

Train-the-Trainer Co-Creation Event Report

Seam the Change: Athens Fashion Hackathon



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Executive Summary

From 11 to 13 November 2025, Athens hosted the first large-scale Fashion Tech Hackathon in Greece under the public title “Seam the Change: Athens Fashion Hackathon”. The event functioned as the 3-day Train-the-Trainer Co-creation Event for the Erasmus+ VET project Green DigiFashTech Manager the project and its implementation. Across three consecutive days, the programme combined challenge-based prototyping, educator reflection, digital fashion and sustainability learning, and structured co-creation work aimed at validating the WP3 educational methodology, e-learning pathways, digital modules and online educator handbook.

The Athens programme achieved two parallel goals. First, it tested how the Green DigiFashTech Manager learning content can be activated in a live, collaborative format where participants apply AI, 3D design, digital tools and sustainability knowledge to real-world textile and fashion challenges. Second, it created the conditions for Train-the-Trainer learning: educators, fashion professionals, technology experts and mentors worked together to explore how digital-sustainability solutions can be translated into VET teaching practices and future learner activities.

The event was strengthened by a rare multi-stakeholder mix: VET and higher-education faculty, policy facilitators, fashion entrepreneurs, designers, circular economy experts, and international mentors connected to the project consortium and wider sustainable fashion ecosystem.

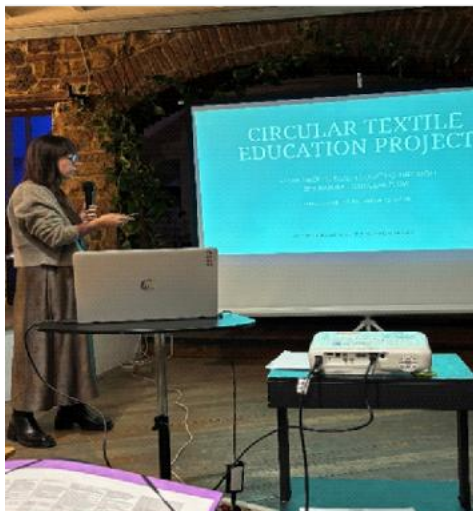


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1. Background and Purpose of the Joint Piloting Event

Green DigiFashTech Manager is an Erasmus+ VET project designed to equip textile and fashion professionals, young graduates, technology experts, VET providers, educators and trainers with concrete skills in AI, 3D design, digital tools, data-informed innovation and environmental sustainability. The project's approach recognises a twin transition: digital transformation on the one hand, and the shift towards climate-aligned, circular and resource-efficient fashion and textile systems on the other. This is not simply a technical upgrade; it is a new professional literacy for the sector, where design decisions, material choices, business models and production workflows are increasingly shaped by data, simulation, lifecycle thinking and responsible innovation.

Within this context, WP3 focuses on creating the education e-learning pathways, digital modules and online educator handbook for the Green DigiFashTech Manager programme. The Athens activity was conceived as a coherent three-day sequence: a Fashion Tech Hackathon (11-13 November 2025) where participants could test the relevance of the learning themes through collaborative problem-solving, while educators and consortium representatives observed how hackathon methodology can support Train-the-Trainer delivery and future VET implementation.

1.1. Alignment with Green DigiFashTech Manager Objectives and EU Priorities

The Athens event aligned directly with the project's goals and objectives. It provided a real environment in which VET providers and educators could observe how participants engage with digital education approaches and assessment formats. It strengthened vocational capabilities in AI, 3D design, digital fashion tools, circularity and environmental sustainability. It supported validation of the emerging Green Digital Fashion Manager profile by identifying the hybrid skills, responsibilities and collaboration needs required to connect sustainability and digital innovation across the fashion value chain. Finally, it fostered cross-sector collaboration among fashion professionals, technologists, educators, SMEs, mentors and community actors.

The activity also responded to EU priorities relevant to VET and to the green transition. The hackathon format fostered flexible, hands-on training, supporting

adaptation to labour-market needs through a problem-based pedagogy. Digital transformation was not treated as an abstract theme: participants engaged with the e-learning modules, explored digital platform onboarding, and practiced digital-enabled collaboration and prototyping. Environmental sustainability and circular economy priorities were embedded in the challenge themes—waste reduction, microplastics, CO₂ mitigation, and circular business models—mirroring the strategic direction of the EU Green Deal and the EU Strategy for Sustainable and Circular Textiles.

2. Partnership Model and Organisational Setup

The Athens programme was delivered through a deliberately collaborative organising model. SOFFA/The Nest Social Cooperative Enterprise and PANSiK supported the Train-the-Trainer and local implementation dimension, while Fashion Revolution Greece contributed as affiliate partner with sustainability, facilitation and outreach support. Impact Hub Athens (TenMillionHands) hosted the event and supported the participant experience, and Policy Lab supported the first day's policy-practice facilitation. This partnership ensured that the programme would not remain confined to a project "bubble": it was communicated and experienced as a real innovation event for the Greek fashion ecosystem, while simultaneously fulfilling the structured requirements of the Green DigiFashTech Manager co-creation activity.

At consortium level, the event was connected to the official Green DigiFashTech Manager partnership: We Love You Communication AB (Sweden) as coordinator; Zdruzenie za moda Makedonsko Modno Zdruzenie - Koncept Moden Klaster / Macedonian Fashion Association (North Macedonia); The Nest Social Cooperative Enterprise - SOFFA (Greece); Stichting Hogeschool van Amsterdam / Amsterdam University of Applied Sciences - AMFI (Netherlands); and TH Panagopoulos K Sia OE - PANSiK (Greece). Each partner brings complementary expertise in digital fashion, VET, sustainability, circular economy, fashion education, production and industry engagement.

3. Learning Design, Methods, and Pedagogical Rationale

The Athens programme was designed as a living laboratory for Industry 4.0 learning in textiles and fashion. Rather than separating “training” from “innovation”, the event treated skills as something that becomes meaningful only when applied under real constraints: time, team dynamics, resource limitations, and the need to communicate value to others. This is particularly relevant to 3D design and printing adoption in manufacturing, where technical capability must be integrated into workflows, cost structures, and sustainability objectives.

Four pedagogical principles guided the design. First, experiential learning: participants worked through challenge-based problem-solving and hands-on prototyping, making the learning tactile and actionable. Second, peer-to-peer exchange: teams were intentionally mixed across sectors and disciplines, so that learning occurred not only from formal facilitation but also from each other’s lived expertise. Third, Train-the-Trainer transferability: the hackathon methodology was used as a replicable format that educators can adapt in VET environments. Fourth, blended learning: the Green DigiFashTech Manager e-learning pathways and digital modules were treated as resources to be tested, critiqued and improved through use, supported by in-person facilitation.

