

Spain - Sustainable Fashion Brand project

Title of inspiring practice	Sustainable Fashion Brand project (<i>"Projecte de Marca de Moda Sostenible"</i>)
Geographical area	At regional level in Catalunya, with campus in Tarragona, Lleida, Cervera, Igualada, Manresa, Terrassa, Sabadell, Mollet del Vallès, Barcelona (3).
Period of implementation)	<p>The project development took place in two phases.</p> <p>The first main development occurred between October 2021 and May 2022. The project finished its first phase with a fashion catwalk in which the different collaborators were given visibility.</p> <p>The second phase of development started in June 2022 and it is expected to end in 2023.</p> <p>The project, once the fashion show has been completed, has moved on to a new phase where, through a company, it is accelerating in order to bring this initiative to the market.</p>
Rationale	<p>This initiative is considered to be an inspiring example because it discloses the value of skills and specialised knowledge treasured by VET teachers and students, and the extraordinary potential of such knowledge when used together in a coordinated action.</p> <p>The starting point of this initiative was the textiles and fashion industry, noted to be the second most polluting sector on the planet. The objective of this practice was to show how the pollutive character of the fashion industry could be dramatically reduced through the use of new technology.</p>
Scope of the practice	In this project, Initial VET and Continued VET collaborate together and with students from last course of bachelor's degree. This collaboration aims at reproducing some real working situations in any company.
Educational level	<p>All students are CFGM and CFGS according to Educational Level in the national system.</p> <p>Considering the EQF, the main profiles are found between 2 and 3 degrees, and particular cases of 4 EQF degree.</p>
Introduction and context	<p>This project was formerly thought to prevent students (from CFGM FEPT focused on Digital Fashion and New Technologies from Ins Guillem Catà, in Manresa) from losing their company training period during the 2021 – 2022 course, due to COVID-19 restrictions. This project aimed at providing them with a fully real experience to create from zero to fashion show level a Sustainable Fashion Brand using all the resources at hand.</p> <p>Once shared with and reinforced by the participation of multiple institutes and VET Specialities, the project aimed at becoming a demonstrative tool of the potential of vocational educational training and the tech reality of the textile sector.</p> <p>The project involves the InnovaFP unit from the Department of Education, the head of studies and directors of Institutes and Management Teams of Institutes as VET providers, and multiple companies as representative of the civil society.</p> <p>The InnovaFP has an interest in creating an environment promoting the sharing of ideas and projects, as well as the creation of networks. It is also interested in providing a legal platform to develop projects in different campuses and encouraging a safe and secure collaboration between students and teachers from any of the Institutes, providing support and advice thorough the process.</p> <p>Consistently, heads of studies and directors are committed to bring teachers and students, as well as their own resources and facilities, to the projects with the goal</p>

	<p>of making their own and incorporating them into the annual programme of their Institute under the same conditions of any other activity.</p> <p>Finally, companies are seriously interested in VET and are committed to betting on the potential of students and teachers when using tech, software and enough resources.</p> <p>The initiative is structured to achieve multiple objectives for the target group.</p> <p>The first goal of the project is to carry out a market study highlighting the vision of youth on the topics of sustainability and fashion, and evaluate their involvement (Marketing Specialised VET). The second purpose is the creation of a Sustainable Fashion Brand with a Real Fashion Collection within professional limits on creativity and economics (Textile and Trend Specialised VET). Another purpose of the initiative is the response to a professional demand for a catalogue and multimedia material to promote the brand (Visual & Image Specialised VET).</p> <p>Other two goals of the initiative are the creation of a Sustainable Collection of Sunglasses (Optical Specialised VET) and the organisation of a professional parade to display the collection, including space assembly, soundtrack design, lighting effects, model selection and live broadcasting of the event (Visual & Image Specialised VET). The initiative also aims at managing the dissemination of the brand on social networks and the project on a web page (Marketing & Trend Specialised VET) and at capturing in a documentary the project work of students and teachers and their vision of sustainability in fashion (Visual & Image Specialised VET). Finally, all participants to the courses are expected to gain skills in teamwork, resource sharing and network creation, as well as being able to get out of their comfort zone, learn among equals and sustain their own empowerment.