

D6.2. Final Conference and Impact Report



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D6.2. Final conference and impact report

Transitions Project

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1. Executive summary

This document presents a summary of the TRANSITIONS final conference, outlining its key points, main outcomes, and considerations regarding its future impact. It includes an overview of the overall strategy, as well as specific guidelines for the communication and dissemination of the conference. Additionally, the report describes the conference co-design process, target audience identification, preparatory activities, dissemination strategy and actions, and concludes with the conference feedback and impact.

This document presents:

- The objective and target audience
- The co-design process of the conference structure and topics
- The detailed structure of the conference, its detailed agenda and speaker profiles.
- The communications strategy, planning and actions pre, during and post conference.
- The key performance indicators
- Survey results
- Reflections of the conference's impact

2. About Transitions

TRANSITIONS (Erasmus + Project) is a strategic alliance for innovation formed by research and technological centres, Vocational Education and Training (VET), Higher Education Institutions (HEI), public policy actors, SMEs, and other sectoral organizations from Spain, Italy, The Netherlands, and Sweden. The aim is to nurture the textile and fashion transition to a 4.0 system and a circular economy by developing new learning methods, tools, and practices to help students, young designers, and professionals to face real challenges.

The objective is to create collaborative and real work-based training where the different actors in the value chain work on how to take advantage of technology to generate new value proposals and new business models within a circular economy. Transitions propose a multidisciplinary pedagogical approach based on transition design theories and emerging disciplines and practices necessary for the green and digital transition of the textile and fashion industry.

General objectives:

- To foster new, innovative and multidisciplinary approaches to teaching and learning, fostering innovation in education design and delivery, teaching methods, assessment techniques, learning environments and developing new skills;
- facilitating the flow and co-creation of knowledge between higher education and vocational education and training, research, the public sector and the business sector.

Specifically, TRANSITIONS will:

- Create a modular training programme based on Industry 4.0 for a T&F new circular system.
- Set up innovation-focused training modules based on real practice and challenges (Transition Labs) to skill, reskill and upskill students and professionals.
- Develop new ways to generate innovation in textile and design processes, production and commercialization.

3. Introduction

This report summarizes the Final Transnational Transitions Conference held on 7 February 2025 at Confindustria Moda, Milan. As the project's final dissemination event under Erasmus+ Alliances for Innovation, it showcased results, best practices, and future skills needs for the textile and fashion sectors in the light of the green and digital transitions.

Co-designed by partners to target vocational and higher education institutions, industry professionals, policymakers, and researchers, the conference focused on circular economy, digital transformation, and collaborative education-industry models. The report details the event's development, communication strategies, agenda, speakers, and thematic content.

It also analyzes dissemination efforts across all phases, highlighting the metrics and communication materials developed. Finally, the report concludes with the participant feedback and the project's accomplishments in promoting sustainable innovation and skills development, for the textile and fashion industry.

4. Final conference summary

The Transitions partners organized a final dissemination event, a one-day Transnational Conference in Milan, that also served as the closing event of four-day training of the Final Transitions Lab Pilot, that was hosted by Città Studi in Biella. The Final Transitions Lab report has been presented in Deliverable 5.4.

The design of the Transnational Transitions conference was led by Elisava and co- designed with partners involved in that task. The event was a hybrid conference, both in-person and online, composed of a series of presentations, keynotes, a panel discussion, and networking moments creating a broad multilogue of representatives from Higher Education, Vocational Training, Professionals, Policy Makers, Textile clusters and other Erasmus projects in the field of textiles and fashion that will be further presented below.

The closing conference was designed in a collaborative way, consortium partners called upon their stakeholder networks to bring experts from each field, with greater focus on the Italian T&C ecosystem, as the event was held in Italy. The partners involved in the design, coordination and execution of the conference are Elisava, NTT, Città Studi and Modacc.

The objective was to share the outcomes of the Transitions project, including its network, methodologies, and modular curricula, with stakeholders, educators, and policymakers from the targeted regions and beyond.

Additionally, the goal was to communicate the scope of Transitions to nurture the textile and fashion transition in a shift towards a 4.0 system and a circular economy by developing innovative learning methods, tools and practices to support students, young designers and professionals in facing real challenges that are essential for the development of strategies in circular economy and Industry 4.0.

This conference marked the closing public event of the Transitions project, offering an opportunity for partners and their networks to celebrate the project's success and explore potential synergies for future collaborations.

4.1 Key target audience

The Transitions project engages a diverse and complementary range of stakeholders whose expertise, influence, and participation are essential to driving systemic change in the textile and fashion sectors. These target groups have been carefully identified to ensure the relevance, impact, and long-term adoption of the project's outcomes – and they are the primary audiences we aim to reach, engage, and invite to take part in the Transnational Transitions Conference.

- Educators of Vocational Education and Training (VET) and Higher Education Institutions (HEI).
- Textile and Fashion Industry Professionals: Manufacturers, suppliers, and business leaders.
- Designers: Innovators and creators within the textile and fashion ecosystem.
- Researchers: Experts working on sustainability, materials science, or digital transformation.
- Policy makers: EU representatives shaping education, industry, and sustainability policies.
- Journalists: Writers and editors in sustainability, education, and fashion sectors.

4.1.1 Topics

The focus of the conference was developed around two topics, the twin green & digital transition in the textile and fashion sector, and the European Skills Agenda action Pact for Skills, focusing on upskilling and reskilling professionals, so they can thrive through those transitions. The four principles of the Pact are:

- promoting a culture of lifelong learning for all
- building strong skill partnerships

- monitoring skill supply/demand and anticipating skill needs
- working against discrimination and for gender equality and equal opportunities.

The conference was designed to present the Transitions results to the entire textile value chain and open the discussion about the future of training for the textile and fashion sector across the three educational levels: VET, HE, and Professionals. The conference has been designed to demonstrate how the Transitions project modular curricula and the representatives for three educational levels, HEI, VET and professionals are tackling the topic of transitions, emphasizing how individuals can continuously upgrade their skills in digital and green advancements throughout their careers. The conference brought experts that covered topics of educational practices and perspectives of multi-stakeholder collaborations between innovators, researchers, educators, policymakers, designers, citizens and professionals.

The key questions that the conference addressed were:

- Which approaches and strategies can we adopt to go beyond sustainability?
- How can digitalization be integrated into my design, production, distribution, and commercialization processes to generate impact while respecting the planetary boundaries?
- How can stakeholders collaboration partnerships help my business become more efficient and reduce the impact of the materials I use?

4.1.2 Co-Design Process

The co-design process of the final conference began in September, with Elisava presenting the task and proposing a distribution of the different responsibilities to the partners involved.

The draft agenda (Figure 1) concerned both the Final Transitions Lab Pilot and the Final Conference as a joint event.

agenda

Day 1 Online Transitions Lab (Inspirational talks)

Day 2

Day 3 } Transition Lab (From afternoon day 1 to afternoon day 3)

Day 4 }

Day 5 Final conference (From 9:30 to 13:00)

Figure 1. The draft agenda of the Final Transitions Lab Pilot and the Final Conference

The design of the conference agenda was developed through an iterative process, with partners providing input on potential content, venue locations, speakers, logistics, program structure, and dissemination strategies.

A shared Excel document was created as a collaborative tool to enable real-time interactions, comments, and an organized overview of the necessary tasks. The excel consisted of multiple color-coded tabs that are outlined and described below:

1. Timeline

It consists of a detailed Gantt chart that includes the correlated activities among WP4, WP5, WP6 with their respective deadlines and task leader. There were 4 main management categories: The TLAB, The Conference, The Communication and the Logistics. There were 25 tasks identified: Curriculum update, Final TLab Training Preliminary Program, Contact the future trainers & set up industry visits, Contact & invite VET, HEI & professionals, Content development per target (TLAB), Training the teachers sessions (for TLAB), Kick-off Tlab online day, Post-event feedback session, Generate certificates of participation, Tlab audiovisual record, Quotes for venue, Book place for the conference, Save the date press release, Eventbrite sign up page, Define conference content and speakers, Generation of sample messages for partners, Mailing with final agenda and registration link, Mailing follow up, Define calendar for social media appearances, Press release pre-event, Press release post-event, Define catering, Define Welcome kit, Define technical aspects for the conference, Hire conference audiovisual record.

2. Consortium Participants

All partners were asked to confirm their attendance by adding the dates of arrival and departure, dietary restrictions, and accommodation details.

3. Invitees

External experts both for the TLab and for the conference, their field of expertise, dates of arrival and departure, dietary restrictions and accommodation details.

4. TLab Program

The TLab daily detailed agenda that has served as a living document for partners to iterate different versions and make proposals until the final TLAB program was defined.

5. Content per target

The TLab learning pathways for HEI, VET and Professionals including the selected external and consortium partners trainers, the modules covered, a detailed hourly schedule, the technical and logistic requirements and the assigned space for each session.

6. TLab Industry Visits

An initial mapping directory of Biella's textile and clothing industry to define the possible industrial visits at a first stage, that later consolidated the three visits (one per target group).

7. TLab Participants

The contact List of all the applicants of the TLab with their pathway choice.

8. TLab to do last week

A list of 29 tasks including final communication tasks for participants, materials to be provided onsite, prints, stationery, consent forms all mapped to their respective task leader.

9. Conference Agenda

The detailed hourly Conference Agenda with the name of the speakers, title of presentations and links to their PPTs.

10. Social Media Calendar

A detailed list of actions regarding the communication and dissemination of the event.

11. Venues

A list of possible venues, with their costs, amenities, capacity and address.

12. Costs to be covered

The distribution of costs to be covered per partner.

13. Accommodation

A list of hotel proposals both for the TLab and for the Conference.

14. Sample messages

Sample messages for sending the invitation for the TLab and the Conference.

4.2 Conference Overview

On Friday, February 7th, the Transnational Transitions Conference, was held at Confindustria Moda in Milan, Italy. The event could be followed both in person and online in real-time. Around 100 attendees from the textile and fashion industry participated.

The day began with a welcome from Confindustria Moda, followed by an online intervention from Cecilia Liljegren, team leader of the European Commission, who explained the importance and impact of Erasmus+ Alliances for Innovation projects. Next, representatives of the Transitions partner institutions took the stage

to present the work accomplished and share the lessons learned throughout the project's development.

Dirk Vantuyghem, General Director of Euratex, delivered a keynote speech outlining the current landscape of the European textile sector. He also provided insights into future European policies and strategies, as well as the development curriculum, which aligns with the European Pact for Skills and the 2030 Horizon goals.

The event continued with paired presentations based on the speakers' areas of expertise. The professional duo included Zoe Romano and Silvia Moglia. They highlighted how contemporary social and environmental changes are hindering the development of the textile sector. "Our cities are becoming increasingly unwelcoming for micro-enterprises," exclaimed Romano. Silvia Moglia voiced concerns about generational replacement in the textile industry, as it is not currently an attractive sector for young professionals.

Textile and fashion experts focused on professionals, Chelsea Franklin and Christine Nsubuga, expressed optimism about the future of fashion, emphasizing the key role of digitalization.

Chiara Colombi and Svenja Keune represented the higher education sector. Colombi emphasized the need for lifelong learning: "Education should be an ongoing activity that accompanies every individual throughout their life." Keune highlighted the importance of integrating diverse perspectives and viewpoints in the textile and fashion industries, such as multispecies approaches.

Three representatives of Erasmus+ European projects – SIT Project, VETRINE Project, and ADDTEX Project – took the stage to present their work on the twin transition of the textile and fashion sectors.

The event concluded with a roundtable discussion moderated by Marina Castán, featuring industry experts Pedro Gonçalves, Enrico Venturini, Silvia Moglia, Troy Nachtigall, Chiara Colombi, and Chelsea Franklin. The panelists exchanged opinions on three key topics: "Bridging skill gaps in sustainability and digitalization", "Educators and trainers: challenges, pollution, and accessibility", and "Collaboration between educational institutions and industry".

4.3 Agenda and Speaker Profiles

- Date: Friday, February 7th, 2025.
- Format: Hybrid: Online and at Confindustria Moda (Via Alberto Riva Villasanta 3, 20145, Milano, Italy).

- Time: 8.30 - 15 h (CET Time).

4.3.1. Agenda

08.30-09.00	Welcome Coffee and Registration
09.00-09.15	Confindustria Moda. Speaker: Mauro Sampellegrini
09.15-09.30	Erasmus+ Alliances for Innovation. Speaker: Cecilia Liljegren (EACEA)
09.30-10.30	Transitions' Project Results. Speakers: Marina Castán (Elisava), Enrico Venturini (NTT), Troy Nachtigall (HVA), Paola Fontana (Città Studi), Marion Real (IAAC), and Lidia Morcillo (MODACC)
10.30-11.00	The New European Textile landscape: Policy strategies and Curriculum development in light of the Pact for Skills and 2030 Objectives. Speaker: Dirk Vantuyghem (Euratex).
11.00-11.30	Coffee Break
11.30-11.50	VET Duo: Zoe Romano (Woolshed, Pacesetters) & Silvia Moglia (ITS TAM)
11.50-12.10	Professional Duo: Chelsea Franklin (Pangaia) & Christine Nsubuga (Klēm Wardrobe)
12.10-12.30	HEI/Researcher Duo: Chiara Colombi (Politecnico di Milano) & Svenja Keune (Borås School of Textiles)
12.30-12.35	Q&A
12.35-12.45	Erasmus+ Project Presentations: <ul style="list-style-type: none"> - SIT Project: Elena Tognon. - VETRINE Project: Alexandra Korey (Cedecs-TCBL) - ADDTEX Project: Desiree Scalia
12.45-13.30	"Shaping the Future of Training in Textile and Fashion: Aligning Visions on Europe's Pact for Skills and 2030 Objectives" - Pannel discussion + Q&A. Panelists: Chelsea Franklin (PANGAIA), Chiara Colombi (POLIMI), Enrico Venturini (NTT), Pedro Gonçalves (EURATEX), Silvia Moglia (ITS TAM), Troy Nachtigall (HVA). Moderator: Marina Castán.
13.30-15.00	Lunch & Networking

4.3.2 Speaker profiles

9:00 – 9:15 Mauro Sampellegrini – Director of Research, Innovation, and Sustainability at Confindustria Moda

Mauro's Sampellegrini role is to lead strategic initiatives to drive innovation and sustainability within the textile, technical textiles, and fashion industries. His responsibilities include managing European-funded projects focused on cutting-edge technologies and circular economy principles, fostering collaboration among stakeholders across the supply chain. He is actively engaged in lobbying efforts to influence policymaking for a more sustainable future and promote technology transfer to enhance the competitiveness of the sector. Passionate about creating impactful change, he works to position Confindustria Moda as a key player in advancing sustainable practices and innovation within the global fashion and textile ecosystem.

