

Educational Methodology

For an innovative, asynchronous, and
inclusive education environment



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1. Educational Methodology for the Green DigiFashTech Manager Program

The ‘Green DigiFashTech Manager’ educational program has been strategically designed to create a new generation of professionals capable of leading the textile and fashion industry toward sustainability and digital transformation. This initiative responds to the EU urgent call for skilled individuals who can lead companies in adopting green and digital practices, thereby promoting climate neutrality, circular economy principles, and social welfare.

This Educational Methodology provides the structure for an **innovative, asynchronous, and inclusive** digital education environment. We achieve this through multimodal content presentation that accommodates different learning levels and styles. While a comprehensive **multimodal education** model is complex and resource-intensive, we leverage emerging technologies—such as Generative AI—to promote inclusive and diversified content based on a consistent structure across all modules.

The **Cross-Disciplinary Approach** integrates technology, sustainability, business management, and fashion design disciplines, ensuring learners develop comprehensive competencies across multiple domains. **Knowledge Checks** are integrated throughout the modules in the form of quizzes, scenario-based assessments, and reflection questions to reinforce learning and track progress. The program utilizes an **Online Learning Platform** that provides a comprehensive digital environment for content delivery, interaction, collaboration, and progress tracking.

2. Curriculum Building

The curriculum is founded upon research conducted by the consortium through multiple interviews across different European countries and diverse textile and fashion markets. This research generated the comprehensive profile of the Green DigiFashTech Manager—a professional equipped to lead the industry's future—which in turn inspired the content that will be delivered through the program's modular framework.

By leveraging cutting-edge digital technologies and how to integrate them to design and production processes within the fashion industry, the program empowers industry stakeholders to embrace digital transformation while simultaneously advancing environmental sustainability goals. This twin transition approach integrates tools and technologies to minimize waste, improve resource efficiency, and support the adoption of environmentally conscious design and manufacturing methods throughout the entire value chain.

The program is structured around four interconnected pillars that reflect the comprehensive impact of digital technologies in the textile and fashion industry:

- **Environmental Sustainability** focuses on circular economy principles, climate neutrality, waste reduction, and eco-friendly production methods, with learners engaging with AI-driven optimization tools and 3D design technologies that minimize resource consumption and environmental footprint.
- **Social Sustainability and Development** emphasizes ethical labor practices, social welfare, and inclusive growth within the industry, addressing how digital tools can improve working conditions, transparency in supply chains, and fair trade practices.
- **Cultural Sustainability** promotes the integration of traditional craftsmanship with modern technology, preserving cultural heritage while embracing innovation, as learners explore how digital technologies can support artisanal techniques and local design traditions.
- **Economic Sustainability** develops business acumen and entrepreneurial skills necessary for driving profitability alongside sustainability, with the curriculum covering data analytics, IoT solutions, and digital marketing strategies that enable competitive advantage in a digitalized market.

3. Learner-Centered Digital Education

The program features **Modular Learning Units** that are independent and flexible, designed for on-demand learning. These modules can be completed as standalone units or integrated as part of the complete program, allowing learners to engage with the content according to their specific needs and time availability. The curriculum incorporates **Interactive Digital Content** through multimodal learning materials that include text-based content, visual resources, videos, and interactive elements, all accessible through assistive technologies and third-party AI learning assistants to ensure inclusive learning experiences.

The student experience is **flexible**, based on iterations and learning through different content styles. With the modules working independently, it allows learners to explore topics at varying depths depending on their interest level while guaranteeing foundational knowledge of essential competencies at an intermediate level of sustainability and digitalization in fashion.

The **text-based content** is deliberately provided to users for inclusivity and accessibility purposes, ensuring that it can be effectively processed by assistive technologies and accessibility tools, as well as by generative artificial intelligence learning assistants, including freely available digital tools such as generative AI tools for education.

4. Train the Trainer

To prepare this generation of fashion managers, we must **equip VET providers** with comprehensive tools and methodologies for facilitating digital transformation in the context of climate action. This curriculum structures the learning experience, enabling VET professionals to effectively integrate digital innovations into their fashion teaching practices. An **Online Educator Handbook** will accompany this methodology, containing classroom content along with suggestions for assignments and activities.

The program incorporates **Challenge-Based Learning** through a **train-the-trainer hackathon** that serves as a key component of the capacity-building strategy. This intensive co-creation experience brings together educators, industry professionals, and technology experts to collaboratively develop digital solutions to real-world sustainability challenges while learning pedagogical approaches they can apply in their own teaching contexts.

A **Pilot Testing** project validates the methodology through structured collaboration between industry professionals and VET providers. During the pilot, participants from both target groups are paired to form co-creation teams, with each pair supported by expert mentors from various digital and fashion domains. The methodology encompasses both individual expert sessions and peer-to-peer mentoring, fostering a collaborative learning environment where participants receive tailored guidance over a 3-month period.

5. Expected Outcomes

Upon completion of the program, learners will be able to drive digital transformation initiatives within the fashion industry, acting as change agents who can navigate the complex intersection of technology and business. They will demonstrate an understanding of sustainability principles and circular economy practices, and will be equipped to make environmentally conscious decisions throughout the value chain.

Learners will also be able to collaborate effectively across the value chain, fostering innovation and sustainable practices through strategic partnerships and cross-functional teamwork. For VET providers, the program expands their educational offer by training lecturers to guide the green and digital transition, sharing relevant sources to update their knowledge base, and providing structured content and activities that can be applied immediately in the classroom.

Ultimately, program learners will contribute meaningfully to the industry's transition toward climate neutrality and environmental responsibility, embodying the twin green and digital transition that is essential for the future of fashion. The educational methodology and curriculum are designed in full alignment with key European policy frameworks, including the Regulation on Ecodesign for Sustainable Products.

6. References

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