DELIVERABLE

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| Project Acronym | S4Fashion |
| Project Title | Sustainability for Fashion |
| Grant Agreement number | 958038 |

# D3.3 - S4Fashion digital environment

| **Key information** | |
|---|---|
| **Deliverable description** | This deliverable describes the S4Fashion Digital platform, used by the S4Fashion consortium to engage the sustainable and circular fashion industry, and interact with the stakeholders involved in S4Fashion. The document describes the functional capabilities and tactics through which the usage of the S4Fashion Digital platform will increase the overall impact of the project. The impact will result from engaging stakeholders and building and tapping into collective intelligence via the S4Fashion digital platform. |
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With the contribution of the COSME Program of the European Union

REVISION HISTORY

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| 0.01 | 28/03/21 | Ingrid Willems / Matthias Schelfhout / Gün Ege Ergör | We Connect Data | Initial Draft |
| 1.0 | 15/04/2021 | Ingrid Willems / Matthias Schelfhout / Gün Ege Ergör | We Connect Data | Final Draft |
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| Contributor | Organisation |
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## EXECUTIVE SUMMARY

This document is a deliverable of the S4Fashion project, co-funded by the COSME programme of the European Union. S4Fashion is mainstreaming sustainability and circularity for the Fashion Industry. Through an evidence-based approach and the amplification of its impact, the project aims to develop new tools, methods, and business models for a sustainable and greener fashion sector.

This is the functional description of the Digital Environment of the S4Fashion project. It will be used to actively engage with the stakeholders involved in sustainable and circular fashion, to support the dissemination of the open calls and the project's learnings and results and to facilitate data capturing and impact measurement throughout the project.
The Digital Environment of S4Fashion is a dedicated instance of DataScouts™, the Ecosystem Intelligence platform developed and commercialized by We Connect Data (WCD). DataScouts™ is amongst others also used by WEAR Sustain to map and monitor the emerging ecosystem of sustainable wearables.

The deliverable aims to provide a complete functional overview of the S4Fashion Digital Environment. It wants to build a vibrant community among the wide range of stakeholders which include startups and SMEs, creative hubs, incubators and accelerators, designers and researchers, 3rd sector organizations, policy makers, public authorities, and funding institutions.
This document illustrates how the Digital Environment of S4Fashion is used to support the project to engage with the stakeholders, to enable a continuous, open, and collaborative dialogue, to co-produce new knowledge and guidelines drawn from empirical evidence and ultimately to build a common knowledge base about sustainability methods and tools for sustainable fashion. By defining the aims of the platform based on the target audience, their needs, wants and challenges, we describe the functional capabilities of the platform.

## LIST OF ACRONYMS

| Acronym | Definition |
|---|---|
| COSME | Competitiveness of Enterprises and Small and Medium-sized Enterprises |
| ECHN | European Creative Hub Network |
| OC | Open Call |
| WCD | We Connect Data |
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# 1 Introduction

## 1.1 Purpose of this document

S4Fashion is co-funded by the COSME programme of the European Union under the Call for proposals: Accelerate and scale up innovation applications for a sustainable and circular Fashion Industry “COS-CIRCFASH-2019-3-02”.

The overarching aim of the S4Fashion project is to create and run one COSME pilot scheme which has 3 major targets: to select, support, connect and strengthen existing and promising regional, national, and European sustainable fashion start-ups; to measure their impact on business and society as well as environment; to build evidence-based recommendations for financial and business support to make the Fashion Industry more sustainable and greener.

S4Fashion will support the mainstreaming of sustainable and circular fashion through an evidence-based approach. S4Fashion will select and support 25 paradigmatic pilots. It will do so by building a network of transnational sustainable fashion laboratories that will function as arenas in which to test and measure the impact of different methodologies for the introduction and/or the refinement of business ideas and business models for sustainability in the Fashion Industry.

Engaging and Disseminating are an integral part of the project in order to achieve its objectives and the S4Fashion Digital Environment plays an important role:

- to engage with a wide range of actors operating in different fashion sectors;
- to ensure that the open call for pilots will be widely disseminated ;
- to introduce and connect stakeholders to the opportunities and benefits of a more sustainable and greener Fashion Industry;
- to establish a continuous dialogue with external parties and with stakeholders; and
- to ensure that the project’s results are fully exploited and widely disseminated.

## 1.2 Scope of this document

The deliverable **D3.3. “S4Fashion digital environment”** documents the setup and functional capabilities of the S4Fashion Digital Environment. It describes the orchestrated communication across multiple channels with the stakeholders, the dissemination of the open call for pilots, the sharing of the project’s progress and results and finally the access to the shared knowledge base.

The S4Fashion digital environment will embrace different tools and channels:

- the **S4Fashion website** for the project’s institutional communication and the dissemination of knowledge developed in the project;
- the **S4Fashion platform** to build ecosystem engagement and to facilitate the creation of partnerships; to engage the community and support the selection process; to engage with the selected pilots and provide access to an open knowledge base for further support activities;
- the **ECHN website** involving every creative hub in Europe across all COSME countries for the dissemination of knowledge developed in the project and engaging the community; and

- the **WEAR Sustain and similar platforms** to engage with their communities, disseminate the open call and the project results.

This document provides a detailed functional description of the S4Fashion Platform, which will be hosted on DataScouts™, the ecosystem intelligence platform developed and commercialized by WCD. It describes how the platform facilitates the collection of relevant data about the different stakeholders and the 25 selected pilots while enabling the dissemination of open calls. It also supports matchmaking and co-creation process between the stakeholders (e.g. startups and SMEs, creative hubs, incubators and accelerators, designers and researchers, 3rd sector organizations, policy makers, public authorities, and funding institutions).

The S4Fashion platform will significantly contribute to reaching the results of the project as it will allow to engage the stakeholders in continuous dialogue and to contribute to building and disseminating the collective intelligence of the S4Fashion ecosystem.

The S4Fashion Digital Environment is a key component of the project's work plans and all consortium partners are committed to leveraging its capabilities to engage stakeholders, to map and monitor the evolution of the S4Fashion community and the selected pilots. It provides an open knowledge base of proven methodologies for the introduction and/or the refinement of business ideas and business models for sustainability in the Fashion Industry.

### 1.3 Intended audience for this Document

This document is aimed at the following audiences to fulfil the aforementioned S4Fashion objectives:

- The EISMEA to communicate the consortium's strategy and report on dissemination activities.
- The Consortium partners to co-create, contribute, and fully exploit the capabilities of the S4Fashion Digital Environment.
- Whoever is interested in tools, methodologies, and best practices to leverage ecosystems and digital platforms to support mission driven research & innovation across multi-disciplinary and cross-national networks.

## 2 Engaging & Disseminating (WP3)

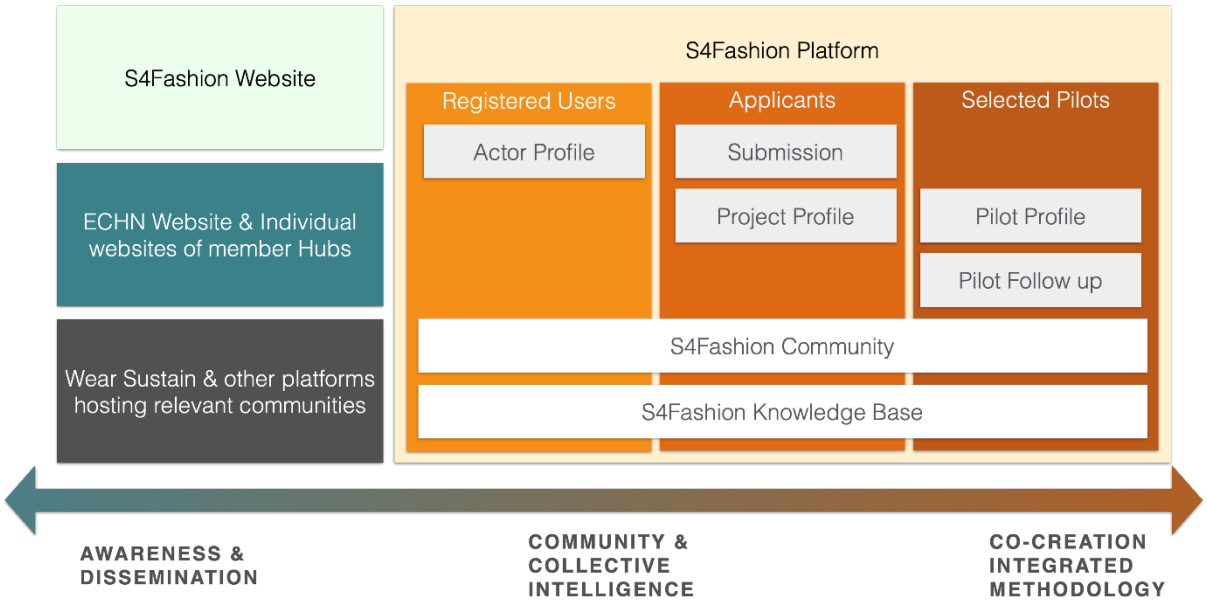
### 2.1 Objectives of S4Fashion Digital Platform