9:15 – 9:30 Erasmus+ Alliances for Innovation (online) – Cecilia Liljegren

Bio: Cecilia Liljegren joined the Agency in 2006, bringing with her a wealth of experience from the private sector in Brussels, where she focused on capacity and institutional building for NGOs and third sector organizations, as well as providing information on EU funding opportunities for these entities. Over the years, she has managed various actions within the Agency, including voluntary service initiatives, the EPALE platform, and Skills programs, handling both grants and procurements.

Currently, Cecilia serves as the Team Leader for the Alliances for Innovation action in Unit A2, which deals with actions in the area of Skills and Innovation. She holds a background in Political Science and Economic History, with a master's degree specializing in demography and population economics.

Cecilia is passionate about lifestyle, nutrition, and health, and in 2024, she achieved her certification as a Lifestyle Coach.

9:30 – 10:30 Transitions' Project results – Partners
WP1 Management & Quality Marina Castán WP2 Data research & Transference Enrico Venturini WP3 Experimental workshops Troy Nachtigall WP4 Curriculum Design & Development Paola Fontana WP5 Testing Prototype Marion Real WP6 Communication & Impact Lidia Morcillo

10:30 – 11:00 The New European Textile landscape: Policy strategies and Curriculum development in light of the Pact for Skills and 2030 Objectives
<p>Bio: Dirk Vantuyghem joined EURATEX as a Director General in September 2019, representing the interests of over 200,000 European companies in the textiles and clothing industry, with a joint turnover of around €170 billion and 1.3 million workers. His mandate is to promote a competitive, sustainable and innovative European Textiles and Clothing industry.</p> <p>EURATEX' work focuses primarily on shaping the EU policy framework for the textile industry, in a global context. Prior to EURATEX, he worked for EUROCHAMBRES, the European Chamber of Commerce lobby. Dirk has an economic background and holds a Master's degree from the College of Europe, Bruges.</p>

11:00 – 11:30 Networking Coffee break

11:30 – 11:50 VET Duo
<p>Zoe Romano (Woolshed, Pacesetters): is a craftivist, digital and fabrication strategist, lecturer focused on social innovation, intersectional technologies, open design. She's a consultant on R&D, teaches courses in various organisations and collaborates on EU- funded digital social innovation projects. She is the creator of interdisciplinary artistic and research projects around textiles and tech.</p>
<p>Silvia Moglia (ITS TAM): Silvia Moglia began her career in the 1980s as a fabric buyer for major men's and women's fashion companies. She later taught fabric design and fashion history at the Q. Sella Technical Institute in Biella (I). Since 2011, she has directed ITS TAM in Biella, a two- year post-diploma program in the textile sector, now a national reference with three courses and a 93% employment rate.</p>

11:50 – 12:10 Professional Duo

Chelsea Franklin (Pangaia): Head of Advanced Concept Design PANGAIA

An alumna of both the Royal College of Art and the Rhode Island School of Design, Chelsea has spent her career at the intersection of technology, design, and research. She has led multiple projects commercializing leading technology into fashion and lifestyle products, exploring materials, production methods, and new supply chain models. Currently, Chelsea is the Head of Advanced Concept Design for PANGAIA, where she leads the product design and development of new technologies. She works to balance material end-of-life, performance, and aesthetics while translating ideas into products that create new precedent for the industry.

Christine Nsubuga (Klëm Wardrobe):

Christine Nsubuga is the Founder of Klëm Digital Wardrobe Technology. With previous experience as wardrobe consultant both with companies across US and Europe and independently for 12 years, she founded Klëm, an AI wardrobe stylist that has been created to demystify personal style and wardrobe management offering answers and recommendations for 'what should I wear to...' in real time.

12:10 – 12:30 HEI / Researcher Duo
<p>Chiara Colombi (Politecnico di Milano): PhD in Design, Associate Professor at Politecnico di Milano, Design Dept.</p> <p>Her research interests concern knowledge creation processes in "culture intensive" industries, with specific attention on the fashion sector. More recently, she has been focusing on the evolution of the fashion-tech sector, with a particular interest in mapping and modeling opportunities of product, value chain, and business model innovations offered by a systemic and sustainable integration of digital technology within fashion processes.</p>
<p>Svenja Keune (Borås School of Textiles): Svenja Keune is a postdoctoral researcher at the Swedish School of Textiles at the University of Borås. She has worked with nature related design approaches for the last 15 years and specialised in including other organisms such as insects into the design practice as clients, co- creators and cohabitants. Her practice is based on developing methods to sensitize herself and others to the expressions and dynamics of other organisms and to involve them through textile- based artefacts. This has led to "Textile Farming", as part of the MSCA ArcInTexETN and her industrial position at Ludvig Svensson AB and continued in the project "Designing and Living with Organisms (DLO). To support the exchange and collaboration between art and science practitioners and researchers, she facilitates an annual summercamp and community that co-designs activities to explore relationships with insects and a research network that investigates the potential that emerges when biotremology, inclusive information practices, and artistic research come together.</p>

12:30 – 12:35 Q&A

12:35 – 12:45 Erasmus+ Project Presentations
SiT Project – Elena Tognon
VETRINE Project – Alexandra Korey
ADDTEX Project – Desiree Scalia

12:45 – 13:30 “Shaping the Future of Training in Textile and Fashion: Aligning Visions on Europe’s Pact for Skills and 2030 Objectives” – Panel discussion + Q&A

Chelsea Franklin: Head of Advanced Concept Design PANGAIA. An alumna of both the Royal College of Art and the Rhode Island School of Design, Chelsea has spent her career at the intersection of technology, design, and research. She has led multiple projects commercialising leading technology into fashion and lifestyle products, exploring materials, production methods, and new supply chain models.

Currently, Chelsea is the Head of Advanced Concept Design for PANGAIA, where she leads the product design and development of new technologies. She works to balance material end-of-life, performance, and aesthetics while translating ideas into products that create new precedent for the industry.

Chiara Colombi: PhD in Design, Associate Professor at Politecnico di Milano, Design Dept. Her research interests concern knowledge creation processes in “culture intensive” industries, with specific attention on the fashion sector. More recently, she has been focusing on the evolution of the fashion-tech sector, with a particular interest in mapping and modeling opportunities of product, value chain, and business model innovations offered by a systemic and sustainable integration of digital technology within fashion processes.

Enrico Venturini (NTT): Senior Researcher and Project Manager. He has a University Degree in Economics and Business Administration and Textile Technician Diploma. Since 1996 he has been holding the position of Project Manager at Next Technology Tecnotessile (Prato, Italy), for research and innovation projects. He is also a qualified trainer in the textile sector. He has participated to several EU projects. He was coordinator of the following projects:

1. PURIFAST Advanced Purification Of Industrial And Mixed Wastewater By Combined Membrane Filtration And Sonochemical Technologies (LIFE+);
2. TEX4IM – Textile Clusters for Industrial Modernisation (European Strategic Cluster Partnerships for smart specialisation investments 2017);
3. EXTRATEX – European TEXTile-TRANsport-Sustainability paradigm for industrial clusters EXcellence in cross-sector innovation (European Cluster Excellence Programme);
4. TEXGLOBAL – European Innovative Textiles Go International: Innovative Global Value Chain Creation And Textile Global Markets Exploration (COSME Clusters Go International Call 2019).

He holds several years' experience in textile research and innovation, in planning, management and Coordination of specific services to textile SMEs. He also actively coordinates the regional Tuscany Fashion Cluster.

Pedro Gonçalves (EURATEX): Pedro is a Policy Officer in the Innovation and Skills Department at EURATEX, the European Apparel and Textile Confederation. With four years of experience in the textile sector, he supports initiatives such as the TCLF Skills Alliance and the AEQUALIS4TCLF Erasmus+ Blueprint project, promoting workforce development and preparing the industry for green and digital transitions. Pedro contributes to innovation and capacity-building efforts, fosters collaboration with stakeholders, and aligns industry priorities with European policy goals to strengthen the sector's resilience and competitiveness.

Silvia Moglia: Silvia Moglia began her career in the 1980s as a fabric buyer for major men's and women's fashion companies. She later taught fabric design and fashion history at the Q. Sella Technical Institute in Biella (I). Since 2011, she has directed ITS TAM in Biella, a two-year post-diploma program in the textile sector, now a national reference with three courses and a 93% employment rate.

Troy Nachtigall (HVA): is an MSCA ETN Research Fellow, Chaired Professor of Fashion Research and Technology at the Amsterdam University of Applied Sciences, and Assistant Professor at the Industrial Design Department of Eindhoven University of Technology. He specializes in using Research Through Design to explore product-service ecosystems, data-enabled iterative personalization, and emerging additive manufacturing technologies. His research examines the socio-technical implications of on-the-body technologies, particularly in relation to fashion. Through EU-funded research initiatives, Nachtigall bridges academia and industry to develop responsible, inclusive, and sustainable innovations that redefine how fashion interacts with technology, identity, and materiality.

Moderator – Marina Castán (Elisava): Marina Castán is a textile designer (Undergraduate Degree in Textile and Design ESDi-Universitat Ramon Llull, Postgraduate in Design and Innovation Elisava-UPF, Master in Art and New Media Curatorship ESDi-Universitat Ramon Llull). PhD from the Royal College of Art in London in Textiles (2019) in the framework of the European project ArcInTexETN – Marie Skłodowska-Curie fellowship 2014-2018. Marina has extensive experience as a teacher and researcher in interdisciplinary and collaborative contexts. She has conducted research projects in the field of textile materials, wearables, and architecture. She is currently leading the European project Transitions (Erasmus +) at Elisava Research and is part of the teaching team of the degree in design.

13:30 – 15:00 Lunch and networking

4.4. Structure

Welcome by the host, Confindustria Moda

The National Association for Textiles, Technical Textiles, and Fashion of Italy was invited to present their mission and current European projects in which they are involved. They provided an overview of the associated partners and sectors they represent, covering the entire supply chain, and highlighted the increased annual turnover of Italian enterprises in 2023, amounting to 70 million, which represents 7% of GDP, making it the second-largest sector. They collaborate closely with Euratex and serve as intermediaries between the ministry and the enterprises, offering lobbying, consultancy, and networking.

The Erasmus Alliances for Innovation landscape, European Commission Project officer

Cecilia Liljegren, the Transitions Project Officer and team leader of the Alliances of Innovation in Key Action 2, provided an overview of EACEA's activities and emphasized the horizontal priorities of Erasmus+, including social inclusion, green and digital transitions, and active participation. She outlined various types of Erasmus projects within Key Action 2, including Alliances of Innovation, Forward-Looking Projects, European Policy Experimentation, and Centers of Vocational Excellence. Since 2021, the European Commission has received a total of 29 proposals related to textiles and fashion, of which 9 have been approved. Cecilia provided a concise overview of each project, highlighting different approaches and objectives (Figure 2 and 3).

Projects in unit A2 – Fashion & textile

Action	Acronym	Aims
ALL-INNO	ADDTEX	The ADDTEX project aims to enhance knowledge sharing and co-creation between Higher Education Institutions (HEI), Vocational Education and Training (VET), research, public sector, and business sector in advanced textile materials. It focuses on fostering innovative and multidisciplinary teaching and learning approaches. Additionally, it seeks to encourage initiative and entrepreneurial skills in learners, educators, and workers.
ALL-INNO	TRANSITIONS	This strategic alliance brings together research and tech centers, VET and HE institutions, public policy actors, and SMEs. Its goal is to support the textile and fashion industry's transition to a 4.0 system and a circular economy. The alliance focuses on developing new learning methods, tools, and practices to help students, young designers, and professionals tackle real-world challenges.
ALL-INNO	METASKILLS4TCLF	This project builds on the "Blueprint Skills4Smart TCLF Industries 2030" results, adding new skills to help companies transition to digital and green practices. It uses innovative learning methods to attract young people. The project focuses on key areas with support from a wide network of education providers and EU regional authorities to modernize TCLF education.
ALL-INNO	VETRINE	In VETRINE – Vocational Education & Training towards re-inventing apparel procedures – students can access an online Capacity Building Programme at the Bachelor level. This program enhances their understanding of ecological and social aspects of the apparel cycle. It includes modules on fabric knowledge and design, garment production, and pilot entrepreneurship.
ALL-INNO	SIT	The SIT project aims to bridge education and the labor market, focusing on innovation in the TCLF sector and the green transition. Objectives: 1. Identify green transition skills; 2. Create innovative curricula for HE and c-VET; 3. Equip learners with green and functional skills; 4. Encourage collaboration between sectors; 5. Support MSMEs and start-ups with a platform and local hubs.
ALL-INNO	CERES	CERES aims to broaden the focus of the Circular Economy (CE) from just firms to a wider, system-level view. This includes skills and knowledge from various sectors like e-waste, textiles, and renewable energy, to be provided to Higher Education (HE) and Vocational Education and Training (VET). The new Circular Economy Digital Innovation Hub (CE-DIH) will connect stakeholders and offer services, skills, and knowledge to support the diverse CE field.
ALL-INNO	AEQUALIS4TCLF	The AEQUALIS4TCLF Blueprint project aims to close the skills gap in the Textile, Clothing, Leather, and Footwear (TCLF) sector in the EU. It has two main goals: 1. Expand the reach of previous projects to unify Europe in skilling and reskilling the TCLF workforce. 2. Address the skills gap by promoting partnerships, identifying needed skills, and developing new curricula for a sustainable and digital industry. It also supports social inclusion, safety, and compliance through workshops and guidelines.
FLP	CoCoon	Co-Creating greener futures: developing and transferring innovative bio-design modules for education to accelerate the green transition. The fashion design is one of the 3 key domains regarding biodesign (algae/root-based textiles for example).
CoVE	FEA-VEE	The project brings together various partners, including VET providers and industry representatives, to foster interactions and exchanges. Cooperation is built on two main pillars: 1. Shared Strategies: Developing a common understanding and agreement on future strategies and activities. 2. Online Networking: Using an online platform to facilitate collaborations and support learners' mobility.

Figure 2. Excerpt of Cecilia's Liljegren presentation on the Erasmus Key Action 2 funded projects related to the textile and fashion education.

