Green Digi Fash Tech Manager

**Platform**

# Citizens Digital Science Hub



Collaborative space for digital and fashion experts and enthusiasts to exchange ideas, discover resources, and connect with others

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# Executive Summary

DigiFashHub, also referred to as the Hub, has been developed as the Green DigiFashTech Manager project's Citizens Digital Science Hub, a digital space connecting professionals, researchers, educators, students, innovators and everyone interested in the transformation of the fashion and textile industry.

This critical and innovative project component brings together knowledge and practical resources developed through European collaboration and co-creation, creating a space where learning can become action.

The Hub offers access to structured learning programmes, an open forum for expert and peer-to-peer exchange, industry insights, a growing resource library, links to international initiatives and opportunities for active participation.

DigiFashHub is not intended to be just another information platform, but rather a knowledge commons: a space where people can learn, exchange ideas, discover content and resources, connect with others and contribute to the transformation of fashion.

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# 1. Introduction

This report describes the DigiFashHub deliverable and its methodology, structure, content, and features as well as how we intend to sustain, exploit, and further develop the platform so that it becomes a valuable resource for learning, collaboration, co-creation, and publication within the fashion sustainability and innovation ecosystem.

A deliverable of the Green DigiFashTech Manager project work package 4, the Hub serves as a dynamic and collaborative space, bringing together digital and fashion experts, young professionals, and the broader community. It facilitates co-creation, allowing participants to share digital material from pilot programs and activities, such as the FashionTech Hackathon from work package 3.

As the host of educational modules and other project content and outputs, DigiFashHub provides a comprehensive and accessible space for participants and stakeholders to engage in educational content related to the intersection of digital technologies and sustainability within the textile and fashion industry.

DigiFashHub remains in active development even beyond project end as we adapt it to the ongoing needs of the project, future projects, relevant stakeholders, and the wider fashion industry as we strive together to drive sustainable transformation.

# 2. Methodology

The methodology for the Hub was initially developed during the conclusion of the research phase of the Green DigiFashTech Manager project and uses the findings from that part of the project.

As we developed the Hub and added more features and content through the implementation and piloting phases of the project, we made sure to adhere to the following guiding principles from that initial methodology.

## 2.1. Guiding Principles

To achieve the ambitious goals we set out for the Hub, the methodology is structured around several interlinked and complementary elements.

Firstly, the Hub will be developed as an intuitive and accessible digital platform, offering various interactive features such as community forums, theme-based discussions, expert interviews, and curated resources.

The design will be user-friendly, encouraging broad participation, and facilitating easy navigation through a structured sitemap, including essential sections such as elearning modules, discussions, thematic resources, event recaps, case studies, news, and best-practice showcases.

A central methodological pillar is ensuring meaningful public participation. The Hub will enable members of the general public to actively engage by registering their interests and concerns related to digital technologies and sustainability in fashion. Through thematic forums and discussion groups, citizens can raise issues, share insights, and collaboratively identify emerging trends and challenges.

This approach ensures that the educational and thematic content of the Hub remains directly relevant to real-world issues and reflects the actual priorities of community members.

Co-creation forms a fundamental component of the methodology. The Hub will actively host materials and outcomes from pilot educational programs and FashionTech Hackathons, facilitating the showcasing of innovative digital solutions created by participants. This co-creation aspect not only enriches the content available on the platform but also serves as inspiration and a learning resource for others, promoting continuous innovation within the digital fashion domain.

Accessibility and inclusivity are at the heart of the Hub methodology. Recognising diverse user needs, the Hub's content, including online modules and handbooks, will be available in multiple languages, such as English, Swedish, Greek, Dutch, and Macedonian, and designed to accommodate individuals with disabilities. This ensures equitable access to information and training opportunities, promoting broad-based community engagement and knowledge dissemination.

Successful completion of elearning courses will be recognised through official certifications, incentivising active participation and continuous professional development.

Monitoring and evaluation will be conducted systematically through quantitative indicators such as user registrations, active participation levels, co-creation activities, completion rates of elearning modules, and certifications awarded. Qualitative feedback from participants, success stories, and expert reviews will provide deeper insights into the Hub's effectiveness and impact.

The Hub, thus methodologically designed, acts as a dynamic bridge connecting stakeholders from diverse backgrounds, facilitating dialogue and collaboration. By continuously aligning educational content with community and industry needs, the Hub will effectively contribute to advancing digital innovation and sustainability within the fashion industry.

