

SoFE

Social & Sustainable  
Fashion Entrepreneurs

SOFE pilotage training programme on how to become a Social and Sustainable Fashion Entrepreneur is going to the end. We really appreciate your participation, which will help us to develop final training programme basing on your SOFE experience. During the course you have learnt how to use sustainable materials, upcycling and other processes in fashion design, how to manage your supply chains, how to use the new technology to grow your business, how to integrate people from excluded groups, how to create positive impact through your activities, and various other skills and techniques. We hope this experience will help you to start and develop your own sustainable fashion business.

## Global Fashion Disruptors

19 & 20 November 2017, Athens

**SoFE training and incubation programme *Global Fashion Disruptors*** is celebrating its 1st round completion with an all-around event in Athens, with the active involvement of the initiators of the Sustainable Fashion Movement and the support of **Fashion Revolution Greece**.

**WE INVITE YOU TO PARTICIPATE  
AND CELEBRATE SUSTAINABLE  
FASHION WITH US!**



**Day 1** includes Panel Discussions, Workshops for Sustainable Fashion Designers, Pop-Up Market of Sustainable Designers, Kid's Corner with games for Tomorrow's Ethical Consumers, Swap Bazaar and Recycling Point, Refugee Artist Challenge, International Film Premieres on Sustainable Fashion, Global Startups Pitching and Award Ceremony, Street Dance Performers, Ethnic Food and Drinks Market and DJ-sets!

**Day 2** includes exclusively technical workshops for sustainable fashion designers and entrepreneurs.

**Join Orsola de Castro, Founder and Creative Director of Fashion Revolution** and help us bring forward the stories of Fashion Disruptors.

## BE PART OF THE CELEBRATION!

Bring your own story forward by exhibiting and selling your collection in our Pop-Up Market, or pitching your work in our Pitching Event at the Main Hall, or by running an experiential or kids workshop in the Workshop Area & Kids Corner.

## Locations:

Sunday November 19th: in "Agora of Kypseli", the newly renovated market-building dedicated to Social Entrepreneurship -run by Impact Hub Athens- located in one of the most upcoming and multicultural regions of Athens.

Monday November 20th: AUEB, Athens Center For Entrepreneurship And Innovation

**It would be a great pleasure and honor to have you with us, as we believe that your story would be a significant addition to Global Fashion Disruptors event!**

Please let us know if you would like to participate in the events by **October 23rd**, by emailing:

georgia@medianeras.gr (Georgia Voudouri) and eva@medianeras.gr (Eva Anagnostaki).

Register here: <http://bit.ly/2xQ8Ncl>

## FREE ENTRANCE TO ALL EVENTS

The final event will be supported by prominent movements and communities from the world of sustainable fashion:

The **ETHICAL FASHION FORUM** (EFF) is a not for profit network focusing upon social and environmental sustainability in the fashion industry. EFF mission is to SUPPORT and PROMOTE sustainable practices, facilitate COLLABORATION, raise AWARENESS and provide the TOOLS AND RESOURCES needed to reduce poverty, reduce environmental damage and raise standards in the fashion industry.

<http://www.ethicalfashionforum.com/>



**Fashion Revolution** is a global movement in 90 countries that runs all year round. It has created a worldwide platform which we can all use to ask questions, raise standards and set an industry-wide example of what better looks like. „We celebrate fashion as a positive influence while also scrutinising industry practices and raising awareness of the fashion industry’s most pressing issues. We aim to show that change is possible and encourage those who are on a journey to create a more ethical and sustainable future for fashion.“

<http://fashionrevolution.org/>

**TCBL** is a major EU funded project that aims to transform the Textile & Clothing (T&C) industry and bring production capacity back to Europe by applying new business approaches that support local design and production, reducing the T&C sector’s impact on the environment. TCBL introduces and supports new approaches to product design, production and sales, creating “laboratories” for design and manufacturing, including partnership activities focused on specific localities.

<https://tcbl.eu/>

# GLOBAL FASHION DISRUPTORS

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## 2<sup>ND</sup> EDITION OF F2F WORKSHOPS

At the end of SOFE training programme we have organized 2nd edition of Face to Face workshops for co-creation dedicated to our trainees. The workshops included business model canvas, investment readiness, pitching skills and fund raising kits and presentation of work to prospective investors and funders. Here come short summaries of workshops organized by each partner organization:

### SOFE Workshops Barcelona May 20th, 2017

A mix of people sustainable fashion entrepreneurs and students from all walks of life attended the sustainable fashion workshops. Starting with the question, "What are the

challenges you see in the fashion industry?" The workshop focussed on bring together different points of view and experiences. We discussed concepts of holistic business practices in the fashion industry. Pedro and Sandra responded to the participants' thoughts, doubts and questions by discussing examples of sustainable and collaborative ventures and in the fashion industry. And there were many more questions to discuss.

The supply chain of a fashion brand is complex, to say the least. The afternoon session focused on collecting specific questions regarding the different parts of the supply chain and Pedro and Sandra discussed topics ranging from material selection, to upcycling techniques, certification and labelling, labour practice and the importance of technological developments for the future of garment production, sales channels and logistics as well as end of life practices. Cradle to cradle: the questions about what the future of sustainable fashion could look like. Challenging but hopeful.

<https://www.authenticitys-summit.com/>

### Fashion industry from the backstage, Lodz, June 27th, 2017

The event gathered people interested in sustainable fashion from different sectors. The idea of the workshop was to improve the



knowledge about sustainable and responsible fashion. The main attention was put on supply chain and selling. During the first part participant had the opportunity to hear about practical issues related to the running own sustainable business. It was very inspiring and motivating. The invited entrepreneur pointed out the key element of fashion company that adapted the rules of sustainability. Moreover participant had the opportunity to face with problems that can affect their business. The presented case study was a chance to discuss the issue of suppliers. It was a good training of problem solving.

Thank to variety of people from different organizations many interesting and helpful ideas were discovered. Participants worked on three main issues: cooperation in fashion industry, communication and promotion and customer satisfaction. Presented solutions and ideas can be considered as a good directions o further changes on the level of company and whole industry.

### Circular Fashion Symposium, 2nd of June 2017, Wageningen University

The Circular Fashion Symposium on June 2nd, 2017 brought together students, professors and companies to address the challenges of the fashion industry and create innovative solutions

for a circular fashion future. The focus of the symposium was to discuss how technological innovations from food supply chains (which is the expertise at Wageningen University) could contribute to circular solutions for the fashion industry. By connecting the expertise from different experts in a fish bowl format engaging students and entrepreneurs we built bridges towards interdisciplinary solutions in circular fashion. The symposium facilitated knowledge transfer of, among others, the latest innovative research in water- and waste management, consumer behavioral change and marketing. The Circular Fashion Symposium was the first step towards an innovative fashion future at Wageningen University & Research. The symposium took place in the most attractive building on the Wageningen campus where an exhibition of sustainable fashion was showcased.

The Circular Fashion Symposium was organized in collaboration with Circular Economy Student Hub, Impulse, Project organisation 100 years WUR Art&Exhibition, ArtEZ and State of Fashion. Next to several SOFE participants, the symposium attracted approximately 60 attendees amongst them some of the members of the university's board.



Erasmus+

More information at:

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

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

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**Contact:**

For further information please contact us at:

**contact@sofehubs.eu**