What are the aims of these projects?



Figure 3. Excerpt of Cecilia Liljegren's presentation outlining the aims of the funded projects related to textile and fashion education.

Presenting the Transitions Project

Each Work Package Leader was invited to present the results and key findings of the work completed throughout the project's duration. One by one, they collectively contributed to the comprehensive description of the development and implementation of the Transitions project. This included insights from project coordination (Marina Castán, Elisava WP1), mapping technologies and materials (Enrico Venturini, NTT, WP2), the creation of the toolkit (Troy Nachtigall, HVA, WP3), curriculum development (Paola Fontana, Città Studi, WP4), the transition lab pilots (Marion Real, IAAC, WP5), and communication strategies (Lidia. Morcillo, MODACC, WP6).

Speakers Duos

The Transitions project aims to introduce innovative, modular curricula to support the digital and green transformation of the textile and fashion industry across three educational levels. The consortium's goal was to include diverse perspectives, taking into consideration inclusivity, diversity, and comprehensive coverage of all stakeholder categories. To achieve this, the proposed format was "Speaker Duos," which would represent and provide insights and testimonial for each of the three target groups.

For Higher Education, the selected speaker duo combines two distinct, yet complementary perspectives: Chiara Colombi brings a strong pedagogical and academic approach, while Svenja Keune provides insights grounded in experimental research and futures literacy.

For Vocational Education, the duo brings together two different strands of expertise. Silvia Moglia represents a well-established, large-scale vocational training institution with a focus on technical skills development, while Zoe Romano is a leader in the maker community, working with social groups, minorities, and fostering participatory practices and social innovation.

For Professional training, Christine Nsubuga focuses on digitalization and the transformative role of technology in the industry, while Chelsea Franklin addresses technological sustainability, particularly in the context of materials innovation and sustainable practices.

Designing the Panel Discussion “*Shaping the Future of Training in Textile and Fashion: Aligning Visions on Europe’s Pact for Skills and 2030 Objectives*”

The panel included Transitions partners Enrico Venturini (Next Technology Tecnotessile), Troy Nachtigall (University of Applied Sciences Europe - UE Amsterdam), and Marina Castán (Elisava) along with policy officer Pedro Gonçalves (EURATEX - European Apparel and Textile Confederation), designer and innovator Chelsea Franklin (PANGAIA), professor and researcher Chiara Colombi (Politecnico di Milano), and vocational training coordinator Silvia Moglia (ITS TAM).

The panel discussion was moderated by Marina Castán from Elisava, principal investigator of the Transitions project. The primary focus of the discussion was on the role of innovative training programs and curriculum development –such as those created within the Transitions project–in facilitating the textile and fashion industry’s transformation toward a sustainable and digital ecosystem. The discussion was structured around three main themes:

1. Bridging the Skills Gap in Sustainability and Digitalization.
2. Educators and Trainers: Challenges, Solutions, and Accessibility.
3. Academia-Industry Collaboration.

Elisava designed the panel discussion questions and discussed them with the panel speakers in an online meeting. Together, they reviewed the questions prior to the conference, ensuring an initial connection among them and an engaging dialogue.

Panel Discussion Questions

The questions were divided in thematic blocks and three questions were developed per block, as described below:

Block 1. Bridging the Skills Gap in Sustainability and Digitalization

- What approaches can align training programs with the textile and fashion industry's needs, especially in light of Europe's Pact for Skills and 2030 objectives?
- How can educators and trainers integrate circular design principles and digital literacy into their programs?
- From a business perspective, what are the top three skills every student or professional should have and how can these skills be integrated into formal education and professional training?

Block 2. Educators and Trainers: Challenges, Solutions and Accessibility

- What challenges do educators and trainers encounter when providing these future skills and competencies? Are there any approaches / methods you've seen used to overcome these challenges?
- How can we engage the youth to pursue careers in the textile and fashion industry?

Block 3. Academia-Industry Collaboration

- What strategies can further strengthen the collaboration between academic institutions and industry players, ensuring curricula remain relevant and future-proof?
- How does stakeholder engagement transform the whole value chain? Can you share any success stories?
- What business model innovations are necessary for textile and fashion businesses to become circular? Can you share with us a success story?

Other Erasmus Projects

Representatives from other European-funded projects in the field of Textiles and Fashion had been invited to represent their respective consortiums, outlining the scope of their projects and current developments, to foster collaborations, share insights, and learn from Transitions.

- Elena Tognon presented the [SIT Project](#), an Erasmus project that tackles societal and economic challenges in the Textiles, Clothing, Leather, and Footwear (TCLF) sector that analyzes emerging occupations and skill gaps for the sector's green transformation by developing tailored training modules focusing on green competencies.
- Alexandra Korey presented [VETRINE](#), an Erasmus project that provides vocational training on sustainability and entrepreneurship for future fashion designers.
- Desiree Scalia presented [ADDTEX](#), an Erasmus project that aims in advancing industrial digital and green innovations in the advanced textile industry through innovation in learning and training.

Policy making

Dirk Vantghem from Euratex presented the new European textile landscape in terms of policies, strategies, directions, and priorities coming from the European Commission (Figures 4 and 5). Euratex plays an intermediary role between the textile and clothing industry and European institutions (Commission, Parliament, and Government) for political lobbying, policymaking, and legislation. With a long list of projects, they communicate the values of the textile industry and focus on networking. He presented the current context of the textile industry, showing how the industry has faced a decline over the last 18 months due to various factors such as production costs, competition, consumer demands, and new regulations that make compliance difficult. He discussed the current regulations, explaining how EURATEX is very actively involved in discussing the details and the delegated acts that are under negotiation, emphasizing the importance of being continuously informed regarding the updates, as they are work in progress.



Figure 4: An overview of some of the new legislations that are being developed.

Dirk presented the current direction of the new European parliament government that entered in December 2024, there is an evolution in Europe's vision, with ambitious initiatives, a focus on single markets and an overall shift from the green and sustainability focus on the enhancement of the industry's resilience and competitiveness.

He highlighted the importance of reconciling sustainability with competitiveness, transitioning from the Commission's 2030 vision for textiles—based on the Green Deal—to a clean industrial Deal centered on the recently published [competitiveness compass](#).



Figure 5: [Competitiveness compass](#), from the European Commission

He directed the attendees towards some key reports, such as the [Europe's Choice](#), and the [Draghi report](#) mentioning that the strategy aims at reducing excessive dependencies, promoting self-reliance and investing in people. Within the broader framework of the Competitiveness Compass, the focus on skills is prominent, and Brussels has introduced the [Union of Skills](#), illustrating Europe's commitment to investing in the development of skills.

Euratex's in 2022 has signed the framework [PACT for SKILLS](#), which addresses sector challenges and outlines necessary steps for education, including KPIs and targets. From this Pact, the [TCLF](#) (Textile, Clothing, Leather, and Footwear) platform was established to facilitate and coordinate activities within the Pact for Skills framework. Additionally, EURATEX is actively involved in EU-funded education projects such as [METASKILLS4TCLF](#), [AEQUALIS4TCLF](#), [TCLFSkillBridge](#).

In conclusion, Dirk proposed the idea of unifying these educational initiatives by establishing an informal network to share best practices, strengthen cooperation, and create synergies across projects.

The Conference offered three networking moments, during the two coffee breaks and the lunch. Those were held in a comfortable space within the venue where attendees, speakers and partners could informally interact.

5. Communication and dissemination strategy

5.1 Objectives

- Promote Attendance: Attract key stakeholders from the target audiences (educators, industry professionals, policy makers, designers, researchers, journalists).
- Showcase Project Results: Highlight the achievements of the Transitions project, esp. modular curriculum and the toolkit.
- Encourage Engagement: Foster discussion and collaboration on sustainable practices and the integration of digitalization within the textile and fashion sectors.
- Create Awareness: Position the Transitions project and its partners as thought leader in sustainable textile and fashion education and practice.
- Build a community of ambassadors: Foster a network of knowledge experts who will champion the ongoing use and development of Transitions' outcomes.

5.2 Development of visual materials

A bridge for engagement and understanding

For the Final TLAB and Final Transnational Transitions Conference, New Order of Fashion (NOOF) was responsible for the creative direction and delivery of a cohesive and forward-looking visual identity. In collaboration with project partners and within the framework of the Transitions Brand Guidelines, NOOF developed a visual language that reflected the project's ambition: *to shape the future of textile and fashion education by fostering the transition toward a 4.0 industry and a circular economy – through the development of innovative*

learning methods, tools, and practices that equip students, emerging designers, and professionals to tackle real-world challenges.

Working within this framework, NOOF created a fresh visual identity that would engage a diverse international audience – from vocational students (VET) to higher education students (HEIs) and their educators as well as design professionals, policy makers and researchers within the fashion and textile industry.

The centerpiece of this campaign was a striking textile artwork by [Filippa Geslin](#) (NOOF Talent 2024). Her sculptural piece – composed of coiled, frayed and reused textile materials – was chosen as the lead image across all communications. The work encapsulated the themes of the project: tactility, sustainable innovation and design. It was both eye-catching and symbolic, reflecting the future of textile education as one grounded in material, collaboration and regenerative practices.

NOOF developed a full visual suite that translated this artistic foundation into a clear, accessible, and consistent identity across channels. Deliverables included amongst others:

- Social media visuals and videos for Instagram and LinkedIn (event teasers, speaker spotlights, registration reminders) that could easily be shared by partners
- Eventbrite banners and a coherent conference visual identity kit
- Presentation and PowerPoint templates for all sessions
- Speaker announcement visuals with strong branding continuity
- Printed posters and brochures featuring the event agenda, designed for both promotional and informational purposes.
- A digital signature for all partners' e-mail signature announcing the final event
- Printed and digital welcome kits, signage, and detailed programme agendas
- A two-part [video](#) by professional videographer Marica de Michele capturing both the final TLAB (3-day event in Biella) and the Transnational Conference in Milan, used to document the event and amplify its outcomes.

The Milan Final Transitions conference served as the moment to present the results of the Transitions project: a co-created curriculum that responds to the evolving needs of the fashion and textile sector, with adaptable formats tailored to VET students, HEI students and working professionals. The design direction therefore also aimed to create a visual atmosphere that was *open, future-focused*, and inviting

Through soft gradients, and clean typography layered over tactile photography, the visual language balanced professionalism with inviting warmth. This artistic direction elevated the event experience, making complex content – from circular design systems to digital literacy – more engaging and accessible.

By anchoring the communication strategy in a strong artistic concept and consistent brand execution, Transitions project not only supported visibility and participation across platforms, but helped embody the broader ethos of Transitions: transformation through collaboration and continuous education.

5.3 Key Messages

To ensure clear and impactful communication, the Transitions consortium co-developed a set of key messages to guide the promotion and content of the Transnational Transitions Conference. These messages aim to resonate with the project's diverse target audiences and emphasize the core themes of the initiative:

Innovate for Sustainability:

“Discover practical solutions for a sustainable textile and fashion future.”

Empower with Knowledge:

“Access tools and curricula designed to equip professionals and educators with future-ready skills.”

Embrace Digitalization:

“Integrate technology to enhance processes while respecting planetary boundaries.”

Collaborate for Impact:

“Learn how partnerships can reduce environmental impact and boost efficiency.”

To support the success of the event, all project partners were actively involved and invited to contribute through:

- The strategic invitation of speakers and trainers by mid-September.
- The dissemination of the conference across their communication channels,

including social media, newsletters, and both personal and corporate LinkedIn accounts, during two key waves: mid-October and January.

- The development of presentations and content to enrich the conference programme and ensure alignment with the project's vision and outcomes.

5.4. Communication Actions

5.4.1 Before the event (September – January 2025)

Socials (LinkedIn, Instagram)

A targeted social media strategy was developed to ensure clear, consistent, and engaging communication with the key audiences of the *Transitions* project. This strategy was designed to maximize the project's visibility across multiple digital platforms, supporting the dissemination of core messages, project milestones, and event-related content to a wide and relevant audience.

A primary objective of the strategy was to achieve broad communication reach, particularly among the project's main publics: professionals from the textile and fashion industry, and students from both Higher Education Institutions (HEIs) and Vocational Education and Training (VET) centers. These groups are critical to the project's long-term impact, as they represent both the current and next generation of professionals who will lead the sustainable and digital transformation of the sector.

As part of the strategy, the promotional content for the Transnational Transitions Conference was structured according to content typology, each with a distinct visual identity to support message clarity and recognition:

To ensure efficient coordination among partners and clarity in task distribution, the promotional content (Figure 6) for the Transnational Transitions Conference was internally structured by content typology, each assigned a distinct colour code for team communication and work package management purposes (Figure 7):

- Speaker Announcements (*blue*): Posts introducing the conference speakers and panelists, highlighting their expertise and contribution.
- Partner Videos – “Why should you attend the Transnational Transitions Conference?” (*green*): Short video messages recorded by partners to personally engage audiences and promote participation.
- Final Conference Updates and Practical Information (*orange*): Posts providing agenda highlights, registration links, logistical details and reminders.

While the color scheme was not visible to the public, it served as an effective internal tool to streamline content creation, ensure timely delivery, and maintain a coherent promotional flow across all dissemination channels.

January 2025	Monday		Tuesday		Wednesday		Thursday		Friday	
	Instagram	LinkedIn	Instagram	LinkedIn	Instagram	LinkedIn	Instagram	LinkedIn	Instagram	LinkedIn
Week 1										
Week 2	Speaker announcement		Why should you attend	Why should you attend	Speaker announcement		Why should you attend	Why should you attend	Speaker announcement	Wrapped speaker announcement
			Final Conference updates							
Week 3	Why should you attend	Why should you attend	Speaker announcement		Why should you attend	Why should you attend	Speaker announcement		Final Conference updates	Wrapped speaker announcement
Week 4	Speaker announcement		Final Conference updates		Speaker announcement		Final Conference updates	Wrapped speaker announcement	Why should you attend	Why should you attend

Figure 6. Overview of promotional content



Figure 7. Color coded social media calendar

Following this social media strategy calendar, we shared specific content, including:

- On Instagram, each expert was featured through individual posts and stories (Figure 8), ensuring dynamic and visually engaging content tailored to the platform's audience. On LinkedIn, the approach was adapted to the professional context by publishing grouped posts, which presented several experts together according to their typology (e.g., educators, industry professionals, researchers). This platform-specific strategy allowed the project to optimise engagement while maintaining coherence in tone and content across different audiences.