The thematic design ensured alignment between digital transformation and sustainability. Challenge areas invited participants to connect the technical promise of digital and 3D workflows with the environmental realities of the textile and fashion sector: reducing waste through better design and planning, minimizing microfibre shedding, cutting CO₂ through digital sampling and localized logistics, and developing circular services and business models that remain economically viable. Throughout, the programme encouraged participants to think in systems, not silos—connecting materials, processes, consumer behaviour, policy context, and technology choices into coherent strategies.

4. Implementation Narrative: What Happened Across the Three Days

The event was implemented as a three-day sequence integrating a hackathon experience open to the broader ecosystem with WP3 Train-the-Trainer validation. The structure combined policy and ecosystem mapping, idea generation, team formation, mentoring, rapid prototyping, final pitching and educator reflection. Daily complimentary lunches and coffee stations supported an inclusive atmosphere and allowed informal networking to become part of the learning journey.

4.1. Day 1 — Map the System: Circularity in Context (Policy ↔ Practice)

Day 1 established a common language and a shared “map” of the challenges faced by the textile and fashion ecosystem in Athens. Rather than starting with solutions, participants began by naming their lived obstacles: where sustainable intentions meet practical friction—cost, time, supply constraints, lack of infrastructure, limited policy clarity, or the absence of coordinated local networks. The facilitation team from Policy Lab, led by Nicholas Yatromanolakis (Founder, former Deputy Minister of Culture), guided the day as an interactive policy-practice laboratory. The goal was not abstract policy debate, but translation: identifying how existing and emerging policy frameworks can enable—or unintentionally hinder—circular and digital transformation on the ground.

The working layout was intentionally intimate and structured: twelve tables, each with a mentor or subject expert, so that participants could work in small groups while still contributing to a collective output. A lightweight digital reporting approach (using Beekast rapporteurs) allowed insights to be captured in real time and aggregated into shared canvases. This produced a visible collective intelligence effect: as table conversations accumulated, the room could “see” itself—through word clouds of challenges, comparative reflections on policy impacts, and emerging priorities that were later carried into the hackathon’s prototyping work.

The day’s flow moved through six phases: (1) welcome and framing; (2) challenge articulation; (3) policy impact mapping—helped, hindered, or irrelevant; (4) translating challenges into shared goals and identifying enablers; (5) policy ideation—turning enablers into actionable proposals while surfacing trade-offs and implementation

risks; and (6) stakeholder mapping through a power-interest matrix, highlighting both the actors who shape the system and those who are missing from the current landscape. The closing segment introduced the digital ecosystem mapping task: participants began onboarding to the platform and were encouraged to create at least one relationship link, laying the groundwork for ongoing network visibility beyond the event.

4.2. Day 2 — Co-Create: Ideas Agora, Team Formation, and Prototyping

Day 2 shifted the collective focus from mapping to making. The morning opened with a recap of Day 1's policy and ecosystem insights, ensuring that teams would prototype within context rather than in abstraction. Participants were then introduced to a self-assessment and prioritisation tool, which helped individuals and teams reflect on capabilities, needs, and the challenge areas that felt most urgent. This step served a dual function for Green DigiFashTech Manager: it supported learning reflection, and it created insight about how participants perceive readiness for digital and circular adoption - valuable input for refining e-learning pathways, digital modules and educator guidance.

The centrepiece of the day was the Ideas Agora: an open, energetic marketplace where idea holders briefly presented their concept and explicitly stated what they needed—technical support, design input, manufacturing insight, sustainability expertise, or business modelling. Around flipcharts, participants moved between ideas, asked questions, and gradually committed to the teams they felt aligned with. This process intentionally mirrored real innovation ecosystems: ideas attract people not only by novelty, but by clarity of purpose, feasibility signals, and the strength of the team forming around them.

Following team formation, mentors were presented and mentoring slots were booked. The mentoring model was designed as rotating clinics, allowing teams to receive rapid, diverse feedback rather than becoming dependent on a single mentor perspective. Participants then received clear guidance on the final deliverable and pitching structure, and the afternoon became a focused working block—where concepts transformed into early prototypes, service blueprints, user journeys, policy-fit notes, and initial validation hypotheses.

4.3. Day 3 — Refine, Validate, and Pitch: From Prototype to Story

Day 3 was intentionally split into two “energies”: a morning of disciplined validation work, and an evening of public articulation and celebration. The morning hacking block focused on strengthening the coherence of each prototype: teams clarified the problem statement, stress-tested assumptions with community feedback, and shaped their business model logic so that sustainability impact and economic viability could be communicated together. This is particularly important for Industry 4.0 adoption in textiles: digital tools are not adopted because they are “cool”, but because they can solve operational pain points while meeting environmental and market expectations.

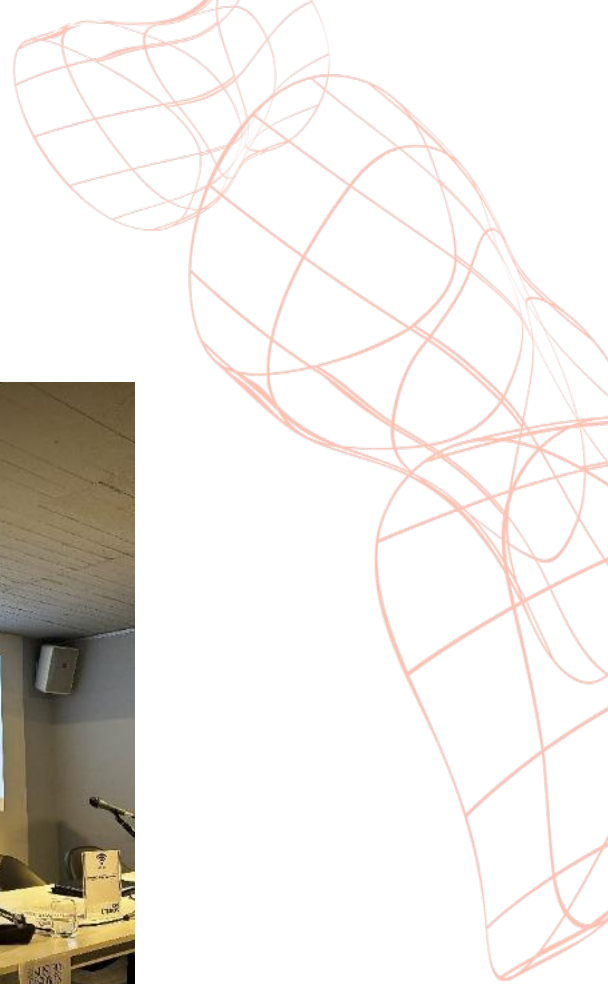
Two curated panels deepened the learning experience by surfacing trends and practical insights. The first panel explored textiles and eco-design trends, bringing together academic and practice perspectives; the second panel focused on new business models and the digitalisation of fashion operations. These discussions offered teams a broader horizon: they could situate their prototype within international trajectories, understand current research directions, and identify where 3D tools and digital workflows can have immediate leverage—such as virtual sampling, materials optimisation, and design-for-longevity strategies that reduce waste and microfibre shedding.

