Green Digi Fash Tech Manager

Report

Communications and Campaign Material

Content creation and dissemination to raise awareness of project achievements



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Executive Summary

This deliverable documents the development, coordination and implementation of communication and campaign materials within the Green DigiFashTech Manager project. It forms part of Work Package 5 (WP5), led by the Macedonian Fashion Association (MFA), and contributes to the project's overall objective of promoting awareness, knowledge and capacity for green and digital transformation in the fashion and textile industries.

The communication activities were designed to establish a consistent project identity, communicate the project's objectives and progress, encourage participation in project activities, and disseminate educational resources, pilot programme results and examples of good practice in digital fashion. The deliverable covers the development and application of the project's visual identity, the preparation of communication templates and promotional assets, the production and distribution of newsletters and press releases, and the planning and implementation of communication campaigns. It also documents the dissemination of project-related messages through partner communication channels, social media platforms, websites and relevant professional networks.

As WP5 leader, MFA was responsible for coordinating the communication framework, developing the project's visual identity and communication templates, preparing communication materials, and supporting dissemination activities in North Macedonia. SOFFA and Fashion Revolution Greece contributed to the campaign strategy and the dissemination of campaign content through their respective networks and communication channels. Other project partners supported the dissemination of common messages and materials within their national, professional and stakeholder networks.

The communication activities targeted a broad range of audiences, including fashion and textile professionals, students, educators, creative entrepreneurs, technology providers, researchers, sustainability practitioners and the wider public. The campaign framework was designed to address these audiences through relevant content, accessible messaging and a combination of digital and offline dissemination channels.

This deliverable provides an overview of the communication approach, the materials developed, the campaign themes, the dissemination channels, the division of responsibilities and the framework used to monitor communication and dissemination performance. Supporting evidence, including published materials,

screenshots, links and available platform analytics, is provided in the annexes and the project's Dissemination Logbook.

The reporting period covers the active implementation of project communication activities from 1 October 2024 to 30 September 2026, followed by the DigiFashTech Dissemination Content Plan. The campaign evidence has been organised into eight thematic campaign lines. Each campaign line outlines its purpose, content focus, dissemination channels and documented evidence, with suggested screenshot placements to facilitate the preparation and verification of the final annexes.

Summary of Implementation

The main communication and dissemination outputs achieved during the reporting period are summarised below:

- Project visual identity: Completed.
- Branding and communication templates: Completed.
- Newsletters: 16 newsletters produced and disseminated.
- Press releases: 3 press releases produced and disseminated.
- Communication campaigns: 8 thematic campaigns implemented.
- Dissemination channels: Project Instagram, LinkedIn, and website; project partners' social media channels; the European Fashion Alliance newsletter; the JUST FASHION project newsletter; and project events.
- Total campaign reach and engagement: 161,214 people reached and 2,408 engagements recorded.
- Overall audience reached during the dissemination period: 914,503 across online and offline activities.
- Project Instagram reach: 208,450.
- Project LinkedIn reach/impressions: 11,789.
- Supporting evidence: Dissemination Logbook and accompanying annexes.

The reported figures reflect the available monitoring data across the project's communication and dissemination activities. The detailed evidence, including platform-specific statistics and published materials, is provided in the Dissemination Logbook and annexes.

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1. Introduction

1.1. Background and Context

The Green DigiFashTech Manager project addresses the growing need for fashion and textile professionals to acquire skills that combine digital innovation with environmental responsibility. The transition towards more sustainable and digitally enabled fashion practices requires new approaches to design, production, education and collaboration between industry and educational institutions.

Within this context, communication and dissemination play an essential role in connecting project activities with their intended audiences. Effective communication helps make project opportunities visible, encourages participation in educational and collaborative activities, and supports the wider circulation of knowledge generated through research, training, pilot programmes and professional exchange.

D5.2 was developed to support these objectives by establishing a consistent visual identity and coordinating the production and distribution of communication materials throughout the project implementation period.

The deliverable also supports the communication of the project's practical outcomes, including digital fashion tools, 3D design applications, AI-supported creative processes, educational resources, pilot programme results and best practices relevant to the fashion and textile industries.

1.2. Purpose of the Deliverable

The purpose of D5.2 is to document the communication and campaign materials developed and disseminated during M1–M23 and to demonstrate how these activities contributed to the visibility and outreach of the Green DigiFashTech Manager project.

The deliverable aims to:

1. Document the development and use of the project visual identity.
2. Present the communication templates and promotional assets developed for the partnership.
3. Describe the communication and dissemination approach and the roles of the participating partners.

4. Document the production of newsletters and press releases.
5. Present the themes, formats and dissemination channels of the communication campaigns.
6. Explain how campaign reach, engagement and other relevant indicators were monitored.
7. Provide evidence of communication activities and identify opportunities for continued dissemination after the project ends.

1.3. Scope

The deliverable covers the following areas:

- Visual identity and branding.
- Communication guidelines and templates.
- Digital and social media content.
- Newsletters and press releases.
- Campaign strategy and implementation.
- Partner dissemination and cross-promotion.
- Communication of project activities and results.
- Monitoring, evaluation and documentation of dissemination performance.

The report covers the period M1–M23. It complements deliverable D5.1 Project Website, which documents the project website, and the event-specific reporting associated with the 3D & AI in Fashion conferences and the local dissemination activities.

2. Objectives of Communication and Campaign Activities

The communication and campaign activities were designed to contribute to the following objectives.

1. Establish a recognisable project identity
Develop a distinctive and consistent visual identity that allows audiences to recognise project-related content across digital platforms, publications, presentations, promotional materials and events.

2. Increase awareness of green and digital fashion
Communicate the relevance of sustainable fashion, digital design, 3D technologies and AI-supported processes to contemporary fashion education, creative entrepreneurship and industry development.

3. Promote project activities and opportunities
Ensure that relevant audiences receive timely information about project milestones, the HUB, the e-learning platform, pilot programme registration, educational activities, the Fashion Tech Hackathon and dissemination events.

4. Disseminate project results and good practices
Translate technical, educational and professional outputs into accessible content that can be understood and shared by different target groups.

5. Strengthen partner collaboration
Coordinate communication efforts between MFA, SOFFA, Fashion Revolution Greece and the wider partnership, encouraging the reuse and cross-publication of common materials through national, European and international networks.

6. Monitor communication performance
Use available platform analytics, publication records and qualitative feedback to assess the reach, engagement and relevance of campaign materials and identify opportunities for improvement.

3. Communication Strategy and Approach

3.1. Overall Approach

The communication strategy combined central coordination with decentralised dissemination through partner networks.

Central coordination supported consistency in project branding, key messages and communication templates. Partner-led dissemination enabled messages to be adapted to national contexts, languages and specific audiences.

The approach combined three complementary communication functions:

- **Inform**: Communicate the project's objectives, partners, activities, opportunities and milestones.
- **Engage**: Encourage audiences to participate in educational activities, pilot programmes, events, discussions and other project opportunities.
- **Disseminate**: Present project outputs, examples of good practice, lessons learned and practical applications of green and digital innovation in fashion.

Communication materials were designed to be accessible, visually consistent and suitable for reuse across different platforms. The choice of format depended on the purpose of the message, the intended audience and the communication channel.

3.2. Key Messages

The communication activities focused on the following core messages:

- Green and digital transformation are interconnected priorities for the future of fashion.
- Digital technologies can support new approaches to fashion design, prototyping, production and presentation.
- 3D design and AI applications create opportunities for innovation, experimentation and more efficient workflows.
- Education and professional development are essential for preparing fashion professionals for emerging industry needs.

- Collaboration between educational institutions, creative businesses, technology specialists and industry stakeholders can accelerate knowledge transfer.
- Sharing best practices and pilot results can help extend the benefits of project activities beyond the direct partnership.

These messages were intended to communicate the project's purpose in a clear and practical manner without reducing the complexity of digital and sustainable transformation to technology alone.

3.3. Target Audiences

The communication strategy addressed several interconnected audiences.

Target group	Communication focus
Fashion designers and creative professionals	Practical applications of 3D design, AI and digital workflows
Fashion and textile businesses	Innovation, skills development and opportunities for digital transformation
Students and emerging designers	Learning opportunities, pilot programmes and future professional skills
Educational institutions and trainers	Educational resources, methodologies and knowledge exchange
Researchers and technology providers	Digital innovation, applied research and collaboration
Sustainability professionals and organisations	Connections between digitalisation, resource efficiency and sustainable fashion

Target group	Communication focus
Policymakers and industry organisations	Skills development, sector transformation and examples of good practice
Media and fashion communication platforms	Project milestones, innovations, results and human-interest stories
General public and fashion communities	Accessible information about the future of fashion and digital creativity

The selection of channels and formats was intended to reflect the needs of these audiences and the different stages of project implementation.

4. Development of the Project Visual Identity

4.1. Visual Identity Concept

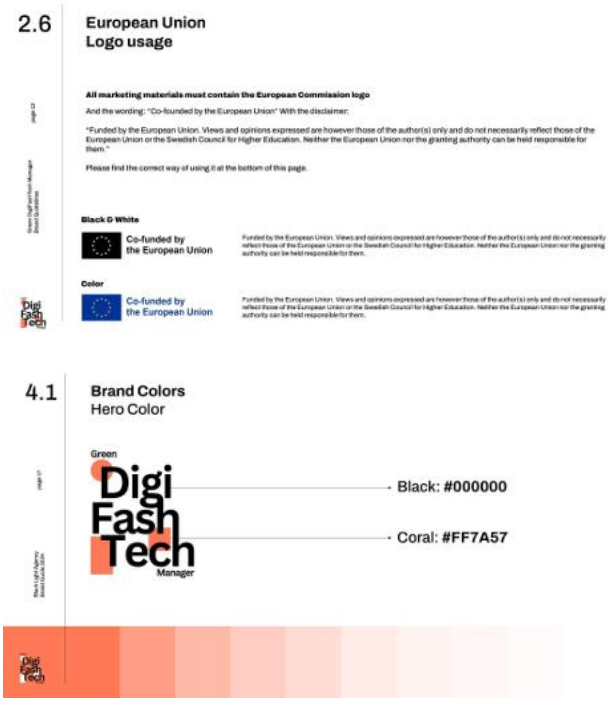
A distinctive visual identity was developed to establish a recognisable and consistent presentation of the Green DigiFashTech Manager project.

The visual identity served as the common communication framework for materials produced by MFA and the wider partnership. It was intended to connect the project's themes of green transition, digital innovation, fashion technology and professional education through a unified visual language. Brand guidelines were created by MFA and presented to all PP at the start of DigiFashTech.

The identity was applied, as appropriate, across digital publications, social media graphics, event materials, presentation documents, newsletters, press releases and other communication outputs.







Refer to Appendix I. Branding Guidelines

4.2. Branding Materials

The branding package included or was intended to support the production of the following materials:

- Project logo and logo variations.
- Visual elements for digital communication.
- Branded templates for reports and presentations.
- Social media graphic templates.
- Newsletter and press release layouts.
- Campaign visual assets.
- Promotional materials for project activities and events.
- Branded communication materials for dissemination by partners.

The use of shared branding elements helped establish consistency across communication outputs and supported the recognition of project-related information published by different partners.

Where relevant, project branding was used alongside the required Erasmus+ and funding acknowledgement elements, in accordance with the applicable communication requirements.



4.3. Templates and Communication Consistency

Reusable templates were developed by MFA to facilitate the production of materials by different partners while maintaining a coherent project identity.

The templates were intended to reduce the time required to prepare new materials, support consistent presentation of information and make it easier for partners to disseminate project updates through their own channels. All materials were available on DigiFashTech Google Drive.

The shared visual framework also supported cross-promotion: the same core message or campaign could be adapted to different platforms while retaining recognisable project branding.

Example:



Refer to Appendix II. Visual identity and Templates

5. Communication Materials Produced

5.1. Overview

Communication materials were developed to support different communication objectives and stages of project implementation. The content was intended to communicate project information, promote participation and present the results of project activities in formats suitable for digital dissemination and wider reuse.