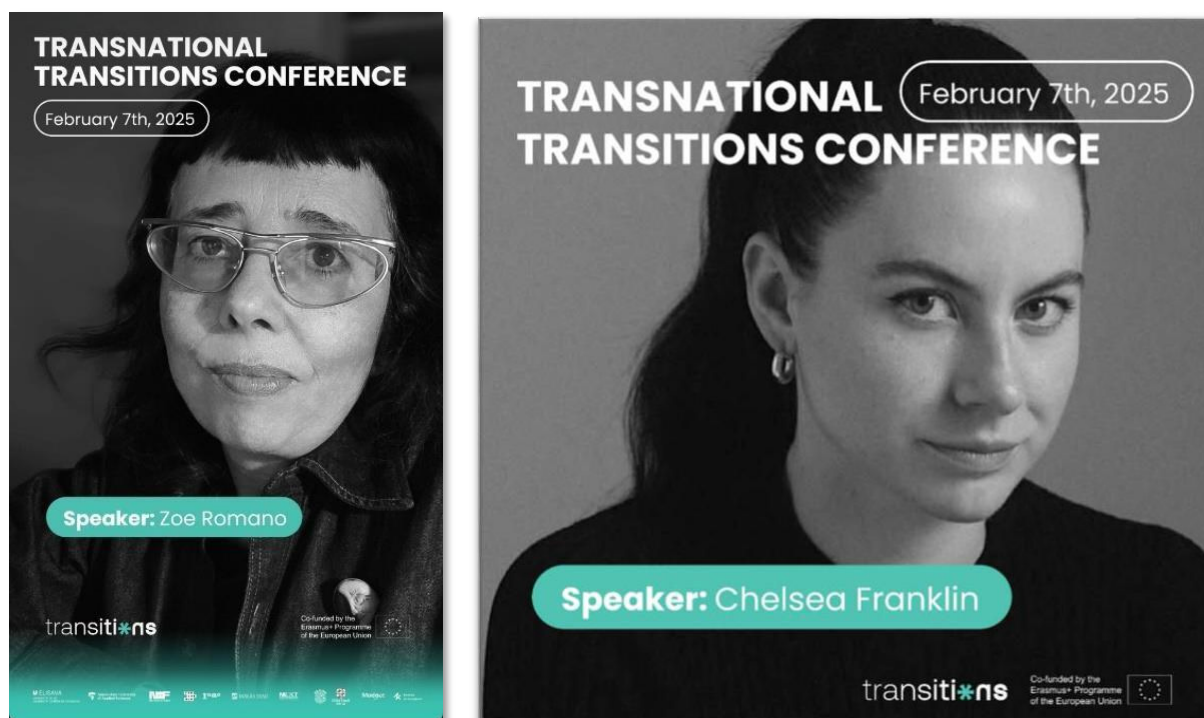


Figure 8. "Speaker announcement" posts on social media.

- Programme details were actively shared with the *Transitions* community in the weeks leading up to the event (Figures 9 and 10). These communications aimed to provide clear explanations of the agenda, highlight key sessions, and offer insights into the structure and focus of the conference. By doing so, the project helped participants prepare in advance and generated anticipation and interest around the event's content. In parallel, the project team placed strong emphasis on facilitating registration, ensuring that followers could easily access the registration link and understand how to join the event. Reminders to register were shared regularly through LinkedIn and Instagram, using both posts and stories to reach a broader audience and reinforce visibility in the final weeks of promotion.

TRANSNATIONAL TRANSITIONS CONFERENCE

February 7th, 2025

8.30-15.00 Milan, Italy

📍 CONFINDUSTRIA MODA

+ livestream

Join us at the
Transnational
Transitions Conference
to discover the results
of the EU funded
Transitions project and
network with experts to
discuss the importance
of adopting a systemic
approach to face the
textile and fashion
industry's planetary
challenges.

transiti*ns

🌐 transitionsproject.eu
📱 transitions.eu

CONFERENCE AGENDA

08:30-09:00	Welcome Coffee and Registration
09:00-09:15	Confindustria Moda Speaker: Gianfranco Di Natale
09:15-09:30	Erasmus+ Alliances for Innovation Speaker: Cecilia Liljegren (EACEA)
9:30 - 10:30	Transitions' Project Results Speakers: Transitions Partners
10:30 - 11:00	The New European Textile landscape: Policy strategies and Curriculum development in light of the Pact for Skills and 2030 Objectives Speaker: Dirk Vantghem (Euratex)
11:00-11:30	Coffee Break
11:30-11:50	VET Duo: Zoe Romano (Woolshed, Pacesetters) & Silvia Moglia (ITS TAM)
11:50-12:10	Professional Duo: Chelsea Franklin (Pangaia) & Christine Nsubuga (Klem Wardrobe)
12:10-12:30	HEI / Researcher Duo: Chiara Colombi (Politecnico di Milano) & Svenja Keune (Borås School of Textiles)
12:30-12:35	Q&A
12:35-12:40	SiT Project / Erasmus+: Elena Tognon
12:40-12:45	VETRINE Project / Erasmus+: Alexandra Korey (Cedecs-TCBL)
12:45-13:30	"Shaping the Future of Training in Textile and Fashion: Aligning Visions on Europe's Pact for Skills and 2030 Objectives" - Panel discussion + Q&A Panelists: Chelsea Franklin (PANGAIA), Chiara Colombi (POLIMI), Enrico Venturini (NTT), Pedro Gonçalves (EURATEX), Silvia Moglia (ITS TAM), Troy Nachtigall (HVA)
13:30 -15:00	Lunch & Networking

Co-funded by the
Erasmus+ Programme
of the European Union

Photo: Anwyn-Hewarth | Design: Filippa Geesin

Figure 9. Digital banner for the Transnational Transitions Conference agenda.

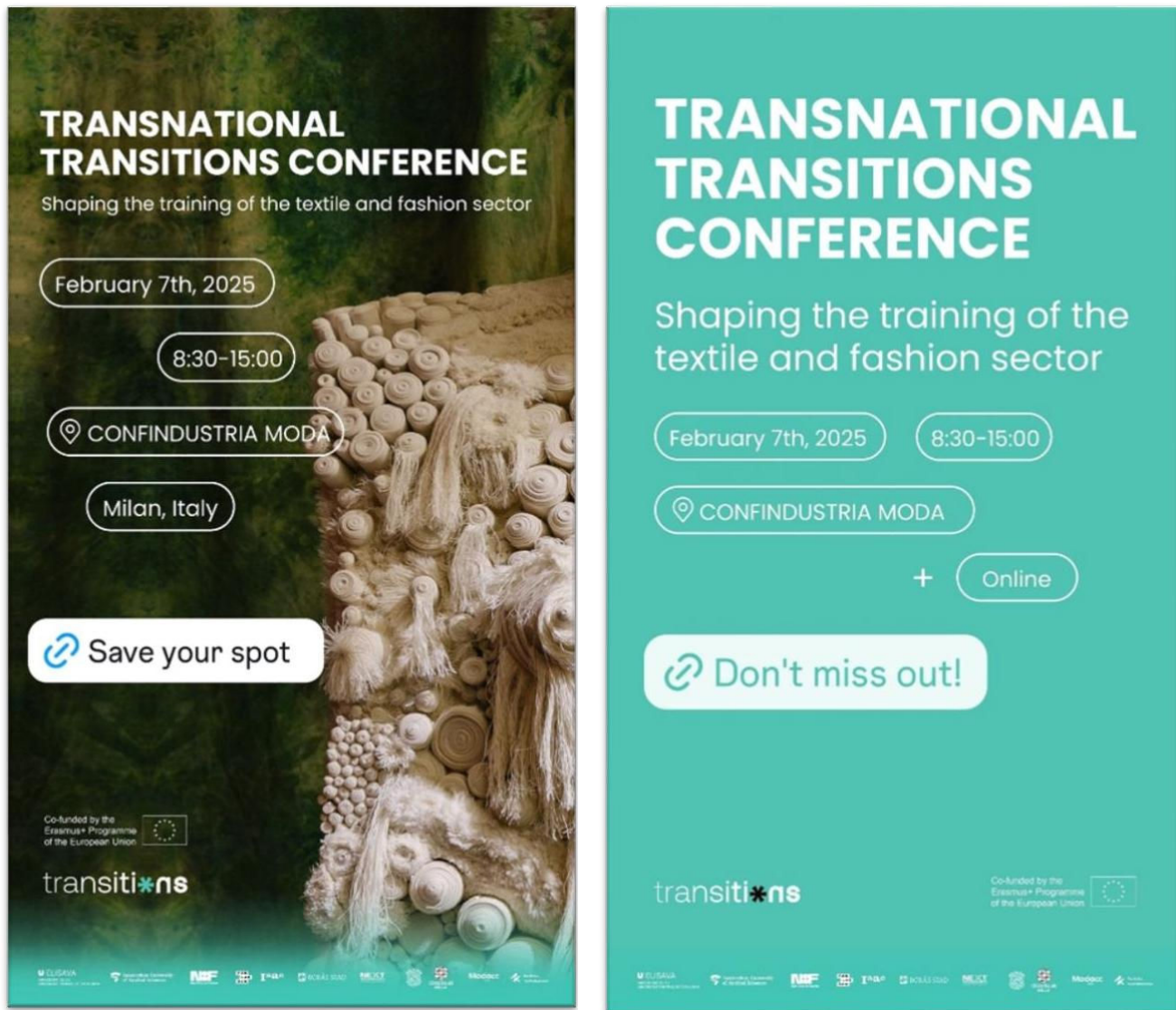


Figure 10. "Final Conference updates" post on social media.

- A series of videos created by project partners served as a direct and engaging way to communicate the value of the Transnational Transitions Conference to the wider community (Figure 11). In these short clips, partners explained why attending the conference would be relevant and beneficial, speaking from their own perspectives and areas of expertise. This first-hand format allowed for a more personal and authentic connection with the audience, while also tailoring the message to the different target groups identified by the project—such as educators, industry professionals, designers, researchers, and students. These videos played a key role in raising awareness and encouraging participation across sectors.



Figure 11. Videos created by project partners to encourage attendance at the Transnational Transitions Conference.

Eventbrite

Participation in the event was managed through the [eventbrite platform](#) offering options of online or in-person attendance. The details of the schedule and venue were published.

Website

The Transitions website played a central role in the promotion of both the T-Lab and the Transnational Transitions Conference. To encourage participation and streamline the registration process, a prominent banner was embedded on the homepage, strategically placed to attract attention and linked directly to the Eventbrite registration page (Figure 12). This allowed interested users to easily register for the Transnational Transitions Conference.

In addition, within the dedicated T-Lab section, a tailored banner was included to highlight the main details of the event and support its dissemination (Figure 13).

Through this integrated web-based approach, the project ensured clear, user-friendly access to event-related content, enhancing visibility and facilitating active participation from stakeholders across Europe.



Figure 12. Digital banner for the Transnational Transitions Conference.



Figure 13. Digital banner for the Final Transnational Transitions Lab.

Partner Engagement

The Transitions partners and stakeholders were encouraged to promote the event via their networks with available brochures, sharing via Instagram and LinkedIn. The event was shared on [ACTE](#) network, the European Textile Collectivities Association and shared widely amongst the partners networks as detailed in the annexes of this report.

5.4.2 Event Day: 7th February 2025

Live Streaming

The conference provided an accessible online participation option by live streaming through the Zoom platform, broadening the reach and ensuring that individuals who cannot attend in person can still engage with the content and the project results. A technician curated the transmitted materials, combining views of the speakers, the shared content and the audience in a flowless way.

Social Media Coverage

During the Transnational Transitions Conference, we shared real-time updates, including speaker quotes, key panel insights, and highlights from the sessions (Figure 14). This live coverage strategy was designed to keep our target audiences actively engaged online, even if they were not attending in person. By offering short, attractive, and insightful pieces of content—so-called “information pills”—we sparked interest, encouraged interaction, and extended the event’s reach beyond the physical venue through our digital platforms.

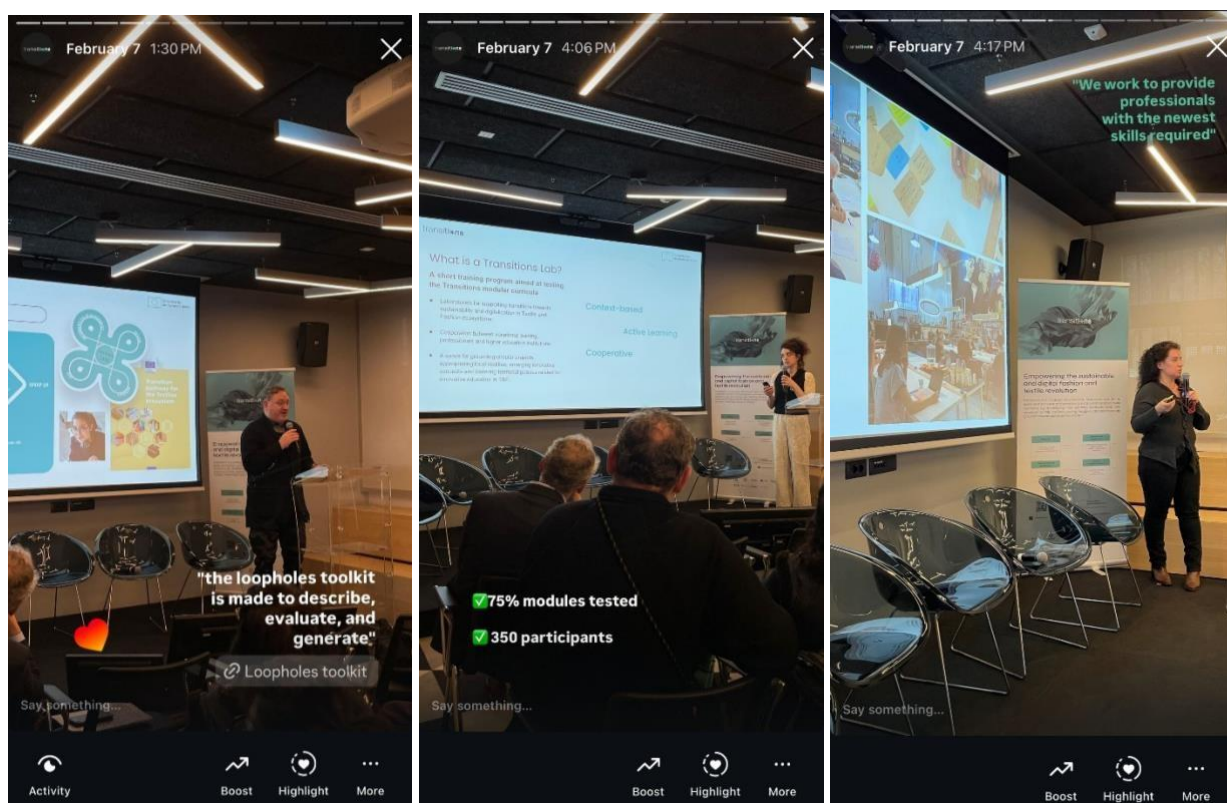


Figure 14. Social media coverage during the event.

