



# Re-FREAM

Re-Thinking of Fashion in Research and Artist collaborating development for Urban Manufacturing

Working Package WP 7

Open Innovation Platform

## Deliverable 7.1

### Online exchange platform up and running

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Grant agreement no.:	<b>825647</b>
Call identifier:	<b>H2020-ICT-2018-2 – ICT-32-2018 – STARTS</b>
Objective:	<b>The Arts stimulating innovation</b>
Start date of the project:	<b>01.12.2018</b>
Duration	<b>36 month</b>

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**Due date of deliverable:** 30.11.2019

**Actual submission date:** 02.12.2019

**Lead Beneficiary for this deliverable:** Wear It Berlin

**Contributions by:** CREARE, PRO, AIT, WIB, CAR, IED, ARC, HAR, UFG, STR, IZM, EMP

Project co-funded by the European Commission within H2020 Framework Programme		
Dissemination Level		
<b>PU</b>	Public	X
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	
Type		
<b>R</b>	Document, report (excluding the periodic and final reports)	
<b>DEM</b>	Demonstrator, pilot, prototype, plan designs	
<b>DEC</b>	Websites, patents filing, press & media actions, videos, etc.	X





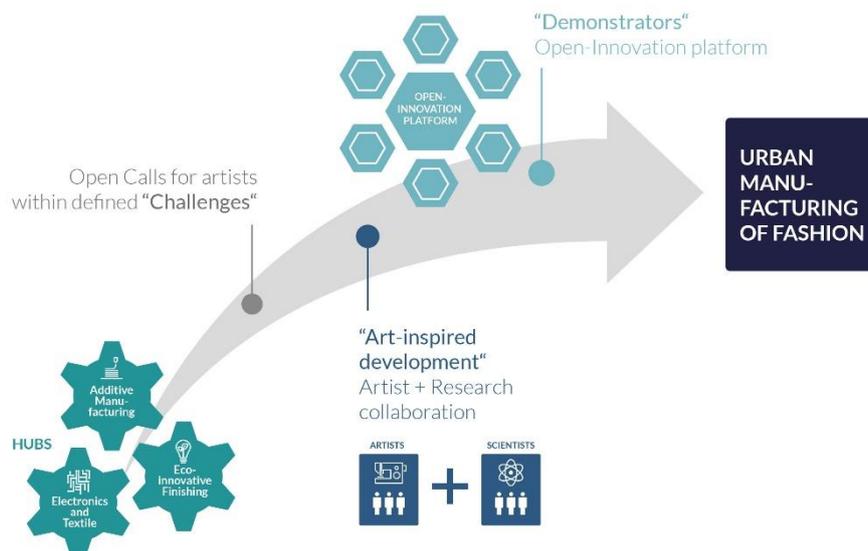
## Contents

0	Context Information	4
0.1	The Re-FREAM Project	4
0.2	Description of the Work Package concerned	5
0.3	Purpose and Scope of Deliverable Report 6	
1	Introduction	6
2	Outlook	6

# 1. Context Information

## 1.1 The Re-FREAM Project

Re-FREAM will support **art-driven innovation** in European R&I projects by inclusion of artists in research consortia via linked third-parties. The artistic community receives a strong support from art-related partners like the Art University of Linz (UFG) and the European Institute of Design (IED), creative hubs and facilitators like Wear-IT Berlin (FashionTech), AITEX, ARCA and Creative Region combined with remarkable technology from IZM Fraunhofer (E-textiles), Stratasys, Haratech (3D-printing), EMPA (3D body simulation), Care applications (Garement nebulization) and Profactor (Additive manufacturing).



Re-FREAM boosts **art-inspired urban manufacturing**, where the city becomes a new production space. Especially for **creative fashion**, urban manufacturing offers a great opportunity to create an alternative to the much criticized production in low-wage countries.

**Three technologies** (additive manufacturing, electronics on textiles and eco-innovative finishing of fashion) will be explored together. **In co-creation** 20 awarded Artist/ Researcher teams, digitalized manufacturing of fashion will be developed up to TRL 5 to enable small-scale production of fashion in urban environment. An **Open-Innovation Platform** will finally link the know-how and the communities of the hubs, will offer access to relevant facilities and make the Re-FREAM art-inspired urban manufacturing working model sustainable.

## 1.2 Description of the Work Package concerned

<b>Work package number</b>	7		<b>Start Date or Starting Event</b>							01.12.2018			
<b>Work package title</b>	Open Innovation Platform												
<b>Participant number</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	
<b>Short name of participant</b>	CRE	PRO	AIT	WIB	CAR	IED	ARC	HAR	UFG	STR	IZM	EMP	
<b>Person-months</b>	2	1.0	1.0	2.0	9.0	4.0	2.0	1.0	1.0	-	2.0	4	-
<b>Actual (m 12)</b>				4.5									

### Objectives

1. Present achieved results of the Re-FREAM Projects
2. Demonstrate technology through good practice examples by the Re-FREAM Projects
3. Create the platform and tools that would enable a better exchange for the fashion community
4. Create a value chain for the future of fashion