## 2.2. Alignment with DigiFashTech Research Themes

The Hub methodology closely aligns with the findings and recommendations of the deliverable D2.1 Research Report: Mapping Tool & Diagnostic Analysis. The Hub will address significant themes identified, such as circular-design strategies, digital dematerialisation, and data analytics, by offering dedicated forums and resources exploring these areas. Through its interactive features, participants can discuss and reflect upon digital prototyping and 3D visualization tools like CLO3D and Browzwear, as emphasised in the report, thereby fostering skills critical for sustainability and resource efficiency.

The Hub will also include specific content and modules addressing the challenges identified in the report, such as economic barriers, skill gaps, and ethical considerations around new technologies. Interactive discussions and expert-led webinars on ethical literacy, regulatory compliance, and effective change management will ensure participants are well-equipped to navigate complex digital transitions.

By directly incorporating the research report's key insights into its methodology, the Hub not only serves as a reflection of current industry and educational needs but also actively contributed to the development and refinement of the Green DigiFashTech Manager job profile and curriculum detailed in deliverable D2.2 Job Profile & Curriculum for the Green Digital Fashion Manager.

## 2.3. Non-Commercial Platform and Content

The philosophy behind DigiFashHub is one that prizes transparency and open access to knowledge and resources. As such, the Hub has no payment gateways or monetisation plans. Users must register in order to enrol in courses or modules so that their progress can be tracked or to participate in any eventual discussions. But the content itself will remain freely available and accessible to anyone.

# 3. Structure and Content

DigiFashHub is a knowledge commons and space for learning, participation, collaboration, and co-creation organised around six areas: **Learning**, **Discussions**, **Topics**, **Library**, **Inspiration**, and **Network**. Together, these sections combine to offer one comprehensive platform to drive transformation in the fashion industry.

## 3.1. Learning

The e-learning platform contains a directory of courses and modules with options to search and filter for ease in finding the right offering. Most, if not all, educational resources are translated into multiple languages, ensuring accessibility and inclusion.

We aim to offer additional education content other than courses and modules, such as webinar and workshop recordings, tutorials, handbooks, etc. While we are not yet able to host live events, we could imagine such a thing in future developments.

Specific features of the e-learning platform are described in the deliverable report for D4.2 Green DigiFashTech Manager E-Learning Platform.

## 3.2. Topics and Discussions

Topics and Discussions as two sides of the same idea: users can register their themes, ideas, questions, and thoughts on a particular issue and exchange with others on their issues.

### 3.2.1. Topics

Through surveys and other data collection methods, users can register their issues and ideas concerning a number of current topics within fashion sustainability and innovation and see what is happening elsewhere. Each topic page contains: why this matters, what people are telling us, anonymous comments, and an invitation to contribute. Links to relevant articles and educational materials found elsewhere on the Hub are also listed on the page.

### 3.2.2. Discussions

This section is a full-featured discussion forum where users can create posts and comment on others' posts. Features include posting, threaded replies, moderation, categorisation, reporting, and anonymity options. All functionality on this section is

complete, and it is used for private asynchronous online focus groups; however, we need more users in order to publicly launch this section.

## 3.3. Library and Inspiration

Outside of Learning, these sections represent the main repositories of content that makes the Hub a true knowledge commons. They host articles of varying types, the majority, if not all, of which come from EU-funded projects and their activities and outputs.

### 3.3.1. Library

This is the home of knowledge-oriented content, such as guides, reports, mappings, toolkits, research, analyses, frameworks, reference documents, and profiles of tools and solutions.

### 3.3.2. Inspiration

Here is where users can find real stories and events from across the industry, such as case studies, designer and showcases, success stories, event reports, and interviews.

As both sections are intended to host project outputs, this section of the Hub can provide another communications channel to disseminate project results and get more traction.

## 3.4. Network

This section is organised like a directory of projects, initiatives, and organisations who are all working to drive change in the fashion industry.

### 3.4.1. Projects

These are generally EU-funded projects regarding fashion sustainability and innovation. The current content of the Hub comes from these projects and their partner organisations.

### 3.4.2. Initiatives

These are organisational, non-profit, or even citizen initiatives that are usually not centrally funded by a higher authority, such as with EU projects. We currently have no initiatives yet. However, outreach efforts will be made following project end.