To foster a sense of community and enhance engagement, the *Transitions* team actively interacted with participants during the Transnational Transitions Conference by highlighting and reposting attendee interactions on social media. By sharing posts, stories, and mentions from attendees, we amplified their voices, encouraged real-time participation, and showcased the diversity of perspectives present at the event. This approach helped create a dynamic and interactive online environment that extended the reach and impact of the conference beyond the physical and virtual spaces.

Participant Kit

For both the T-Lab and the Transnational Transitions Conference, promotional materials were prepared and distributed to on-site attendees to enhance engagement and provide tangible resources linked to the project's themes.

One of the key items produced was the Loopholes Toolkit (Figure 15), which included a custom-designed fabric case containing a textile board and a set of Loopholes cards. This toolkit was conceived as a practical and inspiring resource to support learning and co-design processes.

Additionally, attendees received a metal sewing kit, aligning with the project's focus on hands-on practices, durability, and sustainable design principles.



Figure 15: Loopholes toolkit conference welcome kit

5.4.3 Post-Event: Feb – March 2025

Follow-Up Communication, via e-mail

Following the Transnational Transitions Conference, thank-you emails were sent to all participants as a gesture of appreciation for their attendance and engagement. These emails also included a link to a feedback survey, designed to collect valuable insights on the participants' experience, the relevance of the content, and suggestions for future activities. This step was essential for assessing the impact of the event and identifying areas for improvement in future dissemination and engagement efforts.

Press releases

To ensure long-term accessibility and knowledge sharing, an article was

published on the Transitions website summarizing the key content presented during the Transnational Transitions Conference (Figure 16).

The article offers a comprehensive overview of the event's highlights, themes, and contributions, allowing both attendees and new visitors to revisit the main outcomes. In addition, the article includes embedded links to the short summary video, produced by an external videographer, as well as the full-length recordings of the sessions. This allows users to recover and engage with the conference content at their own pace, further extending the visibility and impact of the event.



Events

14 | 02 | 2025

The final project event: Transnational Transitions Conference

On Friday, February 7th, the Transnational Transitions Conference, marking the conclusion of the European project, was held at Confindustria Moda in Milan, Italy. The event could be followed both in person and online in real-time. Around 100 attendees from the textile and fashion industry participated.

Figure 16. "The final project event: Transnational Transitions Conference". Click [here](#) to read the article.



Events

18 | 02 | 2025

Transitions' Final Events

Figure 17. Press Release "Transitions' Final Events". Click [here](#) to read it.

A dedicated section has also been published on the official Transitions website, providing a summary of the key activities that took place during the first week of February in Italy. These included the T-Lab held at Città Studi in Biella and the Transnational Transitions Conference, hosted by Confindustria Moda in Milan (Figure 17).

The website post features direct links to more in-depth content related to both the T-Lab and the Conference, allowing readers to explore the full scope of the activities, key messages, and materials presented. In addition, the post includes embedded short videos produced by a professional videographer, capturing highlights and testimonials from the events in Biella and Milan, offering a dynamic visual summary of the project's closing moments.

As part of the post-event dissemination strategy, the video produced by the external videographer for the Transnational Transitions Conference was published across the project's social media channels (Figure 18). This professionally curated and visually engaging content aimed to foster continued engagement with both attendees and the wider target audiences, offering an accessible and aesthetically appealing summary of the event's atmosphere and key messages. This dynamic visual content played a key role in reinforcing the project's messages and encouraging further interest in the Transitions outcomes.

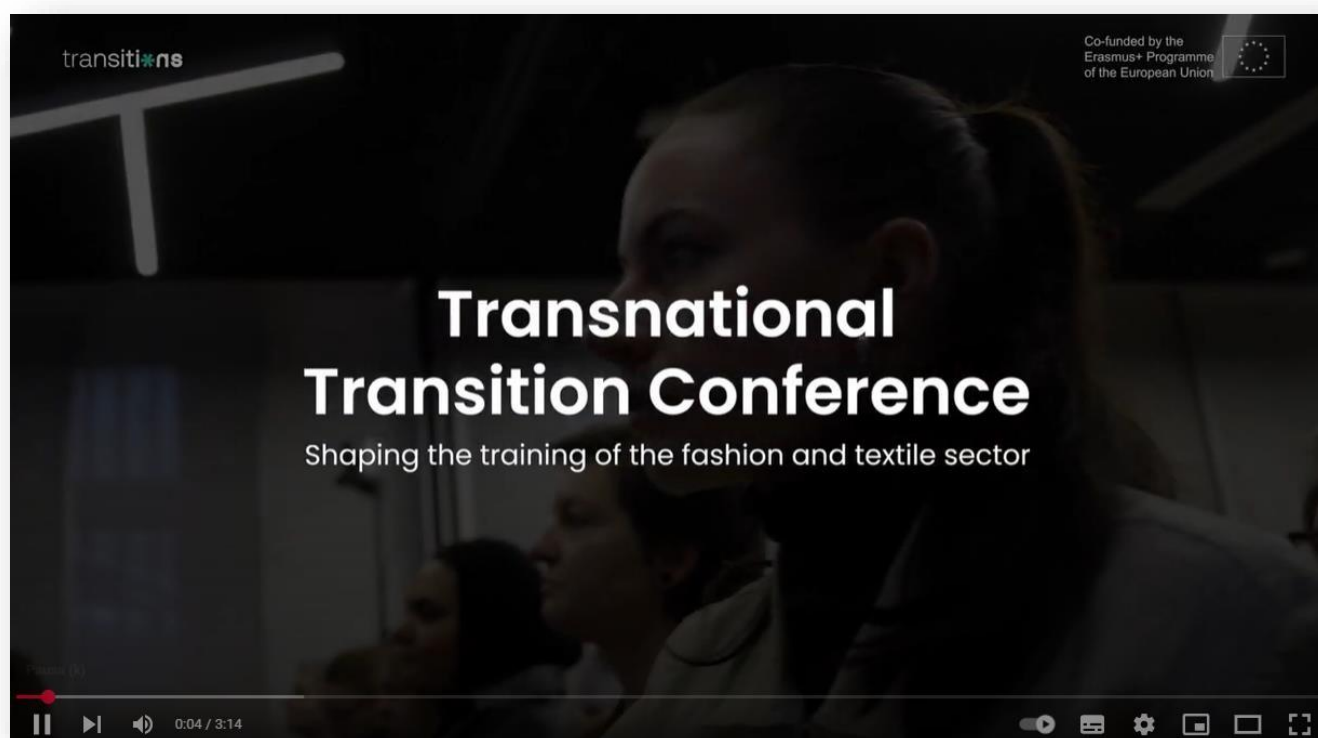


Figure 18. Video for the Transnational Transitions Conference. Click [here](#) to watch it.

6. Dissemination Metrics

6.1. Before the event Metrics (Dec. 2024 – Feb 6th)

Between December 2024 and February 6th, 2025, the Transitions Instagram profile recorded approximately 16,500 views (Figure 19), the majority of which came from non-followers. This data demonstrates the effectiveness of the project's communication strategy in reaching new audiences beyond its existing

community. During this period, the shared content reached an estimated 6,200 unique accounts, highlighting the visibility and relevance of the materials published, particularly those related to the promotion and follow-up of the Transnational Transitions Conference.

During the same period, the Transitions Instagram account gained approximately 80 new followers, reflecting increased interest and engagement with the project. Most of these new followers came from Spain (37.9%), followed by Italy (12.9%), the Netherlands (8.2%), Sweden (7.4%), and the United States (3.9%). This geographical distribution aligns with the project's European scope while also indicating a growing international reach, particularly within the textile, fashion, and education communities.

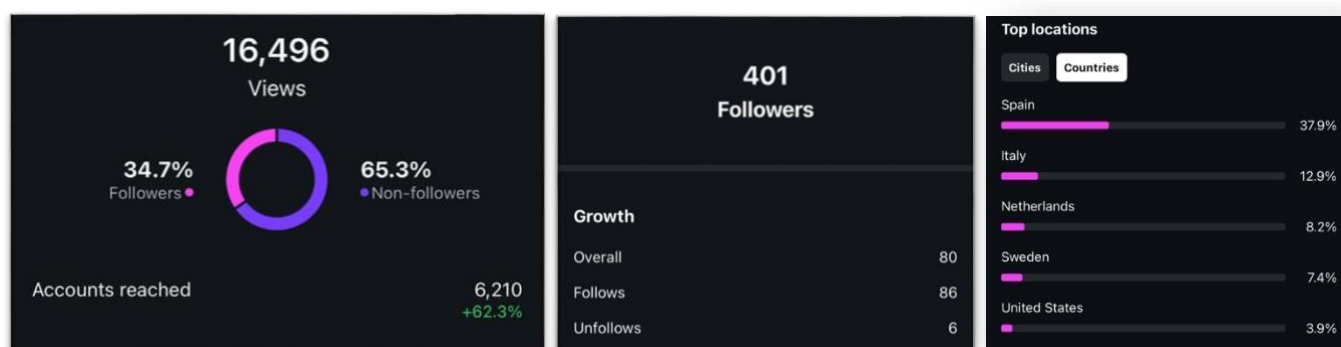


Figure 19: Instagram metrics.

The pre-event communication campaign on LinkedIn proved effective in reaching a targeted audience, primarily composed of industry professionals, in line with the project's communication objectives. Between December 2024 and February 6th, 2025, the Transitions LinkedIn profile generated approximately 4,800 impressions (Figure 20). This indicates a strong level of visibility within relevant professional circles during the promotional phase of the Transnational Transitions Conference, helping to raise awareness and encourage participation among key stakeholders.

Highlights

Data for 12/1/2024 - 2/6/2025

4,802

Impressions

▲11.6%

168

Reactions

▼13%

3

Comments

▲200%

19

Reposts

▲1,800%

Figure 20: Event metrics

The visitor demographics on LinkedIn (Figure 21) confirmed that the Transitions communication strategy successfully targeted relevant professional communities. Most profile visitors came from the Retail Apparel and Fashion industry, followed by professionals in Design Services and Education and Research. This aligns closely with the project's key target groups and demonstrates that the pre-event communication reached stakeholders directly connected to the textile and fashion ecosystem, as well as to education and innovation in sustainability.

Visitor demographics ?

Industry ▼

Retail Apparel and Fashion · 47 (24%)

Design Services · 26 (13.3%)

Education · 20 (10.2%)

Research Services · 14 (7.1%)

Higher Education · 12 (6.1%)

Telecommunications · 11 (5.6%)

Education Administration Programs · 9 (4.6%)

Non-profit Organizations · 8 (4.1%)

Biotechnology Research · 8 (4.1%)

Marketing Services · 8 (4.1%)

Figure 21: LinkedIn Metrics

6.2. During the event KPIs

KPIs	INDICATOR	RESULT
Disseminated Loopholes Toolkit wallet edition	n/a	300
Participants in the final Transitions Lab and closing conference meeting	100	(87+67) Total 154

A total of 87 participants registered for the Transitions Transnational Conference, reflecting strong interest from stakeholders across the sector. The event was delivered in a hybrid format, allowing both in-person and remote participation:

- 61 participants attended physically at the venue hosted by Confindustria Moda in Milan, Italy
- 26 participants joined online via Zoom, enabling broader accessibility and international reach

This combination of physical and digital formats supported inclusivity and maximized engagement across the project's diverse target audiences.

A total of 67 stakeholders were involved in the final Transnational Transition Lab training programs, including 35 participants as learners in VET, HEI, Professional paths, and 32 contributors as part of the faculty and support teams.

6.3 Post-Event Metrics

LinkedIn and Instagram have been used as the primary social media channels throughout the project, reaching 393 and 400 followers respectively – a combined total of 801 followers across both platforms (Figure 22). This outcome demonstrates that the project has significantly exceeded the initial goal of reaching 300 followers set at the outset. In total, the target was surpassed by nearly 500 followers, reflecting strong engagement and growing interest in the project's content, events, and overall mission.

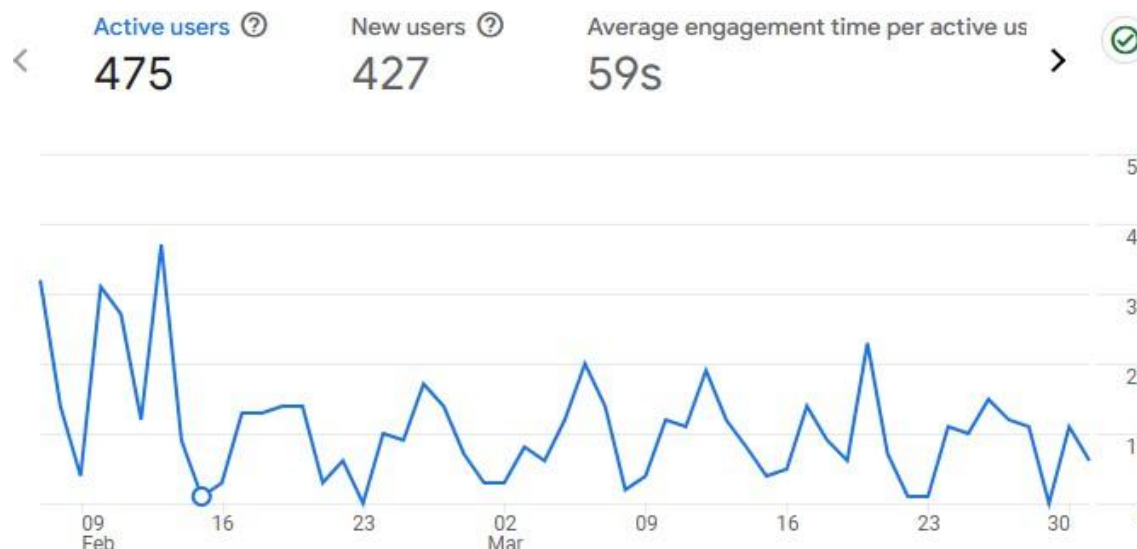


Figure 22: Google Analytics metrics.