The main categories of communication materials were:

Material category	Purpose	Evidence to provide
Visual identity and branding	Establish a consistent project identity	Logo files, visual guidelines and examples
Social media graphics	Promote activities, milestones and results	Published posts and original assets
Captions and communication texts	Explain project activities and encourage engagement	Approved copy and publication links
Short videos	Present digital fashion concepts, activities and outcomes	Video files and publication links
Newsletters	Summarise progress and communicate key updates	Copies and distribution evidence
Press releases	Communicate milestones and results to media and wider audiences	Release copies and media links

Material category	Purpose	Evidence to provide
Event announcements	Promote conferences, workshops and other activities	Published announcements and event pages
Results-oriented content	Communicate pilot outcomes and good practices	Articles, case studies, interviews or summaries

5.2. Newsletters

The project communication plan included the production of 16 newsletters.

The newsletters were intended to provide structured updates on project progress and make information available to audiences who required more detail than could be provided through individual social media posts.

Newsletter implementation overview

Newsletter	Topic	Date	Publication/distribution evidence (Refer to Annex 4)
Newsletter 1	The Project Begins	20.12.2024	https://digifashtech.com/newsletters/project-launch
Newsletter 2	In the Research Phase: What We Are Following	15.07.2025	https://digifashtech.com/newsletters/research-phase-update
Newsletter 3	Athens: Partner Meeting, Hackathon and Pilot	27.11.2025	https://digifashtech.com/newsletters/athens-autumn-2025
Newsletter 4	2025 in Review	20.01.2026	https://digifashtech.com/newsletters/year-in-review

Newsletter	Topic	Date	Publication/distribution evidence (Refer to Annex 4)
Newsletter 5	Fashion Meets Technology	05.03.2026	https://digifashtech.com/newsletters/fashion-meets-technology
Newsletter 6	3D & AI in Fashion, Skopje	21.04.2026	https://digifashtech.com/newsletters/3d-ai-skopje
Newsletter 7	PANSiK in the Field	11.05.2026	https://digifashtech.com/newsletters/partners-in-the-field
Newsletter 8	Amsterdam: AMFI Next and the DigiFashHub Launch	09.07.2026	https://digifashtech.com/newsletters/amfi-next-amsterdam
Newsletter 9	From Curriculum to Learning Pathway	04.09.2026	https://digifashtech.com/newsletters/curriculum-pathway-hub
Newsletter 10	Athens 2026: Conference and Final Event	30.09.2026	https://digifashtech.com/newsletters/athens-2026

Refer to Appendix III. Newsletter Archive

5.3. Press Releases

Press releases were used as an important communication tool to promote the project, its activities and key outcomes throughout its implementation. In addition to dissemination through the consortium partners' communication channels, MFA shared project-related press releases with wider European networks to increase visibility and reach relevant stakeholders in the fashion and creative industries.

Particular attention was given to the European Fashion Alliance (EFA), a European network advocating for and accelerating the transition of the European fashion sector

towards a more sustainable, innovative, inclusive and creative future. Sharing project news through the EFA network provided an opportunity to reach a broader European audience and strengthen connections with relevant fashion-sector stakeholders.

Where relevant, MFA also used its professional network to share press releases with stakeholders involved in the JUST FASHION European project. JUST FASHION aims to accelerate the climate transition of the fashion industry by providing businesses in participating countries with a reference framework and practical tools to transform their production methods, internal procedures and final products towards more sustainable, low-carbon, circular and socially inclusive models. The project brings together 20 partners from eight countries: Belgium, the United Kingdom, Lithuania, Italy, Spain, Germany, North Macedonia and Portugal. The University of Antwerp (UAntwerpen) coordinates the project.

Once finalised, each press release was circulated by MFA to all consortium members, who actively contributed to its dissemination through their respective networks and communication channels. WLY was responsible for publishing the press releases on the project website.

A total of three press releases were planned to support public communication and media outreach around significant project milestones.

The press releases aimed to present project information in a clear, factual and accessible format, with particular emphasis on the relevance of the project's activities to fashion education, the creative industries, digital innovation and sustainability.

Dissemination channels included the project and partners' websites, newsletters, professional networks and other relevant communication platforms.

Press release implementation overview

Press Release	Main topic	Publication date	Distribution channel	Evidence
PR 1	Research Report announcement	08.08.2026	European Fashion Alliance network https://www.europeanfashionalliance.org/	Annex 5

Press Release	Main topic	Publication date	Distribution channel	Evidence
PR 2	Job Profile & Curriculum announcement	08.08.2026	European Fashion Alliance network https://www.europeanfashionalliance.org/	Annex 5
PR 3	Green Digital Fashion Manager learning pathway announcement	29.09.2026	Just Fashion EU project network https://justfashionproject.eu/	Annex 5

Refer to Appendix IV. Press Releases

6. Communication Campaigns

6.1. Campaign Strategy

Eight communication campaigns were envisaged under WP5. The campaign strategy was developed in cooperation between MFA and SOFFA, with the participation of Fashion Revolution Greece in dissemination through its networks and communication channels.

The campaigns were intended to combine visual assets, captions, short videos and links to relevant project resources or activities. Campaigns could be disseminated through Instagram, LinkedIn, as well as through partner websites, newsletters.

The overall objective was to extend the visibility of the project beyond the partnership, engage relevant audiences and communicate both opportunities to participate and the practical results generated by project activities.

Campaigns were to be coordinated around key project milestones and adapted to the formats and audiences of the selected platforms.

6.2. Campaign Descriptions

The following campaigns were implemented throughout the project to communicate key activities, milestones, research findings, educational resources, and project results. Dissemination was carried out primarily through social media and project partners' websites, with contributions from MFA, WLY, Digi, SOFFA, and AMFI, according to each campaign's focus.

Target audiences: Fashion professionals, educational institutions, students, creative businesses and the wider public.

Reporting evidence:

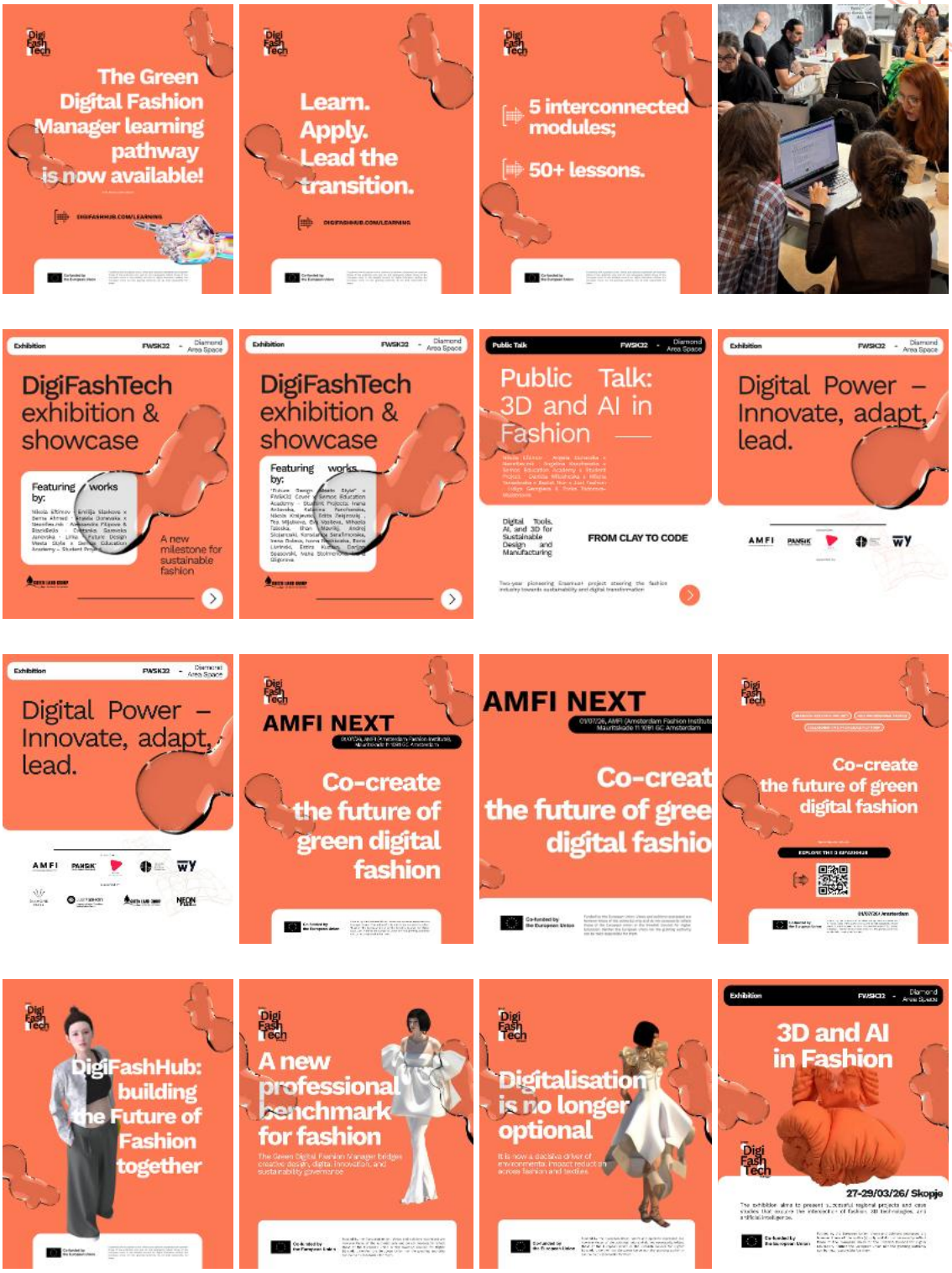
Date	Platform	Account / partner	Campaign element	Reach	Interactions	Link / source
19.12.2024	Social Media	Digi, WLY, MFA	Project Website Launch: Announcement introducing the project and promoting the launch of its website.	2699	44	https://www.instagram.com/p/DDzh7Z2s2jZ/?utm_source=ig_web_copy_link&dlrf=MzRlODBiNWFlZA==&srtk=MzRlODBiNWFlZA== https://www.instagram.com/p/DDzh7Z2s2jZ/ https://www.linkedin.com/feed/update/urn:li:activity:7275891246500339715/
07.11.2025	Social Media, website	MFA, WLY, SOFFA	Train-the-Trainer Hackathon, Athens: Promotion of the hackathon and its activities.	51,387	716	https://digifashtech.com/news/athens-hackathon/ https://www.linkedin.com/feed/update/urn:li:activity:7393567703699017729 https://www.instagram.com/p/DQ2XyRtAKBj/?img_index=1

Date	Platform	Account / partner	Campaign element	Reach	Interactions	Link / source
						https://www.instagram.com/reel/DQ-HPtVAPgK/?utm_source=ig_web_copy_link&exln=MzRlODBiNWFlZA==&srtk=MzRlODBiNWFlZA== https://www.instagram.com/reel/DRArn3nAAf0/?utm_source=ig_web_copy_link&exln=MzRlODBiNWFlZA==&srtk=MzRlODBiNWFlZA==
13.01.2026	Social media, Website, EFA network	MFA, WLY, PANSiK	Research Report: Dissemination of the project's research findings.	3549	32	https://digifashtech.com/news/research-report/ https://www.linkedin.com/feed/update/urn:li:activity:7453336184497483776 https://www.instagram.com/p/DXgbVr-gJlW/?utm_source=ig_web_copy_link&exln=MzRlODBiNWFlZA==&srtk=MzRlODBiNWFlZA==
25.03.2026	Social media, Website,	MFA	3D and AI in Fashion, Skopje: Promotion of the exhibition and	88,308	1365	https://www.instagram.com/p/DWBpt_JjlvF/?img_index=1