The S4Fashion Digital Environment will:

- ensure the **involvement of actors from the ECHN network, the WEAR Sustain community and other relevant platforms and communities** in S4Fashion's online and off-line activities.
- **engage with Fashion SMEs and start-ups, scale-ups, social businesses, designers, 3rd sector organizations and policy makers.** They share the same conviction and sense of urgency about re-coding the Fashion Industry. They act as game-changers, early adopters, innovators, by preaching the use of sustainability and circularity models, practices, and materials for the Fashion Industry of the future.
- facilitate the **dissemination of the S4Fashion's Open Call** and invite interested stakeholders to a series of **S4Fashion Days around COSME countries**

- enable **match making with project partners and submission of pilot projects**
- facilitate the **direct communication between the pilots and the consortium** to monitor the progress and impact of the selected pilots.
- **build and tap into collective intelligence** which is co-created and shared by stakeholders throughout the project.
- ensure **dissemination of methodological framework** towards intermediaries, in order to **transfer knowledge, competences and tools** to both the organisations they are helping and to the projects they are incubating, accelerating, and supporting.
- ensure institutional project communication.

The S4Fashion Digital Environment consists of multiple building blocks, with each their own specific contribution in engaging and disseminating the S4Fashion ecosystem and achieving the objectives of the S4Fashion project.




The S4Fashion Digital Environment will be the digital place-to-be for all stakeholders throughout the projects in order to:

- **get aware** about the project, the opportunities, and benefits of a more sustainable & greener Fashion Industry;
- **access information** about events, open calls, support activities;
- **get in touch with interesting parties** and build a project team with designers, startups and SMEs or find interesting scientific or creative partners;
- **submit project proposals to the open call;**
- **keep track of the ongoing activities, progress, impact, and learnings** while implementing the pilots ;
- **build and tap into a shared knowledge base** of publications, tools, processes and exploit the methodologies for the introduction and/or the refinement of business ideas and business models for sustainability in the Fashion Industry; and
- engage in a **continuous dialogue** with other stakeholders, such as policy makers and 3rd sector organizations.

## 2.2 Intended audience for S4Fashion Digital Platform

S4Fashion intends to engage with a wide range of stakeholders. It will do so via a continuous dialogue around the selected pilots, the experimentation and co-creation of tools, processes and methodologies which are developed for the introduction and/or the refinement of business ideas and models for sustainability in the Fashion Industry.

The audience consists of:

- **Fashion SMEs and start-ups, scale-ups, social businesses, designers** that share the same conviction and sense of urgency about re-coding the Fashion Industry. They act as game-changers, early adopters, innovators, by preaching the use of sustainability and circularity models, practices, and materials for the Fashion Industry of the future.
- **Third sector organisations (TSOs):** voluntary and community organisations (registered charities, associations, self-help groups and community groups), social enterprises, mutuals and co-operatives who are motivated by the desire to achieve a sustainable Fashion Industry.
- **Innovation intermediaries, such as digital innovation hubs, incubators, accelerators, living labs, fab labs** and other professional supporting organisations facilitating access to resources, access to capital and access to market for startups and scale-ups.
- **Scientific community:** Scientists from various disciplines, such as advanced materials, fashion, circular economy, sustainability, green technologies, etc.
- **Policy makers & public authorities (including funding institutions)**: operating at the European, national, regional, and local level.

## 2.3 Timeline for S4Fashion Digital Platform

Throughout the whole lifetime of the project, the consortium will foresee a continuous dialogue with the members of the S4Fashion community.

The S4Fashion Digital Environment will cater for the different audiences along the lifetime of the project according to the four major project phases and their specific focus as described below:

| PROJECT PHASE 1 | PROJECT PHASE 2 | PROJECT PHASE 3 | PROJECT PHASE 4 |
|---|---|---|---|
| M3 - M10 | M10 – M24 | M24 – M30 | M30 – M36 |
| PROJECT LAUNCH<br>DISSEMINATION OPEN CALL<br>MATCH MAKING<br>PILOT SUBMISSION | EXPERIMENTATION<br>PILOT DEMONSTRATION<br>PARALLEL PROGRAMM | CO-CREATION WITH POLICY MAKERS | DISEMMINATION OF PROJECT RESULTS |

Timeline of launching the S4Fashion Digital Environment

| Lines of action | Description |
|---|---|
| **BUILD AWARENESS & A CONTINUOUS DIALOGUE – S4Fashion website** | |
| M1 – M3 | Establish and launch the S4Fashion Digital Environment, the website, and the platform for interested stakeholders to register and stay informed about upcoming projects. |
| M4 – M10 | Launch the S4Fashion project and build awareness for Sustainable & Circular Fashion via the S4Fashion website, the ECHN network, WEAR Sustain and related communities and their social media. |
| M10 – M24 | Establish a dialogue with SMEs, startups, 3rd sector organisations, the scientific community and innovation intermediaries around the pilots. Demonstrate the experimentation and the co-creation process, the tools, processes, and the impact generated via the S4Fashion website, the ECHN network, WEAR Sustain and related communities and their social media. |
| M24 – M30 | Establish a dialogue with policy makers, public agencies and investment funds with regard to sustainability and circularity in fashion. Streamline acceleration and financial support for startups & SMEs embracing Sustainable & Circular Fashion via the S4Fashion website, the ECHN network, WEAR Sustain and related communities and their social media. |
| M30 – M36 | Disseminate project results for streamlining Sustainable & Circular Fashion via the S4Fashion website, the ECHN network, WEAR Sustain and related communities and their social media. |
| **ATTRACT OPEN CALL APPLICANTS – S4Fashion platform** | |
| M4 – M6 | Launch the S4Fashion Open Call via the S4Fashion website, the ECHN network, WEAR Sustain and related communities and their social media. |
| M6 - M10 | Facilitate registration to the S4Fashion platform in order to enable match making via the S4Fashion Call Info Days, online webinars, and the platform. |
| M6 – M10 | Enable submission of project ideas via the S4Fashion platform. |
| M10 – M12 | Facilitate the selection of 25 pilots, evenly spread across Europe to run the required tests, experiments and co-creation activities to develop an integrated methodology. |
| **ENGAGE PILOTS & STAKEHOLDERS IN TRANSNATIONAL NETWORK OF SUSTAINABLE FASHION LABORATORIES – S4Fashion platform** | |
| M12 – M18 | Onboard the non-selected projects from the crash course and engage them in building and tapping into the collective intelligence for mainstreaming Sustainable & Circular Fashion. |
| M12 – M30 | Onboard the selected pilot projects from the open call and foresee continuous dialogue and interaction between the pilots and the Consortium. Establish a digital diary, report the key steps, learnings, and insights from their projects. |

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|---|---|
| M7 - M24 | Monitor the evolution of the selected projects over the 2 years' time period (i.e. team / achievements / lessons learnt / mentors / follow up funding / business model / go to market) |

## 2.4 Partner Responsibilities

The digital environment is managed by ECHN and WCD. ECHN is in charge of the S4Fashion website and thus the communication with the public and everybody interested in Sustainable and Circular Fashion. The website provides project information and convinces visitors to get involved to the open call or the S4Fashion community in general. WCD is in charge of the S4Fashion platform and thus the communication with all registered users, the SMEs that are interested in applying to the open call, and the selected pilots. All consortium partners are expected to promote the S4Fashion website and the S4Fashion platform, incl. actively interacting with the community via the S4Fashion platform.

| **S4Fashion Digital Environment** | **Partner** | **Responsibility** |
|---|---|---|
| S4Fashion Website | ECHN | - Registration of domain name<br>- Website design<br>- Content creation & maintenance |
| | WCD | - Implementation & maintenance of (static) website |
| S4Fashion Platform | WCD | - Setup & configuration of dedicated DataScouts™ instance<br>- Train the trainer for all consortium partners<br>- Guidelines & webinars for participants to the open call / for match making / for pilot management / for contributing to knowledge base<br>- Customer Support |
| | ECHN / ZIPHOUSE / WCD | - Continuous dialogue with registered users |
| | All Consortium partners | - Continuous dialogue with pilots |
| ECHN network | ECHN | - Dissemination project / open call / results to ECHN network |
| WEAR Sustain and similar communities | WCD | - Dissemination project / open call / results to WEAR Sustain and similar communities |

# 3 S4Fashion Digital Environment

## 3.1 S4Fashion Website (public environment) - visitors

The S4Fashion Website, www.s4fashion.eu, is a user-friendly, well-designed, and easily accessible website, that serves as a public hub of information about the project, its goals, and activities, as well as a digital showroom of the funded pilots and the project results.