Between February 7th, the date of the Transnational Transitions Conference, and March 31st, the official Transitions project website recorded a total of 475 users (Figure 23). Significantly, 427 of these were new visitors, highlighting a strong outreach effect following the conference. Many users came from the Netherlands, Spain, Italy, Ireland, the United States, Sweden, and Germany. This international audience reflects both the European dimension of the project and its capacity to spark interest beyond EU borders. The growing visibility of the Transitions initiative confirms that its key messages and objectives are effectively reaching relevant stakeholders and communities across Europe and beyond.



Figure 23: Google Analytics metrics.

In the period June 2023 – April 2024, we had 3.700 users with an average engagement time of 1'05" (Figure 24).

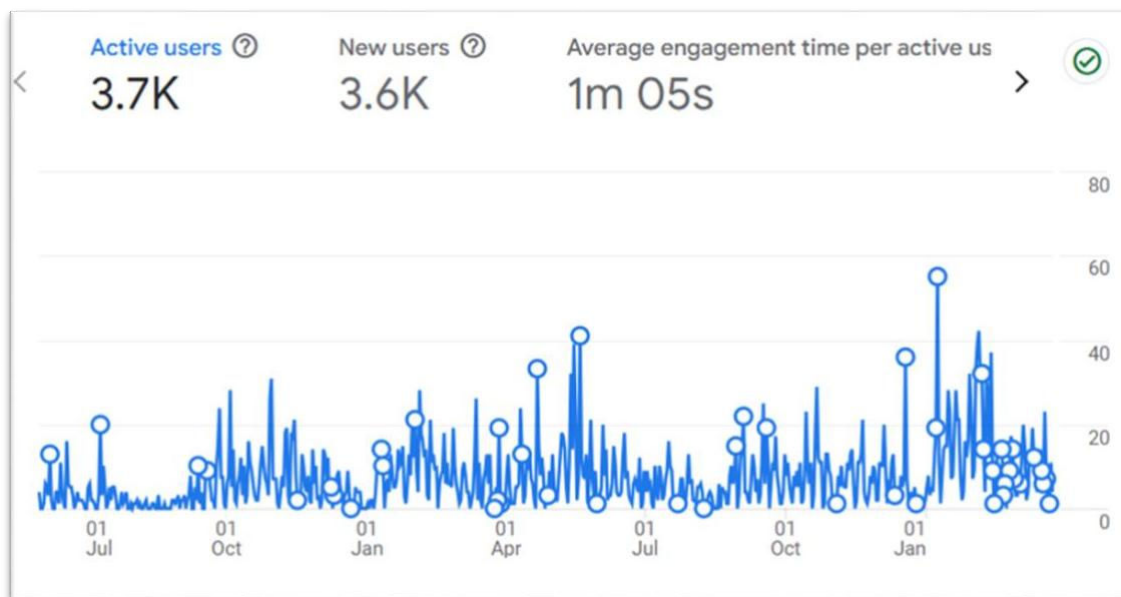


Figure 24. Google Analytics metrics.

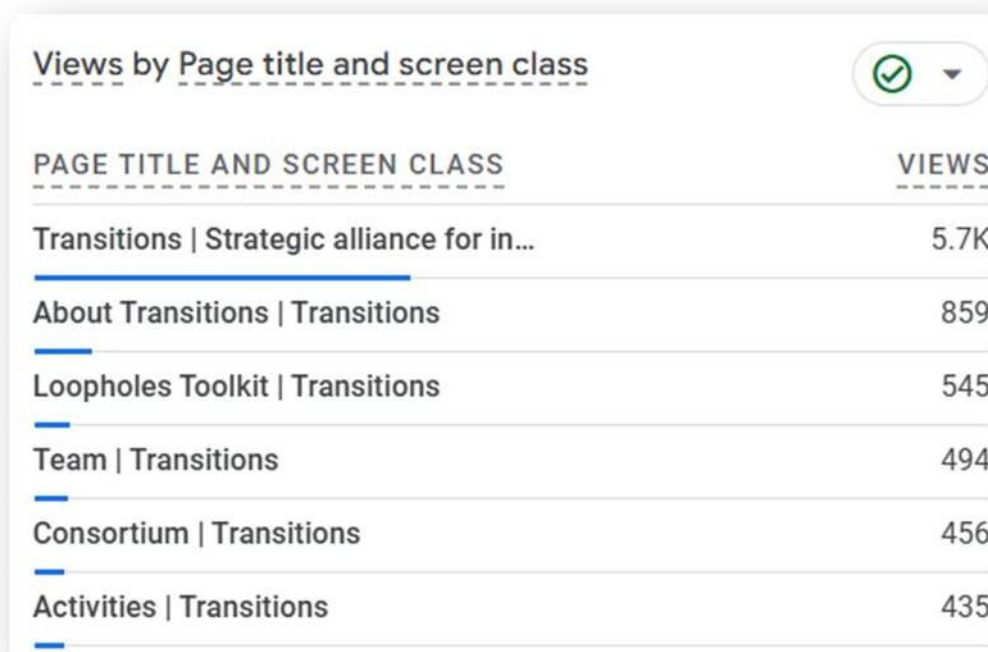
The origin for most of the users is Spain (751), and Netherlands (702), followed by the United States of America (444), Italy (361), Finland (188), Ireland (182) and Sweden (170). Some statistics from Google Analytics for this period (Figure 25):



Figure 25. Google Analytics metrics.

As Figure 26 shows, the sections that received the most interest and views were the home page (5.700), About (859), Loopholes Toolkit (545), Team (494), Consortium (456), and Activities (435).

Figure 26. Google Analytics metrics.



From the beginning of the project to its conclusion (M1–M36), the website received a total of 4,000 visits from unique users, significantly surpassing the initial objective of reaching 1,000 visits (Figure 27). Similarly, the project's social media channels reached a total of 793 followers, more than doubling the original goal of 300. These results reflect the strong and growing interest in the project's content and demonstrate the effectiveness of the communication and dissemination strategy implemented throughout the duration of the project.

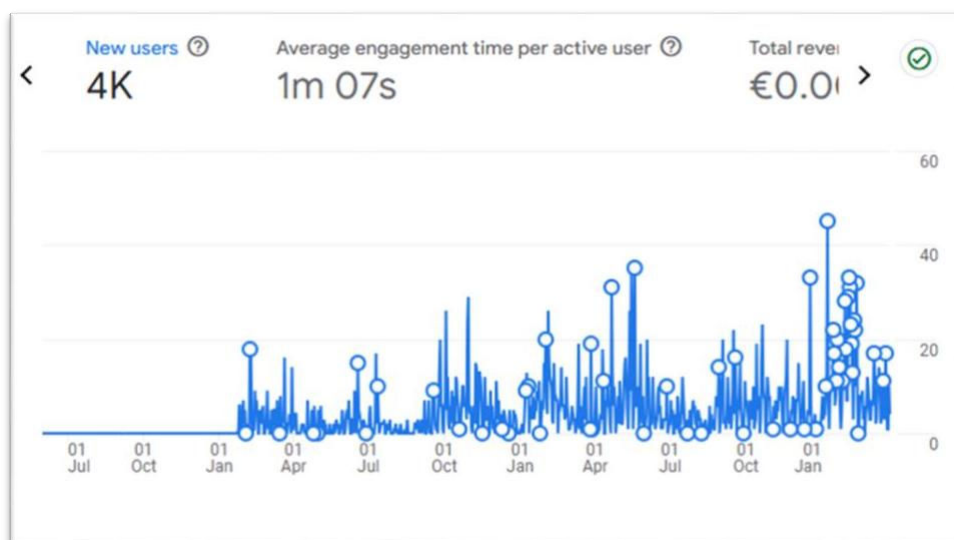


Figure 27. Google Analytics metrics.

7. Reflections and Impact

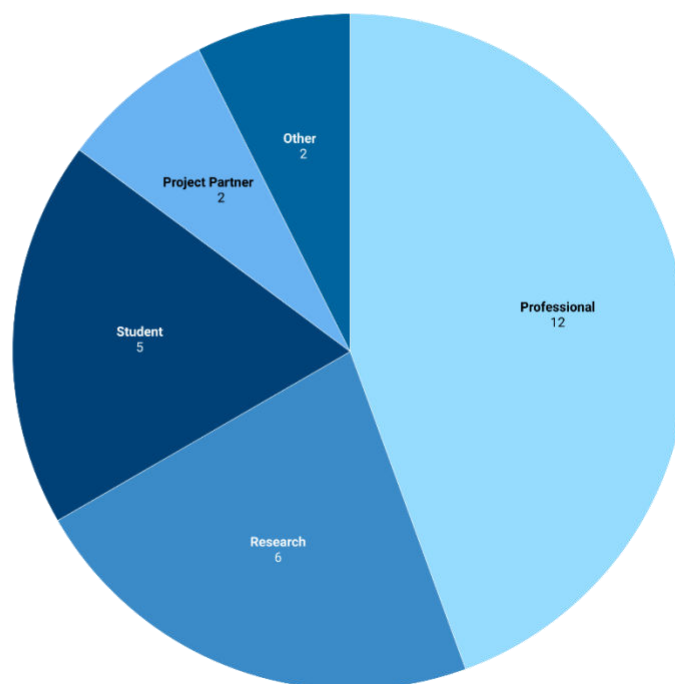
The Transnational Transitions Conference, held on 7th February 2025, at Confindustria Moda in Milan brought together 61 in person and 26 online professionals from across the textile and fashion industry, including researchers, educators, policymakers, designers, and business leaders. Attendees joined both in person and online, facilitating a truly international exchange of insights, experiences, and strategies for the sector's future. In person attendees were asked to sign a consent form for being using images and video footage for the further dissemination of the conference. The printed consent forms and attendance sheets data has been safely kept at Elisava's headquarters. The conference provided a crucial platform to reflect on the project's achievements while fostering discussions on how to sustain and build upon its impact moving forward.

7.1 Attendee Survey Responses

The survey targeted at the attendees of the conference gathered a total of 27 respondents. 12 Professionals, 6 Researchers, 5 students, 2 projects partners and 2 others replied, having signed a consent form that their anonymized data can be shared publicly (Figure 28). The responses to the survey can be found in the Annexes section of this report.

Survey Respondents Demographics

Professional Research Student Project Partner Other



Created with Datawrapper

Figure 28: Survey results participants profile

The survey was kept brief, using the ranking approach for the following six questions (Figure 29):

1. This conference was properly structured and organised
2. The agenda was comprehensive and conclusive
3. Allocated time to each topic was sufficient
4. The presentations were usefull and informative
5. The speakers were well-prepared and knowledgeable about their topic
6. There was enough time for discussions and exchange ideas

Survey Responses

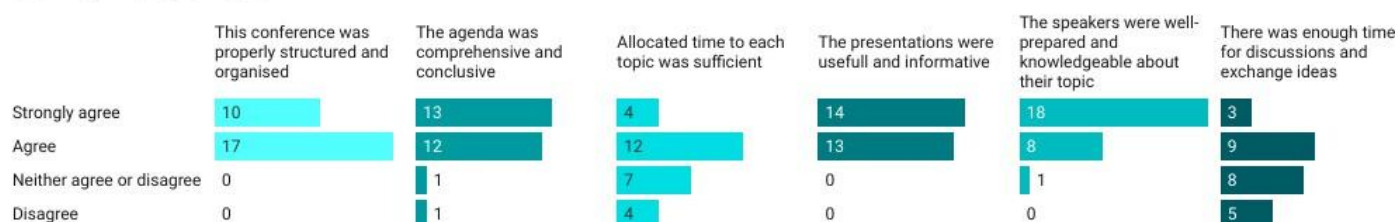


Figure 29: Survey Responses Statistics.

As we can conclude from the 27 survey respondents, there was a strong overall satisfaction with the content presented, indicating that the topics addressed were highly relevant and met the participants' expectations.

Additionally, the high level of engagement throughout the sessions suggests that the audience was actively interested in deepening their understanding and participating in discussions. Given this positive feedback, it is reasonable to suggest that the conference could have been expanded to a full-day event, allowing for a more detailed exploration of the topics, and greater opportunities for networking among participants.

7.2 Key topics addressed

Throughout the event, speakers and panelists explored some of the most pressing topics affecting the textile and fashion industry today. Among the key areas of focus were:

- TRANSITIONS project results. One of the central highlights was the presentation of the Loopholes Toolkit, an innovative resource developed within the project. This toolkit integrates strategy, design thinking, and education to support industry professionals and educators in embracing sustainable transitions. It was widely recognized as a valuable tool to help companies and institutions navigate the shift toward circularity and digitalization.
- The current state of the European textile sector. A keynote address by Dirk Vantyghem, director general of Euratex, offered a comprehensive overview of the European textile industry, outlining its challenges, opportunities, and the regulatory framework shaping its future. Discussions emphasized the need for stronger policies and collaborations to align industry practices with the objectives set by the European Pact for Skills and the 2030 sustainability goals.

- Bridging the gap between education and industry. Several discussions focused on the importance of aligning educational programs with the evolving needs of the textile sector. Representatives from both academia and industry underscored the necessity of upskilling and reskilling initiatives to address labor shortages and ensure the workforce is prepared for emerging trends, such as digitalization and sustainable production.
- Challenges and opportunities for small and medium enterprises (SMEs). Experts, including Zoe Romano (craftivist, digital and fabrication strategist, lecturer focused on social innovation, intersectional technologies, open design) and Silvia Moglia (director at Tam Academy, the Technological Institute for Textiles, Clothing, and Fashion based at Città Studi Biella), shared valuable insights on the realities faced by SMEs, particularly those operating in urban settings. Key points included the economic and logistical challenges of integrating sustainable practices, the need for greater support mechanisms, and the role of innovation in ensuring their competitiveness. A recurring theme was the importance of intergenerational collaboration, as the textile sector must attract and nurture new talent to ensure its long-term sustainability.

7.3 Synergies among participants and networking

A major success of the conference was its ability to foster meaningful connections among participants. The event provided a space for professionals from diverse backgrounds to engage in cross-sector dialogue, exchange knowledge, and explore potential partnerships. Notably, the participation of representatives from other Erasmus+ projects, such as SIT Project, VETRINE Project, and ADDTEX Project, added significant value by highlighting the complementary efforts being made across different initiatives.