Date	Platform	Account / partner	Campaign element	Reach	Interactions	Link / source
	Screen adv during the event		public talk highlighting digital innovation in fashion.			https://www.linkedin.com/feed/update/urn:li:activity:7440659068618420225 https://www.instagram.com/p/DWBpt_JjIvF/?utm_source=ig_web_copy_link&exln=MzRlODBiNWFlZA==&srtk=MzRlODBiNWFlZA== https://www.instagram.com/p/DWwchUrDBuk/?utm_source=ig_web_copy_link&cplk=MzRlODBiNWFlZA==&srtk=MzRlODBiNWFlZA== https://www.instagram.com/p/DWzMlYTjPrJ/?utm_source=ig_web_copy_link&psln=MzRlODBiNWFlZA==&srtk=MzRlODBiNWFlZA==
14.04.2026	Social media, Website, EFA network	MFA/WLY	Job Profile and Curriculum: Presentation of the developed job profile and curriculum.	2700	26	https://digifashtech.com/news/job-profile/ https://www.instagram.com/p/DX6akKTAKvV/ https://www.linkedin.com/feed/update/urn:li:activity:7457012378220560385

Date	Platform	Account / partner	Campaign element	Reach	Interactions	Link / source
28.06.2026	Social media, Website, banner	AMFI, MFA/WLY	AMFI NEXT: Promotion of the AMFI NEXT initiative and related project activities.	7527	160	https://digifashtech.com/news/amfi-next/ https://www.linkedin.com/feed/update/urn:li:activity:7477637335195635712 https://www.instagram.com/p/DaMmhPUMioa/
01.07.2026	Social media, Website	WLY, MFA	DigiFashHub: Announcement introducing the DigiFashHub platform and its role in supporting digital fashion education.	544	26	https://digifashtech.com/news/digifashhub/ https://www.linkedin.com/feed/update/urn:li:activity:7509319913807970304 https://www.instagram.com/p/DduPMPYAHdu/?utm_source=ig_web_copy_link&cplk=MzRlODBiNWFlZA==&srtk=MzRlODBiNWFlZA==
12.08.2026	Social media, Website, Just Fashion	WLY, MFA	Learning Pathway: Promotion of the learning pathway developed to support skills development in green and digital fashion.	4500	39	https://digifashtech.com/news/green-digital-fashion-manager/

Date	Platform	Account / partner	Campaign element	Reach	Interactions	Link / source
	Project network					https://www.linkedin.com/feed/update/urn:li:activity:7498412632765546496 https://www.instagram.com/p/DcglpVuANv2/?utm_source=ig_web_copy_link&psln=MzRlODBiNWFlZA==&srtk=MzRlODBiNWFlZA== https://justfashionproject.eu/build-the-skills-to-shape-the-future-of-fashion/
TOTAL				161.214	2.408	


The Green Digital Fashion Manager learning pathway is now available!
Learn. Apply. Lead the transition.
5 interconnected modules;
50+ lessons.
DigiFashTech exhibition & showcase
Featuring works by:
A new milestone for sustainable fashion
DigiFashTech exhibition & showcase
Featuring works by:
Public Talk: 3D and AI in Fashion
Digital Tools, AI, and 3D for Sustainable Design and Manufacturing
FROM CLAY TO CODE
Digital Power – Innovate, adapt, lead.
Digital Power – Innovate, adapt, lead.
AMFI NEXT
Co-create the future of green digital fashion
AMFI NEXT
Co-creat the future of gree digital fashio
Co-create the future of green digital fashion
DigiFashHub: building the Future of Fashion together
A new professional benchmark for fashion
Digitalisation is no longer optional
3D and AI in Fashion
27-29/03/26/ Skopje


DigiFashHub: building the Future of Fashion together


Build expertise in sustainable fashion and digital innovation


AMFI NEXT
Co-create the future of green digital fashion


THE HUB - KNOWLEDGE PLATFORM
Co-create the future of green digital fashion.
Scan to join the HUB
digifashtech.com

7. Dissemination Channels and Partner Contributions

7.1. Digital and Social Media Channels

The campaign strategy envisaged the use of digital channels to reach audiences across different countries and professional communities.

The principal channels included:

- **Instagram**: Visual storytelling, fashion imagery, campaign graphics, short videos and event highlights.
- **LinkedIn**: Professional updates, project achievements, educational opportunities, expert contributions and sector-oriented content.
- **Partner websites and newsletters**: More detailed information, resource links and communication to established professional and educational audiences.

7.2. Partner Roles and Responsibilities

MFA acted as the WP5 leader and coordinated the overall communication framework. Its responsibilities included developing the visual identity, preparing templates and communication materials, coordinating the national dissemination approach and contributing to the communication of project milestones and results.

SOFFA contributed to the campaign strategy and dissemination activities, particularly in connection with the communication of project activities and outcomes through its networks.

Fashion Revolution Greece supported the amplification of relevant campaign messages through its communication channels and wider networks, according to the agreed collaboration.

All project partners were encouraged to share relevant updates and communication materials through their own websites, social media accounts, newsletters and professional networks.

This division of responsibilities was intended to combine consistent project-wide communication with the reach and relevance of partner-level dissemination.

7.3. Coordination and Content Approval

To support consistent communication, the partners needed to coordinate the preparation, review and publication of shared content.

The coordination process included:

1. Identification of a project milestone or communication opportunity.
2. Preparation of the key message and supporting materials.
3. Review of factual accuracy, branding and relevant funding acknowledgements.
4. Agreement on publication timing and the responsible channels.
5. Dissemination by the lead and contributing partners.
6. Collection of publication links, screenshots and available analytics.
7. Consolidation of evidence for WP5 reporting.

8. Monitoring and Evaluation

8.1. Monitoring Framework

The communication activities were intended to be monitored through a combination of quantitative indicators and qualitative assessment.

Quantitative indicators help establish the scale of dissemination, while qualitative indicators help assess the consistency, relevance and perceived value of the communication materials.





8.2. Quantitative Indicators

Indicator	Target or planned output	Actual result
Visual identity	A coherent project identity	Completed, Brand Guidelines
Branding and communication templates	Materials supporting consistent partner communication	Completed: Presentations, Newsletter, Press-release

Indicator	Target or planned output	Actual result
Newsletters	10	Completed, delivered 10 newsletters
Press releases	3	Completed, delivered 3 press-releases
Communication campaigns	8	Completed
Partner dissemination	Sharing through relevant partner channels	Completed, 5 channels
Social media reach	Monitor campaign reach	161.214
Impressions	Monitor content exposure	2.408
Website referrals	Monitor visits originating from campaign links, where available	

8.3. Qualitative Evaluation

Assessment point	Interpretation
Visual Identity Consistency	Project materials maintained a recognisable and consistent visual identity across communication platforms and partner publications. Evidence: Campaign visuals, social media posts, website announcements, partner publications, and promotional materials demonstrating consistent use of project branding, logos, colours, and graphic elements.
Message Clarity	Communication materials presented the project's objectives, activities, and outcomes in clear, accessible language tailored to the intended audiences.

Assessment point	Interpretation
	Evidence: Published campaign texts, website content, event announcements, research report summaries, and descriptions of educational resources.
Audience Relevance	The selected content formats and communication channels were appropriate for reaching the project's target audiences and communicating relevant information. Evidence: Social media publications, website updates, event promotions, and educational content addressing relevant audiences, including fashion professionals, educators, students, and other stakeholders.
Campaign Engagement	Audience interaction was assessed through observable responses to campaign materials and publications. Evidence: Available social media analytics, including reach, impressions, likes, comments, shares, and clicks, as well as website traffic statistics and audience enquiries, where available.
Partner Cooperation	Coordination among project partners facilitated the sharing, reuse, and dissemination of common communication materials across partner channels. Evidence: Partner-published campaign posts, shared communication materials, publication records, and documented coordination through emails, meetings, or other project communication channels.
Dissemination Value	DigiFashTech campaigns supported the dissemination of project activities, resources, educational opportunities, events, and results to relevant audiences. Evidence: Campaign publication records, links to project website resources, announcements of project events, dissemination of the research report, and communication materials presenting the job profile, curriculum, AMFI NEXT, DigiFashHub, and learning pathway.

9. Challenges and Lessons Learned

The implementation of DigiFashTech communication and dissemination activities required coordination among project partners to ensure the timely publication of content, consistent messaging, and effective promotion across social media and website channels. A key challenge was adapting communication materials to different audiences and objectives while maintaining a coherent project identity.

Concrete examples include the promotion of the Train-the-Trainer Hackathon in Athens, the 3D and AI in Fashion exhibition and public talk in Skopje, and the dissemination of the research report, job profile and curriculum, AMFI NEXT, DigiFashHub, and the learning pathway. These activities required different communication approaches, ranging from event promotion to the presentation of research findings and educational resources.

The experience demonstrated the importance of early campaign planning, clearly defined partner responsibilities, and the timely sharing of communication materials. Coordinated publications by partners, supported by a consistent visual identity and the complementary use of social media and website updates, helped maintain continuity in project communication and broaden the dissemination of project outputs.

A further lesson was the importance of systematically documenting campaign activities and monitoring available indicators, such as publication frequency, audience reach, engagement, and website traffic. Such evidence supports the assessment of communication effectiveness and helps identify opportunities to improve future dissemination activities. Overall, the project experience highlights the value of structured partner cooperation, audience-oriented communication, and systematic monitoring in strengthening the visibility, accessibility, and dissemination of project results.

10. Conclusions

Deliverable D5.2 documents the communication framework established and implemented to support the visibility, awareness and dissemination of the Green DigiFashTech Manager project throughout the reporting period (1 October 2024 to 30 September 2026).

Through the development of a consistent visual identity, communication templates, newsletters, press releases and campaign materials, WP5 supported the communication of the project's objectives, activities and progress, encouraged participation in its initiatives, and promoted access to educational resources, pilot programme outcomes and examples of good practice in green and digital fashion.

Under the leadership of MFA, the communication approach combined central coordination with contributions from SOFFA, Fashion Revolution Greece and the wider project partnership. This collaborative model supported the consistent presentation of project messages while enabling partners to disseminate content through their respective national, professional and international networks. The use of digital platforms, social media, partner communication channels, newsletters, websites and project events enabled the project to engage with a diverse range of stakeholders, including fashion and textile professionals, students, educators, creative businesses, researchers and sustainability practitioners. The reported communication outputs included 16 newsletters, 3 press releases and 8 thematic communication campaigns, supported by a coordinated visual identity and a set of reusable communication materials.

The campaign framework was designed to reflect the project's development, from initial awareness-raising and the promotion of participation opportunities to the dissemination of digital fashion applications, pilot programme outcomes, educational resources and final results. The combination of thematic campaigns and multiple dissemination channels provided a structured basis for communicating the project's activities and achievements to relevant audiences.

The monitoring of campaign reach, engagement and dissemination outputs, supported by the Dissemination Logbook and annexed evidence, provides a basis for documenting implementation and assessing the visibility of project communication activities. The recorded results also offer useful insights for future communication initiatives addressing green and digital transformation in the fashion and textile sectors.

Overall, WP5 established and implemented a coordinated communication and campaign framework that contributed to the visibility of Green DigiFashTech Manager, strengthened the dissemination of its activities and outputs, and supported wider awareness of the opportunities associated with green and digital transformation in the fashion and textile industries.

11. Appendices

I. Branding Guidelines

Green DigiFashTech Manager

Vol. 01

BRAND GUIDE

00

Section Contents

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Green DigiFashTech Manager

1.0

1.1 Brand Story 04
1.2 Brand Voice 05

Green DigiFashTech Manager
Brand Guidelines

Green DigiFashTech Manager

Section

Brand

Brand Story

Slogan

Turning your ideas into memorable digital experiences.

MOCKUP HERE ONCE IT IS READY

Green Digi Fash Tech Manager



MOCKUP HERE ONCE IT IS READY

The Green DigiFashTech Manager logo is designed to be used primarily in digital projects, however it can be used in print projects with some small adjustments. The following slides will show you how (and how not) to use it.