In the evening, the programme culminated in the Finale: a jury session, inspirational remarks, team pitches, an awards moment, and a networking event supported by finger food and wine. The finale served not only as a competition, but as a social mechanism of legitimacy and accountability. When teams pitch in front of respected experts—from circular economy and waste governance to generative AI and textile engineering—they must communicate clearly, defend their assumptions, and show an understanding of impact, feasibility, and scalability. This is precisely the kind of “real-world assessment” that complements e-learning modules learning and strengthens the case for mentoring relationships beyond the event.



Within the integrated Green DigiFashTech Manager agenda, the hackathon also functioned as a Train-the-Trainer validation environment. Consortium representatives and educators observed how participants understood the core learning themes - AI, 3D design, data-informed decision-making, circularity, sustainability strategy and digital business models - when these themes were applied to real challenges. The process helped identify which concepts require clearer explanation, where practical examples are needed, and how the online educator handbook can guide trainers in replicating the methodology.

The session logic created a shared reference point across consortium partners. Because the activity combined learning content, mentoring and prototyping in a unified setting, partners could observe coherence across topics, spot potential overlaps or gaps, and discuss how the e-learning pathways and educator handbook can be used as living resources in VET delivery. Participant feedback and Q&A were structured to capture reflections on usability, relevance and learning experience, forming direct input for the next iteration of WP3 materials.





5. Pitch Deck Summaries & Qualitative Synthesis

This section translates the Athens hackathon pitch-deck portfolio into usable evidence for the Green DigiFashTech Manager project and beyond. It is framed around three implementation pathways: the Citizens Digital Science Hub Platform, the pilot educational programme, and the pairing and mentoring methodology.

It synthesises the pitch decks presented during the event and converts them into a project-focused resource for follow-up. Each profile is written around the same logic: problem, solution, circularity lever, stage and needs, and possible activation through the Citizens Digital Science Hub, the pilot educational programme and pairing methodology.

It supports follow-up by identifying what each team can contribute, what partner type each team needs, and how each idea can be activated through the Hub, the educational pathway and pairing-based pilots.

5.1. Portfolio at a Glance

Across the pitch decks, the portfolio shows that circularity becomes practical when it is embedded in everyday workflows: materials, logistics, product development, customer behaviour, service design and community learning. The strongest concentration of ideas sits in three domains: bio-based and regenerative material substitution; waste-to-value and upcycling models that keep materials in use while preserving local craft; and digital infrastructure that reduces upstream waste through wardrobe AI, 3D design, logistics transparency and traceability.

Team / Initiative	Archetype	Primary Circularity Lever
Pick My Outfit	Digital consumer tool	Use-phase optimisation (wardrobe utilisation, mindful buying)
The Upcycling Project	Circular service platform	Repair/redesign/upcycling services
Circular Textile Education Project	Education & community	Skills & capacity-building for circular practices
THE THRIBES	Ecosystem infrastructure	Shared infrastructure + matchmaking to enable local circular production
Yellow Modern Logistics	Supply chain / logistics	Transparency + route efficiency in logistics
CIDERIN (Miss Polyplexi)	Bio-based materials & accessories	Agro-waste biomaterial substitution
noéma (Mindful Wear)	Bio-based materials & compostable apparel	Compostability + made-to-order production
Ghost Gear	Waste-to-value (marine plastics)	Marine waste capture + mechanical upcycling
ReSilk (Silk House)	Waste-to-value (textile/silk)	Textile waste valorisation into premium materials
LEYA	Circular consumption model	Access-over-ownership (rental/membership)
Amaltheia Athens	Sustainable craft brand	Craft longevity + alternative materials + upcycling
Botanica Project	Education & regenerative practice	Regenerative education (dyes, composting, soil)
BlackBello	Digitalisation / 3D services	Digital product development to cut sampling waste
Cellloom (Redress Lab)	Bio-based performance textile	Bio-based material innovation + traceability/DPP
FashionEERS	Services / capacity builder	Technical services enabling SMEs to execute circular design/production
Miss Polyplexi (Brand overview)	Sustainable craft brand	Brand transition to circular materials + upcycled collection

5.2. Cross-Cutting Needs

The recurring needs are consistent with the Green DigiFashTech Manager project design: pilot production and testing spaces, partner discovery across the ecosystem, support with certification and compliance, and go-to-market support. These needs justify the WP4 Citizens Digital Science Hub Platform as an ecosystem-mapping and matchmaking space, the pilot educational programme as a structured learning pathway, and the pairing methodology as a practical bridge between fashion professionals, technology experts, educators and mentors.

5.3. Key Qualitative Themes

Theme 1 - From products to systems

Many teams do not only pitch an object; they pitch a system: a membership wardrobe, a logistics layer, a physical or digital hub, or an educational programme. This is highly relevant to the DigiFashTech Hub because the platform is meant to connect actors, needs, resources and follow-up opportunities beyond a single event.

Theme 2 - Materials innovation needs structured support

Bio-based and compostable materials are strongly aligned with the project's green and digital transition agenda, but they need longer timelines for testing, certification, industrial validation and sourcing. These teams benefit most from paired pilots with scientific partners, manufacturing testbeds and educators who can translate the learning into training content.

Theme 3 - Craft and waste-to-value models are near-term pilotable

Upcycling marketplaces, regenerated silk, marine-net yarn and artisan-led accessories are closer to small-scale implementation. Their bottlenecks are stable collection flows, dependable production capacity and access to buyers. The Hub can map these needs, while pairing sessions can connect teams to makers, brands, logistics and retail partners.

Theme 4 - Digital layers prevent waste upstream

AI wardrobe tools, 3D design services and logistics transparency tools can reduce waste before it becomes physical waste: fewer unnecessary purchases, fewer samples, better route planning and better demand signals. These are strong candidates for the pilot educational programme because they demonstrate how digital tools create measurable sustainability benefits.

Theme 5 - Traceability is becoming a design requirement

Several decks assume evidence, credibility and Digital Product Passport readiness. For DigiFashTech, this means traceability should be treated as part of product design, not only as communication. The Hub can support this by collecting resources, case examples, mentors and practical guidance around compliance and transparency.

