

Smart Anything Everywhere

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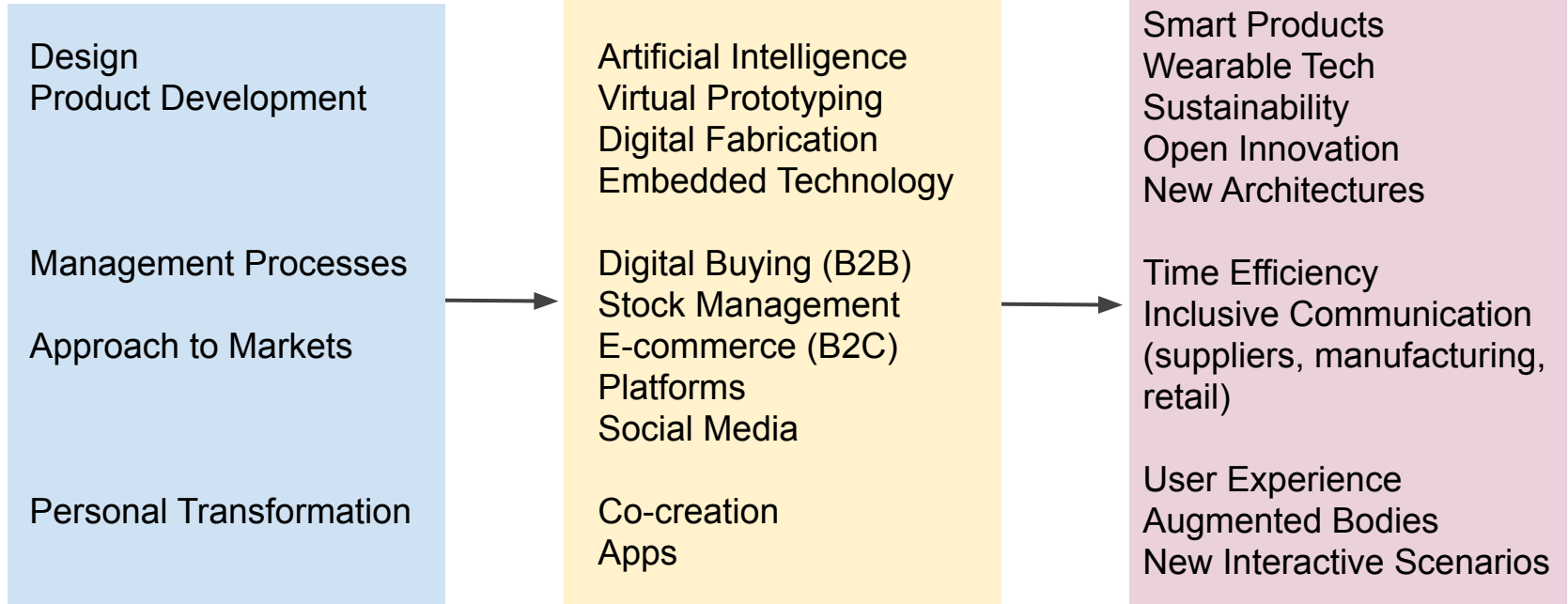
FASHION-TECHSTUDIOS