MOCKUP HERE ONCE IT IS READY

MOCKUP HERE ONCE IT IS READY

MOCKUP HERE ONCE IT IS READY

Green Digi Fash Tech Manager



Work Sans

Brand typography.

Bb



1.2 Brand Voice

VERSATILE
INCLUSIVE
SUSTAINABLE
VISIONARY

2.0

Section Logo

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Green DigiFashTech Manager

Logo
Primary Logo

The colour of the logo should be kept as shown here in all instances. If needed, for aesthetic or printing purposes, a monochrome version of the logo can be used.



VERTICAL COLOR



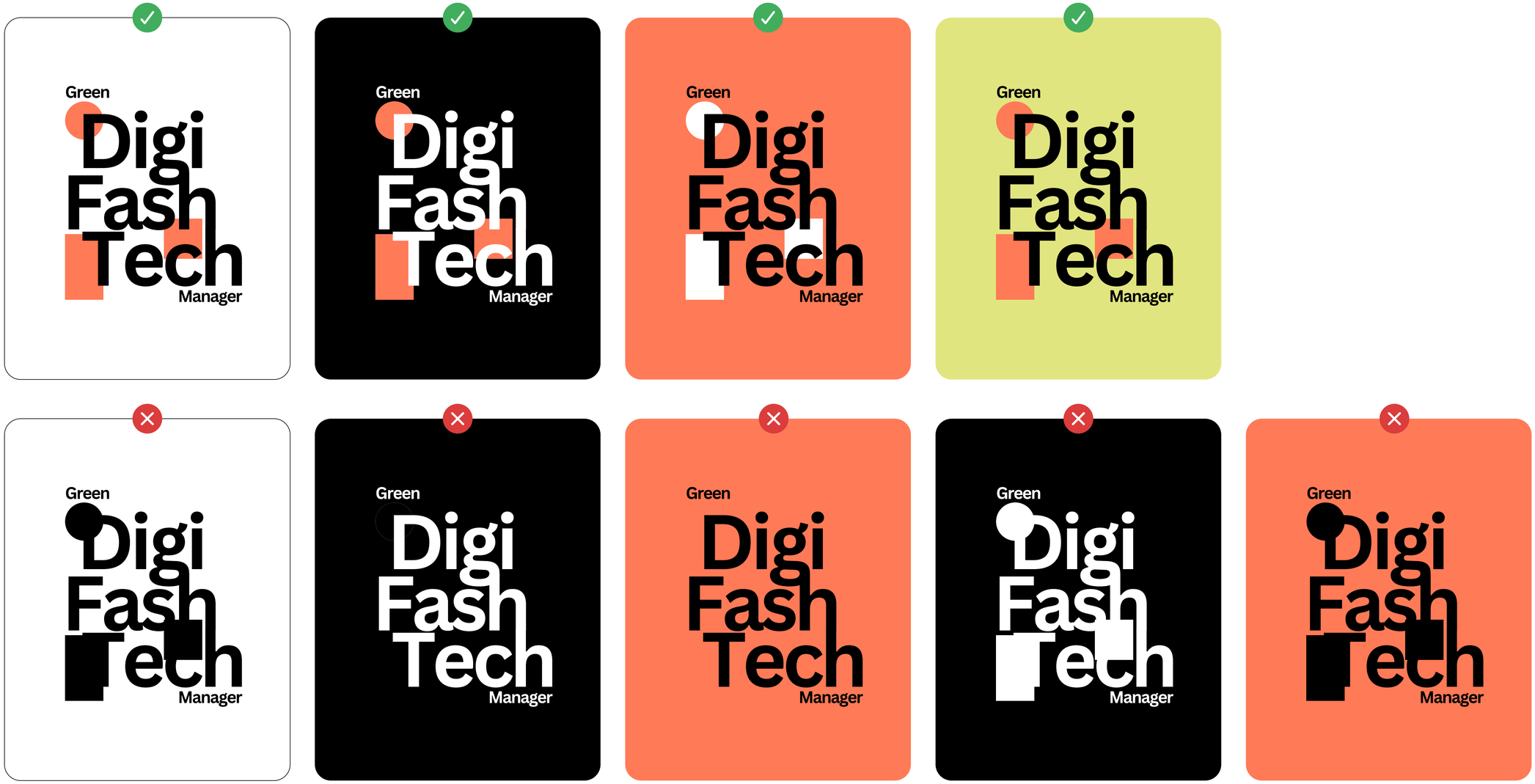
VERTICAL WHITE



VERTICAL BLACK

2.2

Logo
Color Usage



2.3

Logo
Clear Space

Minimum clearspace: 1/3 of the logo's height.

Digital	50 px height minimum
Print	0,5 inch height minimum



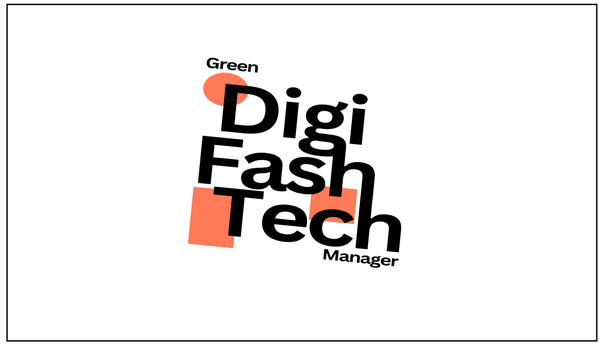
2.4

Logo
Logo Usage

Here are ways the logo shouldn’t appear.



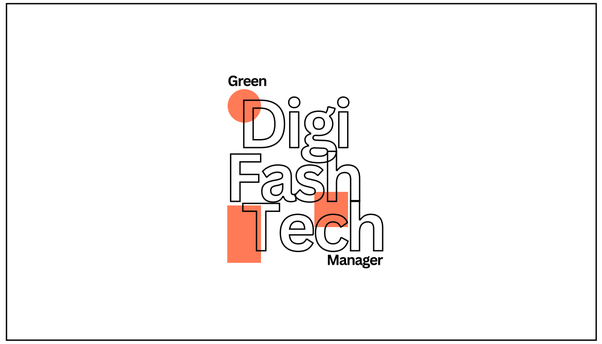
Don’t add gradient



Don’t skew, shear or rotate



Don’t pick your own colours



Don’t outline



Don’t add any effects

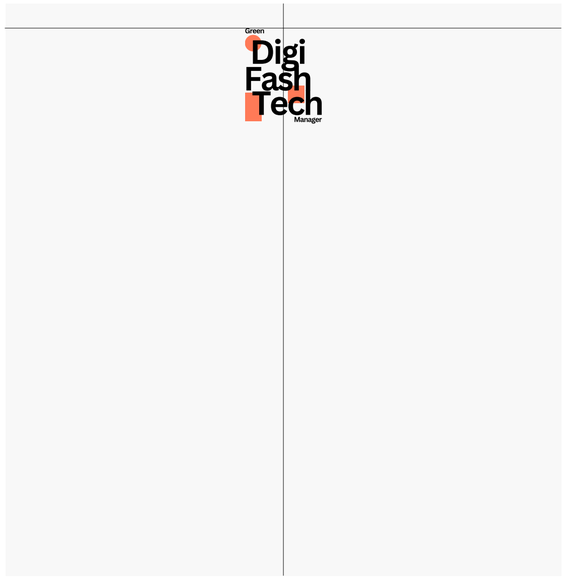


Don’t use words by itself

2.5

Logo
Vertical Placement

Top Center Position



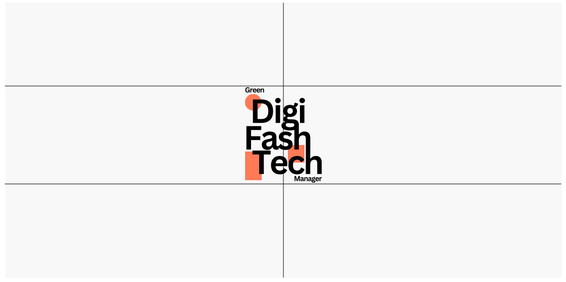
Top Left Position



Top Right Position



Center Position



Bottom Left Position



Bottom Right Position



European Union
Logo usage

All marketing materials must contain the European Commission logo

And the wording: “Co-founded by the European Union” With the disclaimer:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Swedish Council for Higher Education. Neither the European Union nor the granting authority can be held responsible for them.”

Please find the correct way of using it at the bottom of this page.

Black & White



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Color



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3.0

Section

Typography

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3.1

Typography
Primary Typeface

Work Sans

ÀÁÂÃABCDEFGHIJKL
MNOPQRSTUVWXYZ
àáâãäåabcdefghijkl
mnopqrstuvwxyz
1234567890!
@#$%^&*()+

Aa

Typography Typesetting Guides

HEADING

AaBbCcDdEeFf

- Usage: Headings
- Font: Work Sans
- Weight: Bold

SUBHEADING

AaBbCcDdEeFf

- Usage: Headings
- Font: Work Sans
- Weight: Semi-Bold

PARAGRAPH

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation laboris nisi ut aliquip ex ea commodo consequat.

- Font: Work Sans
- Size: 12px
- Weight: Regular

HIGHLIGHT TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation laboris nisi ut aliquip ex ea commodo consequat.