5.4. Implications for DigiFashTech Follow-up

Citizens Digital Science Hub Platform design

Use this portfolio to refine Hub categories of educational topics and themes: material suppliers, labs, makers, pattern makers, 3D/digital service providers, logistics providers, retailers, educators, certification experts and mentors.

Pilot educational programme design

Transform the recurring needs into learning units and practical tasks: circular material selection, 3D/digital sampling, low-impact logistics, Digital Product Passport readiness, sustainable business models, upcycling service design, and pilot planning. The cases can become examples, prompts and mini-assignments for learners.

Pairing and mentoring methodology

Build pairing tracks around the main clusters: bio-based materials, upcycling/waste-to-value, digital tooling, logistics and traceability, and education/regeneration. Short-cycle ideas can be paired for rapid validation, while material innovation ideas should receive longer mentoring pathways linked to testing, compliance and industrial partners.

5.5. Profiles from the Pitch Decks

The following profiles are written as concise follow-up notes for DigiFashTech implementation. Each profile highlights how the initiative can inform the Hub, the pilot educational programme and the pairing methodology.

5.5.1. Pick My Outfit

AI-powered digital wardrobe and outfit recommendation engine to reduce overconsumption.



Pick My Outfit is a consumer-facing digital wardrobe assistant that turns a scattered closet into an organised, searchable library and then uses AI to propose outfits that match the user's style, context and climate. The app's core promise is that better visibility of what you already own reduces "panic buying" and the quiet accumulation of unworn items, while Virtual Try-On and styling suggestions reduce the friction of daily decision-making. The sustainability lever is therefore behavioural and systemic: extend garment use, reduce the volume of new purchases, and steer users to verified circular options when they do shop. The pitch also introduces a "sustainable shopping" layer, where users can discover second-hand or responsible brands and buy through affiliate partnerships, keeping incentives aligned with lower-impact consumption. The model is designed as freemium with a premium subscription tier (indicatively €4.99/month), positioning the app as a lightweight daily habit that can scale across European cities.

Problem addressed: decision fatigue + closet underuse driving unnecessary purchases.

Solution: wardrobe digitisation + personalised outfit suggestions + Virtual Try-On; “sustainable shopping” discovery layer.

Business model: freemium app with premium subscription (e.g., €4.99/month) and affiliate partnerships.

Stage / traction signals: early community reach (e.g., high social media engagement), MVP roadmap and initial go-to-market in Berlin → Germany → Europe.

DigiFashTech Hub and Pairing fit: user-testing use case for matching consumers to trusted circular brands, and for highlighting local repair/alteration and circular services in Athens.

5.5.2. The Upcycling Project

A marketplace for upcycling: connect citizens and brands with designers, tailors and makers.



The Upcycling Project proposes a practical bridge between “I want to upcycle” and “I do not know where to start”, by designing a platform that connects people and SMEs to trusted makers who can transform existing garments and textile waste into refreshed products. The concept treats upcycling as both a service model and a cultural shift: reviving local craftsmanship, making redesign visible, and keeping value in the city through micro-work opportunities for tailors, designers and makers. In the user journey, customers can submit an item and a brief, receive a clear price and timeline, get matched to an appropriate maker, and then track progress until delivery. Beyond individual use cases, the pitch opens a path for brand and retailer partnerships, where unsold stock and returns can be rerouted into value-adding redesign instead of disposal. In a DigiFashTech context, the project functions as a marketplace layer for circular services and as a “network-matching” engine that can actively use the ecosystem data already mapped on the DigiFashTech Citizens Digital Science Hub.

Problem addressed: textile waste + lack of easy access to trusted upcycling services.

Solution: digital marketplace + service journey (briefing, pricing, matching, delivery).

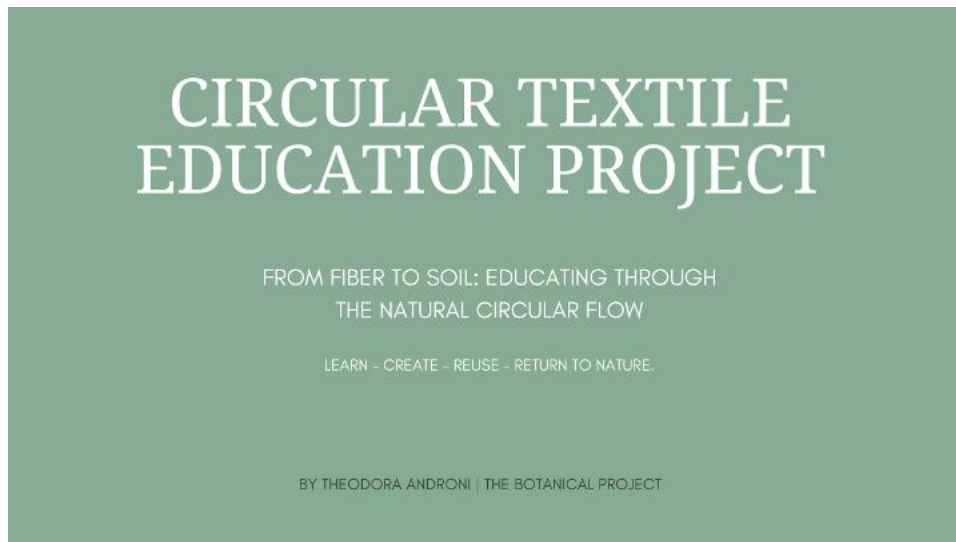
Business model: platform fees/commissions, service packages, and partnerships with brands/retailers.

Circularity lever: extend product life and enable redesign; localised production with lower transport footprint.

DigiFashTech Hub and Pairing fit: strong match with ecosystem mapping (who can upcycle what), and network matching/problem-solving workflows for SMEs.

5.5.3. Circular Textile Education Project

Community-based circular textile education with a blended online/offline learning model.



The Circular Textile Education Project frames circularity as a skill that must be learned, practiced and shared, not merely communicated as awareness. The proposal combines hands-on workshops (for example natural dyeing, repair, composting and material literacy) with a digital membership platform that hosts learning content, peer exchange and access to practical resources. By treating education as the infrastructure of transformation, it aims to create a repeatable pathway for students, new designers, makers and micro-enterprises to adopt low-impact techniques with confidence. The value proposition is community-based: participants build networks while learning, and the programme can be delivered in cohorts, studios, schools or local hubs. Revenue logic is presented through workshops and membership, with potential for partnerships with educational institutions and organisations seeking capacity building. For WP4, it is a strong example of how the DigiFashTech Citizens Digital Science Hub can anchor local “learning ecosystems” alongside the production and business ecosystems.

Problem addressed: skills gap and fragmented know-how for circular textiles and low-impact practices.