Industrial Leadership

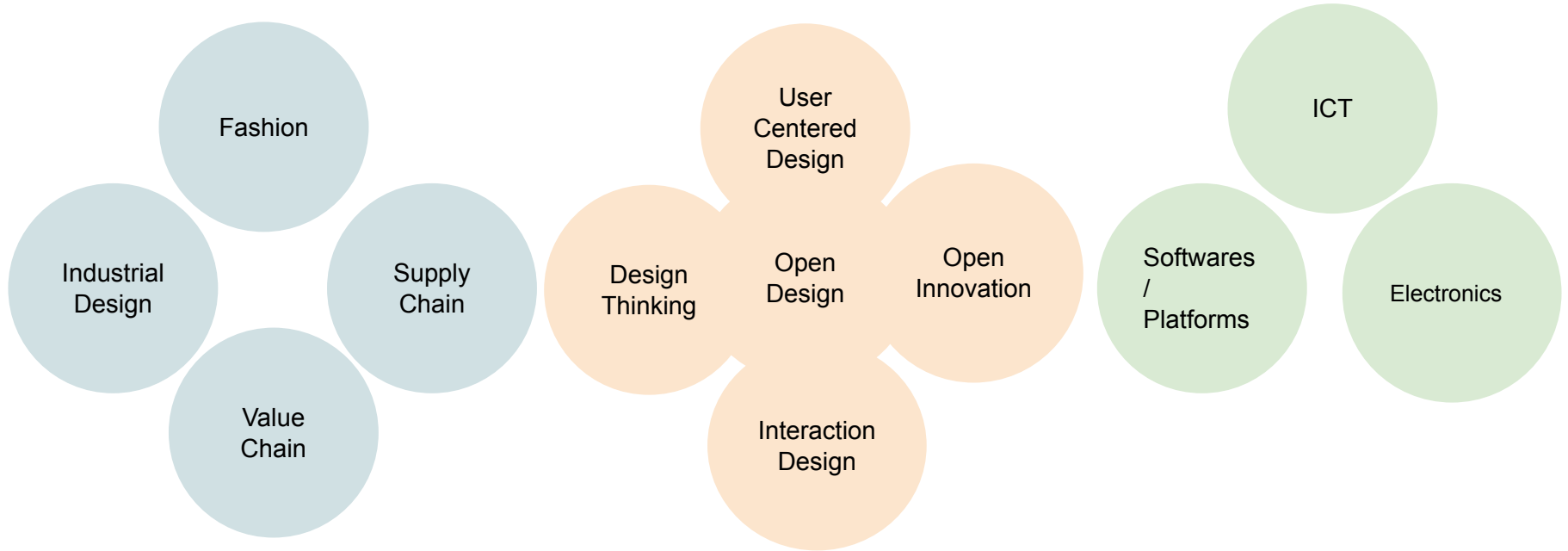
This pillar aims to speed up development of the technologies and innovations that will underpin tomorrow's businesses and help innovative European SMEs to grow into world-leading companies.

Area of Research - Smart Fashion System

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Area of Research - Smart Fashion System



Key words

Design

Smart

Digital Technology

SMEs

Network of Multidisciplinary Competences

IoT

+

Fashion

Call - Smart Everything Anywhere Initiative

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Horizon 2020H2020 website

Pillar: Industrial Leadership

Work Programme Year: H2020-2016-2017

Work Programme Part: Information and
Communication Technologies

Call : H2020-ICT-2016-2017

Topic identifier:

ICT-04-2017

Publication date:

14 October 2015

Types of action:

CSA Coordination and support action , IA Innovation
action

Deadline Model:

Opening date:

single-stage

10 May 2016

Deadline:

08 November 2016 17:00:00

Call - Smart Everything Anywhere Initiative

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Specific Challenge

“Smart anything everywhere” stands for the next wave of products that integrate digital technology inside. A major challenge is to accelerate the design, development and uptake of advanced digital technologies by European industry, especially among them many SMEs and mid-caps in products that include innovative electronic components, software and systems.

Call Contents & main rules for participation

TARGET CUSTOMERS

Small/Medium enterprises and mid-capitalized companies that want to develop innovative products or systems, embedding digital technologies

GOAL

Accelerate the design, development and uptake of advanced digital technologies in the EU industries

ACTIONS

A INNOVATION ACTIONS

B COORDINATION AND SUPPORT

TARGET IMPACTS

- 1 - INNOVATION - in products, processes and/or productivity of EU companies
- 2- Business growth of digital tech suppliers
- 3- Creating of a self-sustainable ecosystem of innovation hubs

A

WHAT

INNOVATION HUBS

One-stop shops across Europe for companies that want to experiment with digital technologies inside their products