The website is structured as follows:

- **Homepage** conveys the key messages of the S4Fashion and focuses on the open call for pilots.
- **About** provides information about the background, objectives, and the methodological approach of the project as well as the mission and vision statements.
- **Join** provides an overview of the benefits of being a part of the S4Fashion community including invitation to register to the S4Fashion community.
- **News** will regularly feature relevant news and achievements related to the project, the stakeholders and sustainable fashion ecosystem.
- **Outputs** will provide access to all publications, policy reports and approved deliverables produced in the project. Visitors can read and download the produced content and deliverables.
- **Who We Are** section introduces the organizations forming the S4Fashion consortium including a brief description of the companies and a link to their website.

The footer contains the endorsement of COSME, direct access to all social media, a button to register to the community and a link to terms of use and the privacy policy.

The website is built in WordPress, allowing for easily adding new pages and sections as to the needs of the project. The website will be continuously updated over the course of the project's lifetime and its content will reflect the different stages of the project, from open call dissemination to match making events, pilot demonstration and dissemination of results.

The website performance will be tracked by using Google Analytics, an analytics tool that monitors and records user traffic and provides a comprehensive view of the website audience's behaviour.

The website will be optimized towards converting visitors into registered members of the S4Fashion community in order to allow for a more personalized interaction within the Members' environment, hosted on the DataScouts™ platform.

The conversion will be achieved through the implementation of smart call-to-actions, i.e. buttons and links that redirect visitors of the website to the registration page of the S4Fashion platform.

Registered users directly interact with the content on the platform:

- the homepage is initially focused on the open call for pilots, targeting Fashion SMEs that create new sustainable solutions for the fashion sector with a link to the JOIN page to pre-register for the Open Call.

- the about page provides a description of the mission of the project with a CTA to JOIN the S4Fashion community.
- the JOIN page will be core to explain the benefits of registration, by highlighting the community features of the platform.
- the “Login” button will direct the users to the login page of the S4Fashion Platform.
- Once the Pilots are announced, there will be direct links from this section to the project profiles in the platform.

### 3.2 S4Fashion Platform (private environment) - registered users

The S4Fashion Platform is a digital environment for stakeholders involved in the Circular and Sustainable Fashion industry to communicate and interact with one another regarding the S4Fashion project.

The S4Fashion Platform will be a private instance of the DataScouts™ Crowdsourcing Platform. The DataScouts™ Crowdsourcing Platform offers a wide range of features to build a use case specific platform to interact and engage with stakeholders.

The S4Fashion Platform will offer two distinct user experiences, each one allowing diverse ways of consuming and managing data and interacting with the stakeholders for the Fashion industry. The first user experience provides a User Interface (i.e. a (semi-)open portal) which targeting ecosystem members – project followers, the applicants, selected pilots, and support- and service providers – to easily join and interact with the community, as well as to consume and add data and information about the Circular & Sustainable Fashion industry. The second user experience provides an Advanced User Interface for the Consortium Partners (i.e. a closed portal for super users) to keep track of, analyse , add, and manage the community’s data with access to 3rd party and publicly available data about the ecosystem members.

The S4Fashion platform will build collective intelligence by collecting and aggregating publicly available and 3rd party data, articles and news retrieved through 70k news outlets which the platform is connected to, as well as user-generated input and information. All data and information are consolidated into a well-rounded information system, a shared knowledge base.

## 4 S4Fashion Digital Platform

### 4.1 DataScoutsTM in a nutshell

We Connect Data is a Ghent-based data technology company with the ambition to make their customers the best-informed companies in the world. With a combination of useful data, AI, and human expertise, they help clients identify market trends, early signals, blind spots, and strategic scenarios for the future. Their robust framework exposes networks & connections, opportunities & playfields, ideas & knowledge, the power balance in business relationships and makes them comprehensible.

DataScouts™, the Market & Competitive Intelligence Platform developed and commercialised by WCD, comes in 3 standard configurations:

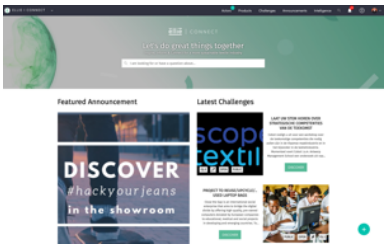

- **DataScouts™ for Innovation & Technology Scouting**: AI-enabled market scan to translate a massive amount of structured & unstructured information into a shortlist of relevant stakeholders & a clear overview of market trends for a specific market/technology/ sector.
- **DataScouts™ for Market Watching**: AI-enabled Market & Competitive Intelligence platform to systematically map and monitor stakeholders, innovations, market & technology trends that are relevant to a business in a fast-changing environment.
- **DataScouts™ for Collective Intelligence**: digital platform enabling ecosystems to turn their network into a tangible asset by mapping & engaging stakeholders, tapping into collective intelligence by sharing knowledge & contributing to public & private challenges.

While we are using DataScouts™ for Innovation & Technology Scouting to support the mapping exercise of WP1, the S4Fashion Platform will be a dedicated configuration of DataScouts™ for building and tapping into Collective Intelligence.

A wide range of innovation partners and ecosystems are using DataScouts™ to engage and interact with their stakeholders. Some examples of public ecosystems:

- **Startup Map Gent** provides a digital overview of the tech ecosystem in the city of Ghent, showcasing the many successful startups and scale-ups, the incubators, accelerators and enabling organizations as well as the investors and corporate investing in innovative products and services.
  The city of Ghent has chosen to use the DataScouts™ solution as it offers the capability of monitoring the evolution of the stakeholders and the ecosystem by systematically gathering information from a myriad of public data sources. Additionally, DataScouts™ offers an interactive interface with smart user permission to publish and showcase the stakeholders and the ecosystem as a crucial aspect of city marketing. By bringing the ecosystem alive, both digitally and at crucial places in the city, Ghent is transforming their Startup landscape into a real Startup community.
- **Ellie.Connect** is a digital companion & ecosystem for sustainable textiles, powered by Ariadne Innovation. Ellie.Connect is helping their members in finding sustainable solutions for textile products. Ellie.Connect leverages the DataScouts™ solution to offer their users a private online community where they can connect and interact with others in the world of textiles, tap into expertise to develop new innovative products, and access a marketing toolbox to bring sustainable textile products to market.

Ellie.Connect provides an innovative approach to crowdsource sustainable textile solutions to specific challenges of their customers.



- **ForwardFooding** is a global network, powered by entrepreneurs that provides the necessary support and velocity to enable collaborations and partnerships between established food organizations and startups. In 2019, they introduced the FoodTech Data Navigator, the world's first data intelligence platform for the AgriFoodTech Ecosystem. This specific configuration of the DataScouts™ platform allows end-users to discover the latest startups, accelerators, investors, and key players in the global AgriFoodTech sector.
  ForwardFooding presents every year the FoodTech 500, an annually update list of global entrepreneurial talent at the intersection between food, technology, and sustainability. The FoodTech 500 is built upon the data from each application that was processed leveraging the combination of aggregated data, human expertise, and a set of unique algorithms to predict business growth.
- **WEAR Sustain** was a Horizon 2020 funded project, set out to create a Pan-European Network. Its objectives were first to aid the development of emerging projects and provide resources for wearable technology, smart textile, and e-textiles sectors; secondly to create a more ethical and sustainable collaborative design, development, and distribution process; and finally establish an ecosystem for a more responsible future.
  WEAR Sustain used DataScouts™ as digital platform to connect pioneers designing, developing, and producing wearable technology, e-textiles, and smart textiles. These pioneers are driven by a common passion to change the way industry produces wearable products. The digital platform offers access to an open knowledge base of best practices, technology trends and relevant news happening across the wearables and e-textile ecosystem.
- **Makers Platform** is a matchmaking platform for the creative sector and encourages makers to engage and promote the creative ecosystem in Ghent/ East Flanders. Ministry of Makers (MoM) collaborated with DataScouts™ to co-create an online makers platform that inspires, supports, and enables matchmaking in the creative sector.
  The Makers Platform allows first to find and get in touch with local makers, maker spaces, fab labs, educational & training institutions, creative places and spaces, equipment in a quick and efficient way; and secondly encourages stakeholders to actively contribute and engage in collaboration.
- **IOF2020** is part of Horizon 2020 Industrial Leadership pillar and supported by the European Commission to build a lasting innovation ecosystem that fosters the uptake of IoT technologies. The DataScouts™ platform was used to map the key stakeholders involved in IoF2020 and present their network of technology service providers, software companies and academic research institutions.