- Font: Font: Work Sans
- Weight: Semi-Bold

LINKED TEXT

SIGN UP SIGN UP

- Font: Work Sans
- Tracking: at least 200 pt

CAPTION TEXT

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

- Font: Work Sans Regular
- Size: 8
- Line Height: Multiply the size to 1.5

4.0

4.1 Hero Color 17
4.2 Accent Color 18

Green DigiFashTech Manager
Brand Guidelines

Section

Brand Colors

4.1

Brand Colors
Hero Color

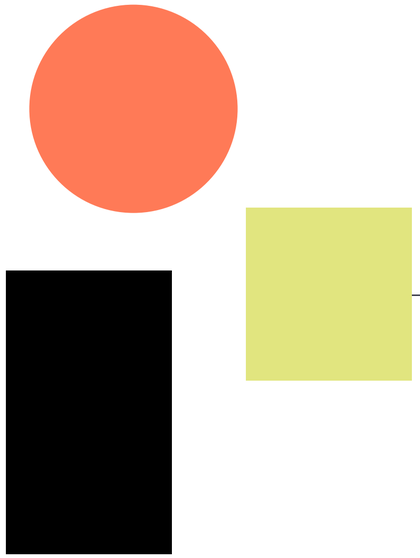
Green

Digi
Fash
Tech
Manager

- Black: **#000000**
- Coral: **#FF7A57**

4.1

Brand Colors
Accent Color



Green: **#E3E77F**

Green
Digi Fash Tech
Manager

5.0

Section

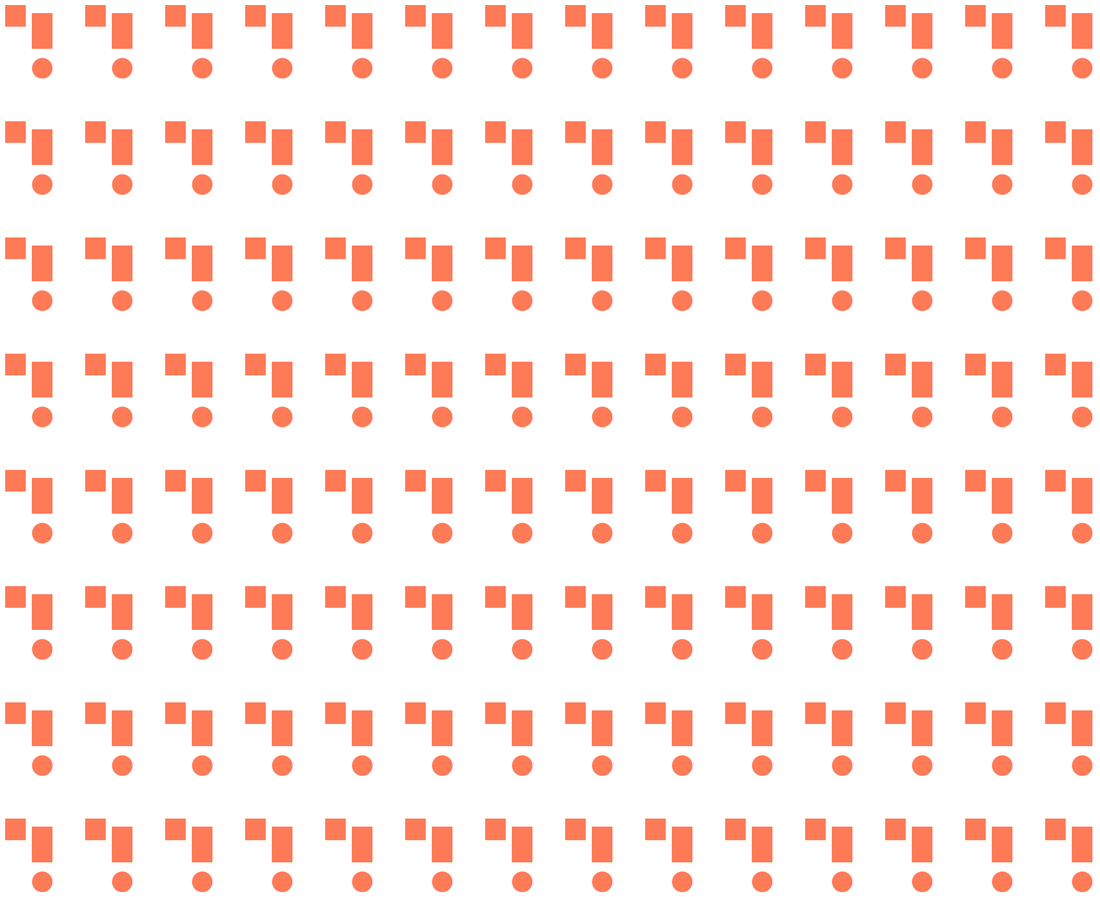
Patterns & Shapes

5.1 Hero Pattern 20
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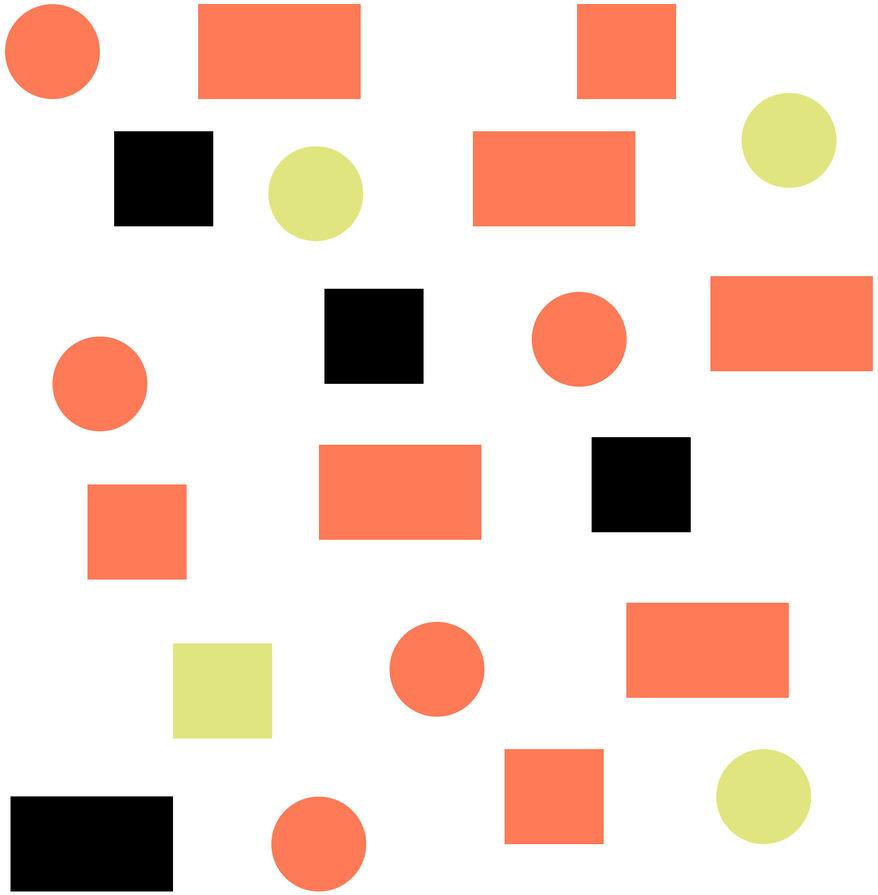
5.1

Patterns & Shapes
Hero Pattern

Geometric Pattern



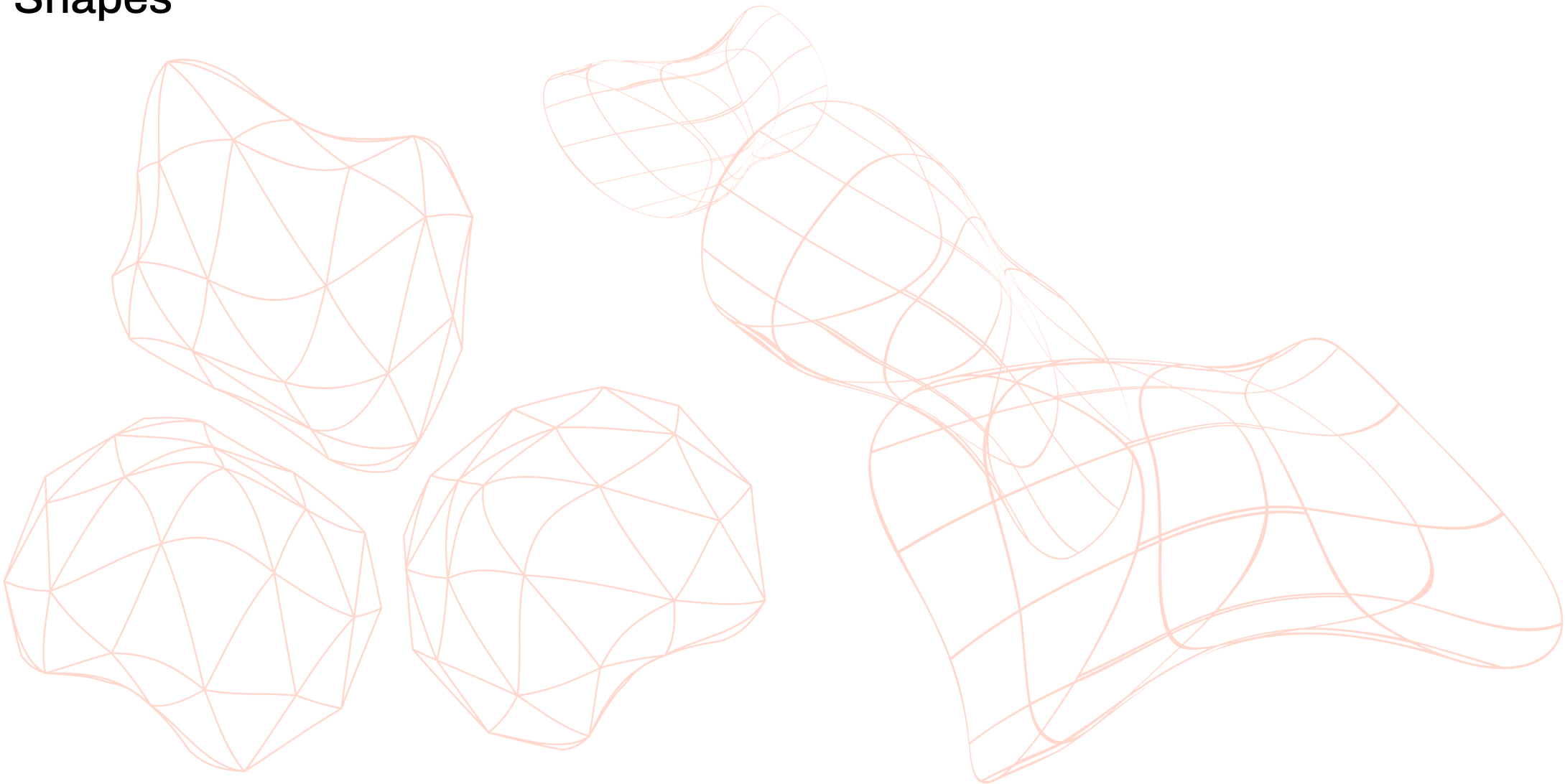
Organic Pattern (Do it yourself by using the shapes)