Solution: blended learning programme + community membership platform.

Value creation: paid workshops, memberships, and partnerships with schools, makerspaces and brands.

Impact pathway: build local capacity, reduce toxic inputs, and normalise repair and material circularity.

DigiFashTech Hub and Pairing fit: content and community can be anchored in DigiFashTech Citizens Digital Science Hub as a regional “learning hub” connected to local providers.

5.5.4. THE THRIBES

A physical hub + AI-enabled B2B platform for an integrated fashion ecosystem in Athens.

THE THRIBES is designed as an ecosystem accelerator for Athens: a physical co-working and collaboration hub paired with an AI-enabled B2B platform that helps fashion actors find each other, collaborate and execute.



IMAGINE

The pitch speaks directly to a barrier voiced repeatedly by SMEs: fragmentation of suppliers, skills and production services, which increases coordination costs and slows down innovation. THRIBES responds by concentrating designers, pattern makers, tailors, manufacturers and service providers into a visible network where capability can be discovered, combined and activated. The physical space operates as an “infrastructure of trust”, while the platform layer supports matchmaking and workflow coordination so that collaboration does not remain accidental. The deck also signals implementation readiness, referencing secured facility and funding and an operational target in the near term. In DigiFashTech Hub terms, THRIBES represents a natural “ecosystem node” that can amplify WP4 outcomes beyond events, turning hackathon energy into ongoing collaboration.

Problem addressed: fragmented supply chain and weak coordination between small actors.

Solution: combined physical hub (coworking / collaboration) + AI B2B platform for matching and workflow support.

Stage: facility and funding secured; operational target from autumn 2026 (as stated in deck).

Circularity lever: enable local sourcing, repair/remake, small-batch production and shared infrastructure.

DigiFashTech Hub and Pairing fit: direct interoperability potential (two-sided marketplace logic + ecosystem mapping).

5.5.5. Yellow Modern Logistics

Transparent, low-friction delivery tracking and carbon-aware logistics for fashion.

**Athens Fashion
Hackathon**

EPSILON
delta

v5.2 collection



Presented By: **Evangelia Dimopoulou**

Yellow Modern Logistics focuses on the “invisible” part of circular fashion: the movement of goods and the operational friction around deliveries. The pitch proposes a logistics service and digital tracking layer that improves transparency and reliability for brands and customers, while enabling smarter routing, fewer failed deliveries and clearer accountability across carriers. By treating logistics as both a customer-experience problem and an emissions hotspot, it positions traceable delivery as a practical lever for CO2 reduction and efficiency, especially for SMEs that cannot optimise logistics alone. The concept also recognises the data value of logistics: delivery performance becomes measurable, comparable and improvable when it is visible. In a WP4 context, this type of solution strengthens the story that circularity is not only about materials, but also about systems and flows, and it can be connected to DigiFashTech Citizens Digital Science Hub ecosystem mapping as an operational service layer.

Problem addressed: late/uncertain deliveries, low transparency, and avoidable emissions in last-mile logistics.

Solution: tracking platform + process optimisation; potential consolidation of shipments and route efficiency.

Value: better customer experience and operational predictability for SMEs; measurable emissions reduction potential.

Next steps: partnerships with carriers/brands, piloting on real shipment flows.

DigiFashTech Hub and Pairing fit: supports supply-chain visibility narratives and can connect to ecosystem mapping of logistics providers.

5.5.6. CIDERIN (Miss Polyplexi)

Luxury accessories made with apple-waste based vegan leather; aesthetics meets biomaterials.



How do you feel watching this man in tannery?



CIDERIN is an accessory concept developed by Miss Polyplexi that turns food-waste into fashion value by using vegan “leather” derived from apple processing residues. It re-frames agricultural by-products as premium materials for contemporary, craft-led accessories, proving that circular materials can meet luxury expectations on look-and-feel and durability. The pitch sits at the intersection of design identity and material innovation: it reduces reliance on animal leather and fossil-based synthetics while building a strong aesthetic narrative around “modern Greek craft”. The go-to-market logic is premium positioning and storytelling-led distribution, with collaboration potential across suppliers, makers and boutiques. As a DigiFashTech-relevant pilot, CIDERIN is a clear use case for materials mapping, supplier discovery and traceability, as well as for localised manufacturing that keeps added value inside Athens.

Problem addressed: high-impact conventional leather and synthetic materials; underutilised agro-waste streams.

Solution: product line using apple-waste based biomaterial (vegan leather) with craft manufacturing.

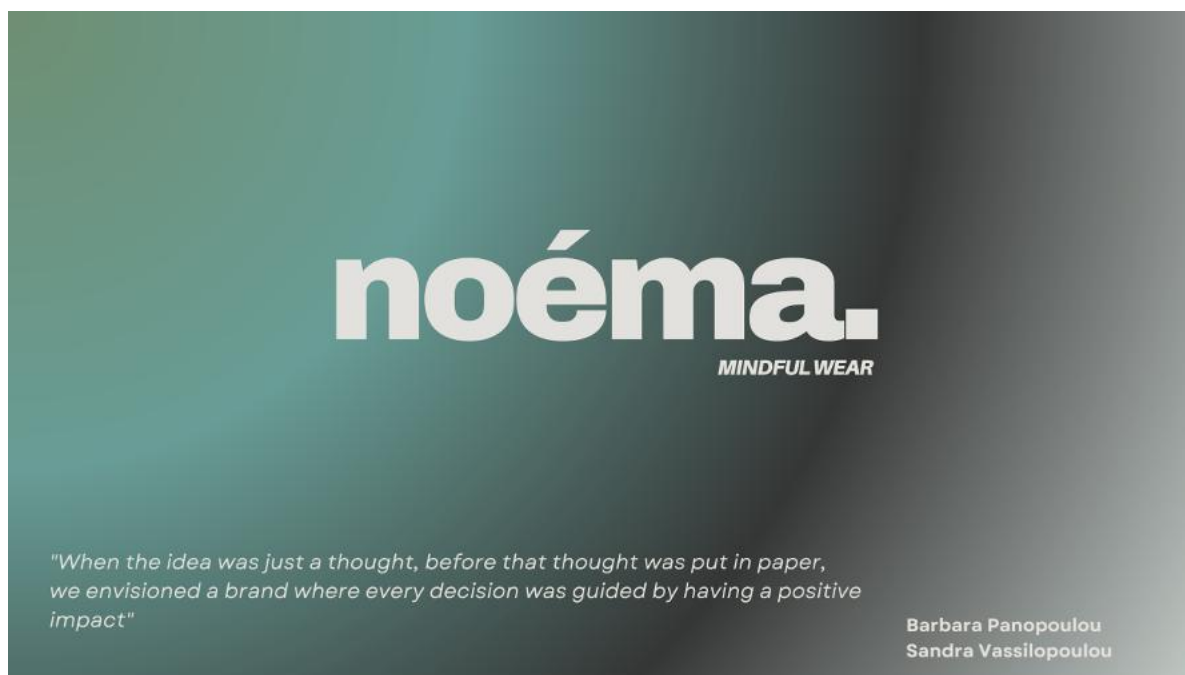
Go-to-market: premium positioning; collaborations with suppliers and makers; storytelling-led marketing.