The platform is a working prototype of a Business Development tool for Digital Innovation Hubs in order to establish cross-border partnerships to test and demonstrate IoT technologies in an operational farm environment (arable, dairy, fruits, meat, and vegetables) all over Europe.

## 4.2 Simplified UI - Features for members (semi-open digital platform)

The S4Fashion Platform (member side) is a user-friendly and easily accessible digital environment for members of the S4Fashion community that serves as a digital go-to-place to ask questions to the S4Fashion Community; to find partners and like-minded innovators; and to share information and stay informed about the progress and insights from the funded pilots and the transnational sustainable fashion laboratories.

The S4Fashion Platform (member side) is structured as follows:

- Actor Directory / Product Catalogue
- Own Actor Profile
- Announcements
- Challenges / Submissions
- Knowledge Base / Intelligence

The **Actor Directory** allows for the ecosystem member to browse through all the members that have registered themselves to the ecosystem. These profiles can be filtered based upon the taxonomy that is set for the platform. Each profile allows them to see what the ecosystem member is about and how they contribute to the Circular and Sustainable Fashion Industry.

Registered users are invited to create their own **Actor Profile** (for their organisation and/or person) and present themselves within the actor directory, describing their role, expertise, and motivation as well as their position in a circular and sustainable fashion ecosystem. Sustainable brands are invited to present their collection via the Product Gallery. Hubs and enablers are invited to share more information about their Fashion Laboratories, equipment, and services. SMEs are invited to share their Use Cases of Sustainable & Circular Fashion.

The **Announcements** feature allows for the Consortium partners as well as the ecosystem members to communicate interesting events, articles and other resources that are relevant to the Fashion industry. Posts provided by the ecosystem members will however need curation by Consortium partners in order to maintain the quality and relevancy in posts.

Additionally, announcements can be sent by Consortium Partners to a specific target group, e.g. all the users contributing to pilots, by selecting the portfolio of pilots. In this way, the consortium partner can choose to spread the announcements only with a certain audience.

The **Challenges** feature will allow the ecosystem members to ask the community for advice and eventually find matching partners for their challenge(s). This feature allows for ecosystem members to describe and share their (organizational / technical / business model) challenge including their needs towards a solution. The platform will automatically suggest partners within the ecosystem that can provide them with help. All challenges are made available to the ecosystem members, who are able to pin and filter challenges they relate to and start or contribute to a conversation on any of those challenges.

The **Intelligence** feature allows to sign into a continuous news feed about a range of interesting topics related to the Circular and Sustainable Fashion Industry. Ecosystem members can select which topics to follow and how often to receive new information.

## 4.3 Advanced UI - Features for owners (closed digital platform)

The S4Fashion platform (owner side) consists of various tools to configure the ecosystem and to interact with the ecosystem members as well as dashboards to collect, store and analyse data that is relevant to the ecosystem.

### 4.3.1 Configuration & Ecosystem Setting

Owners have full control over the configuration of the ecosystem. During the setup of the platform, we define the taxonomy that will be used to classify the stakeholders, the frequency of data enrichment, the look and feel of the platform, the setup of dashboards, the permissions per user group and the emails that are automatically generated by the platform based upon the interaction and settings of users.

The owners can at any moment monitor the activity on the platform, the consumption of data and the quality of data enrichment.

### 4.3.2 Stakeholder Interaction

The S4Fashion digital platform allows owners to interact with users in diverse ways.

A first stream of interactions are the personalized invitations, accessible via the User Panel under Members & Permission. When inviting somebody to join the ecosystem, the owner can add a personal invitation message. The personal approach will provide a warm welcome and some personal guidance facilitating registration and onboarding on the platform.

A second stream of interactions are the private conversations, accessible via the User Panel under Members & Permissions. The owner can send a message to any user from the platform, by clicking the start conversation button. Besides the personal messages, all system messages sent automatically by the platform (e.g. at registration) will be logged in the conversation screen.
By opening the right-hand panel, under the profile avatar, users can navigate to their private conversations and find an overview of all conversations that happened via the platform.

The third means of interaction is part of the challenges feature. As mentioned earlier, the challenges feature allows the ecosystem members to post a challenge. As a comment / answer to the post, users can tag others. Owners have additionally the opportunity to invite specific users to a challenge and increase the chances of good match making.

Additionally, there is interaction throughout the curation process. Whenever the ecosystem members post a challenge or announcement, the consortium partners must curate the topic and thus can help users through the process, be the first one to interact and tag people who might have interest in the topic.

Besides the interaction between owner and ecosystem members, the platform allows for interaction between ecosystem members. If a challenge is created, all the ecosystem members can tag and post answers to the question. As soon as the solution for the challenge is found, the platform allows the two interacting parties to proceed in one-on-one

conversations. This enables the interacting ecosystem members to stay on the same communication platform yet keep things private.

### 4.3.3 Dashboards for Analysis & Reporting

All available dashboards are accessible via the left navigation pane. They ca be grouped according to purpose:

- Collective Intelligence
    - Announcements / Challenges / Trend Monitoring / Knowledge Base
- Stakeholder Mapping
    - List, Map & Gallery view & Portfolio Management
- Insights
    - Analytics / Connections / Funding List
- Media Monitoring
    - Social Media Monitoring & Buzz Analysis / News Monitoring
- Light CRM
    - Funnel management

**Collective Intelligence** allows an owner to generate, manage, collect, and share relevant news articles or user-generated articles, challenges, and announcements. Building and tapping into collective intelligence is one of the main assets of the S4Fashion platform:

- The **message board** provides access to all **announcements** that are shared by users of the ecosystem. Before publishing announcements, owners can curate them, allowing to accept or decline the announcements before they are shared to all ecosystem members.
- The **challenges** are user-generated posts that allow the ecosystem member to share a challenge they are dealing with and ask the community for advice. Challenges can be curated by the ecosystem owners before publication. Additionally, the owner has some additional tools to help the ecosystem members find a solution or a partner to tackle their challenge.
- The **trend monitoring dashboard** allows owners to generate a curated content stream based on use-case specific topics, continuous monitoring across more than 70.000 news sites worldwide for content on a specific topic, for a specific area in a specific context.
- The **knowledge base** is a central repository of all collected information, images, videos, and other resources uploaded by ecosystem members, all announcements, articles from RSS feeds and news monitoring.

**Stakeholder Mapping** allows to visualise and explore all actors (Legal Entities / Individuals / Products / Communities) that have been uploaded or added to the S4F digital platform in 3 different views:

- **List view** of all the actors and their data points line per line;
- **Gallery view** providing a visual overview combining a screen capture of their website homepage and a brief description of the actor; and
- **Map view** presenting where the actors are geographically located;

A powerful set of filters allows to create a selection of actors by combining multiple data fields and properties. Additionally, there is a product gallery that only lists the products, a crucial feature in product driven ecosystems.

The **portfolio dashboard** allows to create a group of actors that owners deem relevant as a sub-group or segment within the ecosystem. By segmenting the actors in portfolios, it gets

easier to benchmark them and analyse common characteristics of actors in one segment and how they differentiate from other segments.