5.2

Patterns & Shapes

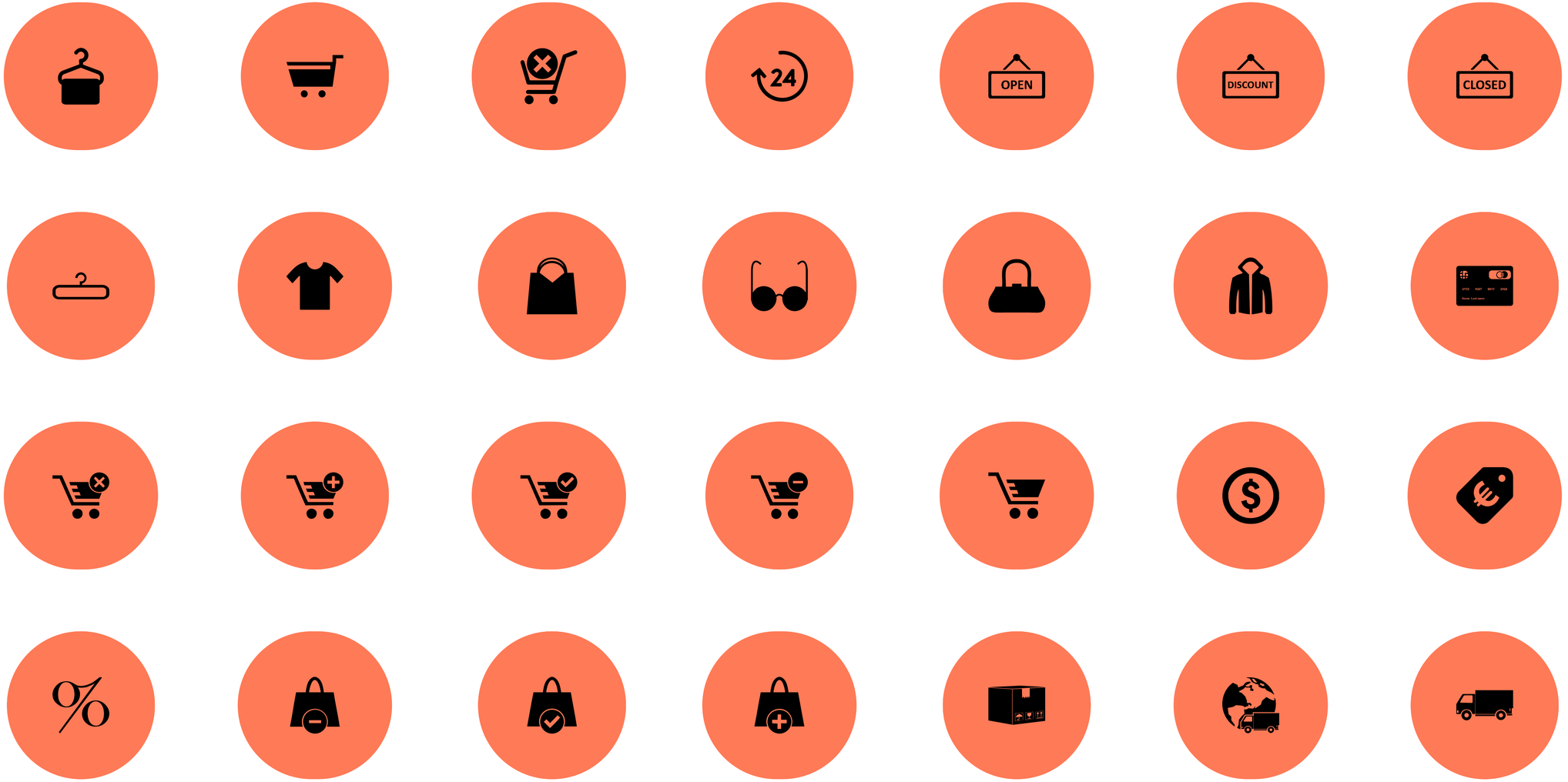
Shapes



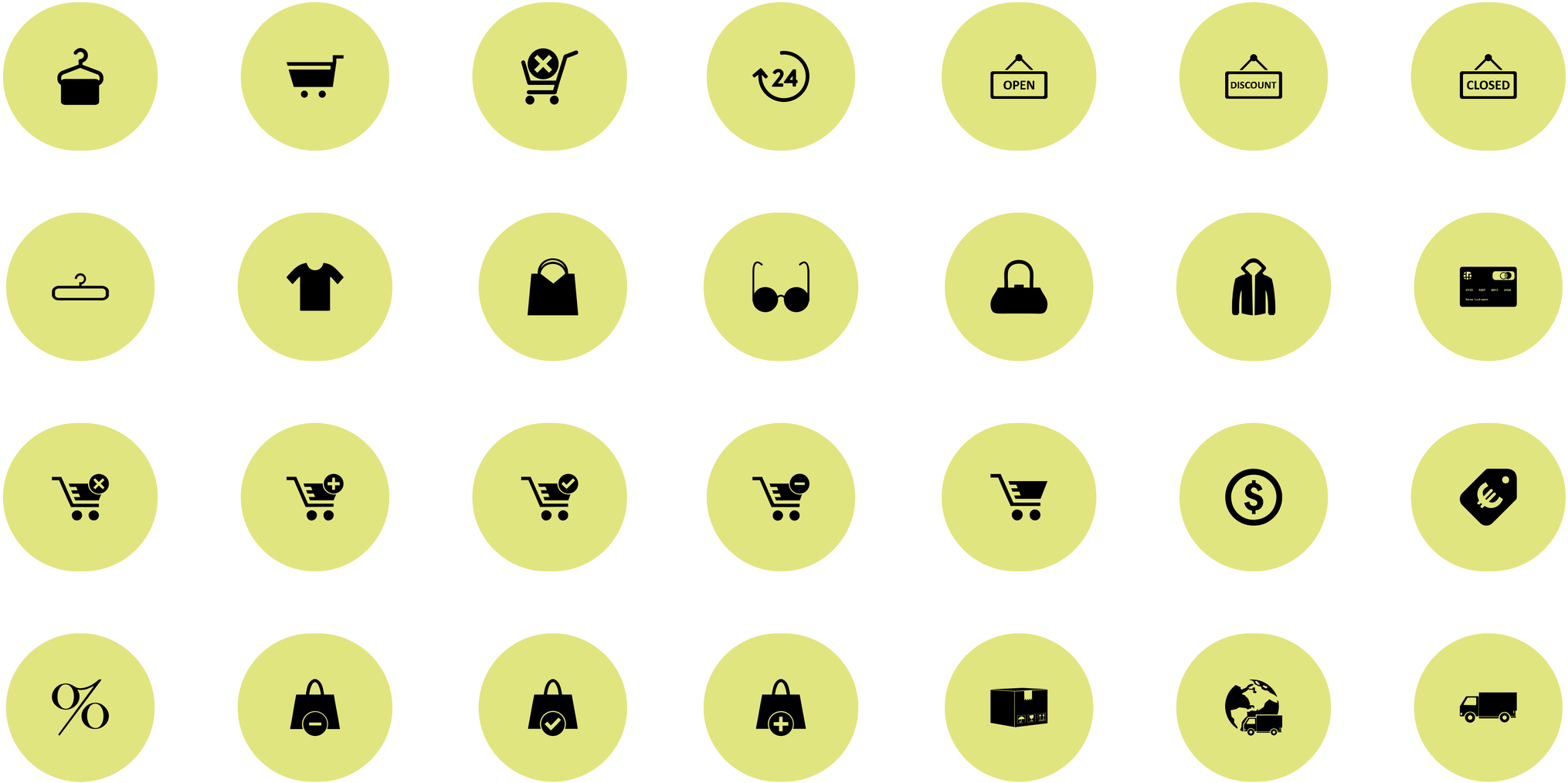
6.0 Section Iconography

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Iconography
Primary Icons



Iconography
Secondary Icons



7.0

7.1 Photography 26

Green DigiFashTech Manager
Brand Guidelines

Green DigiFashTech Manager

Section

Imagery

Imagery
Photography

Photography brings a theme to life. We encourage all members to use and share their own photography whenever possible. Here are some tips to follow:



Portrait

Subject is in focus, there is space around the subject for text. Good contrast between background and foreground.



Studio Shot

Gives a good idea of space and the people in it. High quality image with good lighting and sharp details.



Details

Clear subject matter that compliments the studio focus. Can be used to enchance audience understanding of process.

7.2

Imagery
Image Use

Use all design elements from the logo and colors from the brand color palettes to create photography layouts that are attention-grabbing.







8.0

Green DigiFashTech Manager
Brand Guidelines

8.1 Mockups 29

Section

Brand Application


Green
Digi
Fash
Tech
Manager


Green
Digi
Fash
Tech
Manager


Digi
Fash
Tech

Green

Digi Fash Tech

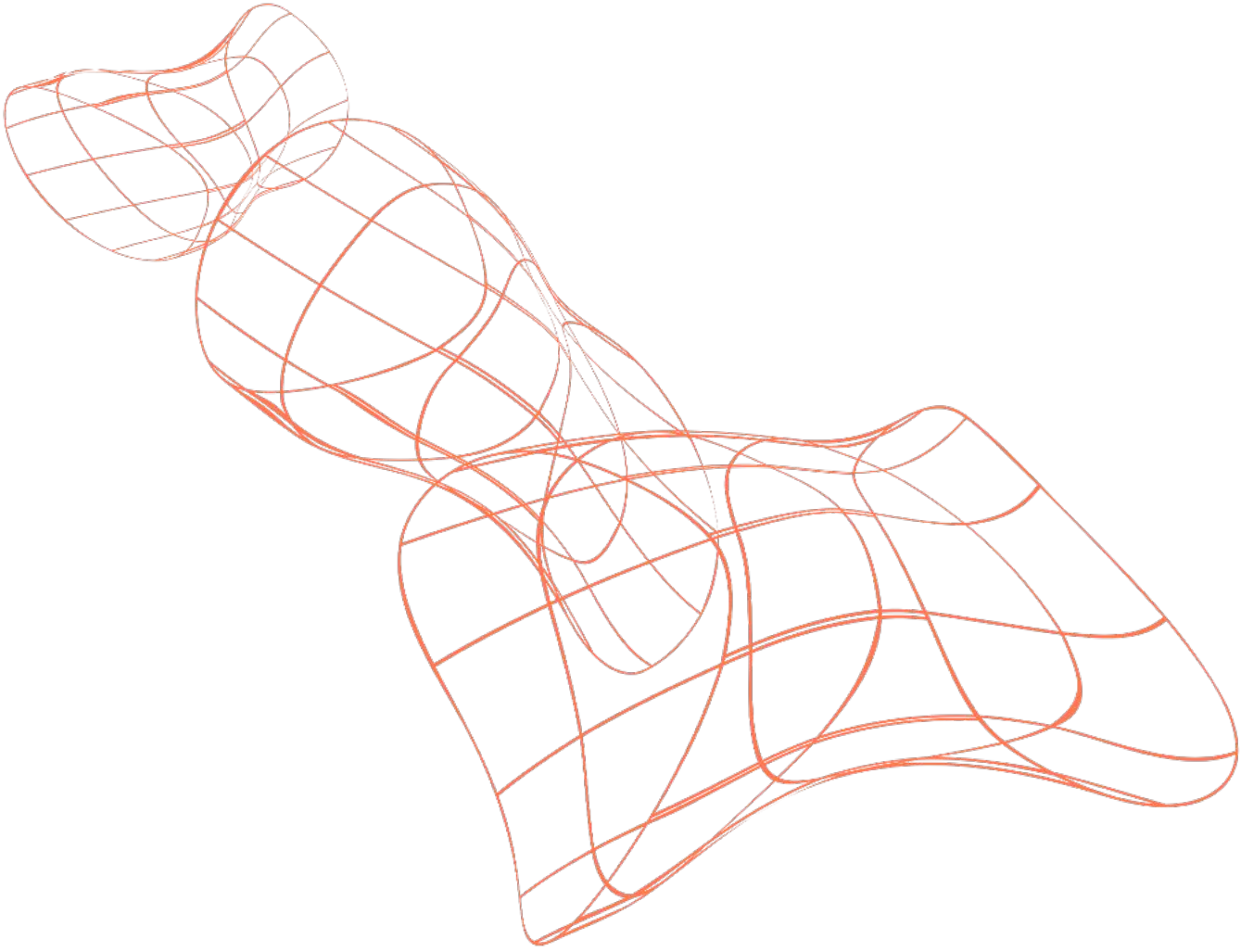
Manager

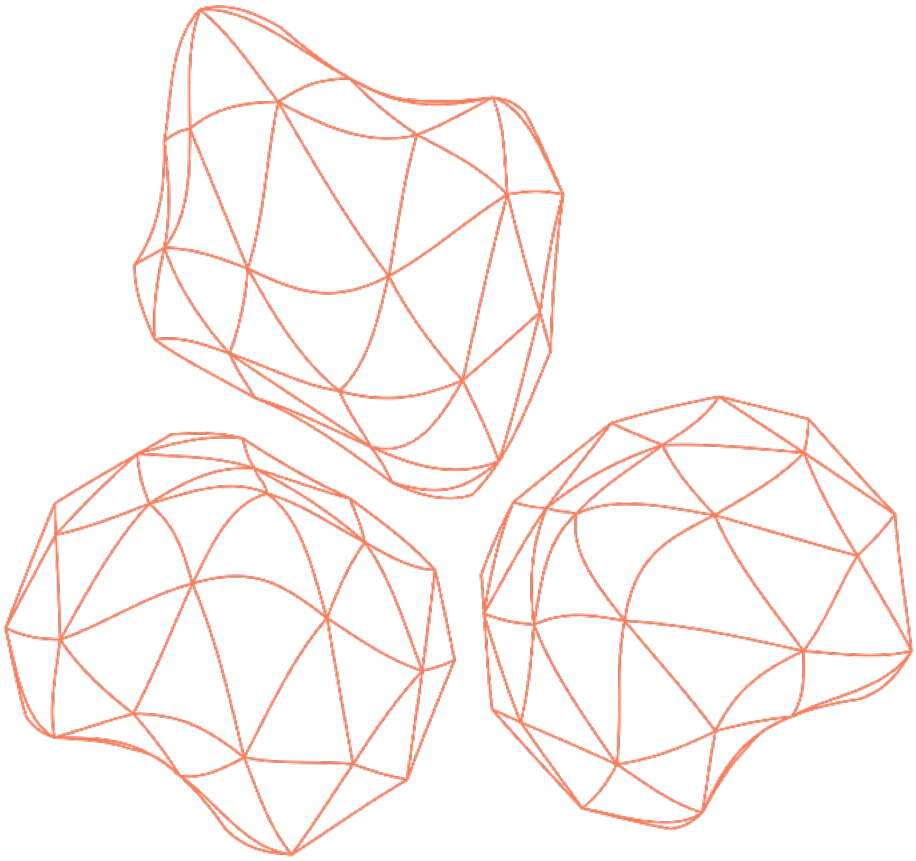
All rights reserved.