HOW

-Facilities

- Design
- Manufacturing
- Prototyping
- Life cycle management

-Brokers between suppliers and users

-Networking with local existing hubs

1

INNOVATION ACTIONS

2

WHAT

LONG TERM SUSTAINABILITY OF THE HUBS

3

VALUE CHAIN INTERACTIONS

Bringing together different actors across the value chain

WHY

To support the users in their developments. It can also be a financial support (max 50% of EU funding)

HOW

Develop a business plan for the centers

Communication strategy

Reach out SMEs network

Attract investors

HOW

business scenario

A

AREAS OF IMPACT

1

Cyber-physical and embedded systems
"Innovative and embedded ICT components"

2

Customized low energy computing powering CPS and IoT
"High computing energy is required and low energy consumption is a competitive advantage"

3

Smart System integration

Academia, SMEs, Research institutes can access to advanced design and manufacturing

SMEs can have rapid prototyping

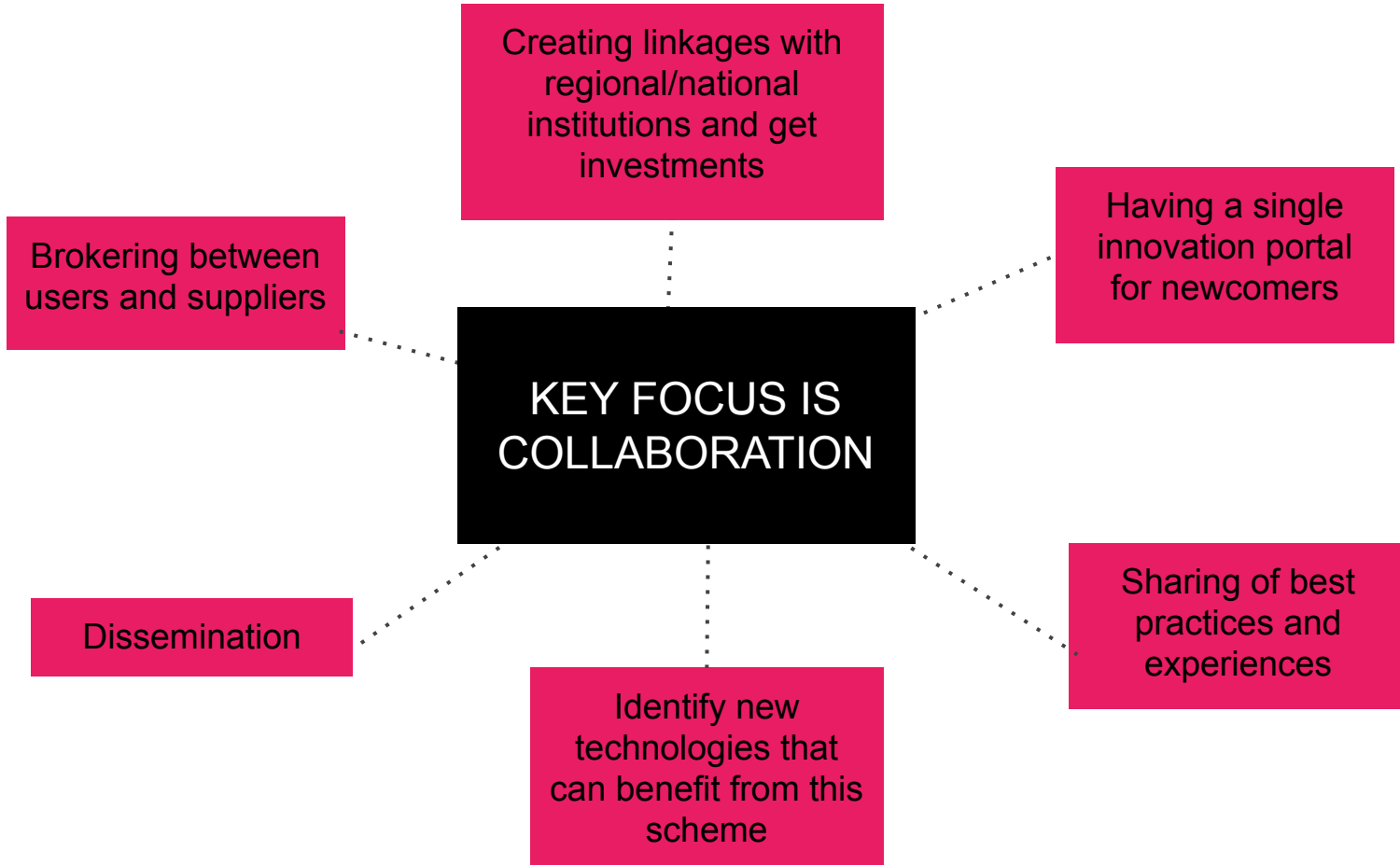
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Large area electronics
FOCUS: Access to technologies which are already mature and ready to use