The **insights cluster** offers interactive dashboards to analyse the actors in more depth:

- The **analytics dashboard** combines several infographics that visualise diverse data fields, i.e., the most occurring target industries, most occurring locations, founding dates, etc. The drill down functionality allows to combine multiple data fields and analyse correlations between them.
- The **connections dashboard** provides a spider graph of all (known) relationships within the ecosystem. With this spider web-like infographic, owners can get a full overview of the interactivity between the different actors within the ecosystem, allowing to quickly assess the connectors or dealmakers in the ecosystem.
- The **list of funding rounds** gives an overview of who has received funding. In a list view all funding related parameters are presented, incl. funding date, type of funding round, funding amount, funding raised, etc.
- Last but not least, the **dynamic ecosystem dashboard** provides a monthly snapshot of the most relevant parameters in the ecosystem, enabling to go back in time and assess the most significant changes and understand the evolution of the ecosystem.

**Media Monitoring** dashboards allow to monitor social media and news streams, gaining valuable insights key topics, interesting events, etc.:

- The **social media monitoring** dashboards offers an integrated overview of all social media activity of all actors in an ecosystem in the form of a waterfall of the latest tweets of actors from the ecosystem. One can immediately get an overview of what matters to the stakeholders in a given ecosystem.
- The **social buzz dashboard** turns the waterfall of tweets into an interactive infographic that combines key influencers with main topics that are being discussed and a timeline that indicates the time-aspect of those topics.
- The **continuous monitoring dashboard** provides a similar infographic that focusses on the articles that are pulled in from 70k+ news outlets based on the predefined trend monitoring topics.

The **light CRM functionality** provides in a funnel overview how the relationship with stakeholders is evolving over time. For S4Fashion we will differentiate between followers, applicants, pilots, and contributors.

## 4.4 Roles & Permissions

As part of the configuration of the S4Fashion platform, the roles and the permissions bound to those roles will be set up. The roles and permissions will provide a structured way of allowing certain roles to have access to certain features, dashboards, information, and data fields. Below you find a detailed overview of all the separate roles and the permissions that will be given to those roles. The configuration and the access to certain features might evolve over time.

### 4.4.1 Consortium Partners

- will have the Ecosystem Owner role.
- will have access Ecosystem Configuration & Tools.
    - adapt platform configuration;
    - adapt permissions per a member role.

- will have access to user management.
    - invite & delete users and edit roles;
    - interact with users via the application.
- will have access to the Advanced UI and all features for owners.
    - create and curate announcements;
    - create and curate public and private challenges;
    - configuration, publication, and curation of trend monitoring ;
    - access to the knowledge base;
    - access to directory of stakeholders & catalogue of products;
    - create and analyse portfolios of stakeholders ;
    - access to analytics dashboard;
    - access to connections graph and the setup of relationship;
    - access to (social) media monitoring and buzz analysis; and
    - access to light CRM functionality.
- can edit any actor profile.

### 4.4.2 Pilots - Team members

- will have the Team Member role.
- will **not** have access Ecosystem Configuration & Tools.
- will **not** have access to User Management functionality.
- will have access to the Advanced UI and a subset of features for owners.
    - create announcements ;
    - create public and private challenges;
    - access to the knowledge base;
    - access to directory of stakeholders & catalogue of products;
    - access to analytics dashboard;
    - access to connections graph and the setup of relationship;
    - access to (social) media monitoring and buzz analysis; and
    - access to the trend monitoring dashboard to like and share relevant articles.
- can **only** edit own actor profile.
- can invite contributors to own actor profile.

### 4.4.3 Support & Service partners – Ecosystem members

- will have the Team Member role.
- will **not** have access Ecosystem Configuration & Tools.
- will **not** have access to User Management functionality.
- will have access to the Advanced UI and a subset of features for owners.
    - create announcements;
    - create public and private challenges;
    - access to the knowledge base;
    - access to directory of stakeholders & catalogue of products;
    - access to analytics dashboard;
    - access to connections graph and the setup of relationship;
    - access to (social) media monitoring and buzz analysis; and
    - access to the trend monitoring dashboard to like and share relevant articles.
- can **only** edit own actor profile.
- can invite contributors to own actor profile.

#### 4.4.4 Applicants – Ecosystem members who have completed their profile

- will have the Ecosystem Member role.
- will **not** have access Ecosystem Configuration & Tools.
- will **not** have access to User Management functionality.
- will have access to the Simplified UI environment.
    - access to the actor directory to view the ecosystem;
    - access to all the public challenges & private challenges;
    - access to all the announcements; and
    - access to the intelligence to view relevant articles for the Fashion industry.
- can **only** edit own actor profile.
- can invite contributors to own actor profile.

#### 4.4.5 Ecosystem followers – Ecosystem member

- will have the Ecosystem member role.
- will **not** have access Ecosystem Configuration & Tools.
- will **not** have access to User Management functionality.
- will have access to the Simplified UI environment.
    - access to the actor directory to view the ecosystem;
    - access to all the public challenges & private challenges;
    - access to all the announcements; and
    - access to the intelligence to view relevant articles for the Fashion industry.
- can **add** own actor profile.

### 4.5 Taxonomy

The initial taxonomy will be the default taxonomy of the DataScouts™ platform for categories, industries, activities, and technologies. It will be extended with a specific taxonomy for product features, reflecting the characteristics of Sustainable & Circular Fashion as well as expertise and motivation to support the match making of partners.

#### 4.5.1 Default Taxonomy – Categories

| Actor Type | Category | Definition |
|---|---|---|
| Legal Entity | Academia | The life, community, or world of teachers, schools, and education. Active in education and academic research. |
| Community | Association | A group of people organized for a joint purpose. |
| Community | Cluster | Organization that supports the strengthening of collaboration, networking and learning in innovation clusters. |
| Community | Community | Informal grouping of people without fixed structure, e.g. a meetup, a (popular) movement. |
| Legal Entity | Enabler | Something or someone that makes it possible for a particular thing to happen or be done. Plays an enabling role in the ecosystem by providing services (e.g. ecosystem orchestrator, match making) or logistics (e.g. co-working). |
| Community | Event | Something that happens or takes place, especially one of importance, a planned public or social occasion. |

| | | |
|---|---|---|
| Community | Federation | A group of corporations collaborating based upon a specific characteristic of the group members e.g. an industry, a geographical area. |
| Legal Entity | Incubator / Accelerator | A business incubator is a workspace created to offer startups and new ventures access to the resources they need, all under one roof. Most incubators are created as temporary launching pads for new businesses, with the expectation that participants will eventually graduate and move out. A business accelerator is a program that gives developing companies access to mentorship, investors and other support that help them become stable, self-sufficient businesses. Less developed companies not ready for an accelerator would instead use a business incubator for support. |
| Legal Entity | Investment Firm / Fund | An investment company is a corporation or trust engaged in the business of investing the pooled capital of investors in financial securities. Targets can be any kind of company. Not specialising in additional services or logistics. |
| Legal Entity | Knowledge Institute | A knowledge institute (also research institute) aims to gather and analyse available data, engage in experimentation based on theories inspired by analysis and report the outcomes of those experiments to interested parties. |
| Legal Entity | Marketplace | An (digital) marketplace is a (digital) place where product or service information is provided by multiple third parties. |
| Legal Entity | NGO | A non-governmental organization (NGO) is a non-profit group that functions independently of any government. NGOs, sometimes called civil societies, are organized on community, national and international levels to serve a social or political goal such as humanitarian causes or the environment. |
| Legal Entity | Manufacturer | Manufacturers typically produce ingredients, semi-finished or finished products. They can use technologies developed by Technology Providers |
| Community | Project Team | A loose organisation of actors around an official project that is limited in time and/or scope. |
| Legal Entity | Public Agency | A government or state agency, sometimes an appointed commission, is a permanent or semi-permanent organization in the machinery of government that is responsible for the oversight and administration of specific functions, such as an administration. |
| Legal Entity | Publisher | The business or profession of the commercial production and issuance of literature, information, musical scores or sometimes recordings or art. |
| Legal Entity | Service Provider | A service provider provides organizations with services like consulting, legal, real estate, communications, storage, processing. |
| Legal Entity | Technology Provider | A company that develops, produces, and sells software applications and/or technology that is used in the business or manufacturing processes of the client. Typical technologies are “new” technologies like wearables, Internet of Things, machine learning, sensors, augmented reality. |