### 3.4.3. Organisations

This is a listing of organisations who are involved in the sustainable fashion ecosystem. Currently, we have project partners and will be onboarding other organisations shortly.

## 3.5. User Hub

In addition to the content sections, registered users have pages for account and content management, including account management, user profiles, like and saved content, learning dashboard, and notifications.

## 3.6. Content Provenance and Licensing

We have designed DigiFashHub as a knowledge commons, a barometer of industry issues and opportunities, and an elearning platform. However, DigiFashHub does not currently create its own content. All current content comes from EU-funded projects, associated organisations, and individuals who choose to participate in discussions or topic surveys.

### 3.6.1. Content Submitted by Users

Users retain ownership of any content that they contribute to the Hub. This includes forum posts, comments, and topic notes. Users grant DigiFashHub a non-exclusive licence to display and store that content as part of operating the platform. Upon account deletion, any content associated with the account is also deleted.

### 3.6.2. Educational Content

Except where otherwise noted, all educational content published on the Hub is licensed under a Creative Commons Attribution 4.0 International licence. This open license means that users are free to share and adapt the materials for any purpose, including commercially, provided they give appropriate credit to DigiFashHub and the original authors.

### 3.6.3. Other Content

DigiFashHub may link to or host reports, case studies, guides, and other materials from EU-funded projects, their partners, or other relevant third parties and initiatives. Unless stated otherwise, they are not covered by CC BY 4.0, and the rights remain with their authors and publishers according to their respective licences or website

terms. Where no licence is stated, these materials are published to be openly available. The Hub's design, branding and other non-educational materials remain the property of their respective authors.

## 3.7. Active and Ongoing Development

We are actively developing the Hub and onboarding more projects and organisations. Features and content are evolving every day. Each of the above-mentioned sections are still being optimised, and additional content is being added regularly.

# 4. Sustainability and Exploitation

DigiFashHub was originally conceived as two deliverables of the Green DigiFashTech Manager project, a Citizens Digital Science Platform and an e-learning platform with modules, quizzes, and certificates. Although sustainability and exploitation beyond project end would eventually be during the course of the project's concluding phases, we decided early on to go beyond our initial plan. Therefore, instead of a Green DigiFashTech Manager platform that only showcases the results and outputs of this project, we aimed to create a platform that would be used by multiple projects, initiatives, and organisations and that would continue to exist well beyond the end of the project.

Additionally, the development of an e-learning platform that can not only fulfil project objectives but also give learners a good user experience requires a considerable amount of time, effort, and resources that it would be preferable to not undertake such work during a limited-time project if the platform were to lay dormant after project end.

## 4.1. Learning

The learning section will continue to offer courses and modules from EU-funded projects and organisations. As a consortium, we plan to ensure any updates to our own courses and modules. We are also adding existing courses and modules from other EU-funded projects that either currently use free versions of a commercial platform (hence cannot use all available features) or no longer exist online, not because they are obsolete, but because the platform hosting the materials is either offline or has changed access, costs, or availability.

## 4.2. Topics and Discussions

The Topics section acts as a kind of barometer of current fashion industry issues, opportunities, and ideas as well as public observations and opinions on these themes. It will continue to exist and will be developed further as needed. Taking advantage of the Hub's survey system allows for gathering more observations both within and without the Hub.

Once we have enough users and demand, we will relaunch the Discussion section publicly. A true community with a forum takes time and outreach to build. In the

meantime, we will continue to use this section for any private focus groups or discussions. We can also add Q&A or discussions to individual courses, modules, or topics. We've also considered adding live or recorded webinars or the like, in which case, we could also host asynchronous Q&A when desired.

## 4.3. Library and Inspiration

The articles in these sections offer a wide ranging coverage of outputs, results, and happenings across the Hub projects, organisations, and relevant third parties. In addition, as with the Green DigiFashTech Manager project, the Hub acts as another dissemination channel for all project outputs and communications.

We aim to continue adding relevant content and resources so that the Hub remains a true knowledge commons in the years to come.

## 4.4. Network

We are already onboarding more projects and organisations. We are expanding to other initiatives that may be outside of EU-funded projects. Additionally, we have already listed DigiFashHub as a platform for elearning and dissemination in a few grant proposals and have plans for further usage in existing and future projects.