</p> <p>At the initial stages of the project, participants were asked to self-finance their involvement in the project, using own resources and within their reach. All participants were given the independence to present their participation to the project to any call they considered appropriate to raise funds. Finally, the Institut de la Mercè was awarded a fund of EUR 2 000 from Fundació BCN Formació Professional to be spent on their needs for catalogue, documentary, and organise a professional parade.</p> <p>The project encountered and still faces very different challenges and obstacles. For instance, the project encountered the rejection of society and youth to participating to the textile sector. This rejection was the result of an outdated vision of this sector, which was considered a main generator of pollution and exploitation. Furthermore, the project had to overcome a widespread ignorance on the reality of the current textile sector regarding sustainability. Additionally, some companies are still reluctant to hire personnel from VET, pointing to their lack of preparation. Another challenge resulted from the lack of coordination, late execution and difficulty in meeting deadlines from all project actors, which are very different and are experiencing relevant difficulties in working together. Also the motivation of teachers, students and companies in following the whole project process was challenged, following the effects that COVID-19 still has on societies and people. Another main obstacle to overcome was the different visions of the Institutes and the professional world.</p> <p>The project has become a tool to demonstrate the potential of vocational training and the tech reality of the textile sector. A documentary will be filmed on the whole project.</p> <p>Finally, the initiative is a tool demonstrating the potential scope of collaboration between companies and VET when targets are common and work is professional from both sides.</p>
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<p>Key activities and outcomes</p>	<p>Under the framework of the project, different activities were carried out.</p> <p>The Opening Meeting took place on 16 October 2021 at the Institute Guillem Catà in Manresa, followed by the Partner Companies Technical Meeting on 23 October 2021. The Market Survey was carried out in October 2021 by the Institute Guillem Catà in Manresa. The first stage on “Development of Collection” was implemented from October to December. During this phase, weekly Friday virtual & face-to-face work sessions were organised at the Institute Guillem Catà in Manresa between students mainly from the textile VET courses. On 16 December 2022 and 20 January 2022, a presentation of the collection proposals was planned to be delivered to all participants. Nonetheless, these events were cancelled due to the COVID-19 restrictions. The second stage of “Production and Collection” was then implemented from February 2022 to mid-April 2022. This phase managed and controlled the distribution of Tech Sheets for every model to all VET makers for production. This phase also involved the development of personal image, make-up and hairstyles, as well as the voluntary recruitment of models of all sizes and genders. This phase was coordinated by the Institute Terrassa. Technical seminars on makeup for shooting took place on 23 March 2022 at the Institute of Cal-lipolis, Tarragona. The Tech & Prod Meeting, was held in the Jeanologia Headquarters in Paterna, Valencia, on 28 April 2022. This meeting concerned the production of Laser & Ozone finishing over Denim prototypes. The third stage “Wear & Show” started on 6 May 2022 and focused on fitting all collection prototypes with the models recruited and on the clothing arrangements and garments to be adapted and corrected. This phase of the project was carried out at the Institute Mare De Deu De La Mercè. On 10 and 11 May 2022, the main activity involved the shooting Inn&Out of all prototypes, with the team working for the first time with make-up & hairdresser specialists. On 19 May 2022, the fashion show took place at the presence of the Education Department officials, the Institute’s Imanagement, students and teachers from every specialised VET, and some family guests. About 350 people participated to the event. This was also the closing day of the project.</p> <p>From June to September 2022, a representative team of students and the Lead to Change consultant were involved in the Entrepreneurs Accelerator Process, which was organised by INNOVA FP and aimed at putting the essence of the project in an attractive market format.</p> <p>The Documentary Film Première is planned. The projection of the Documentary will be part of an itinerant exhibition reaching all the collaborating institutes, as well as other institutions and entities that request it.</p> <p>The project was able to reach different accomplishments.