

SoFE

Social & Sustainable  
Fashion Entrepreneurs

**We have the pleasure to inform you that the SoFE e-course has been successfully launched!** The training programme gathered more than 130 young and prospective fashion entrepreneurs from 25 countries across Europe, Asia, Africa, North and South America.

The course started on March 13th and we are currently spot in the middle of the programme. After completing Module 1 "The Economics of Fashion" and Module 2 "Growing to be a Transformational Leader in Fashion", the participants are analysing their supply chains and learning about sustainable materials. The course offers participants the chance to team up with entrepreneurs along the value chain or in different markets, to maximize cross-functional learning and collaboration. Local mentors and international e-modules moderators support them in completing the course and assist in case of any doubts and difficulties. Participants had a chance to meet one another and share their needs and expectations in group and individual mentoring sessions available online.



## F2F WORKSHOPS

For stronger support of our trainees, each partner country organized open and free face-to-face Design Thinking Fashion workshops to spark creativity and collaboration among the fashion entrepreneurs. Each partner organization responded to the needs they saw within their local ecosystem:

### Barcelona, Spain, 11.03.2017 "LOVE your Customer!"

A mix of sustainable fashion entrepreneurs, local producers and fashion enthusiasts with an idea attended our first event. And it was all about the customer: understanding who they are by gathering insights using Design-Thinking. The participants presented their Personas and received feedback from Laura Cordes (gardore.com) and Elena Rodriguez (authenticitys.com). After a lunch provided by local artisans, we moved from understanding who your customer is to understanding how we can effectively communicate with them. Victoria Eugenia (victoria eugenia.es) gave a workshop on branding and storytelling, followed by Till Koch (mbj.london) about the dos and don'ts of building a webpage, to translate customer insights into concrete actions. After an intense day we gave the entrepreneurs the chance to ask for personalized feedback from our guest speakers and mentors.





### Utrecht, The Netherlands, 18.03.2017 "Map your business"

The workshop started with an intro round of the participants after which we dived into a presentation about how to find your ideal customer. We then had lunch and after lunch worked with the business model canvas to help each participant map out his/her business. Participants ranged from having only an idea to already running a sustainable fashion brand. We had participants from Spain, The Netherlands and Germany, working in countries such as Nepal and Romania. We had a chance to focus more in-depth on the business ideas of the people that were present.

### Lodz, Poland, 30.03.2017 „Think Project!"

The idea of F2F workshop in Poland was to inspire the participants to discover new, wide contexts of designing products and service responding to the needs of more and more demanding customers. The workshop showed the potential of Design Thinking methodology and business context of the presented attitude. The event form was based upon active participation of all attendees, the principle was to run simulated design process, particularly in reference to three pointed stages: immersion, ideation and prototyping. We have learnt how to use Design Thinking methodology in fashion industry to widen the perspectives of creating innovative solutions, discover own creativity and skills, simplify process of work and use team potential by combining competences.



### Athens, Greece, 8.04.2017 "Sustainable Fashion: Attracting Ethical Consumers"

The participants come from various backgrounds. From fashion designers with a great experience in design projects and sales management in leading Greek brands, to graphic designers and lawyers who are interested in starting their own brand based on the principles of sustainable and ethical fashion. The workshop started with the presentation of TCBL project, which aims to transform the Textiles and Clothing industry by Athanase

Contargyris. Subsequently the participants had the opportunity to learn about the importance of Soft Skills in selling by Dimitris Raftopoulos and the use of Social Media in Fashion business by Katerina Papageorgiadi. Then, after a lunch break, we moved in how to build our strategies to attract Ethical Consumers and in the sequel we moved in a design thinking workshop and created our personas, both of them coordinated by Fiori Zafeiropoulou. Last, Pelagia Glampedaki gave us greater knowledge and understanding about the relation between textiles and sustainability.



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20TH MAY, 2017

 TeamLabs, Barcelona

## SOCIAL IMPACT CITIES

### F2F WORKSHOP – 2<sup>ND</sup> EDITION

We are planning to organize 2<sup>nd</sup> edition of SoFE workshops in June to finalize our pilot training programme. The last workshop will include business model canvas, investment readiness, pitching skills and fund raising kits and presentation of work to prospective investors and funders. We will inform you about exact dates and places of the workshops in each partner country. We cordially invite all participants of the first workshops' edition, as well as all prospective and beginning fashion entrepreneurs to attend the second edition of SoFE workshops. Follow our Facebook page to be up to date - <https://www.facebook.com/sofehubeu/?fref=ts>

We already invite you for the F2F workshop in Barcelona - [www.authenticity-summit.com](http://www.authenticity-summit.com)

### FASHION FOR GOOD – NEW GLOBAL INITIATIVE TO MAKE ALL FASHION GOOD

We would like to share with you new sustainable fashion initiative, whose principles perfectly correspond with SoFE concept. Fashion for Good began its life on March 30th on a sunny afternoon in Amsterdam. It is a global initiative that enables the daring invention and widespread adoption of good fashion practice with 'The Five Goods': Good Materials, Good Economy, Good Energy, Good Water and Good Lives. As a laboratory of innovation, Fashion for Good works to identify and support relevant, replicable and scalable innovations that will accelerate the transition to a sustaining fashion industry. You can read more on the initiative in the article by Kim Poldner from the SoFE Dutch partner organization - <http://www.ecofashionworld.com/Events/Fashion-for-Good-Launch.html>



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More information at:

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

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

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