II. Visual Identity and Templates


Green
Digi
Fash
Tech
Manager


Green
Digi
Fash
Tech
Manager





Typography Primary Typeface

Work Sans

ÀÁÂÃABCDEFGHIJKLMNOPQRSTUVWXYZ
àáâãäåabcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()+

HEADING

AaBbCc

- **Usage: Headings**
- **Font: Work Sans**
- **Weight: Bold (weight 700)**

SUBHEADING

AaBbCc

- **Usage: Headings**
- **Font: Work Sans**
- **Weight: Semi-Bold (weight 600)**

PARAGRAPH

AaBbCc

- Font: Work Sans
- Size: 12px
- Weight: Regular (weight 400)

HIGHLIGHT TEXT

AaBbCc

- **Font: Work Sans**
- **Weight: Semi-Bold (weight 600)**

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Title

Subtitle

Heading 1

Heading 2

Heading 3

Normal Text

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Typography Primary TypefaceWork Sans

ÀÁÂÃABCDEFGHIJKLMNOPQRSTUVWXYZ àáâãäåabcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()+

HEADING

AaBbCc

- **Usage: Headings**
- **Font: Work Sans**
- **Weight: Bold (weight 700)**

SUBHEADING

AaBbCc

- **Usage: Headings**

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- **Font: Work Sans**
- **Weight: Semi-Bold (weight 600)**

PARAGRAPH

AaBbCc

- Font: Work Sans
- Size: 12px
- Weight: Regular (weight 400)

HIGHLIGHT TEXT

AaBbCc

- **Font: Work Sans**
- **Weight: Semi-Bold (weight 600)**

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Title

Subtitle

Heading 1

Heading 2

Heading 3

Normal Text

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(Cover to be done in Canva)

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Title

Subtitle

Heading 1

Heading 2

Heading 3

Normal Text

Table of Contents

Heading 1 **1**

Heading 2 1

Table of Contents **2**

Green DigiFashTech Manager 2024-1-SE01-KA220-VET-000249908 6

Callout Boxes

Leadership Lens
Sustainability and innovation create urgency, but urgency alone does not produce change. Leaders must translate drivers into direction: helping people understand what sustainability and innovation mean in operational terms and how they connect to the organisation's competitiveness and credibility.

TITLE IN ALL CAPS

Sed feugiat pretium lectus, sed feugiat lorem aliquet sed. Curabitur accumsan volutpat nulla tempus porttitor. Nunc sollicitudin erat ac dignissim auctor. Nam nec diam ac urna tristique faucibus vel eu libero. Curabitur eget nisi arcu.

TITLE IN ALL CAPS

Nunc sollicitudin erat ac dignissim auctor. Nam nec diam ac urna tristique faucibus vel eu libero.

Nam nec diam ac urna tristique faucibus vel eu libero.

TITLE IN ALL CAPS

Sed feugiat pretium lectus, sed feugiat lorem aliquet sed. Curabitur accumsan volutpat nulla tempus porttitor.

Nullam at neque vel erat commodo faucibus.

TITLE IN ALL CAPS

Nunc sollicitudin erat ac dignissim auctor. Nam nec diam ac urna tristique faucibus vel eu libero.

Nam nec diam ac urna tristique faucibus vel eu libero.

Table

Column Title	Column Title
Lorem Ipsum	Nunc sollicitudin erat ac dignissim auctor. Nam nec diam ac urna tristique faucibus vel eu libero.
Lorem Ipsum	Nunc sollicitudin erat ac dignissim auctor. Nam nec diam ac urna tristique faucibus vel eu libero.

[Report Back Page to be done in Canva]

Green DigiFashTech Manager is a two-year pioneering Erasmus+ project steering the fashion industry towards sustainability and digital transformation. Implemented by a consortium of five project partners from Greece, the Netherlands, Sweden, and North Macedonia, the project aims to create a new professional role at the intersection of sustainability, digital innovation, and fashion industry expertise

WELCOME TO DigiFashTech

View upcoming events:

Title
Where
When
Description Event Highlights

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Select all •••



1



2



3



4



5



6



7



8



9



10



11



12



13



14



15



16



17



18



19



20

DigiFashTech

File Edit View Insert Format Slide Arrange Tools Extensions Help

Slideshow | Share | Upg

Menus | Fit

1

Presentation

2

Text

Text text tex



3

Text

Text text tex

4

Text

Text text tex

5

Text

Text text tex



6

Text

Text text tex



7

Text

Text text tex



8

Text

Text text tex

9

Text

Text text tex

10

Text

Text text tex



11

Text

Text text tex



12

Text

Text text tex



13

Text text text text

14

Text text text text

15

III. Newsletter Archive

Newsletters

NO.	NEWSLETTER	SENT
10	**Athens 2026: Conference and Final Event** June – September 2026	30 Sept 2026
9	**From Curriculum to Learning Pathway** April – August 2026	4 Sept 2026
8	**Amsterdam: AMFI Next and the DigiFashHub Launch** July 2026	9 Jul 2026
7	**PANSiK in the Field** February – May 2026	11 May 2026
6	**3D & AI in Fashion, Skopje** March – April 2026	21 Apr 2026
5	**Fashion Meets Technology** December 2025 – February 2026	5 Mar 2026
4	**2025 in Review** January 2026	20 Jan 2026
3	**Athens: Partner Meeting, Hackathon and Pilot** October – November 2025	27 Nov 2025
2	**In the Research Phase: What We Are Following** March – July 2025	15 Jul 2025
1	**The Project Begins** December 2024	20 Dec 2024

Sign up to receive news and updates

Email

Submit

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© Green DigiFashTech Manager

Green DigiFashTech Manager

All newsletters

NEWSLETTER 1 · DECEMBER 2024

The Project Begins

Green DigiFashTech Manager started in December 2024. This issue covers the first partner meeting in Amsterdam and the launch of the project website.



9 December 2024

AMFI Hosts 1st Transnational Partnership Meeting

Partners from Greece, Sweden, the Netherlands and North Macedonia met at AMFI for the first Transnational Partnership Meeting, with a session on each work package.

Read the full article

Also on LinkedIn · Instagram



9 December 2024

Our Partners Visit AMFI

During the meeting, partners toured AMFI, explored its library of bio-based materials and saw student work, in a historic former brewery on the Amstel.

Read the full article



20 December 2024

Welcome to Our Project Website

The project website is online with our objectives, partners, news and, over time, project resources.

Read the full article

Also on Instagram

Sent by the Green DigiFashTech Manager project on 20 December 2024.

You are receiving this newsletter because you signed up for news and updates on digifashtech.com.

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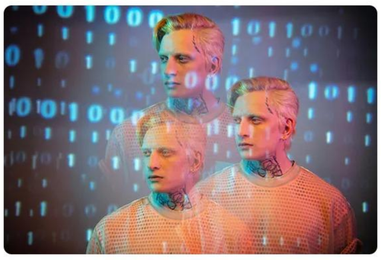
© Green DigiFashTech Manager

Green DigiFashTech Manager

NEWSLETTER 2 · MARCH – JULY 2025

In the Research Phase: What We Are Following

The project is deep in its research phase, mapping digital technologies in fashion and collecting case studies in Greece, the Netherlands and North Macedonia. While that work continues, here are the industry developments we are following and news from our partner AMFI.

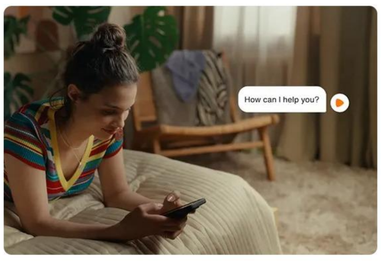


25 March 2025

Roundup of Digital and AI Fashion Industry News

AI try-ons, smarter second-hand shopping, AI in product design and trend forecasting: four developments we follow because they cut waste, which is what the project trains professionals to do.

Read the full article



18 June 2025

Generative AI's Role in E-Commerce

The consortium looked at how Zalando uses generative AI, from campaign images to virtual fitting rooms, and what it means for sustainable digital transformation in fashion.

Read the full article



23 June 2025

The Next Evolution in Fashion: 3D and AI

3D and AI are becoming the standard in fashion. We see their convergence as a core pathway to a more sustainable fashion system and are integrating both in the project.

Read the full article



8 July 2025

AMFI Launches Master's Program in Digital Fashion Technology

Our partner AMFI launches a one-year Master's track in Digital Fashion Technology from September 2025, teaching AI, blockchain and 3D and virtual fashion through real industry projects.

Read the full article

Sent by the Green DigiFashTech Manager project on 15 July 2025.

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NEWSLETTER 3 · OCTOBER – NOVEMBER 2025

Athens: Partner Meeting, Hackathon and Pilot

In October our partner SOFFA took part in VERDE.TEC. In November the consortium met in Athens, visited PANSiK Fashion School and piloted the educational programme at the Seam the Change fashion hackathon (11–13 November, Impact Hub Athens).



14 October 2025

SOFFA Participates in VERDE.TEC 2025

SOFFA took part in VERDE.TEC, Greece's largest exhibition on the environment and the circular economy, and contributed to the dialogue on sustainable practices.

Read the full article



10 November 2025

DigiFashTech Consortium Meeting in Athens

Partners met in Athens, hosted by SOFFA and PANSiK, to review the hackathon, the course modules and Educator Handbook, the research report and curriculum, and the Hub.

Read the full article

Also on LinkedIn



11 November 2025

Visiting PANSiK Fashion School in Athens

The consortium visited PANSiK Fashion School, founded in 1977 and known for fashion styling, fashion marketing and high-fashion crafts.

Read the full article

Also on LinkedIn



20 November 2025

Observation and Co-Creation: Key Components of the DigiFashTech Pilot in Athens

The five Module Leaders piloted their modules with about 135 hackathon participants, backed by a QR-code consultation, so the curriculum could be improved while still in development.

Read the full article

Hackathon Day 1 · Day 2 · Day 3

Sent by the Green DigiFashTech Manager project on 27 November 2025.

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NEWSLETTER 4 · JANUARY 2026

2025 in Review

2025 laid the foundation for the project: research, a first job profile and curriculum, a hackathon and a pilot. Here is what we did, and the research that shaped it.



7 January 2026

The Year in Review: What Shaped Our Work in 2025

2025 was a year of momentum, connection and new beginnings. Our work built a strong foundation for supporting fashion and textile companies through digital and sustainable transformation.

- Twenty digital technologies mapped, with case studies from Greece, the Netherlands and North Macedonia and a review of the academic literature.
- Interviews with industry experts, technology mapping and focus groups.
- A job profile and curriculum developed for the Green Digital Fashion Manager.
- A three-day hackathon in Athens and a project pilot, whose learnings will shape the main project results.
- Recommendations: VET programmes that build key competencies step by step, economic incentives and accessible resources for SMEs, and data analytics, ethical awareness and circular design in education and training.

Read the full article

Also on LinkedIn · Instagram



13 January 2026

New research defines the role of the Green Digital Fashion Manager

The research report finds that digitalisation is a decisive driver of environmental impact reduction in fashion. It names the barriers, from software costs to skills shortages, and defines the new professional profile.

Read the full article

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NEWSLETTER 5 · DECEMBER 2025 – FEBRUARY 2026

Fashion Meets Technology

Digital tools, circular design and future skills are at the centre of our work. Here are the events shaping the conversation, and how one of our partners took it to the stage.



19 December 2025

Bridging Fashion & Technology: What to Expect at the Start of 2026

CIFF and Delogue launch TechCreate in Copenhagen, and The Fashion Tech Show Europe comes to London: two events on AI, digital product creation and circular design, themes close to the project's work.

Read the full article



26 February 2026

Munich Fabric Start: A Digital Innovation Talk for Producers

AMFI's Lívia Pinent spoke at Munich Fabric Start on why buyers love innovation but rarely reorder it, drawing on her work in the consortium.

Read the full article

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NEWSLETTER 6 · MARCH – APRIL 2026

3D & AI in Fashion, Skopje

From 27 to 29 March 2026 the Macedonian Fashion Association and Fashion Weekend Skopje presented the exhibition and public talk “3D & AI in Fashion”, as part of the project.



