7 - 11.	No
EITHNE srl	www.eithnesrl.com	SME	A digital textile library that exploits the haptic visuality potential of new tech to offer designers/makers an embodied experience of sustainability	Yes
The Archive Closet	www.thearchivecloset.com	Startup	We are a sustainable upcycling brand that gives a second life to premium vintage garments by remaking, repurposing and mending them into modern piece	Yes
Menddie	www.menddie.com	Startup	Menddie is an online platform for clothing care and repair. We bring together seamstresses, tailors, cobblers to offer care&repair services BtC & BtC	Yes
Nuud Activewear	nuudactivewear.com	Startup	Find a scalable solution for production waste repairs and utilising post consumer waste. I'm currently testing these in prototype stage.	No
T-BOO UG (haftungsbeschränkt) i.G.	t-boothebrand.de	Designe	T-BOO creates products based on the combination of creative, innovative ideas and sustainability, just as sustainable and innovative bags or clothes.	Yes, Greece

Missionx			Setting up a circular production chain in Bangladesh (Cooperation with local factories and suppliers) for small to medium production of our garments.	Yes, Denmark
Box of Prints	www.boxofprints.co.uk	SME	We look to produce a sustainable children's clothing range that uses ethical materials and natural textile prints.	Yes - Mustard Kid
Harry & Myrtle		Startup	I have written a children's book on a hoverfly and its importance to the eco system. to take to schools, its outdoor recycled children's attire.	No
MAKE-LAND	make-land.com	SME	To deconstruct and recycle climbing rope. The outer into trims for accessories and the interior nylon filament into synthetic fill for wadded jackets	Yes
"TEXTORAS" - UAI Textor LT	www.textoras.com	Startup	Return management app solution for online fashion retailers. We improve customer return experience, optimize return management & provide re-commerce.	No
Hier&na	www.hierna.org	Designe	Car design's gendered bias has serious implications. We will produce a series of genderless garments that communicate the danger of gendered practices	No
DINO ZOLI TEXTIL	www.dinozoli.it	SME	We would spread our recycled microfiber fabric called Re-Suede with the same resistances of similar products made with virgin raw materials.	Yes
EMBRACE Design Lab.		Designe	The EDED scarf is going to be the first sustainable fan scarf made entirely from natural, local materials.	No
circular office /beo textile	<i>under construction</i>	SME	To remain sustainable and to create a fertile basis for other measures to increase sustainability, I aim to create a place, a "circular office", for designers, brands, retailers, producers and other stakeholders to come together and learn from each other, while working on new ideas and product lines with up-and-coming digital opportunities.	No
Milk of Lime	www.milk-of-lime.com	Startup	We want to make jackets out of cow stomach leather together with Billie van Katwijk. The	Yes

			material exists but is not used in the current luxury market.	
Russkys fashion	www.russkys.com	Startup	Russkys is a new modular design brand and a connected platform that invites all fashion-loving customers to try their hand at design.	Yes
Spiral basketry		Designe	The idea is to make bags or other fashion accessories using the spiral basketry technique. All products would be collapsible, sustainable and crafted.	Yes, France and Spain
FibreLab		Startup	We propose to develop and prototype our own yarn or textile made from our recycled shredded fibres of varying content.	No
BAKANO design	www.bakano.dk	Startup	BAKANO wish to learn if we can source good quality recycled leather in Spain and teach the production site in Spain how to work with recycled leather	Not yet
Reclaimed DNA		Startup	Reclaimed DNA is a sustainable streetwear brand with a goal to divert pre-used fabric from landfills and create unique designs that consumers cherish	No
Low ImPACK	bit.ly	Startup	We produce e-commerce packaging from recycled textile waste for e-shops that value circular packaging in the form of a foldable and customizable box.	Yes
RAFALE COLLECTIVE	www.rafalecollective.com	Startup	We work like a record label but for fashion designers: we help them to develop their collections and take care of the production/communication/sales.	No
TinyKind	www.tinykind.com		We ensure that economic performance goes hand in hand with a positive impact on people and the environment.	Yes, Belgium
Sofie Andersson	anekdotboutique.com	SME	We want to expand our production to be able to reach a wider market, while making sure to stay zero-waste and make new products of our own scraps.	Yes
UAB First priority/ow studios			To produce women's apparel from dead stock fabric as to create timeless, classic and good quality for good price selection of clothes.	No