Beyond formal presentations, the conference facilitated spontaneous networking opportunities, where participants could share experiences, discuss collaborative possibilities, and seek solutions to common challenges. The interactions between industry professionals and academic representatives proved particularly fruitful, as they helped identify strategies to bridge the gap between research, education, and industry practice. Many attendees expressed interest in continuing these discussions beyond the event, ensuring that the synergies initiated during the conference would lead to concrete collaborations in the future.

8. Conclusions

The atmosphere of the event was characterized by optimism, engagement, and a shared commitment to driving the textile and fashion industry toward a more sustainable and innovative future. The energy in the room was palpable, as participants from a diverse range of backgrounds actively engaged in discussions, eager to contribute their perspectives and experiences. The event fostered a sense of collective purpose, with everyone present united by a common goal of advancing the sector's transformation in alignment with sustainability and digitalization.

A key takeaway from the conference was the recognition that achieving these ambitious goals requires a collective and coordinated effort. It became increasingly clear that the challenges and opportunities ahead cannot be tackled by any single group in isolation. The partnership between businesses, policymakers, educational institutions, designers, and consumers is crucial in driving the systemic change needed for a sustainable future. This holistic approach to the industry's future transformation resonated deeply with attendees, many of whom expressed a strong desire to continue collaborating on these issues beyond the conference.

While the enthusiasm surrounding the Loopholes Toolkit stood out as a strong indicator of the sector's readiness to embrace actionable solutions, participants also showed significant interest in other key components of the Transitions project.

In particular, the uniqueness of the curriculum — structured into three distinct yet interconnected learning pathways — was highlighted as a major strength. This modular design allows for personalized learning journeys that address diverse educational and professional needs, from foundational awareness to advanced applications.

The co-creation process behind the development of the curriculum further enriched its value. Designed through extensive collaboration among universities, VET institutions, research centers, and industry stakeholders across Europe, the curriculum reflects a truly collective vision. This inclusive approach ensured that the learning pathways are not only relevant but also responsive to real-world challenges and sectoral demands. The involvement of partners from multiple

European countries added further depth and richness to the process, bringing together a diversity of perspectives, expertise, and cultural contexts. This transnational collaboration not only enhanced the quality and relevance of the outcomes but also exemplified the European added value, promoting cross-border knowledge exchange and fostering a shared commitment to sustainable innovation across the continent.

Equally appreciated was the versatility and adaptability of the curriculum itself. Its flexible structure enables integration across different educational contexts and professional settings, supporting upskilling, reskilling, and lifelong learning. The curriculum's capacity to evolve alongside the sector's needs makes it a vital tool for sustainable transformation.

Overall, the conference reaffirmed the excellent work accomplished by the Transitions project over the past three years. The positive energy and engagement from all participants underscored the impact of the collaborative efforts throughout the project's duration. It strengthened partners' confidence in the value of the work done and reinforced the collective intention to carry the momentum forward.

The Transnational Transitions Conference successfully reinforced the importance of collaboration, knowledge exchange, and long-term vision. It was evident that the industry is on the cusp of a transformative period, where sustainability and innovation are no longer just ideals but are becoming integral to the future of fashion and textiles. The connections established during the event, the rich exchange of ideas, and the strategies discussed will undoubtedly contribute to the continued evolution of the sector, ensuring that its future development remains rooted in sustainability, digitalization, and collaboration.

As the conference came to a close, it was clear that the dialogue initiated in Milan would continue to inspire and guide the industry in the months and years to come. Participants left the event feeling energized, motivated, and ready to collaborate further to shape a textile and fashion industry that is both sustainable and innovative driven by shared responsibility, co-creation, and a collective commitment to long-term transformation.

9. Annexes

- 9.1 Communications Reporting Table
- 9.2 Press Releases
- 9.3 Survey Responses

9.1 Communications reporting table

Partner	Activity name	Description	Target audience(s)	Communication channel(s)	Date	Outcome(s)	Status
PROTEKO	Transitions Lab and conference	thank you for transitions lab and conference feb 2026	businesses and individuals in the textile & fashion industry, mainly in Sweden.	LinkedIn	13/02/2025	3668 followers	Delivered
PROTEKO	Transitions conference	invitation - transnational transitions conference	businesses and individuals in the textile & fashion industry, mainly in Sweden.	LinkedIn	30/01/2025	3669 followers	Delivered
PROTEKO	Transitions conference	invitation video Ingrid- transnational transitions conference	businesses and individuals in the textile & fashion industry, mainly in Sweden.	LinkedIn	17/01/2025	3670 followers	Delivered
PROTEKO	Transitions conference	collab Transitions IG - invitation video Ingrid	businesses and individuals in the textile & fashion industry, mainly in Sweden.	Instagram	16/01/2025	2598 followers	Delivered

PROTEKO	Transitions conference	invitation - transnational transitions conference	businesses and individuals in the textile & fashion industry, mainly in Sweden.	Facebook	16/01/2025	3400 followers	Delivered
PROTEKO	Transitions conference	invitation - transnational transitions conference	businesses and individuals in the textile & fashion industry, mainly in Sweden.	Instagram	16/01/2025	2600 followers	Delivered
Città Studi	Final Transitions Lab and Conference	Press release on Technofashion (magazine)	Fashion and textile sector companies, Education providers and others	press	22/01/2025		
Città Studi	Final Transitions Lab and Conference	Press release on Il Biellese (newspaper)	Fashion and textile sector companies, Education providers and others, General Public	press	17/01/2025		

Città Studi	Final Transitions Lab and Conference	Press release on La Stampa (newspaper) - Local edition Biella	Fashion and textile sector companies, Education providers and others, General Public	press	17/01/2025		
Città Studi	Final Transitions Lab and Conference	Press release on La Stampa (newspaper) - Local edition Vercelli	Fashion and textile sector companies, Education providers and others, General Public	press	17/01/2025		
Città Studi	Final Transitions Lab and Conference	<u>Press release on la spola.it (web newspaper)</u>	Fashion and textile sector companies, Education providers and others	press	18/01/2025		

Città Studi	Final Transitions Lab and Conference	Press release on La Stampa (newspaper) - Local edition Vercelli	Fashion and textile sector companies, Education providers and others, General Public	press	22/01/2025		
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Città Studi	Final Transitions Lab and Conference	Press release on Il Biellese (newspaper)	Fashion and textile sector companies, Education providers and others, General Public	press	21/02/2025		
Città Studi	Final Transitions Lab and Conference	Press release on La Nuova Provincia (newspaper))	Fashion and textile sector companies, Education providers and others, General Public	press	05/03/2025		

Città Studi	Final Transitions Lab and Conference	Press release on Pagine tessili (web newspaper)	Fashion and textile sector companies, Education providers and others	press	04/03/2025		
Città Studi	Participation to FILO fair	Linkedin post	General public	linkedin	28/02/2025		
Città Studi	Transitions Final Conference	Linkedin post	General public	linkedin	10/02/2025		
Città Studi	Transitions Final TLab	Linkedin post	General public	linkedin	07/02/2025		
Città Studi	Transitions Final Conference	Linkedin post	General public	linkedin	30/01/2025		

Città Studi	Transitions Final TLab	Linkedin post	General public	linkedin	15/01/2025		
Città Studi	Transitions Final Conference	Linkedin post	General public	linkedin	20/12/2024		
Città Studi	Techtextil 2024	UIB (Biella Indutry Association) website	General public	website	09/05/2024		

Città Studi	Techtextil 2024	Città Studi website	General public	website	02/05/2024		
Città Studi	Fiber4Ward	FILo fair newsletter	General public	website	22/05/2024		
Città Studi	Fiber4Ward	Città Studi website	General public	website	09/05/2024		
Città Studi	Fiber4Ward	UIB (Biella Industry Association) website	General public	website	16/05/2024		
Città Studi	Fiber4Ward	Città Studi website	General public	website	16/05/2024		
Città Studi	Final Transitions Lab and Conference	La Spola website	General public	website	04/02/2025		
Città Studi	Final Transitions Lab and Conference	La Spola website	General public	website	04/02/2025		

Città Studi	Final Transitions Lab and Conference	UIB (Biella Industry Association) website	General public	website	13/03/2025		
Città Studi	Final Transitions Lab and Conference	Città Studi website	General public	website	01/02/2025		

Città Studi	Final Transitions Lab and Conference	Città Studi website	General public	website	08/01/2025		
Città Studi	Final Transitions Lab and Conference	POINTEX website	General public	website	19/12/2024		
Città Studi	Final Transitions Lab and Conference	Instagram post	General public	instagram	07/02/2025		
Città Studi	Final Transitions Lab and Conference	Instagram post	General public	instagram	06/02/2025		
Città Studi	Transitions Final Conference	Instagram post	General public	instagram	10/02/2025		
Città Studi	Participation to FILO fair	Instagram post	General public	instagram	27/02/2025		
Città Studi	Transitions Final TLab	Youtube video	General public	youtube	February 2025		
Città Studi	Final Transitions Lab and Conference		General public	youtube	January 2025		
Città Studi	Transitions Mid-Term Meeting (Boras)	Facebook post	General public	facebook	27/11/2023		

Città Studi	Transitions Mid-Term Meeting (Boras)	Facebook post	General public	facebook	28/11/2023		
Città Studi	Final Transitions Lab and Conference	Facebook post	General public	facebook	04/02/2025		

Città Studi	Transitions Final TLab	Facebook post	General public	facebook	10/02/2025		
Città Studi	Transitions Final Conference	Facebook post	General public	facebook	06/02/2025		
Città Studi	Final Transitions Lab and Conference	Facebook post	General public	facebook	15/01/2025		
Città Studi	Transitions Final TLab	Facebook post	General public	facebook	05/03/2025		
Città Studi	Transitions Final Conference	Facebook post	General public	facebook	10/02/2025		
Città Studi	Transitions Final TLab	Facebook post	General public	facebook	06/02/2025		
Città Studi	Transitions Final TLab	Facebook post	General public	facebook	15/01/2025		
Città Studi	Transitions Final Conference	Facebook post	General public	facebook	16/01/2025		
Città Studi	Transitions Final TLab	Facebook post	General public	facebook	19/01/2024		
Città Studi	Participation to FILO fair	Facebook post	General public	facebook	27/02/2025		
Città Studi	Participation to FILO fair	Facebook post	General public	facebook	28/02/2025		

Città Studi	Final Transitions Lab and Conference	Città Studi Newsletter	Fashion and textile sector companies, Education providers and others, General Public	E-mail Marketing	13/01/2025		
Città Studi	Transitions Final TLab	Città Studi Newsletter	Fashion and textile sector companies, Education providers and others, General Public	E-mail Marketing	06/02/2025		
Città Studi	Transitions Final Conference	Città Studi Newsletter	Fashion and textile sector companies, Education providers and others, General Public	E-mail Marketing	27/02/2025		

Città Studi	Transitions Final Conference	Città Studi Newsletter	Fashion and textile sector companies, Education providers and others, General Public	E-mail Marketing	28/01/2025		
Città Studi	Transitions Final TLab	Città Studi Newsletter	Fashion and textile sector companies, Education providers and others, General Public	E-mail Marketing	17/01/2025		
Città Studi	Final Transitions Lab and Conference	Città Studi Newsletter	Fashion and textile sector companies, Education providers and others, General Public	E-mail Marketing	16/12/2024		

Città Studi	Final Transitions Lab and Conference	Città Studi Newsletter	Fashion and textile sector companies, Education providers and others, General Public	E-mail Marketing	13/12/2024		
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Città Studi	Final Transitions Lab and Conference	Città Studi Newsletter	Fashion and textile sector companies, Education providers and others, General Public	E-mail Marketing	11/12/2024		
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Città Studi	Final Transitions Lab and Conference	X post	Fashion and textile sector companies, Education providers and others, General Public	X (Twitter)	16/01/2025		
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Città Studi	Final Transitions Lab and Conference	X post	Fashion and textile sector companies, Education providers and others, General Public	X (Twitter)	06/02/2025		
Città Studi	Final Transitions Lab and Conference	Città Studi Website	General public	Website	01/02/2025		
Città Studi	Final Transitions Lab and Conference	Città Studi Website	General public	Website	08/01/2025		
MODACC	Transnational Transitions Conference	Story repost	General public	Instagram	07/02/2025	196 views	Delivered

MODACC	Transnational Transitions Conference	Story repost "Why should you attend (...)"	General public	Instagram	22/01/2025	80 views	Delivered
MODACC	Transnational Transitions Conference	Story repost "Why should you attend (...)"	General public	Instagram	20/01/2025	47 views	Delivered

MODACC	Transnational Transitions Conference	Story repost "Why should you attend (...)"	General public	Instagram	16/01/2025	70 views	Delivered
MODACC	Transnational Transitions Conference	Story repost "Why should you attend (...)"	General public	Instagram	14/01/2025	68 views	Delivered
MODACC	Transnational Transitions Conference	Story repost	General public	Instagram	04/12/2024	66 views	Delivered
MODACC	Transnational Transitions Conference	Press release	General public	Website	01/02/2025		Delivered
MODACC	Transnational Transitions Conference	Linkedin repost	General public	LinkedIn	20/03/2025	3500 followers	Delivered
MODACC	Transnational Transitions Conference	Linkedin repost	General public	LinkedIn	25/02/2025	3500 followers	Delivered
MODACC	Transnational Transitions Conference	Linkedin	General public	LinkedIn	14/02/2025	3500 followers	Delivered

MODACC	Transnational Transitions Conference	Linkedin repost	General public	LinkedIn	21/01/2025	3500 followers	Delivered
MODACC	Transnational Transitions Conference	Linkedin repost	General public	LinkedIn	05/12/2024	3500 followers	Delivered
MODACC	Transnational Transitions Conference	Newsletter	General public	LinkedIn	20/02/2025	1882 subscribers	Delivered
MODACC	Transnational Transitions Conference	Newsletter	General public	LinkedIn	30/01/2025	1882 subscribers	Delivered
MODACC	Transnational Transitions Conference	Newsletter	General public	LinkedIn	09/01/2025	1882 subscribers	Delivered
MODACC	Transnational Transitions Conference	Press release on Ediciones Sibila	General public	Press	13/01/2025		Delivered

ELISAVA	Transnational Transitions Conference Save the date	Post	General public + Students + Researchers	LinkedIn	10/2024	4661 followers	Delivered
ELISAVA	Transnational Transitions Conference Save the date	Post	General public + Students + Researchers	LinkedIn	11/2024	4661 followers	Delivered
ELISAVA	Transnational Transitions Conference Eventbrite	Post	General public + Students + Researchers	LinkedIn	01/2025	4661 followers	Delivered
ELISAVA	Transnational Transitions Conference Agenda	Post	General public + Students + Researchers	LinkedIn	01/2025	4661 followers	Delivered
ELISAVA	Transnational Transitions Conference Speakers' update	Post	General public + Students + Researchers	LinkedIn	01/2025	4661 followers	Delivered
ELISAVA	Transnational Transitions Conference	Post	General public + Students + Researchers	LinkedIn	02/2025	4661 followers	Delivered

	welcome						
ELISAVA	Transnational Transitions Conference post- event	Post	General public + Students + Researchers	LinkedIn	02/2025	4661 followers	Delivered

ELISAVA	Transnational Transitions Conference full- session video	Post	General public + Students + Researchers	LinkedIn	03/2025	4661 followers	Delivered
ELISAVA	Transnational Transitions Conference - Panel wrap up	Post	General public + Students + Researchers	LinkedIn	04/2025	4661 followers	Delivered



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9.2 Press Releases

PRESS RELEASE

February 2025

Transitions hosts the final project event with the Transnational Transitions Conference in Milan, Italy

On Friday, February 7th, the Transnational Transitions Conference was held at Confindustria Moda in Milan, Italy. The event could be followed both in person and online in real-time. Around a hundred attendees from the textile and fashion industry participated.

