



Industry Piloting Info Pack

[WP4]



Co-funded by
the European Union



[INVITATION]

IN4SUSTAIN OPEN CALL FOR PILOT PARTICIPATION

Fostering Sustainable Innovation in Textiles & Fashion

Empower your employees to lead the circular economy. This fully-funded upskilling program bridges the gap between EU sustainability regulations and practical product development, concluding in a European showcase and a final sharing day in Milan.

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

[WHAT]

Flexible hybrid flipped-learning minimises work disruption for employees

Phase 1

Gamified Learning

[how] **ONLINE & SELF-PACED**

[when] **2026 September - October**

[effort] **Explore 3 topics**, max. 120 minutes

Access free training on the customised **IN4SUSTAIN learning platform**, and:

- > Understand sustainability and circularity in textiles from different perspectives, while exploring systemic thinking
- > Learn via bite-sized video lectures, interactive exercises and self-assessment quizzes
- > Keep engaged tracking progress, earning badges, and obtaining a certificate of completion

Phase 2

Learning by doing

[how] **ONLINE & ONSITE CO-CREATION**

[when] **2026 October - December**

[effort] **Participate in 5 sessions**, max. 5 days

Transition knowledge into practice through the **IN4SUSTAIN Mini-Accelerator** collaborative workshops, and:

- > Build relationships with subject matter experts and multidisciplinary peers
- > Analyse consumer expectations, market opportunities, and real-life sustainable solutions
- > Apply Design Thinking to experiment new solutions and turn your ideas into physical prototypes

Phase 3

Showcasing & Validation

[how] **ONSITE**

[when] **2027 March - July**

[effort] **Participate in 1 national event**, max. 1 day

Promote your company knowhow and new skills in the national **IN4SUSTAIN Sharing Days**, and:

- > Showcase your case study in an European travelling exhibition
- > Collect feedback from diverse stakeholders: consumers, professionals, policy actors
- > Get selected by an expert jury and travel to Milan for the official IN4SUSTAIN final event

[WHO]

Targeted at figures key to circular transformation in brands, startups, SMEs

ECODESIGN & MATERIAL INNOVATION

Product Developers

Responsible for selecting materials, implementing sustainable production processes, and designing circular end-of-life options.

How to benefit:

- > Master the principles of ecodesign and systemic thinking
- > Learn to evaluate emerging materials and innovative production technologies

SERVICE DESIGN & BUSINESS MODELS

Servitization Managers

Leading the transition from traditional product sales to circular services.

How to benefit:

- > Access business templates to capture long-term value from circularity
- > Discover strategies to successfully bridge customer needs with circular models

CONSUMER ENGAGEMENT & MARKET FIT

Product Managers

Positioned at the crucial intersection of the design floor, executive planning, and final product marketing.

How to benefit:

- > Develop a consistent storytelling to communicate sustainable value transparently, avoiding greenwashing
- > Design effective CSR policies based on community-tailored actions for measurable impact

[EXPECTATIONS]

Contribution to elaborate tangible sustainable solutions for the European textile industry

THE EUROPEAN CONTEXT

EU Support

IN4SUSTAIN is an initiative co-funded by the European Commission to support the circular shift of the Textile and Clothing Industry by:

- > Upskilling workforce of the EU T&C sector
- > Equipping vocational education providers
- > Encourage circular economy opportunities

THE PROJECT GOALS

Tangible Outputs

The IN4SUSTAIN Mini-Accelerator programme provides direct funding for materials and expert guidance allowing participants to build a physical prototype or artefact representing their idea, being a product, service, business model, communication or CSR strategy.

- > Hands-on solutions will be used to dissemination the project outcomes and engage with stakeholders
- > Intellectual capital remains the exclusive property of the authors

WHAT WE EXPECT

Participant Commitment

> **Completed Online Training:** dedicating ca. 120 minutes of self-paced, highly engaging online gamified study on our e-learning platform.

> **Active Collaboration and Presence:** dedicating time to participate in co-creation workshops and active sessions of the mini-accelerator sprint (max. 5 days).

> **Project Execution and Team Spirit:** collaborating constructively with peers and experts to conceptualise, iterate, and produce a physical prototype or artefact.

[BENEFITS]

The IN4SUSTAIN Value Exchange: dedicate few employee hours, receive free training, advise and networking

THE COMPETITIVE ADVANTAGE

Value exchange

> **Zero-cost On-target Learning:** employees access high-value contents without eating into corporate training budget or blocking extensive staff hours.

> **Practical Open Innovation:** employees may work directly on business challenges, applying Design Thinking methodology, exploring material innovations, experimenting eco-design principles and customer analysis to design and create a physical artefact.

> **Free In-house Training Resources:** HR / corporate instructors may test hands-on modular, interactive training contents and experiment easily replicable learning activities.

THE PROMOTION ENGINE

Communication Actions

> **European Showcase:** all projects will be displayed in high-traffic public and industry spaces across Italy, Portugal, Spain, Slovenia, and Germany, during first semester of 2027.

> **Exhibition Catalogue:** Project outputs are featured in a professional, widely distributed European catalogue, creating long-term and capilar brand visibility.

> **Digital Amplification:** Social media blogs, video testimonials, and project showcase campaigns highlight participating companies' circular engagement.

WHAT YOU RECEIVE

Tangible Returns

> **Attendance Certificate:** all participants receive an official Certificate of Attendance of the e-learning and mini-accelerator activities.

> **Permanent Assets:** access to free lifelong learning materials, training toolkits and methodologies.

> **Free travel to Italy:**
Mini-Accelerator winners from Germany, Portugal, Slovenia and Spain will be invited to present their solution at the final IN4SUSTAIN Sharing Day in Milano.

[MORE INFO]

The IN4SUSTAIN piloting activities
are implemented by the consortium partners in:

Jena,
Germany
hosted by TITERA

Milano,
Italy
hosted by Materially

Vila Nova de Famalicão,
Portugal
hosted by CITEVE

Ljubljana,
Slovenia
hosted by TITERA

Terrassa,
Spain
hosted by GREMI TÈXIL

To learn more about the local programs visit **in4sustain.eu/be-part**
or contact **in4sustain@gmail.com**