## 4.5. Independent Usage

While DigiFashHub is a comprehensive platform and knowledge commons, we have many features that could be "used on their own" or privately, notably courses and modules, surveys, the forum for asynchronous focus groups or other discussions, etc. We can also add informational landing pages for projects who no longer have an external website, while also welcoming their project outputs into the Library or Inspiration sections.

# 5. Future Development

While we started with a concrete idea of what DigiFashHub would be, it has evolved during its implementation. For example, the Discussions section has been deferred, while the Topics section is a newly added feature in its place. During the project's focus groups and stakeholder interviews and further platform research during project implementation, we identified more features that should be added to the Hub.

Additionally, during the Seam the Change: Athens Fashion Hackathon event and its associated deliverable D3.4 Train-the-Train Co-Creation Event Report, we linked every solution to three possible implementation pathways, one of which relies on DigiFashHub and its features.

## 5.1. Needs Identified

An analysis of the solutions and recurring stakeholder needs points to five priorities, some of which is already developed or planned:

- **Ecosystem Mapping and Discovery**: make organisations, capabilities, materials, services, and expertise visible.
- **Partner Discovery and Matchmaking**: help users find partners and experts that fit a specific need.
- **Knowledge and Learning**: make practical cases, guidance, and educational resources available; connect the cases and learning to local providers.
- **Expert Support, Compliance, and Pilot Development**: connect users with the knowledge, facilities, and partners needed to validate ideas and meet technical or regulatory requirements.
- **Market Connections and Circular Service Discovery**: link circular solutions with service providers, consumers, and commercial partners.

This suggests one user journey for the Hub: discover the ecosystem, identify a need, access knowledge, find relevant partners, develop capabilities, test solutions, and progress towards implementation.

The focus is on what the Hub should enable, which needs it should meet, and what value it can create for users and the wider circular fashion ecosystem. These are recommendations, not a technical specification.

## 5.2. Principles for Prioritisation

We use and recommend a phased approach to all development. This enables us to establish a clear purpose and objective of each feature and the value it will bring in the context of the whole Hub before adding more features. Each feature can also be developed (and tested) in phases so that we get user feedback and make sure we are on the right path.

Prioritisation should be determined by the following questions:

- **User value**:  What value will this feature bring to the Hub. Does it address a clearly identified need?
- **Strategic relevance**: Does it make strategic sense to add this feature? Does it support the overall goals and objectives of the Hub and its role in the circular fashion ecosystem?
- **Feasibility**: Is it technically feasible? Do we have enough information, partner participation, and organisational capacity and resources available?
- **Potential for validation**: How can we validate the feature through development? Can pilot activities and user feedback test its value?

This keeps development grounded in project findings and demonstrated needs.

## 5.3. Expected Value and Impact

The proposed additions to the Hub offer several benefits to our target audiences and stakeholders.

- **For SMEs and Innovators**
  The Hub reduces the effort of finding materials, suppliers, specialist expertise, and partners. It also helps businesses see their capability gaps and find practical routes to testing, validation, and market development.
- **For Learners and Professionals**
  Real-world examples, relevant organisations, and practical resources reinforce structured learning. Contacts with experts and potential collaborators help learners apply what they know beyond the educational setting.

- **For the Wider Ecosystem**
  The Hub makes existing capabilities visible, encourages collaboration between organisations, and strengthens links between fashion, technology, education, research, and circular services.

Over time, the combination of mapping, local knowledge resources, and matchmaking can show recurring challenges and capability gaps. Those insights can inform educational activities, partnerships, and business opportunities.

In this way, DigiFashHub acts as not only a host for relevant information but also as a facilitator for making relevant industry connections. The aim is a Hub that does more than document the circular fashion ecosystem; it helps users understand it, find the right support, develop their capabilities, test solutions, and build the connections they need for implementation.

# 6. Conclusion

We are building DigiFashHub to be a scalable, participatory, and inclusive digital platform that enables civic engagement, professional dialogue, and collaborative knowledge production across the European fashion and digital ecosystem.

In keeping with the collaborative nature of the platform, we aim to continue expanding and adding new features in co-creation with our partner organisations, relevant third parties, and our wide range of stakeholders and interested consumers during the lifetime of the platform so that it evolves to meet the needs of the fashion industry, its innovators and changemakers, and ordinary citizens everywhere.

The Hub is still in active development. There are a multitude of ways in which the Hub can thrive and be exploited well beyond the end of the Green DigiFashTech Manager project. We are just getting started.





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