The day began with a welcome from Confindustria Moda, followed by an online intervention from Cecilia Liljegren, Team Leader of the European Commission, who explained the importance and impact of Erasmus+ Alliances for Innovation projects. Next, representatives of the Transitions partner institutions took the stage to present the work accomplished and share the lessons learned throughout the project's development. Additionally, the Loopholes Toolkit, a tool developed by Transitions that combines strategy and design thinking, was introduced.

Dirk Vantghem, General Director of Euratex, delivered a keynote speech outlining the current landscape of the European textile sector. He also provided insights into future European policies and strategies, as well as the curriculum in development, which aligns with the European Pact for Skills and the 2030 Horizon goals.

The event continued with paired presentations based on the speakers' areas of expertise. The professional duo included Zoe Romano and Silvia Moglia. They highlighted how contemporary social and environmental changes are hindering the development of the textile sector. *"Our cities are becoming increasingly unwelcoming for micro-enterprises,"* exclaimed Romano. Silvia Moglia voiced concerns about generational replacement in the textile industry, as it is not currently an attractive sector for young professionals.

Textile and fashion experts focused on professionals, Chelsea Franklin and Christine Nsubuga, expressed optimism about the future of fashion, emphasizing the key role of digitalization.

Chiara Colombi and Svenja Keune represented the higher education sector. Colombi emphasized the need for lifelong learning: *“Education should be an ongoing activity that accompanies every individual throughout their life.”* Keune highlighted the importance of integrating diverse perspectives and viewpoints in the textile and fashion industries, such as multispecies approaches.

Three representatives of Erasmus+ European projects – SIT Project, VETRINE Project, and ADDTEX Project – took the stage to present their work on the twin transition of the textile and fashion sectors.

The event concluded with a roundtable discussion moderated by Marina Castán, featuring industry experts Pedro Gonçalves, Enrico Venturini, Silvia Moglia, Troy Nachtigall, Chiara Colombi, and Chelsea Franklin. The panelists exchanged opinions on three key topics: *“Bridging skill gaps in sustainability and digitalization”*, *“Educators and trainers: challenges, pollution, and accessibility”*, and *“Collaboration between educational institutions and industry”*.

With this event, the Transitions project comes to an end. In the coming months, the modular curriculum developed within the project will be made publicly available. The Loopholes Toolkit is already accessible on the Transitions website and is free to use.

The Project

The Transitions project is a strategic alliance for innovation, bringing together research and technology centers, vocational training institutions, higher education institutions, clusters, and other innovation entities from Spain, Italy, the Netherlands, and Sweden. The project aims to support the transition of the textile and fashion industry towards Industry 4.0 and a circular economy by developing new learning methods, tools, and practices that help students, young designers, and professionals tackle real-world challenges.

Disclaimer: "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them."

PRESS RELEASE February 2025

The European Project Transitions Organizes T-Lab, a Week of Training in Italy for Textile and Fashion Students and Professionals

- *The T-Lab brought together vocational and university students alongside industry professionals under the same roof for a week of intensive training and collaboration.*
- *The T-Lab could test the modular approach of the Curriculum and the tools developed in the Transitions project, producing contents on the topics of digital design, circular strategies, systemic design, more than human design, shared governance.*

During the first week of February 2025, Città Studi Biella hosted the members of the Transitions European project consortium, alongside with professionals and students. Biella, renowned for its long-standing tradition in textile manufacturing, became the setting for an intensive week of learning, ideas exchange, and innovation within the framework of the Transitions Lab (T-Lab)—an innovative training program designed to prepare changemakers for the circular and digital transition of the textile and fashion industries.

The training program combined lectures, workshops, and industrial visits, all aimed at fostering sustainability and innovation in the textile industry. The T-Lab provided participants with practical tools and knowledge to lead and actively contribute to the circular transformation of the sector, both at a local and global level.

The opening session welcomed participants to the university and featured three inspiring talks by Slow Fiber, Artnit Studio, and Consorzio di Biella The Wool Company. Each speaker highlighted the urgent need for a transformation in the textile industry, emphasizing that the traditional model is no longer sustainable from both social and environmental perspectives.

The T-Lab program was structured into three pathways, adapting training to

participants' backgrounds:

- Vocational Education and Training (VET) students attended the path "*Digital design for circular practices*" where they could explore and practice zero- waste pattern making and digital design with the CLO3D software.
- Higher Education (HEI) students followed the path "*Designing beyond sustainability*" where they were introduced to systemic design focused on hemp and local wool production and more than human design perspectives.
- Professionals (PRO) attended the path "*Glocal partnerships for the Circular Transition of the Textile and Fashion Sector*" in which the [Loopholes Toolkit](#) was used to explore circular business models strategies, shared governance and ecosystem ecologies. This modular approach, developed by the Transitions project partners, allowed training to be tailored to each level, integrating theoretical knowledge with practical applications. In addition, all the participants visited local textile companies such as Piacenza, Marchi & Fildi, and Magnolab, where they observed firsthand sustainable and innovative production processes. Moreover, they held a gathering and networking at the Pistoletto Foundation, known as "Cittadellarte" where they could revisit the work of local artists and network with each other in the former textile mill building.

Participants also received an exemplary of- , The [Loopholes Toolkit](#), which was the core methodology of the training, developed by the Transitions team to provide a problem-solving framework tailored to the textile and fashion industries. Rooted in systems thinking and creative problem-solving, this tool was co-created by project partners, offering new methodologies to advance digitalization and circularity in the sector.

The T-Lab edition in Biella, gathering more than 60 participants, was a unique opportunity for professionals and students to share experiences, best practices, and strategies for the sustainable transition of the textile and fashion industry.

Transitions is a strategic alliance for innovation formed by research and technological centres, Vocational Education and Training (VET), Higher Education Institutions (HEI), policy actors, SMEs and other sectoral organizations

from Spain, Italy, Netherlands and Sweden. The aim is to nurture the textile and fashion transition to a 4.0 system and a circular economy by developing new learning methods, tools and practices to help students, young designers and professionals, to face real challenges. It is an EU Funded Project in the Erasmus + Program.

To learn more about the project, visit <https://transitionsproject.eu/>

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PRESS RELEASE, February 2025

The Final Transitions Lab was held in Biella,

The Transitions Lab (T-Lab) gathered students and professionals from the textile and fashion sector at Città Studi Biella on February 4, 5, and 6.

The Transnational Transitions Conference was held in Milan on February 7, attracting more than 200 attendees.

The Project

The Transitions project is a strategic alliance for innovation that brings together research and technology centers, vocational training institutions, higher education clusters, and other innovation entities from Spain, Italy, the Netherlands, and Sweden. Its goal is to accelerate the transition of the textile and fashion industry towards the 4.0 Industry and the circular economy by developing new learning methods, tools, and practices to help students, young designers, and professionals tackle real-world challenges.

Transitions Lab (TLab): A training program to support sustainability and digitalisation within the textile and fashion ecosystem

During the first week of February, the Transitions Project partners travelled to Biella, a northern Italian city known for its strong textile tradition, especially in wool

processing. They participated in the closing event of the project, which included three days of training for VET, HE students and professionals from the textile and fashion sector. .

The TLab was hosted by Città Studi Biella University. The inaugural session of the TLab featured inspirational talks by SlowFiber, Artknit Studios, and Consorzio Biella The Wool Company. The speakers all emphasized on the urgent need for a systemic and collaborative shift in the textile and fashion industry, as the traditional model is no longer sustainable.

The training program was structured into three learning pathways, addressing the different educational levels of the Transitions project:

Vocational Education Students (VET): "Digital Design for Circular Practices"

Higher Education Students (HEI): "Designing Beyond Sustainability"

Professionals (PRO): "Glocal Alliances for the Circular Transition of the Textile and Fashion Sector".

The training program focused on the systemic approach to textile and fashion developed within the Loopholes Toolkit and the modular curriculum of the Transitions project. The training program combined theoretical lectures with practical workshops. Participants also visited leading textile companies such as Piacenza, Marchi & Fildi, and Magnolab, where they gained first-hand insights into production processes and real-world sustainability and innovation initiatives.

The Final Transnational Transitions Conference

On February 7, the Transnational Transitions Conference took place at Confindustria Moda in Milan, Italy, achieving a key milestone of the European Transitions Project. The event was held both in-person and streamed online, attracting more than 200 professionals from the textile and fashion industry.

The conference opened with a welcome speech by Confindustria Moda and an online intervention by Cecilia Liljegren, Transitions project officer of the European Commission, who highlighted the importance and impact of Erasmus+ Alliances for Innovation projects. Next, the Transitions Project partners took the stage to present the project's results and share key learnings. Among the main outputs Transitions partners presented the Loopholes Toolkit, an innovative strategy and design-thinking tool and the modular curriculum.

Dirk Vantyghem, Director General of EURATEX, delivered a keynote speech outlining the current landscape of the European textile sector. He also presented future European policies and strategies, including the development of a new curriculum aligned with the European Pact for Skills and the 2030 targets.

Following this, experts from different areas of specialization took the stage for thematic presentations. Zoe Romano and Silvia Moglia explored the social and environmental challenges facing the textile industry, emphasizing that the only way to be sustainable is to have a deep knowledge of the supply chain. Chelsea Franklin and Christine Nsubuga, both specialists in fashion and textiles, shared a more optimistic perspective on the future of the industry, highlighting the crucial role of digitalization. Chiara Colombi and Svenja Keune, representing higher education, discussed the importance of lifelong learning and incorporating diverse perspectives into the textile and fashion industry, including multispecies design approaches.

Additionally, representatives from three Erasmus+ projects—SIT Project, VETRINE Project, and ADDTEX Project—took the stage to present their work on the twin transition (digital and green) of the textile and fashion sector.

The event concluded with a roundtable discussion on the future of training within the textile and fashion sector moderated by Marina Castán (Elisava), featuring Pedro Gonçalves (Euratex), Enrico Venturini (NTT), Silvia Moglia (ITS TAM), Troy Nachtigall (HVA), Chiara Colombi (POLIMI), and Chelsea Franklin (PANGAIA).

In the coming months, the Transitions final curriculum toolkit developed within the project will be published. Meanwhile, the [Loopholes Toolkit](#) is already available on the [Transitions Project website](#).

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9.3 Survey responses

#	Profile	This conference was properly structured and organised	The agenda was comprehensive and conclusive	Allocated time to each topic was sufficient	The presentations were usefull and informative	The speakers were well-prepared and knowledgeable about their topic	There was enough time for discussions and exchange ideas
1	Professional	Strongly agree	Strongly agree	Agree	Agree	Strongly agree	Neither agree and disagree
2	Professional	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Agree
3	Professional	Agree	Strongly agree	Agree	Strongly agree	Strongly agree	Agree
4	Research	Agree	Agree	Agree	Strongly agree	Strongly agree	Agree
5	Professional	Agree	Agree	Neither agree and disagree	Agree	Neither agree and disagree	Agree
6	Professional	Strongly agree	Strongly agree	Agree	Strongly agree	Strongly agree	Agree
7	Student	Agree	Agree	Neither agree and disagree	Strongly agree	Strongly agree	Neither agree and disagree
8	Student	Agree	Agree	Agree	Agree	Agree	Strongly agree
9	CLUSTER-EDUCATION CENTER	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree
10	Professional	Strongly agree	Strongly agree	Agree	Agree	Strongly agree	Agree
11	Research	Agree	Agree	Agree	Agree	Agree	Agree
12	Student	Agree	Disagree	Disagree	Agree	Agree	
13	Partner of Project	Agree	Strongly agree	Neither agree and disagree	Agree	Agree	Neither agree and disagree

14	Professional	Agree	Neither agree and disagree	Disagree	Agree	Agree	Disagree
15	Research	Agree	Agree	Disagree	Agree	Agree	Disagree
16	Research	Agree	Strongly agree	Neither agree and disagree	Strongly agree	Strongly agree	Disagree
17	project manager	Agree	Agree	Disagree	Agree	Strongly agree	Disagree
18	Professional	Agree	Agree	Agree	Agree	Agree	Agree
19	Research	Agree	Strongly agree	Neither agree and disagree	Strongly agree	Strongly agree	Agree
20	Professional	Agree	Agree	Neither agree and disagree	Agree	Strongly agree	Neither agree and disagree
21	Student	Agree	Agree	Agree	Strongly agree	Agree	Disagree
22	Research	Strongly agree	Strongly agree	Agree	Agree	Strongly agree	Neither agree and disagree
23	Partner of Project	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree
24	Professional	Agree	Agree	Agree	Strongly agree	Strongly agree	Neither agree and disagree
25	Professional	Strongly agree	Agree	Strongly agree	Strongly agree	Strongly agree	
26	Professional	Strongly agree	Strongly agree	Agree	Strongly agree	Strongly agree	Neither agree and disagree
27	Student	Strongly agree	Strongly agree	Neither agree and disagree	Strongly agree	Strongly agree	Neither agree and disagree