### 4.5.2 Default Taxonomy – Industries

| Industry | Definition |
|---|---|

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|---|---|
| Aerospace & Defence | The Aerospace/Defence Industry serves two main markets: Aerospace, which largely comprises the production, sale, and service of commercial aircraft. And Defence, which is dependent on the nation's need for military weapons and systems designed to operate on land, sea, and in the air. |
| Automotive | The automotive industry comprises a wide range of companies and organizations involved in the design, development, manufacturing, marketing, and selling of motor vehicles. |
| Commerce & Shopping | Commerce is the exchange of goods and services, especially on a large scale. This can be achieved trough wholesale, retail, and e-commerce. Shopping is an activity in which a customer browses the available goods or services presented by one or more retailers with the potential intent to purchase a suitable selection of them. |
| Commercial & Professional Services | Commercial & Professional services are occupations requiring special training in the arts or sciences or require specific skills such as marketing, HR, architects, accountants, engineers, doctors, lawyers, and teachers. |
| Consumer Goods | The consumer goods sector is a category that relate to items purchased by individuals and households rather than by manufacturers and industries. These companies make and sell products that are intended for direct use by the buyers for their own use and enjoyment. |
| Consumer Services | Consumer services are services that are primarily sold to individuals as opposed to organizations. This is a large sector of the global economy and a common business model. Services offer intangible value that has no physical form such as an experience, result or process. |
| Energy | The energy industry is the totality of all of the industries involved in the production and sale of energy, including fuel extraction, manufacturing, refining and distribution. Modern society consumes large amounts of fuel, and the energy industry is a crucial part of the infrastructure and maintenance of society in almost all countries. |
| Financial Sector | Financial services are the economic services provided by the finance industry, which include a broad range of businesses that manage money, including credit unions, banks, credit-card companies, insurance companies, accountancy companies, consumer-finance companies, stock brokerages, investment funds, individual managers, and government-sponsored enterprises. |
| Food & Agriculture | Food & Agriculture covers the production, distribution, processing, conversion, preparation, preservation, transport, certification, and packaging of foodstuffs. |
| Hardware & Equipment | Hardware and equipment are the physical parts of a computer. |
| Health & Care | The healthcare industry provides goods and services to treat patients with curative, preventive, rehabilitative, and palliative care. It may be divided into many sectors and categories and depends on the interdisciplinary teams of trained professionals and paraprofessionals to meet health needs of individuals and populations. |
| ICT | The use of computers to store, retrieve, transmit, and manipulate data or information. IT is typically used within the context of business operations. |
| Insurance | Insurance is a means of protection from financial loss. It is a form of risk management, primarily used to hedge against the risk of a contingent or uncertain loss. |
| Manufacturing | Manufacturing is the production of goods through labour, machines, tools, and chemical or biological processing or formulation. It is the essence of secondary sector of the economy. |
| Materials | Materials are inputs to manufacturing processes to produce products or more complex materials. |
| Media & Entertainment | The industry relies on business models to produce, market, broadcast or otherwise distribute many of its traditional forms, including performances of all types. |

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|---|---|
| Real Estate | Real estate is the profession of buying, selling, or renting real estate (land, buildings, or housing). |
| Telecommunication | Telecommunication is made up of telecommunications/telephone companies and internet service providers. It plays a crucial role in the evolution of our mobile information society. |
| Transportation | The movement of humans, animals, and goods from one location to another. Modes of transport include air, land (rail and road), water, cable, pipeline, and space. The field can be divided into infrastructure, vehicles, and operations. |
| Utilities | A utility is an organization that maintains the infrastructure for a public service. The term utilities refer to the set of services organizations consumed by the public: coal, electricity, natural gas, water, sewage, telephone, and transportation. |

### 4.5.3 Default Taxonomy – Activities

| **Activities** | **Definition** |
|---|---|
| Agriculture | Agricultural production includes these activities:<br>- **Agriculture**: cultivating soil; planting; raising, and harvesting crops; rearing, feeding, and managing animals.<br>- **Aquaculture**: raising private aquatic animals (fish).<br>- **Floriculture**: growing flowering plants.<br>- **Horticulture**: growing fruits, vegetables, and plants. |
| Accommodation & Food Services | Activities providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption. The activities are often combined at the same establishment. |
| Administrative & Support Service Activities | A variety of activities that support general business operations and processes. |
| Arts, Design & Creative Activities | A wide range of activities to meet cultural, entertainment and recreational interests of the general public, including live performances, operation of museum sites, and recreation activities. |
| Construction | General construction and specialized construction activities for buildings and civil engineering works. It includes new work, repair, additions, and alterations. |
| Consulting & Professional Services | Providing expertise to a client or a customer. |
| Defence & Security | National defence, public order and safety, the latter provided by Public Agencies or Service Providers. |
| Education | Education at any level or for any profession. The instructions may be oral or written and may be provided by radio, television, Internet or via correspondence. |
| Energy & Water Supply | The activity of providing electric power, natural gas, steam, water, and the like through a permanent infrastructure (network) of lines, mains, and pipes. |

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| Financial & Insurance Activities | Financial Service activities, including Insurance, Reinsurance and pension funding activities and activities to support financial services. Also includes the activities of holding assets, such as activities of holding companies and the activities of trusts, funds, and similar financial entities. |
| Human Health & Social Work Activities | A wide range of activities, starting from health care provided by trained medical professionals in hospitals and other facilities, over residential care activities that still involve a degree of health care activities to social work activities without any involvement of health care professionals. |
| Information Technology Services | The production and distribution of information, the provision of the means to transmit or distribute these products, as well as data or communications, information technology activities and the processing of data and other information service activities. |
| Manufacturing | The physical or chemical transformation of materials, substances, or components into new products. The materials, substances, or components transformed are raw materials that are products of agriculture, forestry, fishing, mining, or quarrying as well as products of other manufacturing activities. The output of a manufacturing process may be finished in the sense that it is ready for utilization or consumption, or it may be semi-finished in the sense that it is to become an input for further manufacturing. |
| Real Estate Activities | Activities of lessors, agents and/or brokers in one or more of the following: selling or buying real estate, renting real estate, providing other real estate services such as appraising real estate, or acting as real estate escrow agents. Also included is maintaining ownership or leasing of structures. This section includes real estate property managers. |
| Scientific & Technical Activities | Specialized scientific and technical activities. These activities require a high degree of training and make specialized knowledge and skills available to users. |
| Transportation & Storage | The provision of passenger or freight transport, whether scheduled or not, by rail, pipeline, road, water or air and associated activities such as terminal and parking facilities, cargo handling, storage etc. Included is the renting of transport equipment with driver or operator. Also included are postal and courier activities. |
| Venturing Services | Venture services generally comes from investors, investment banks, and any other financial institutions. It refers to technical or managerial support next to financial services. |
| Wholesale & Retail | Includes wholesale and retail sale (i.e. sale without transformation) of any type of goods, and rendering services incidental to the sale of merchandise. Wholesaling and retailing are the final steps in the distribution of merchandise. |

#### 4.5.4 Default Taxonomy – Technology

| **Default Classifier** | **Definition** |
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|---|---|
| 3D Printing | The action or process of making a physical object from a three-dimensional digital model, typically by laying down many thin layers of a material in succession. |
| 3D Technology | The process of creating graphics and rendering designs using 3D software. Many industries benefit from 3D visualization ranging from architecture, film, and games, to engineering and manufacturing. |
| Advanced Materials | Novel materials with unique or enhanced properties relative to conventional materials. These materials enable technological innovations that can benefit society. |
| Artificial Intelligence | The theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages. |
| Augmented Reality | Technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view. |
| Autonomous Vehicles | A vehicle that is capable of sensing its environment and moving safely with little or no human input. |
| Battery Technology | A combination of two or more electrochemical cells that store energy in the form of chemical energy, which is converted into electrical energy when connected to an electrical circuit in which an electrical current can flow. |
| Big Data | Extremely large data sets that may be analysed computationally to reveal patterns, trends, and associations, especially relating to human behaviour and interactions. |
| Biometrics | The application of statistical analysis to biological data. |
| Biotechnology | The exploitation of biological processes for industrial and other purposes, especially the genetic manipulation of microorganisms for the production of antibiotics, hormones, etc. |
| Blockchain | A system in which a record of transactions made are maintained across several computers that are linked in a peer-to-peer network. |
| Clean Technology | Any process, product, or service that reduces negative environmental impacts through significant energy efficiency improvements, the sustainable use of resources, or environmental protection activities. |
| Cloud Computing | The on-demand availability of computer system resources, especially data storage (cloud storage) and computing power, without direct active management by the user. |
| Computer Vision | An interdisciplinary scientific field that deals with how computers can gain high-level understanding from digital images or videos. From the perspective of engineering, it seeks to understand and automate tasks that the human visual system can do. |
| Cryptocurrency | A digital or virtual currency that is secured by cryptography, which makes it nearly impossible to counterfeit or double-spend. |