Up to 3M Euro

Up to 7M Euro

B





THE RESEARCH PROPOSAL

Premises

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The hypothesis is based on the importance of creating a bridge between the technological progress and its application to Fashion: fashion evolution has always been strongly connected to the scientific-technological advances and this hybridization is essential to create inventions applicable to an industry that has always been intertwined with technology and science since the invention of the Jacquard punched card loom or the commercialization of the man-made elastane fiber Lycra.

The European manufacturing fashion industries have not been able to systematically integrate new technologies into their processes and products.

General Objectives

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The general objective of the proposal is to develop a replicable inter-disciplinary system, a cross-medial network able to facilitate the exchange and the contamination of different expertises and competences in order to overcome the gap between different sectors, such as **FASHION**, **DESIGN** and **ICT**.

Goal & Purpose

Creating a network of european **FashionTechStudios**, a network of hubs that rely on universities and research centers, but formally autonomous. The aim is to simplify and accelerate the exchange of informations among the research field, ICT and fashion enterprises. This cross sectorial network will be able to increase the competitiveness of the european fashion SMEs on the international level.

Goal & Purpose

“Fashion-TechStudios”, will not only be aimed in researching but will become a structure able to receive all the fashion SMEs willing to innovate their products and systems, integrating new technologies into their processes and products.

Expected Outputs

- 1 ● Creating a self-sustainable ecosystem of FashionTechStudios, a **collaboration** of european Hubs that will gathers design and IT researchers, able to provide access to knowledge and information produced by experts in order to support small and medium enterprises
- 2 ● Accelerate **innovation** in products, process and productivity of European Fashion Companies
- 3 ● **Growth** of european fashion SMEs and Digital Tech suppliers

Activities

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1 - **Scouting of the existing centers** working on fashion and IT and conduct a market research on their structures, on how they are interconnected and on what is lacking

Activities

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2 - Building the inter-faculty FASHION-TECHSTUDIOS

- _Creating hubs: selecting students and researchers from design and IT
- _Creating a Hubs network - organizing workshops taking place in one of the different european hubs in order to start the network
- _Scouting of the European IT suppliers and develop close contacts with them
- _Developing IT labs (e.g. prototyping labs) to test products
- _Developing a digital platform - website that presents and promotes the initiative and the best projects and results achieved
- _Communicating the initiative online, on sectors magazines, conferences, events and tradeshow
- _Creating an internal venture capital figure that will create contacts with financiers and evaluates clients' business plans

Activities

— — —

3 - Ready to go in the market

- Implementation of a dynamic network that can constantly include new universities' inter-faculties from all over Europe
- Traveling projects

Know-How & Competences

Fashion Design

ICT

Human Resources

Management

Venture Capital

Areas of Application

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- **Activewear**
- **Sportswear**
- **Health, Medical and Wellness**
- **WorkWear**