### Tasks

- Task 7.1: Re-FREAM Website [WIB, all]  
 Task 7.2: Re-FREAM Blog [WIB, all]  
 Task 7.3: LinkedIn Group [WIB, all]  
 Task 7.4: Public Events Calendar [WIB, all]

### Deliverable

Del. No.	Deliverable name	Lead beneficiary	Type	Diss. level	Delivery date from Annex 1 (proj. month)	Delivered Yes/No	Actual / Forecast delivery date
D7.1	Online exchange platform up and running	WIB	DEC	PU	12	Yes	30.11.2019
D7.2	Online Toolbox	WIB	DEC	PU	24	No	30.11.2020
D7.3	Tech Demos and Community building	WIB	DEC	PU	24	No	30.11.2020
D7.4	Technology roadmap on platform	WIB	DEC	PU	36	No	30.11.2021
D7.5	Sustainability Plan for Open Innovation Platform	WIB	Report	CO	36	No	30.11.2021



### 1.3 Purpose and Scope of Deliverable Report D7.1

Finalizing the setting up the online exchange platform as running webpage. The platform will be already filled with the first inputs from WP4 (Additive Manufacturing), 5 (e-Textile) and 6 (Sustainable Finishing) and description of running projects.



## 2. Introduction

*Common Vision for the Open Innovation Platform:*

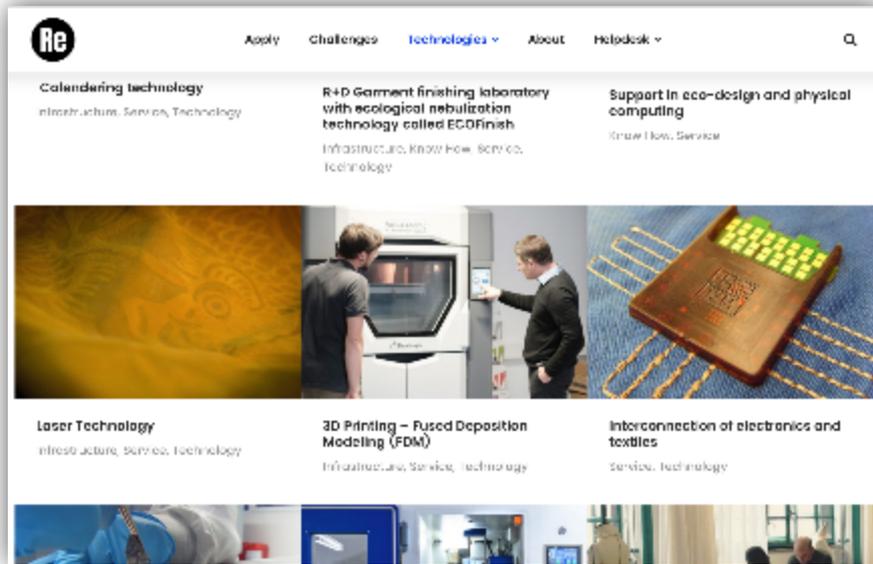
The Open-Innovation Platform is set up to present achieved results within the Re-FREAM project. This platform will be available for our target groups through a common project-website and consists of components that were discussed in a common workshop in Berlin on 16-17 May 2019 in Berlin.

## 3. Summary and Outlook

### 3.1 Task 7.1 Re-FREAM Website

The Re-FREAM website will serve as a tool to promote the call and inform participants about the Re-FREAM project. A special section on the project website [www.re-fream.eu](http://www.re-fream.eu) was created (compare WP8, **Fehler! Verweisquelle konnte nicht gefunden werden. Fehler! Verweisquelle konnte nicht gefunden werden.** on page **Fehler! Textmarke nicht definiert.**). The purpose of this sections is to inform all applicants and grant winners of the technologies available from all the consortium partners. In this section all partners of the consortium can upload information about their technologies and this information will be open and available to everyone. It was decided at the inter-hub meeting in Berlin on 16<sup>th</sup> January 2019 which was hosted by WIB that more information is needed and during the next phase each partner will update and add as much information as possible to this section.

As described in WP8 WIB designed and developed the project website (compare Figure 1) and will be hosting it on its server. Besides being the first touchpoint for most people that get to know the Re-FREAM Project, the webpage will also serve the function of an online toolbox. Therefore, WIB integrated a resources database that shows all technologies and services available in the consortium. The individual entries can be filtered according to the users' interests using the "tag" and "categories" functions.



**Figure 1 : Website screen with Technology Mapping (<https://www.re-fream.eu/technologies/>)**

Further efforts included the set-up of the infrastructure that will support the Open Innovation Platform and allow all partners to fulfil their tasks and deliverables:  
 An online form was set up that allows for easy upload of the resources (technology, services, mentoring or spaces) for all partners. On February 26<sup>th</sup> WIB hosted a webinar with representatives of all project partners to enable them to upload their content themselves to the website.

### 3.2 Task 7.2 Re-FREAM Blog

The aim of the artistic and scientific blog is to document the co-creation process between the artists and the scientists and thus demonstrating good practice examples to 3rd parties.