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| Cybersecurity | The practice of defending computers, servers, mobile devices, electronic systems, networks, and data from malicious attacks. |
| Digital Signage | Digital signage uses technologies such as LCD, LED, projection, and e-paper to display digital images, video, web pages, weather data, restaurant menus, or text. |
| Drones | An aerial vehicle without a human pilot on board. |
| E-learning | A learning system based on formalised teaching but with the help of electronic resources is known as E-learning. The use of computers and the Internet forms the major component of E-learning. |
| Electronics | The physics, engineering, technology, and applications that deal with the emission, flow, and control of electrons in vacuum and matter. |
| Gamification | The application of typical elements of game playing (e.g. point scoring, competition with others, rules of play) to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service. |
| Genetics | The study of heredity and the variation of inherited characteristics. |
| Geolocation based services | Provide targeted information to individuals based on their geographic location in real or near-real time, typically through wireless communication networks. |
| Hardware | The machines, wiring, and other physical components of a computer or other electronic system. |
| Image Recognition | The ability of software to identify objects, places, people, writing and actions in images. Computers can use machine vision technologies in combination with a camera and artificial intelligence software to achieve image recognition. |
| Information Technology | The use of computers to store, retrieve, transmit, and manipulate data or information. IT is typically used within the context of business operations. |
| Internet of Things | The Internet of things describes the network of physical objects that are embedded with sensors, software, and other technologies for the purpose of connecting and exchanging data with other devices and systems over the Internet. |
| Machine Learning | The study of computer algorithms that improve automatically through experience and by the use of data. It is seen as a part of artificial intelligence. |
| Marketing Automation | Software platforms and technologies designed for marketing departments and organizations to market on multiple channels online more effectively and automate repetitive tasks. |
| Messaging | The creation, storage, exchange, and management of text, images, voice, telex, fax , e-mail, paging, and Electronic Data Interchange ( EDI ) over a communications network. |

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| Mobile Technology | Technology that goes where the user goes. It consists of portable two-way communications devices, computing devices and the networking technology that connects them. They enable mobile devices to share voice, data, and applications. |
| Nanotechnology | The branch of technology that deals with dimensions and tolerances of less than 100 nanometres, especially the manipulation of individual atoms and molecules. |
| Optics | The scientific study of sight and the behaviour of light, or the properties of transmission and deflection of other forms of radiation. |
| Organic | The result of science and engineering for the creation and usage of tools, crafts with biological components. |
| Personalisation | The variety of software tools that collect, store, and manage customer data in order to orchestrate individualized experiences. |
| Platform Technology | Technologies that are used as a base or infrastructure upon which other applications, technologies or processes are developed for the end-user. |
| Power Grid | Also electrical grid or electric grid: an interconnected network for delivering electricity from producers to consumers. |
| Renewable Energy | Useful energy that is collected from renewable resources, which are naturally replenished on a human timescale, including carbon neutral sources like sunlight, wind, rain, tides, waves, biomass, and geothermal heat. |
| Robotics | The branch of technology that deals with the design, construction, operation, and application of robots. |
| Sensor Technology | Technology that uses sensors to acquire information by detecting the physical, chemical, or biological property quantities and convert them into readable signal. |
| Social Media | Websites and applications that enable users to create and share content or to participate in social networking. |
| Virtual Reality | The computer-generated simulation of an environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment, such as a helmet with a screen inside or gloves fitted with sensors. |
| Virtualisation | The act of creating a virtual (rather than actual) version of something. A virtual representation that serves as the real-time digital counterpart of a physical object or process. |
| Wearables | Smart electronic devices that are worn close to and/or on the surface of the skin, where they detect, analyse, and transmit information concerning e.g. body signals such as vital signs, and/or ambient data. |

# 5 User Experience – Workflows

### 5.1.1 Onboarding

The first step in the onboarding flow for the S4F digital environment, is to make website visitors register to the S4Fashion Platform. For this, the website needs to promote the S4Fashion Platform in the most compelling way possible, introducing the benefits of the platform, whilst providing multiple Call-To-Actions as digital touchpoints. After informing, an easy-to-use registration form should invite the visitors to act.

Once the website visitor has found its way to the S4Fashion Platform, the user will be guided through the creation of a user account as well as the publication of an actor profile. The creation of a personal account is as intuitive as any other onboarding process on the internet. To guide the user creating his own actor profile, the user will see an online tutorial and access to a user guide in email confirming the completion of the registration process. This will allow us to fully explain the ecosystem member what possibilities he/she has and what benefits he/she can gain from taking several steps. These steps will include:

- How to create an Actor profile.
- How to add one or more Product profiles.
- How & when to use Announcements.
- How to find partners.
- How to apply to the Open call.
- How to set up notifications and sign up for the weekly digest.
- How to Follow “topics”.

#### *5.1.1.1 Onboarding flow*

In order to ensure a user-friendly onboarding flow, DataScouts™ allows platforms to setup a series of customizable automated emails that allow the S4Fashion platform to have regular branded interactions with the users. This flow ensures that the users are supported at each step of their journey and the interaction between (newly) registered users, and the ecosystem owner is well facilitated.

For S4Fashion, the emails will be customized, branded according of the guidelines of the project, by changing the image of the header within the mails, have a dedicated signature, custom colours, etc. Through the use of variables, the emails remain dynamic, i.e., Actor name, Platform name, challenge title, etc.

#### *5.1.1.2 Account registration and support*

This interaction happens when a new user registers onto the platform. The S4Fashion platform will send out an automated email that welcomes the user and confirms that the profile was successfully created. In order to activate the account, the user will have to click the activation button within the customizable email to activate the account.

Whenever a user has lost the password to his/her account, the password can be reset online. Upon requesting to reset the password, the user will receive an automated email that provides a button to reset the password. This button will redirect the user to a platform link where a new password can be chosen. This flow is a best practice, to ensure that only the

owner of the e-mail address that is linked to the account can change the credentials of the account.

#### *5.1.1.3 Platform invitation*

This interaction happens when the user is invited by another ecosystem member to join the ecosystem platform. This email is automatically created when the user has entered the e-mail address of the invitee. At that point the invitee will receive an email that tells the user who has sent the invitation, which platform the user has been invited to and what the platform is about. In case the user already has a DataScouts™ account, he/she will be asked to click a button to add the new platform to the current DataScouts™ account, granting immediate access.

#### *5.1.1.4 Actor page feedback & Contributors*

This happens when the registered user decides to create an actor profile. When the actor profile is created, this will be pushed towards curation by a platform owner. When the curation is done, there are two different email flows that are automatically initiated depending on the owner's decision to accept or reject the new actor on the platform. The first flow generates an email when the actor profile has been accepted, so that the actor profile is now visible on the S4Fashion digital platform. The second flow occurs when the profile has not been accepted (yet), where the user will receive an email informing him/her that the actor profile was rejected and where they can find additional feedback. The email will therefore contain a button that redirects the user to the platforms feedback session, to access the feedback they have received from the ecosystem owner.

Additionally, actor page creators can choose to invite other ecosystem members to contribute to the actor page for filling in all the data. Upon inviting a contributor, the contributor will receive an automated invitation mail. By clicking the button within the mail, the user will grant access to contributing to the actor page. If the invited user does not have an ecosystem profile yet, he/she will first receive a platform invitation email.

#### *5.1.1.5 Challenges feedback*

Similar to the actor page setup, the user will receive an automated personalized email that informs him/her about the feedback of the challenge the user has posted. Once the user has created a challenge, the challenge will be sent through the curation process. Depending on the decision made by the curator, the user will receive either a mail that the challenge has been accepted and posted, or that the challenge was not complete enough. In case the challenge was rejected, the user will receive an email with a link directing the user to the feedback section, allowing the user to adjust the challenge and receive further curation.

#### *5.1.1.6 In-app conversations*

Registered user can receive an in-app private message in the private conversation tab. This informs the user that either a conversation has been started with another ecosystem member, or that the user has received a new message in an existing conversation.

#### *5.1.1.7 Weekly digest*

The weekly digest is intended to keep the users interested in the ecosystem platform. The platform will generate an automated email about the S4Fashion ecosystem every week or month – settings to be defined by the individual user. This digest – or newsletter – contains

the recent changes that have happened on the platform, providing a quick recap on the latest changes. This allows the user to be informed about the newest challenges, announcements, articles, actor updates, product updates, trending events and funding round.