Circularity lever: waste-to-resource substitution + longer product life through quality and repairability.

DigiFashTech Hub and Pairing fit: relevant for materials mapping, supplier discovery and compliance/traceability narratives.

5.5.7. noéma (Mindful Wear)

Compostable apparel made from novel bio-based fibres, designed for a true end-of-life return to nature.



noéma proposes a materials-first route to circularity: compostable clothing developed from novel bio-based raw materials that can return safely to the earth at end of life. The team frames the core challenge as accelerating textile waste and the dominance of fossil-based synthetics, and responds with a bio-based yarn/material system designed for biodegradation and compostability, combined with made-to-order production and transparency principles. The deck outlines both environmental and social value, including elimination of end-of-life waste, carbon footprint reduction, ethical work, and the creation of job opportunities through urban and rural microfactories. It also presents a feasibility pathway with testing, MVP development and a certification roadmap, alongside an ecosystem of R&D and production partners. Commercially, it moves from early brand collaborations to B2C e-commerce and eventually material licensing. For WP4 and the DigiFashTech Citizens Digital Science Hub, noéma demonstrates how platform-enabled ecosystem mapping and challenge-based matchmaking can accelerate deep-tech material innovations toward market readiness.

Solution: bio-based yarn/material system with compostable end-of-life (incl. certifications roadmap).

Production logic: made-to-order / no MOQs, with traceability and transparency as built-in requirements.

Stage: advanced testing and MVP development; pilot run planned (e.g., limited T-shirt trial).

Business model: early brand collaborations → B2C e-commerce → material licensing (longer term).

DigiFashTech Hub and Pairing fit: strong case for platform-enabled ecosystem mapping (R&D partners, makers, certification bodies) and challenge-based matchmaking.

5.5.8. Ghost Gear

Upcycling abandoned fishing nets into distinctive yarns and home-textile products.

UPCYCLING WITH GHOST GEAR



Ghost Gear tackles marine pollution at its source by transforming abandoned fishing nets into usable yarn and distinctive products. Drawing on practical pilots initiated through WWF India and subsequent work, the project proposes a mechanical upcycling pathway that converts collected nets into yarn without the heavy industrial requirements of chemical recycling, making decentralised and local processing more feasible. The market focus leans toward home and lifestyle products—where the material’s story, texture and “visible origin” become part of the design value—while keeping open the option to expand into other textile applications. The project’s social layer is equally important: by linking collection initiatives with makers and micro-producers, it can create local skills and work opportunities around coastal waste recovery. Within the DigiFashTech Hub ecosystem logic, Ghost Gear is an ideal “closed-loop story” to map on the platform: collection → processing → making → market, with traceability and public engagement benefits.

Problem addressed: “ghost gear” as a major source of marine plastic pollution and biodiversity harm.

Solution: mechanical upcycling of nets into yarn; product prototypes for home/lifestyle.

Social value: local jobs/skills; partnership opportunities with collection initiatives and coastal actors.

Differentiator: upcycling pathway positioned as simpler and more localisable than chemical recycling routes.

DigiFashTech Hub and Pairing fit: connects well to ecosystem mapping (collection → processing → makers) and to circular materials storytelling.

5.5.9. ReSilk (Silk House)

Regenerating silk through reuse of post-production silk waste into premium textiles and products.



ReSilk (Silk House) presents a circular strategy grounded in a high-value heritage material: silk. The project proposes to collect silk residues and waste streams and reprocess them into new textiles and products, positioning the result as premium material innovation that also preserves craft continuity and local value chains. The pitch highlights silk's natural qualities and biodegradability, and frames the approach as a way to keep a culturally significant material in circulation rather than losing it to disposal. Its business logic is hybrid: supply regenerated silk fabrics and components to designers and brands while also developing its own design-led product lines that can carry the story to end consumers. The needs that emerge are typical for circular material ventures: reliable waste-stream access, processing partnerships, and routes to market that reward quality. In DigiFashTech Hub terms, ReSilk is a strong candidate for matchmaking with designers and brands looking for premium circular materials and for documenting traceable circular supply chains.

Problem addressed: underused post-production silk waste and loss of local silk value chains.

Solution: regenerate silk into new textiles/products; combine material processing with design-led product development.

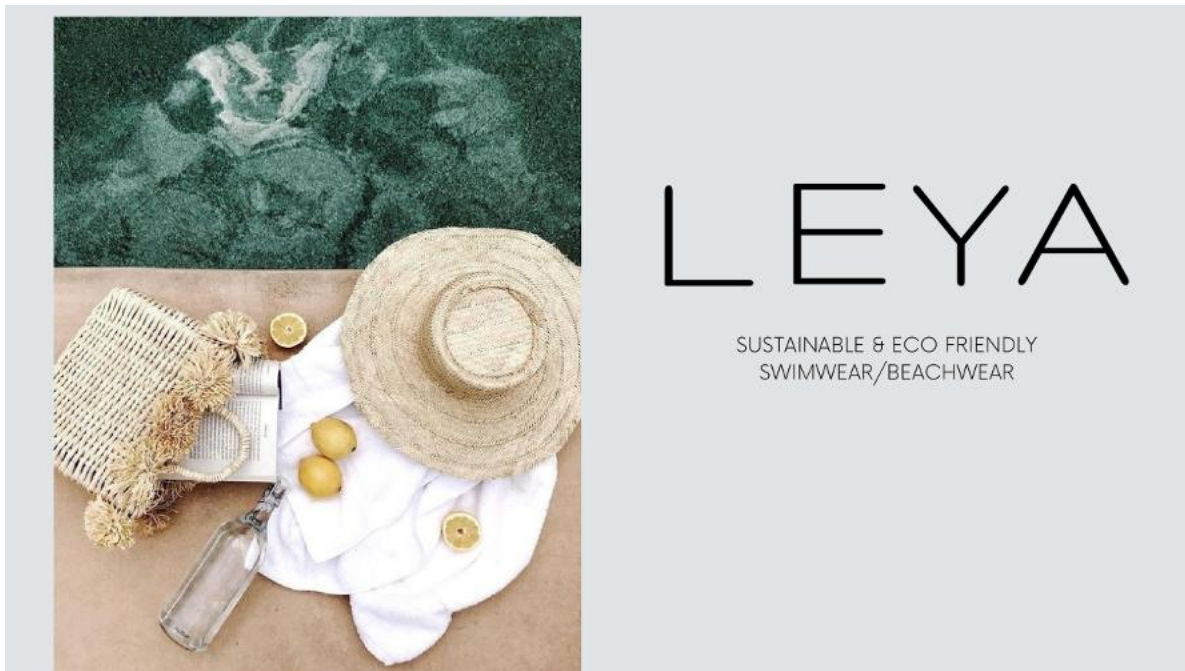
Circularity lever: waste stream valorisation + biodegradability; premium positioning supports longer product lifetimes.