Tex Tracer B.V	www.tex-tracer.com	Startup	Combine our two approaches. Make Atlat's grievance system available on the tex.tracer platform. Design and implement the technical connection.	Yes
Dynaback Team	dynaback-tshirt.com	Startup	Dynaback is a motion capturing garment which includes inertial sensors and measures human movement to provide feedback, for Work Safety applications.	Yes
Our Pocket Hero	www.ourpockethero.com	Startup	Our clothes have secret pockets to keep treasures safe and close – and for our little heroes - a life companion's insulin pumps.	No
Sew Roma by Rom Romeha		Startup	To accelerate Sew Roma to be a maker of sellable products that reflects and promotes Romani culture in Scotland, using a zero waste approach.	Yes, Hungary
British Alpaca Fashion Company	ekoalpaka.com	SME	Establish a CENTRE FOR TEXTILE & KNITWEAR TRAINING with a production capacity to develop design technical training and production from natural fibre	No
The Well Worn	www.thewellworn.co.uk	Startup	Is to reset the standard by making clothes without compromising the planet.	No
Ingrid Grunge		Designe	Suits,Smoking for womens with cotton fabrics.It will be inovation.I would like mix colorful cotton fabrics with black smoking fabrics.	No
Modus Circulum	www.moduscirculum.eu	Startup	Provide trustful information on fashion garments origin, composition, and other details, to prevent greenwashing and lead to sustainability.	Yes
IT Pieces	itpieces.floramirarda.com	SME	We develop a production partnership, so that our generative&automatic design can be released on-demand with customisable embroidery with eco-threads.	Yes
Paul Berg	paulbergoutdoors.com	SME	Product design & re-design to give product a second life or circularity.	Yes
Open Studios	openstudios.co	Startup	Open sustainable production to small brands by connecting them to responsible suppliers creating their sustainability strategy via digital platforms.	Yes, Poland

Makhmur	makhmur.com	Startup	Handmade bags with embroidery and recycled fabrics, knitting. Bags have two types of frames - handmade recycled wooden frames and vintage metal frames	No
LTR Digital	www.learntorecreate.com	SME	Creating eco-luxury customisable product and providing a D2C and end-to-end solution using technology to reduce garment production waste.	No
MAXAVI	www.maxavi.design	Design	Build a business and produce such products that would be most consistent with the concept of sustainable development and the circular economy.	No
ONE Essentials	www.onee.earth	Startup	To create a fully circular, closed loop or biodegradable seamless underwear offering stretch, retention and hygiene properties for active underwear.	No
GARCIA_BELLO	www.garciabelloni.nl	Startup	GB-F! is a project where we'll collect used knitted sweaters through donation methods and we'll be Redesigning a New Collection of knitted sweaters.	Yes
Victoria Danila	minodora.org	SME	Durable functional clothing	Yes
EbonySeed	ebonyseed.ie	Startup	The idea is called 'Recirculate Not Accumulate', where we are building a sustainable fashion value-chain for post-consumer textiles.	Yes, Spain
Milistver OÜ		Design	My idea is to create a retroreflective leather. During daytime it has a natural colour but the safety effects (reflecting light) come out in the dark.	No
No(N)s		SME	Looking for knowledge and/or partners to find ways and materials to make even better and more sustainable footwear (and package it better).	No
Cuitu			Explore internationalization and scaling up opportunities by co-creating products that combine circular materials + improve transparency demonstration	Yes, The Netherlands

Reloop Wear		Startup	The partnership is mainly focused on the "repair", "zero-waste" and "end of lifecycle" activities of Reloop Wear and promotes natural dyes & upcycling	Yes
aer liber			Build a brand (AER LIBER) around a bag to communicate supply chain interventions and advocate ethical fashion	Yes, Romania
Candour.Digital			To build a decentralised operating system for the circular economy in which information, capital & material can flow freely amongst its participants.	No
05 Studio		SME	Activewear collection made of recycled fabrics with illustrations that can be scanned leading to an animation and /or videos for yoga and well-being	No
Melina Bucher	www.melinabucher.com	Startup	Exquisite designer bags made from first-of-its-kind, 100% bio-based, plastic-free and circular vegan leather MIRUM®. Made for the next generation.	No
Texchange.online		Startup	texchange.online is an online platform for resale and exchange of materials and fittings deadstock.	No
SALVI ROW		Startup	SALVI ROW is a circular lifestyle brand for women. Inspired by menswear, topped off with (vintage) home pieces and high-brow editorial.	Yes
Seen Archive		Startup	Seen Archive is an online circular studio/platform for design pieces that have been fully created using used material/clothing.	No
C/OVER	www.christineoverbeck.co	Design	With RE-C/OVER we want to research new ways of constructing fashion and couture with dead stock material, vintage clothing and waste material.	No
ODSS	www.odss.it	Startup	Open Digital Size Standard. Apparel and body measurement unification method.	Yes
Vulpes	www.vulpes-electronics.com	Startup	The project shall focus on establishing a new business model for recycling of smart clothing and wearable devices to re-use the electronic components.	Not yet