</p> <p>The show and the parade collection were able to achieve a high level of professionalism that was openly recognised by the assistants working on the fashion show. No one from outside the project expected such a good result, and even participants were surprised by the aggregate of the professional collection, professional makeup and hairstyle, professional lighting and sound, professional parade. This result truly led to an empowerment of all VET students, teachers and management who were involved in this achievement. Furthermore, all the students and teachers participating in the project were given the chance to reflect on fashion, consumption, sustainability and learn first-hand how fashion can be produced in a sustainable way. Additionally, all companies involved in the project experienced how VET specialised courses could be used to face and solve complex challenges.</p> <p>The planning and dedication that students and teachers put into the project was considered another main achievement. Following the need to incorporate the efficiency of VET specialised courses with the use of cutting-edge technology, state-of-the-art software, and professional-level work, teachers in the project ask for planned technical formation, teamwork stability, and enough space and investment to reach labour market professional level. Additionally, students and teachers were given access from the beginning to common activities and proved to be a guarantee of success in the challenges accepted. They displayed a deep understanding of the project-based learning process.</p> <p>Nevertheless, it is worth to note that this project was a first-time experience, so not all ran seamlessly.</p>
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	<p>Some participants were and are not able to take active part in activities due to the restrictive regulations on travel, transportation and participation in events outside of school and school hours. No solution for this was found, despite the fact that all the school management signed the initial agreement recognising the project as their own activity.</p> <p>Another obstacle encountered during the project derived from transportation costs. Such costs are not considered in most calls for funds or put Documental Film on the ropes. For this reason, transportation costs had to be largely paid for by the participating students. Obtaining resources from third parties, including companies and teachers involved in the project, made possible to save the day.</p> <p>The lists of factors contributing to the success of the initiative are multiple.</p> <p>First, the commitment and personal involvement of some teachers has been decisive, offering their own workforce and skills to motivate the group and achieve the goals. Similarly, the generosity and involvement of the Institut de la Mare de Deu de la Mercè, its Directives, teachers and students, making all its facilities and resources available, have been essential in achieving the project's objectives. So it is always good to have a strong partner who really believes in the Project. The major interest and commitment showed by all companies involved in the project proved to be key in the success of the project. The participating companies successfully bet on showing the potentiality of students and teachers when using tech, software and enough resources, to bring out the need of investments, medium- and long-term close collaboration agreements, and updating of CVs and professional profiles for all studies, especially for textile related ones. Another factor contributing to the success of the initiative was the professional profile of the student who was selected to be Artistic Director of the collection. Her commitment, involvement and time and money investment in the project has been decisive to complete it at right time and in the right form. The experience and learnings she and her teammates working on the project got this year are at least comparable with the preparation they would have received with their work in companies in the sector, but in some years and in no case in a single course and without previous experience.</p> <p>The last major contributing factor was the agreement among VET teachers to provide a real professional experience in the reference sector to better achieve professional level when working on it.</p>
<p>Other information</p>	<p>The teachers and students who work on the project contribute with their skills and specialities to the different phases of the process.</p> <p>The list of the VET providers includes the Institut Torre Vicens, Lleida; Institut Cal·lipolis, Tarragona; Institut La Segarra, Cervera; Institut Milà I Fontanals, Igualada; Institut Guillem Catà, Manresa; Institut de Terrassa, Terrassa; Centre de formació Creatiu I Tècnic, Sabadell; Institut de Mollet del Vallès, Mollet del Vallès; Institut Mare de Deu de la Mercè, Barcelona; Institut Anna Gironella de Mundet, Barcelona; Institut Joan Brossa, Barcelona.</p> <p>Companies were in charge of providing main materials, fabrics, services and technology, as well as the formation and support to develop the whole project. These partner companies include Jeanologia SA; Hilaturas Ferre SL; Hilaturas Arnau SL; Shima Seiki Spain SAU; Interdenim SL; Infinitdenim & Back to Eco; Cotó Roig SL; Tintes Egara SA; Plastic Preciós BCN.</p>
<p>Contacts and sources</p>	<p>Web page https://www.fastproject.cat/</p> <p>Instagram Profile @fastpjct</p> <p>Related Instagram Profiles @textilcata</p>
<p>Date of update</p>	<p>25 July 2022</p>