Needs: partnerships for collection, processing, and scaling; brand collaborations and market channels.

DigiFashTech Hub and Pairing fit: relevant for mapping suppliers/processors, and for matchmaking with designers/brands seeking premium circular materials.

5.5.10. LEYA

A curated wardrobe membership model that reduces purchases through sharing and styling services.



LEYA approaches circularity through access over ownership, proposing a curated wardrobe service where members borrow, swap or subscribe to rotating garment selections supported by styling guidance. The model responds to an urban reality: many people want variety, but constant buying creates waste, cost and climate impact, while wardrobes remain underused. By increasing utilisation rates of garments through managed rotation, care and curation, LEYA aims to reduce the volume of new purchases and extend product lifetimes. The revenue logic is membership/subscription, potentially complemented by add-on services such as styling, special collections and event-based rentals. In a WP4 ecosystem, LEYA is a strong example of circular services that require trust and good logistics, and it can be amplified through the DigiFashTech Citizens Digital Science Hub by connecting users to trusted providers and by making “access models” visible and normalised in the local ecosystem.

Problem addressed: overconsumption and low utilisation of clothing leading to waste and emissions.

Solution: wardrobe membership / rental / swapping model with curated selection and styling.

Circularity lever: maximise utilisation; keep garments in use longer through managed care and rotation.

Business model: membership/subscription with add-on services (styling, special collections).

DigiFashTech Hub and Pairing fit: complements platform functions for circular services discovery and ecosystem visibility.

5.5.11. Amaltheia Athens

Handmade luxury accessories combining cultural heritage, ethical craft and low-impact materials.



Amaltheia Athens positions itself as a contemporary Greek accessory brand grounded in craft, heritage and intentional material choices. The deck emphasises high-quality handmade production with skilled artisans, a timeless design language and an ethical orientation that includes upcycling practices and innovative low-impact materials such as Piñatex (pineapple-leaf textile). The narrative is as important as the product: the brand connects mythology, abundance and care to the idea that a well-made bag should be kept and loved, not replaced. This positioning supports a circular logic through durability, reparability and meaningful design that resists fast-fashion cycles. The scaling needs are typical for artisan-led brands: stable sourcing of preferred materials, production partnerships that protect quality, and curated distribution channels. For DigiFashTech, Amaltheia illustrates how urban manufacturing can preserve cultural heritage while transitioning to circular materials and transparent, ethical production.

Focus: handcrafted bags/accessories; luxury positioning through materials and artisan quality.

Sustainability levers: upcycling, zero-waste orientation, and alternative materials (e.g., Piñatex).

Social value: artisan empowerment and cultural heritage preservation.

Needs: scaling partnerships (manufacturing support, sourcing, distribution).

DigiFashTech Hub and Pairing fit: visibility for artisan supply chains and sourcing; potential showcase partner for local manufacturing narratives.

5.5.12. Botanica Project

A regenerative learning experience: natural dyeing, composting, and design for nature-positive fashion.

Botanica Project proposes an immersive, practice-based pathway into regeneration by combining natural dyeing, composting and regenerative thinking into a structured multi-day programme. The concept treats learning as a collective and sensory experience rather than a lecture: participants explore nature-derived colour palettes, understand material end-of-life, and connect design choices to soil health and biodiversity. The programme structure is clear (Day 1 dyeing, Day 2 composting, Day 3 regeneration and presentation), making it replicable and adaptable for different audiences, from students and designers to micro-enterprises and community groups. Botanica's value is that it shifts the conversation from "less harm" to "net-positive", translating abstract regeneration into practical methods and habits. In WP4 terms, it fits the capacity-building and ecosystem-support logic, and can be linked to the DigiFashTech Citizens Digital Science Hub as a documented and scalable local learning activity.

Programme structure: Day 1 natural dyeing; Day 2 composting; Day 3 regeneration and presentation.

Outcome: increased material literacy and practical tools for low-impact production and end-of-life design.

Potential audiences: designers, students, makers, SMEs, and community groups.

Circularity lever: biodegradable inputs and end-of-life thinking; regenerative framing beyond "less harm".

DigiFashTech Hub and Pairing fit: can be documented and scaled as a local capacity-building module connected to the platform community.

5.5.13. BlackBello

End-to-end digital and 3D fashion solutions: bringing '3D fashion' into product development.



BlackBello positions itself as a digital enabler for the fashion value chain, offering end-to-end solutions that centre on 3D design and digital workflows. The deck frames “3D fashion” as a practical pathway to reduce sampling waste, shorten development cycles and improve communication between designers, manufacturers and brands. As a service provider, BlackBello can function as an acceleration layer for SMEs that want to adopt digital product development but lack internal capability, providing both technical execution and onboarding support. This type of intermediary is strategically important in transition periods, because it lowers the threshold for SMEs to experiment with new tools without large upfront investment. For WP4, BlackBello is a natural mentor/provider profile that can be activated in platform-enabled problem-solving events and included in the DigiFashTech Citizens Digital Science Hub ecosystem mapping of digitalisation services.

Offer: 3D fashion / digital product development services (end-to-end support).

Value: reduce physical sampling, accelerate iteration, and improve design-to-production communication.

Target: brands and SMEs seeking digitalisation without building an in-house 3D team.

DigiFashTech Hub and Pairing fit: relevant mentor/provider profile for onboarding SMEs into digital workflows and for user-testing platform support services.

5.5.14. CelLoom (Redress Lab)

Bio-based, skin-friendly performance textiles for women's activewear; microplastic-free by design.



CelLoom (Redress Lab) proposes a regenerative alternative to conventional polyester-based women's activewear by focusing on microplastic pollution, chemical exposure and end-of-life impacts. The concept combines bio-based fibres and natural components to create a responsive, breathable textile system designed for performance while remaining biodegradable and skin-friendly, positioning health and ecology as aligned rather than competing goals. Beyond the textile itself, the pitch highlights traceability ambitions, including Digital Product Passport logic, and outlines a pathway from prototyping to testing, certification and brand pilots. Commercially, it proposes a hybrid model spanning direct-to-consumer product sales and B2B partnerships or licensing with sustainable activewear brands. The project also articulates concrete resource needs (R&D, pilots, market entry), which makes it an actionable candidate for ecosystem support. In the DigiFashTech context, CelLoom is a strong case for connecting deep material innovation to platform-enabled transparency, compliance readiness and manufacturing partnerships.