Partners

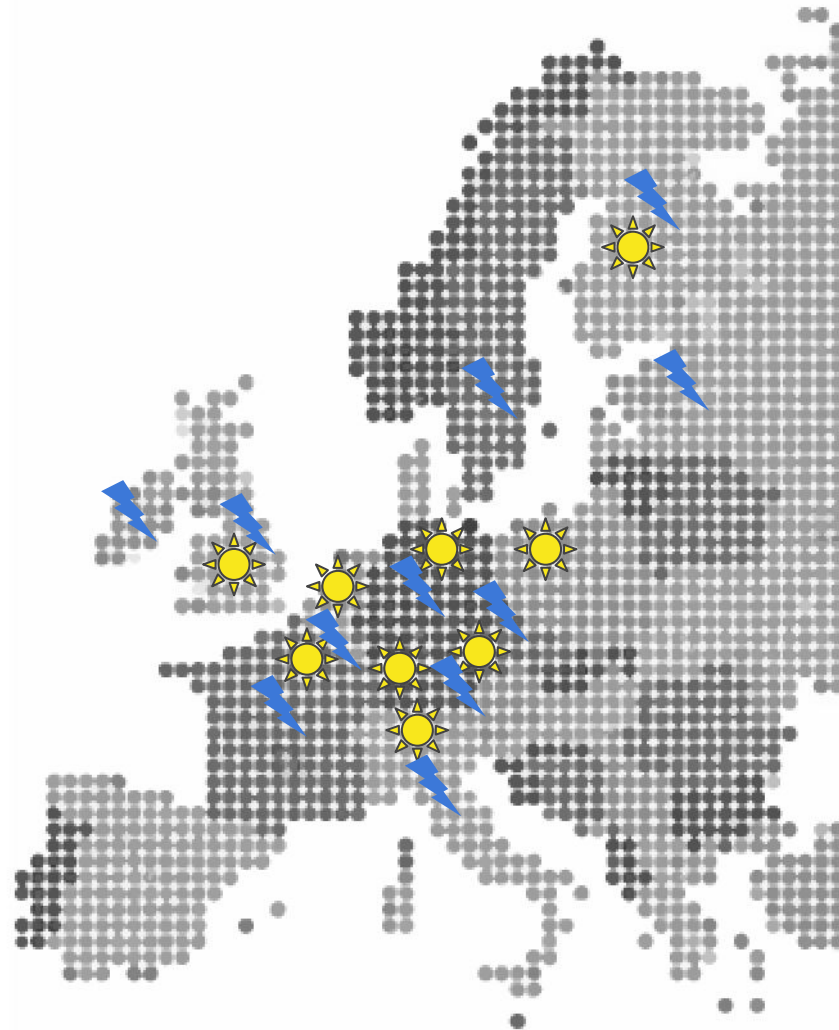
 Tech Centers

 Universities

-engineering

-design

-tech



Partners - Tech Centers (included in the network)

— — —

<u>Partner</u>	<u>Country</u>	<u>Role</u>
Huawei ERI (European Research Institute)	Belgium, Finland, France, Germany, Ireland, Italy, Sweden, UK	Information Technology
I7 - Institute for Innovation&Competitiveness	France, UK, Germany	Information Technology
VRVis Research Center	Austria	Information Technology
South Moravian Innovation Centre	Czech Republic	Information Technology
PAKRI Science and Industrial Park	Estonia	Information Technology
Otaniemi	Finland	Information Technology
GIANT	France	Information Technology

Partners - Tech Centers (included in the network)

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Partner

Country

Role

Silicon Docks

Ireland

Information Technology

High Tech Campus Eindhoven

Holland

Information Technology

Silicon Allee

Germany

Information Technology

FabriQ

Italy

Information Technology

Partner Universities

Partner

Country

Role

Politecnico di Milano

Italy

Fashion Design&Engineering Dept.