Mani Leather Studio		Designe	Dig deep and create biodegradable hardware material for accessories	No
Sensihemp	sensihemp.pt		A hemp fashion brand that pretends be a model in fashion industry and create environmental and social impact	Yes, Spain
Unnormal	unnormal.space	SME	unconstrained. undestructive. Sustainable and ethical fashion brand	Yes, Turkey
BAIBA LADIGA	www.baibaladig.com	SME	Zero waste and excess waste cutting and design approach and use of sustainable fabrics, dead-stock fabrics	No
ASK QUINN	ask-quinn.web.app	startup	<p>We are building technology to drive customer behavior shift towards conscious consumption of fashion, SDG #12.</p> <p>It includes a website and mobile application with a native share function and browser extension.</p> <p>It can calculate an assumption about the production footprint of garments available online and suggest items with lower environmental impact.</p>	Yes

Annex 3: Final TOP 35 teams selected to participate in the Designation Event

Company name	Score	Stream	Type	Product	b2b/ b2c	partners hip	Country	Website
The Rewear Company	33.6	startup	service	marketplace	both	Yes	Estonia	https://rewear.company

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Bodytech UG	38.3	brand	product	clothes	b2c	Yes	Germany	https://www.tildebra.com/
COSH!	36.1	connector	service	marketplace	b2b	Yes		https://cosh.eco/
Biofluff	31	startup	product	new material	b2b	Yes	Italy	https://bio-fluff.com/
FixThatShirt	31	startup	product	marketplace	b2c	Yes	France	https://fixthatshirt.com/
SALUBATA	28.5	brand	product	clothes	b2c	Yes	France	https://salubataofficial.com/
p2lab	35	startup	product	new material	b2b	No	Spain	N/A
Z.W.A.F.M. BY ZEROBARRACE NTO	31	startup	service	digital solution	b2b	Yes	Italy	https://zerobarrace.com/
Manufy	32	startup	product	marketplace	b2b	Yes	Netherlands	https://www.manufy.com/
Recomended	36	SME	service	factory	b2b	No	Sweden	N/A
Induo	35	startup	product	new material	b2b	No	France	https://www.induo-textile.com/
AGOGIC	35	brand	product	clothes	b2c	Yes	Italy	https://www.agogic.it/
itmatters	29	startup	service	digital solution	b2b	No	France	https://itmatters.fr/
Lebiu Design	38	startup	product	new material	b2b	Yes	Italy	https://www.lebiudesign.com/
Ecodicta	31	startup	service	digital solution	b2c	Yes	Spain	https://ecodicta.com/
Synaerchi	33	startup	product	new material	b2b	Yes	Netherlands	https://synaerchi.com/
Menddie	30.5	startup	product	marketplace	b2b	Yes	Finland	https://menddie.com/en
MAKE-LAND	34	startup	product	new material	b2b	Yes	UK	https://make-land.com/
TEXTORAS - UAB Textor LT	28.5	startup	product	digital solution	b2b	No	Lithuania	https://textoras.com/
Milk of Lime	30	brand	product	clothes	b2c	Yes	Germany	https://www

								.milk-of-lime.com/
Low ImPACK	30.3	startup	product	packaging	b2b	Yes	Estonia	http://www.lowimpack.eu/
Tex Tracer B.V	37	startup	product	digital solution	b2b	Yes	Netherlands	https://www.tex-tracer.com/
Our Pocket Hero	29.5	brand	product	clothes	b2c	No	Lithuania	https://ourpockethero.com/
British Alpaca Fashion Company	31.8	SME	product	factory	b2b	No	UK	https://www.ekoalpaca.com/
Modus Circulum	30.5	startup	product	digital solution	b2b	Yes	Lithuania	N/A
Open Studios	31	startup	product	marketplace	b2b	Yes	Spain	https://openstudios.co/
ONE Essentials	37	brand	product	clothes	b2c	No	UK	https://www.onee.earth/
Cuitu	40.5	brand	product	clothes	b2c	Yes	Finland	https://www.wearecuitu.com/
Candour.Digital	33.1	startup	service	digital solution	b2b	No	Netherlands	https://www.circulaid.io/
05 Studio	35.8	brand	product	clothes	b2c	No	Bulgaria	https://www.the05studio.com/
Melina Bucher	39.1	brand	product	clothes	b2c	No	Germany	https://melinabucher.com/
SALVI ROW	30	brand	product	clothes	b2c	Yes	Lithuania	N/A
ODSS	30.5	startup	product	open standard	b2b	Yes	Lithuania	N/A
Ask Quinn	35	startup	product	digital solution	b2b	Yes	Italy	https://askquinn.web.app/
Swapshop	28.1	brand	product	clothes	b2c	Yes	Netherlands	https://www.the-swapshop.com/