A central co-creation-blog that will enable visitors of the website to follow the progress and strategy of the individual artistic projects that are realized in the Re-FREAM project. Artists and scientist will document their progress, ideas and findings and will be supported by each individual hub. By making the progress of co-creation transparent and accessible, Re-FREAM enables third parties to learn from the work being done in the project and thus present different value chains of creation.

- A collection of open innovation resources will be presented on the website and maintained by all partners
- The results with the technologies of the co-creation process will be online exhibited as good practice examples by the Re-FREAM project.

The articles are written by artists and scientists together. The blog will allow the user to gather information about the Re-FREAM projects in different ways, e.g.:

- follow one project from idea to prototype

- have a look at all projects in a certain project phase, like “idea finding”
- follow all projects that are hosted by a certain hub

The co-creation team (the scientists, the artists and 3rd parties respectively) has to write a minimum of totally 6 blog posts over the project duration (9 months) as follows:

- Idea of the project (how he came up with the idea, where did he see a demand, first sketches, and what is the proposed evolution of the project after the Hub Kickoff Meeting).
- Mid-Term Presentation (what were the overall milestones, what difficulties they encountered, what changes were made to the initial approach, what are the next steps.
- Final Presentation (what were the steps after the mid-term presentation, what difficulties they encountered, what changes were made to the initial approach, final overview of the project and hopefully a presentation of the prototype, overall learnings).
- Minimum 3 more blog posts describing important ideas, developments, advancements or problems encountered.

In addition, WIB set up an editorial plan containing the following:

- 15 articles on specialized topics and guests’ articles
- Min 25 articles from Dissemination Material (Press Releases, News, Welcome Day, Kickoff Meetings, Mid-term presentation, reposting relevant content)

The editorial plan was presented by WIB during the 3<sup>rd</sup> Consortium Meeting (4<sup>th</sup>-5<sup>th</sup> of November in Alcoy).

The blog is online and the first posts have already been published:

<https://www.re-fream.eu/2019/11/27/the-adventure-begins/>  
<https://www.re-fream.eu/2019/11/27/digital-vogue-from-2d-to-3d/>

Moreover, the Consortium received the editorial plan after the 3<sup>rd</sup> Consortium Meeting, and WIB started, with the Consortium’s help, putting together a list of other relevant platforms that could become collaborators/partners for the OIP.

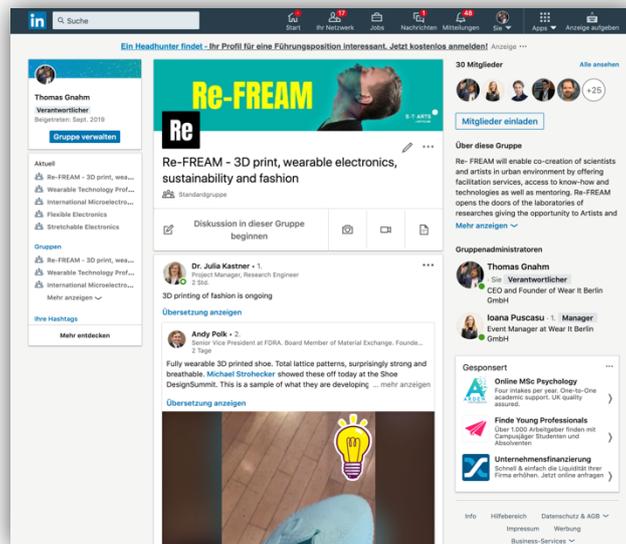
### 3.3 Task 7.3 LinkedIn Group

The consortium decided to set up an online platform and/or a social media group that would be moderated to enable potential participants to interconnect and the consortium/stakeholders of Re-FREAM. As a result of a common orientation workshop the consortium decided that making use of an established online exchange space would be the best strategy to achieve our goals. We took into consideration the following thoughts:

- We would like to establish a long-lasting way of enabling all stakeholders to connect and communicate
- We need to set the bar for potential participants as low as possible to get part of the communication platform.
- We learned from other projects that after they end there is a real danger that the platform is abandoned by its users

As a result, we identified LinkedIn Groups as the most promising approach for several reasons:

- It is a professional platform that gathers millions of users and offers all the tools we need to set up the communication channel
- There is a good chance that the group will grow and enter a self-propelling effect, which would guarantee a long-lasting lifetime even after the project ends
- Registered users do not have to log in



The LinkedIn group is set to be “Re-FREAM - 3D print, wearable electronics, sustainability and fashion” and can be accessed here: <https://www.linkedin.com/groups/12299342/> It was launched in September 2019. The group is constantly growing and content is being shared.

## Task 7.4 Public Events Calendar

A part of the Open Innovation Platform is represented by a public events calendar, which has the aim of informing the Re-FREAM Community about relevant events taking place throughout the year.

The calendar has been integrated into the website and Re-FREAM Consortium has received invites to edit the calendar. The page can be visited here: <https://www.re-fream.eu/calendar/public/>