ETH

Switzerland

Technology

Lille Polytecnic

France

Engineering

Delft University of Technology

Holland

Industrial Design & Tech

Aalto

Finland

Design

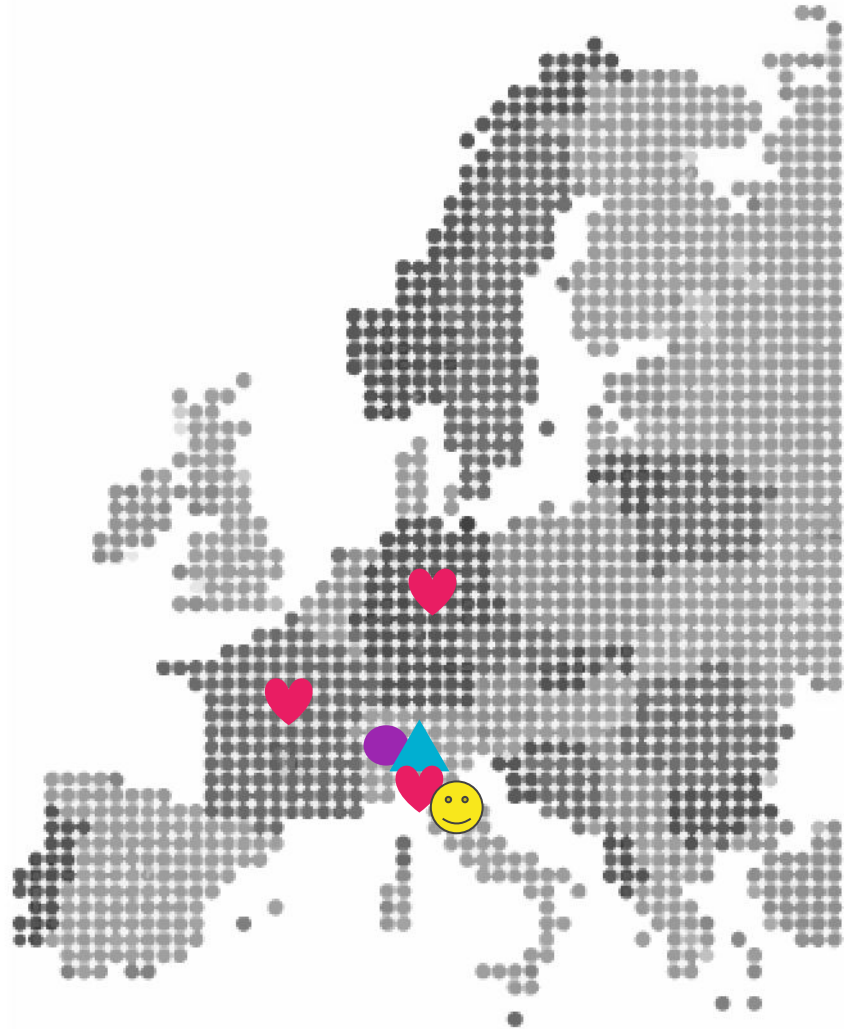
University of Arts Poznan

Poland

Design

Sponsors

-  **Textile Suppliers**
-  **Fashion Brands**
-  **Tech Suppliers**
-  **Venture Capitalists**



Sponsoring Companies - Fashion Brands

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Partner

Country

Role

Adidas Group (Reebok)

Germany

Active Wear

Stone Island

Italy

Sports Wear

Yamamay

Italy

Intimate and Swim Wear

ShotRaceGear

France

Extreme Sports

Isacco

Italy

Professional Uniforms

Pastelli

Italy

Medical

Sponsoring Companies - Textiles Suppliers

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Partner

Country

Role

Eurojersey

Italy

Jersey

Mantero

Italy

Silk

Limonta

Italy

Textile

Material Connexion

Italy

Innovative and sustainable materials

Sponsoring Companies - Tech Suppliers

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Partner

Country

Role

Lectra	International	Information Technology and Services for Fashion
TXT E-solutions	Milan, Italy	Information Technology and Services for Fashion
STMicroelectronics	International	MicroTechnology
FabTotum	Italy	3D printer Manufacturers