Problem addressed: microplastics and chemical impacts of synthetic activewear, plus non-biodegradable waste.

Solution: bio-based performance textile system designed for biodegradability and skin safety.

Go-to-market: hybrid B2C/D2C and B2B brand partnerships; potential licensing of materials/technology.

Roadmap: prototyping → testing/certification → pilots with partner brands.

DigiFashTech Hub and Pairing fit: DPP/traceability alignment; potential pilot use case for platform-enabled compliance and transparency.

5.5.15. FashionEERS

Fashion services provider: design, pattern making, consulting, shooting, workshops and custom work.



FashionEERS is positioned as a practical services partner for brands and individuals that need execution capacity across the fashion development cycle. The deck outlines a broad set of offerings including design and rebranding, pattern making and grading (digital and by hand), fashion consulting, editorial photo shooting and e-shop support, events, custom tailoring and training workshops. In an innovation ecosystem, such service providers are the connective tissue that helps micro-SMEs translate ideas into prototypes and market-ready products, often faster than building a full in-house team. Their role becomes even more important when multiple project teams need rapid technical support during short innovation sprints such as hackathons. For WP4, FashionEERS can be mapped on the DigiFashTech Citizens Digital Science Hub as available capacity and can be activated as a mentor/provider in problem-solving clinics and follow-up support.

Offer: multi-disciplinary fashion services spanning design, patterns, production support and training.

Value: reduce time-to-market for SMEs and improve product quality and consistency.

Potential role: delivery partner for micro-SMEs that need technical support to participate in platform-enabled pilots.

DigiFashTech Hub and Pairing fit: ecosystem mapping of service capacity; potential match for problem-solving events and mentoring clinics.

5.5.16. Miss Polyplexi (Brand overview)

Athens-based handmade accessories brand evolving toward a fully sustainable, bio-material portfolio.



Miss Polyplexi is an Athens-based independent brand specialising in handmade knit accessories, with growing recognition in Greece and abroad through its e-shop and selected re-sellers. The brand describes a deliberate shift toward sustainability through eco-friendly materials and an upcycled collection, responding to a market trend where consumers increasingly seek products that align with circular economy principles. A core strategic ambition highlighted in the deck is to become a 100% sustainable brand within the next five years, including the replacement of conventional leather with bio/vegan leather derived from apple residues produced in Greece. The proposition also emphasises personalisation: customers can customise accessories and details, turning bags into long-life, identity-linked items rather than disposable trends. For DigiFashTech WP4, the Miss Polyplexi story is a clear example of micro-SME transition, where materials innovation and design identity move together, and where platform-enabled supplier discovery and traceability can accelerate change.

Focus: handmade knit accessories and bags; boutique and online distribution.

Sustainability pathway: eco-friendly materials + upcycled collection + transition from leather to bio/vegan leather.

Differentiator: personalised, custom-made products with strong storytelling and craft identity.

DigiFashTech Hub and Pairing fit: showcases the evolution of a micro-SME towards circular materials and localised sourcing.

5.6. Note for Continued Project Activation

The portfolio demonstrates that the Athens hackathon produced more than pitch ideas: it created a set of practical entry points for DigiFashTech follow-up. The Citizens Digital Science Hub can host the ecosystem map and case library; the pilot educational programme can convert these cases into applied learning tasks; and the pairing methodology can connect each team or learner with the mentors, makers, technical experts and organisations needed to test the next step.

6. Outcomes, Outputs, and Added Value for Green DigiFashTech Manager

The Athens event produced outcomes at three levels: immediate learning outcomes for participants, tangible prototypes and proposals emerging from teams, and project-level learning that directly informs WP3 outputs. At participant level, the programme strengthened both specialised and transversal skills. Specialised skills included circular design reasoning, upcycling-informed prototyping, digital workflow understanding, AI/3D awareness, and the ability to identify where digital tools can reduce material use, shorten cycles, improve decision-making and support sustainability objectives. Transversal competencies included collaboration across disciplines, pitching and storytelling, structured problem solving, and systems thinking.

At project level, the educational content and methodology were tested not only for content quality but for “learnability under pressure”: could participants quickly understand and apply relevant concepts while engaged in a team innovation process? This is a strong test for VET relevance, because real professional contexts often require learning to be integrated into busy work realities. Feedback collected during the Train-the-Trainer and post-event evaluation processes will support revisions to module sequencing, clarity, platform usability, examples and assessment logic.

Finally, the hackathon generated concrete input for the online educator handbook and future Train-the-Trainer activities. The event surfaced real adoption barriers: the need for step-by-step onboarding into digital tools, practical examples connected to fashion and textile constraints, guidance on how to evaluate sustainability impact, and realistic timelines for integrating AI, 3D and digital workflows into professional practice. The Athens event therefore functioned as both a capacity-building activity and a design sprint for the project’s WP3 implementation infrastructure.

6.1. Awards and Recognition Moments

Beyond the formal project deliverables, the Athens hackathon created a motivational “public recognition” layer that strengthened commitment and visibility. At the closing ceremony, the Fashion Revolution Greece award of €1,000 was shared by two winning teams—ReSilk (Athanasia Tsiakiris) and NOEMA (Barbara Panopoulou). The award validated the quality of the work produced, but also created a narrative of possibility:

circular innovation can be rooted in local craft and materials, while still aiming at scalable models that can attract partners and future support.



7. Lessons Learned and Recommendations

The Athens event confirmed that hackathon formats can be highly effective for VET-relevant learning when they are designed with structure, mentoring depth and clear deliverables. The combination of policy framing (Day 1), prototyping and mentoring (Days 2-3), and Train-the-Trainer reflection created continuity: participants were not simply inspired, but guided step-by-step from context to action to implementation thinking.

At the same time, several practical lessons emerged. Agenda changes and venue shifts, even when managed well, create cognitive load; future editions benefit from early confirmation of locations and contingency planning. Role-based guidance on digital tools should be strengthened, so that participants can quickly identify which modules or tools matter for them and how to engage without distraction. Finally, the diversity of the cohort is a clear strength, but it requires intentional facilitation to ensure that technical participants and non-technical participants can collaborate without misalignment; future programmes can allocate more explicit time for shared vocabulary building around AI, 3D workflows, sustainability metrics and manufacturing feasibility.



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