This does not only provide an interaction with the users but also engages them to revisit the S4Fashion platform on a weekly / monthly frequency. This is ensured by the many links and redirects to the platform for each change that has happened within the ecosystem. For example, in case a recent article is shown in the newsletter, by clicking the article, the user will be redirected to the platform.

### 5.1.2 Call for Use Cases

To gain early on attention for the S4Fashion platform, we will propose to set up a specific campaign with a call for use cases. The call for use cases will be spread via the news-section on the S4Fashion Website, the announcements on the S4Fashion platform, social media etc. The objective is to reach as many fashion SME's and Startups and invite them to upload their use cases of Sustainable & Circular Fashion to the S4Fashion platform.

Every registered user can share their use case via the announcements with a hashtag #UseCase.

The S4Fashion consortium will select the five most relevant Use Cases to support the Open Call dissemination. The winning use cases will lead to high visibility by being featured on the S4Fashion website and the Open Call Dissemination campaign. The S4Fashion website will clearly explain the benefit of participating in the call for use cases.

### 5.1.3 Online Collaborative Brainstorm

As a part of the info days, we propose to organize an online collaborative brainstorm. This brainstorm will take place online and feature a call for participants that will be further communicated through the S4Fashion digital platform, direct mail on LinkedIn and so on.

The collaborative brainstorm would be organized with the use of Synthethron, which is a digital tool that allows to invite up to 1000 people to participate in a digital workshop. The tool has various applications, the most interesting one for the S4Fashion project is the workshop for Strategic Change Management. Within the workshop the participants will collaboratively think about the strategic direction the Fashion industry has to take as well as creating the mission, vision, purpose, and values for the Circular and Sustainable Industry together.

The workshop would take up to an hour of online collaborative working, which can be concluded into a final report with the results. These results can be shared through the platform via the announcements, as well as be displayed on the website – in the form of a snapshot – to create a call to action to register for the S4Fashion digital platform.

### 5.1.4 Matchmaking

Via the S4Fashion platform, the Consortium invites the ecosystem members to share their challenges and ask the community for help in finding an answer or solution. The S4Fashion platform will foresee the launch of structured challenges. The structured challenge is a

template-like description of the challenge for the actor, which can be filled in. The template will help ecosystem members to describe their challenges in a structured way.

The community is invited to start an online dialogue and provide feedback in free text form. Additionally, DataScouts™ will use machine learning to interpret the challenge and to understand the needs and requirements derived from the different building blocks in the challenge template. Based upon this analysis, the S4Fashion platform will propose matching partners that can have an impact on the challenge posted and present articles / publications from the knowledge base that might be interesting input.

The other way around, the ecosystem member who has not posted a challenge, will be able to find challenges based upon on the solution that the actor has in place. The automation of this feature stimulates the interaction on the challenges.

### 5.1.5 Open Call Application

For the Application to the Open Call, the S4Fashion digital platform is equipped with a reporting functionality. This functionality can be customized to produce the application that is needed. For the Application to the Open Call, we will use the functionality for the applicants to provide more information about their application.

The reporting functionality will allow applicants to provide an executive summary, to link the partners with whom they apply and upload their submission document that describes their proposal in terms of Circular and Sustainable Fashion and how they see it fit with the objectives of the S4Fasion project.

After filling in all the details about the project, adding the relevant partners for their project and uploading additional documents, the applicant can submit their application, which can then be viewed by the consortium partners.

### 5.1.6 Pilot monitoring

For the consortium partners to monitor the pilots, the pilots can create a project team / pilot page. This pilot page is a dedicated profile allowing the pilots to fill-in data and add contributors. The consortium partners can identify look-a-likes by using the 'similar actors' tool within the S4Fashion digital platform. This tool allows ecosystem owners to let the AI browse through the internet, looking for similar projects or solutions, allowing the ecosystem owners to follow-up closely and compare initiatives.

The dedicated pilot page will also allow the ecosystem owners to draw a monthly report. These monthly reports can be compared and show the progression of the pilot project over a self-chosen timeline.

### 5.1.7 Knowledge Sharing

The S4Fashion platform offers a central knowledge base, a digital central data storage unit that contains all articles, resources, reports, publications that are added to the platform. It allows all users to share interesting news articles, blog posts, videos, etc. with the entire ecosystem. In this way, the S4Fashion platform facilitates building and tapping into the collective intelligence of their members that is accessible at any time.

# 6 Stakeholder Engagement via S4Fashion Digital Environment

## 6.1 Phase 1 – Launch of the Platform

Visitors attracted by the launch campaign, 3rd party websites, social media etc. will land on the S4Fashion homepage and find information about the S4Fashion project, who we are and what we offer as well as latest news about upcoming events, pilots, and project results.

The website will provide information on the Open Call for Pilots, the value proposition of the S4Fashion platform and the benefits and opportunities linked to being part of the S4fashion community.

The call to actions on the website will encourage visitors to register and join the community , get access to the shared knowledge base, contribute to the continuous dialogue among the members of the community, and to connect with other companies in order to extend their network & find solutions for their challenges.

Upon registration, it will be up to the user to decide to participate to the open call process or not. We will leave this option to the users. However, WCD will reach out to all registered users with a personal invitation to share their challenges and find partners and get support to set up a pilot.

## 6.2 Phase 1 – Open Call Dissemination

### 6.2.1 Generating Deal flow

In the first phase of the project, the S4Fashion dissemination activities will be focusing on disseminating the open call for pilots, addressing Fashion SMEs and designers via social media, via incubators and accelerators, via Creative Hubs, design schools & universities.

On the S4Fashion website visitors will find more information about participating to the open call and the process to follow in order to be eligible when applying for funding a pilot project:

- Create an Actor Profile
- Launch a Challenge to find partners
- Submit the application

Members that would like to participate to the open call process will be able to submit their application by completing the SUBMISSION form, referring to their partners by indicating the partner's profile on DataScouts™ and uploading their joint Application Form. Upon successful uploading the application form and submitting the application, each member will receive a digital notification (in app and via email).

## 6.3 Phase 2 – Experimentation & Pilot Demonstration

#### *6.3.1.1 Crash Course & Knowledge Sharing*

The crash programme will be conducted as a one-day workshop, involving initiatives preselected in our shortlist of (unfunded) projects, as well as other projects and organisations across Europe, connected through the vast outreach of our partners' networks, the W*EAR* Sustain and the ECHN community.

To enable access to the widest possible audience and utilise findings even beyond the scope of this project, the guide, and the materials on how to set up and run a local S4Fashion crash programme will also be developed and disseminated in all the creative hubs through the ECHN.

All registered users incl. teams (applied initiatives and selected pilots) can find the invitation for the crash course as an announcement on the S4Fashion platform and apply for the workshop via the digital environment.

Visitors of the S4Fashion website who do not have an S4Fashion platform account, will be encouraged to create an account to apply to the crash course. In that way, the crash program can be used as a standalone campaign for dissemination of the methodologies to develop and launch sustainable and circular fashion products and solutions.

#### *6.3.1.2 Support Program for Selected Pilots*

The programme of workshops, expert guidance and advice and peer-to-peer learning will be delivered by the consortium partners to the selected pilots over a period of up to 12 months. Each pilot will be constantly supported and tracked by a lead piloting partner (a consortium member) who will coach them. Each pilot will be requested to establish a visual diary of their pilot. All team members will be able to communicate with their piloting partner via the digital environment's conversation feature.

The pilot projects will describe their development on the S4Fashion platform and contribute the required feedback to refine the methodologies that were derived from the WP1 Modelling. Via the continuous reporting the pilots are able to monitor their achieved impact. Throughout the programme, the pilots will communicate with their coaches and their networks via the S4Fashion Digital Environment.

Via the S4Fashion Platform, WCD will gather and interpret qualitative and quantitative data and insights from the pilots at predefined stages of the support programmes. This will be done by setting up a continuous monitoring system which will give us the opportunity to dynamically adjust the programmes and refine our methodology and toolset inside the digital environment. We will correlate the gathered data with the established baselines, informing the evaluation of the effectiveness sustainability measures for fashion industry.

## 6.4 Phase 4 – Continuous dialogue & Result Dissemination

Project results and findings will be made publicly accessible via the S4Fashion website and will be disseminated via the digital environment and social media accounts. The S4Fashion platform will facilitate the continuous dialogue amongst the members of the S4Fashion community.