

SoFE

Social & Sustainable
Fashion Entrepreneurs**DID YOU KNOW THAT:**

- **youth unemployment rates in Eurozone is more than 20% while in countries like Spain or Greece they exceed 50%**
- **50% of young people want to start-up an enterprise but only 2% actually do; partially due to overemphasis of education in academic subjects & lack of information and support on entrepreneurship**
- **fashion industry is world's 2nd largest polluter behind the oil industry and 2nd in people being enslaved after sex industry?**

The global financial crisis of the last years has increased the need of Europe to find solutions for poverty alleviation and unemployment. In fashion industry the production has been driven to the cheap labour countries around the globe leaving behind high rates of unemployment on one hand and new designers and artists entering fashion industry struggling with fierce competition, facing very high marginal costs of production, having small scales, being very locally oriented unable to reach other geographical markets and isolated from the wider entrepreneurship ecosystem, on the other hand. Those emerging designers are often innovative in nature using sustainable production processes and materials, like the case of up-cycling and creative reuse, what is called social and sustainable innovation.

Learn more: www.sofehub.eu

**WELCOME TO SOFE PROJECT!**

So, we're excited to introduce our new project, 'SoFE - European Social & Sustainable Fashion Entrepreneur' which objective is to develop, organize and evaluate an experimental pedagogical plan for the training and incubation of the future fashion entrepreneurs and professionals, targeting mostly the young unemployed and structural unemployed prospective fashion entrepreneurs as well as early stage existing fashion entrepreneurs.

Learn more: www.sofehub.eu

SOFE'S AIMS

By introducing case-based learning, skills training, action learning and e-learning methodologies as well as off-line mentoring, SoFE aims to stimulate the practices, skills and networks needed to develop innovative, creative, environmentally sustainable, socially responsible and ethical, globally competitive, actively networked and financially sound fashion and creative industry enterprises.

Learn more: www.sofehub.eu



SOFE TARGET GROUPS

The target groups addressed promote a cross-disciplinary approach to the fashion industry, incorporating all kinds of professionals, from fashion designers and buyers to bloggers and digital artists, to create a multilevel and multisectoral 'Social & Sustainable Fashion Community'.

Learn more: www.sofehub.eu

SoFE

Social & Sustainable
Fashion Entrepreneurs

INTERNATIONAL PARTNERSHIP OF SEVEN EUROPEAN ORGANISATIONS

The SoFE project's partners are seven organisations from different EU countries:

- The Nest Social Cooperative Enterprise from Greece
- Authenticitys Experiences SI from Spain
- Wageningen University from the Netherlands
- Społeczna Akademia Nauk from Poland
- Eolas S.L. from Spain
- Athens University of Economics and Business - Research Center from Greece
- Brunel University London from UK

Learn more: www.sofehub.eu

SOFE WILL RESULT IN:

- A COLLECTION OF BEST-PRACTICE CASES among five European countries, ranging from co-creation and collaborative practices for social and sustainable fashion entrepreneurs, as well as insight into the most important skills for entrepreneurial success in social and sustainable fashion.
- A HANDBOOK CO-CREATION and COLLABORATIVE PRACTICES as well as ENTREPRENEURIAL and 21st CENTURY SKILLS.
- The SoFE E-LEARNING PLATFORM, providing innovative courses for Social & Sustainable Fashion Entrepreneurs.

HOW ELSE YOU CAN BENEFIT FROM SOFE?

A cycle of pilot phases of the planned Mentoring Circles will take place in each partner country, to test materials developed by prospective or early-stage entrepreneurs from the fashion and creative industry. Additionally, SoFE Face 2 Face Workshops will take place in each partner country to help further deliver a co-sharing and skills programme, with use of the SoFE Handbook and e-modules.

At the end of the project, a closing conference will be held in Greece to disseminate the results of SoFE's research and learning programme results. The values and principles of SoFE's new paradigm of sustainable, social and ethical fashion industry promoting the virtue and efficiency of collaborative and co-creation practices in manufacturing, innovation & governance will also be discussed.

Learn more: www.sofehub.eu

ACHIEVEMENTS SO FAR

The project began with an inspirational workshop entitled 'Sustainability of social fashion enterprises', which took place at the Impact Hub in Amsterdam in January 2016. Ten sustainable fashion entrepreneurs from the Netherlands participated in the workshop, with the goal of developing criteria for the scaling and financial sustainability of start-up fashion businesses. In May 2016, over twenty fashion enthusiasts, entrepreneurs and professionals participated in a workshop entitled 'SoFE – European Social and Sustainable Fashion Entrepreneurship. Tackling the challenges of the fashion industry', which was held in Lodz, Poland.

July 2016 resulted in the formulation of a collection of best practices for co-sharing and collaboration, as well as for entrepreneurship training programmes in sustainable fashion. By the end of September, the project partners will have developed innovative e-handbooks on 'Co-creation & Collaborative Practices' and 'Entrepreneurship Skills', and will then begin developing the SoFE e-platform.

SIGN IN TO OUR EDUPLATFORM

ADDED VALUE

SoFE will, on one hand, examine issues in achieving co-creation through developing appropriate mindsets locally. On the other hand, it will help fashion industry stakeholders acquire the skills needed for 21st-century innovation and entrepreneurship.

Learn more: www.sofehub.eu



SoFE
Social & Sustainable
Fashion Entrepreneurs

**ARE YOU INTERESTED IN
CO-CREATING VALUE
IN COLLABORATIVE, SUSTAINABLE
AND SOCIAL FASHION ENTERPRISES?
BENEFIT FROM SHARING YOUR
EXPERIENCE!**

We would like to invite you to participate in an inter-European academic survey, co-funded by the European Commission. The survey is designed to uncover the skills that professionals and participants in the fashion industry need to develop, in order to achieve effective co-creation and build collaborative fashion ventures that are innovative, globally competitive, social and environmentally sound. The results of this survey will be used to create a learning platform for future social and sustainable fashion entrepreneurs.

In return for completing the survey, we're pleased to offer you 100% sponsorship in our training educational programme on Social & Sustainable Fashion Entrepreneurship. The programme will be launched officially in January 2017. We'll also share with you the findings of this international survey of the fashion industry.

More information at:

<http://sofehubs.eu/> and Facebook

<https://www.facebook.com/sofehubeu/?fref=ts>

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Contact:

For further information please contact us at:

contact@sofehubs.eu



Erasmus+

**YOU CAN HELP BY SHARING
YOUR EXPERIENCE AND FILLING IN
THE QUESTIONNAIRE (EN)**

YOUR OPINION IS IMPORTANT!



SoFE

Social & Sustainable
Fashion Entrepreneur