Sponsoring Companies - Venture Capital

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Partner

Country

Role

Italian Angels

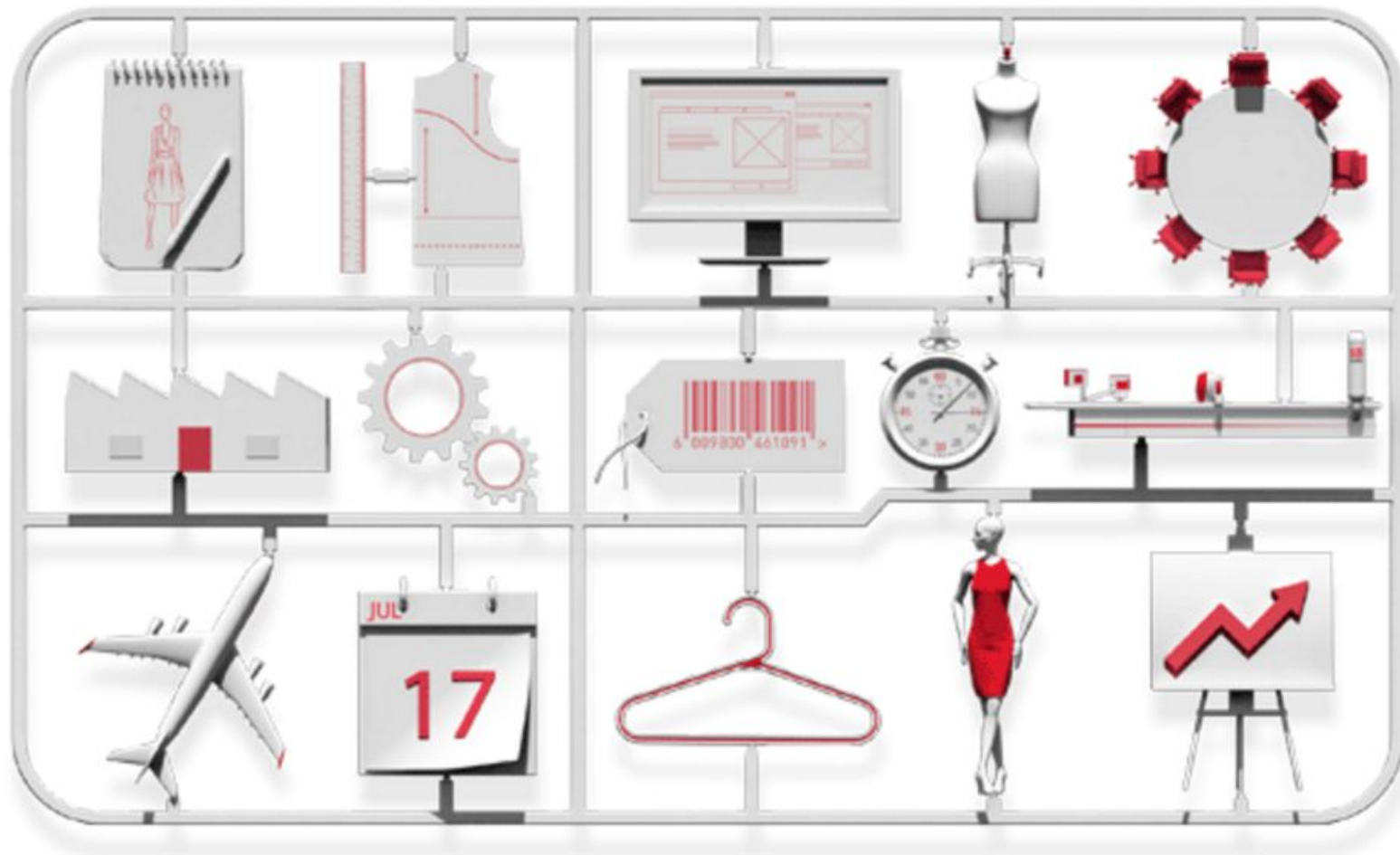
Italy

Startups financial supporters

Areas of Research and Development

The accelerator is open to SMEs in Europe that will have an impact on the fashion tech space.

- 3D Printing
- Business Intelligence
- CRM
- Data Standardization
- Data Visualization
- Discovery
- Fit-Tech
- Geo-location
- iBeacon
- Infrastructure
- Logistics
- Manufacturing
- Mass Customization
- Merchandising
- Mobile/Tablet Commerce
- Omni-Channel
- Personalization
- Point of Sale
- RFID
- Security
- SKU Intelligence
- Social Commerce
- Wearables



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