14 April 2026

Digital Transformation: 3D, AI and the New Generation

The exhibition used immersive installations for direct dialogue between creators and audience, and showed 33+ AI-generated cover proposals for Fashion Weekend Skopje by Semos Education students.

Read the full article

Also on LinkedIn · Instagram



14 April 2026

Public Talk “3D & AI in Fashion”

Talks by Nikola Eftimov, Angela Donevska and Angelina Kanchevska on how AI and 3D are reshaping design, creativity and digital skills in education.

Read the full article

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NEWSLETTER 7 · FEBRUARY – MAY 2026

PANSiK in the Field

Our partner PANSiK Fashion School in Athens took its students and work out into the industry this spring.



4 May 2026

Exploring Fabrics, Trends, and Sustainability in Paris

PANSiK students visited Première Vision Paris on 5 February 2026 to see fabric innovation, colour trends and sustainable materials first-hand.

Read the full article



4 May 2026

PANSiK Connects with Industry in Athens

PANSiK exhibited at the Athens Fashion Trade Show and presented its programmes to industry professionals.

Read the full article



4 May 2026

From Vision to Form: CREATURES by PANSiK Students

Eight PANSiK students' CREATURES project, with experimental silhouettes and handcrafted details, was featured in Vogue Greece.

Read the full article

Read it on Vogue Greece

Sent by the Green DigiFashTech Manager project on 11 May 2026.

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NEWSLETTER 8 · JULY 2026

Amsterdam: AMFI Next and the DigiFashHub Launch

On 1 July 2026 the consortium presented the project at AMFI Next in Amsterdam, with the exhibition “Meet the Green Digital Fashion Manager” and the launch of DigiFashHub, and met as a partnership.



1 July 2026

A productive and inspiring DigiFashTech consortium meeting in Amsterdam!

Partners met in Amsterdam to review progress and plan the next steps in delivering digital learning resources for the fashion and textile sector.

Read the full article



1 July 2026

DigiFashHub: building the future of fashion together

DigiFashHub is live: a knowledge commons with learning programmes, an open forum, industry insights and a growing resource library for the fashion community.

Read the full article

Also on LinkedIn · Instagram



2 July 2026

DigiFashTech x AMFI Next

We presented the project, launched DigiFashHub and gathered feedback from students, educators and professionals, alongside Master’s graduation projects in Digital Fashion Technology.

Read the full article

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NEWSLETTER 9 · APRIL – AUGUST 2026

From Curriculum to Learning Pathway

In 2026 the project turned its research into a defined professional role, a curriculum, a learning pathway and a handbook for educators.



14 April 2026

Green Digital Fashion Manager Job Profile and Curriculum

A new professional benchmark: the Job Profile and a five-module Curriculum Framework for the Green Digital Fashion Manager, aligned with the European Qualifications Framework.

Read the full article

Also on LinkedIn · Instagram



12 August 2026

The Green Digital Fashion Manager learning pathway is now available!

The full learning pathway is online: 5 modules, 50+ lessons and a certificate on completion, available in English, Dutch and Swedish.

Read the full article

Also on LinkedIn · Instagram



28 August 2026

Our Educator Handbook Has Been Published

For VET providers and trainers: module content, activities, assessments and guidance on using real-life events such as hackathons. Available in English, Dutch, Greek, Macedonian and Swedish.

Read the full article

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NEWSLETTER 10 · JUNE – SEPTEMBER 2026

Athens 2026: Conference and Final Event

The project closed in Athens: SOFFA's conference and exhibition in June, and PANSiK's final event in September.



2 July 2026

3D & AI in Fashion Conference in Athens

SOFFA hosted the 3D & AI in Fashion Conference and the DigiFashTech Circular Fashion Exhibition on 30 June, showing circular prototypes and the results of the pilot, pairing and hackathon activities, with learners sharing their experience.

Read the full article

Also on LinkedIn · Instagram



25 September 2026

PANSiK Presents Green DigiFashTech Results and Sustainable Student Collections

At the final event on 10 September, PANSiK presented the project's outcomes, student collections made with sustainable materials, and a guided tour of DigiFashHub.

Read the full article

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Sent by the Green DigiFashTech Manager project on 30 September 2026.

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IV. Press Releases

Green DigiFashTech Manager is a two-year pioneering Erasmus+ project steering the fashion industry towards sustainability and digital transformation. Implemented by a consortium of five project partners from Greece, the Netherlands, Sweden, and North Macedonia, the project aims to create a new professional role at the intersection of sustainability, digital innovation, and fashion industry expertise



The Green DigiFashTech Manager Erasmus+ project has published new research exploring how digitalisation and sustainability are reshaping the fashion industry. Based on case studies and analysis across Europe, the report highlights the growing role of digital tools such as 3D prototyping, traceability systems, AI, and sustainability analytics in reducing waste and supporting circular business models. The findings also reveal skills gaps and the need for a new professional profile capable of combining creativity, technology, and sustainability leadership to drive the sector's green and digital transition.
To explore the full findings, recommendations, and methodology of the Green DigiFashTech Manager project, read the full report here.

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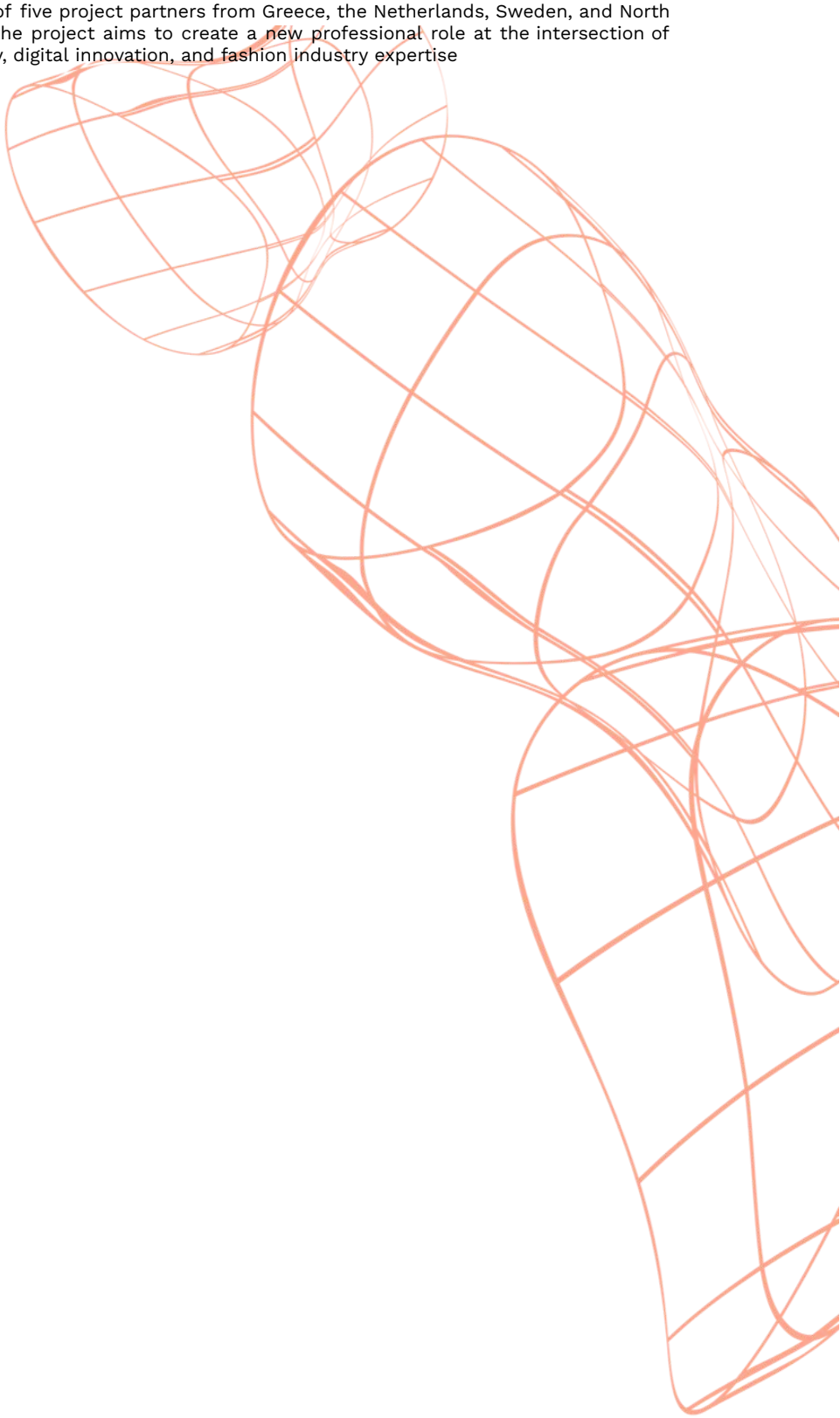
The DigiFashTech project introduces the Green Digital Fashion Manager, a new professional role combining sustainability, digital innovation, and fashion industry expertise. Developed within the Erasmus+ initiative, the framework includes a Job Profile aligned with the EQF and a flexible Curriculum Framework with five learning modules for VET and higher education. Addressing skills gaps and future industry needs, the project supports the fashion sector's green and digital transition through AI, 3D design, and sustainable manufacturing practices, contributing to a more resilient, ethical, and future-ready fashion ecosystem.

Read the full document here.

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EFA NEWS LETTER

Latest news and updates from the European Fashion Alliance network

INTERNAL

Content Planning - Members Assembly

We are planning the content for the upcoming Members Assembly this year and would like your input.
Please take a few minutes to fill out the short questionnaire below.

Link: Click here.

MEMBERS NEWS

MDC Fashion Weekend Skopje x DigiFashTech

Our member Fashion Weekend Skopje, together with the Macedonian Fashion Association, is a partner in the DigiFashTech consortium and shares two updates with EFA members.

Research Report
The Green DigiFashTech Manager Erasmus+ project has published new

research exploring how digitalization and sustainability are reshaping the fashion industry. Based on case studies and analysis from across Europe, the report highlights the growing role of digital tools, including 3D prototyping, traceability systems, AI, and sustainability analytics, in reducing waste and supporting circular business models.
The findings also reveal significant skills gaps and underline the need for a new professional profile capable of combining creativity, technology, and sustainability leadership to support the sector's green and digital transition.

To explore the full findings, recommendations, and methodology of the Green DigiFashTech Manager project, members are invited to read the full report.

Report

Job Profile: Green Digital Fashion Manager
The project also introduces the Green Digital Fashion Manager, an emerging professional role that combines sustainability, digital innovation, and expertise in the fashion industry. Developed within the Erasmus+ framework, it includes a Job Profile aligned with the European Qualifications Framework (EQF), as well as a flexible Curriculum Framework featuring five learning modules designed for VET and higher education. By addressing existing skills gaps, DigiFashTech supports the green and digital transformation of the fashion sector, contributing to a more resilient, ethical, and future-ready fashion ecosystem.

For further information, please contact:
Sveta Bogova Jovanovska





NL FASHION CLASH FESTIVAL - 18th Edition, Save The Date

FASHIONCLASH is pleased to announce the upcoming edition of FASHIONCLASH Festival, together with the first image from the campaign developed with Sudanese artist Hashim Nasr.

From **13 to 15 November 2026**, FASHIONCLASH Festival returns for its 18th edition. Across various locations in Maastricht, this international and multidisciplinary fashion festival offers a platform to a new generation of designers, artists, and performers from the Netherlands and abroad.

The three-day festival features an inspiring programme of performances, exhibitions, fashion shows, films, workshops, talks and participatory projects, including **The Clash House** (fashion performance), the exhibition **New Fashion Narratives at Bureau Europa**, the **Fashion Film Program & Awards at Lumière Cinema**, the participatory programme **Fashion Makes Sense** at Centre Céramique, the experimental **Amarte x FASHIONCLASH** project, and the Class of 2026 showcase.

The campaign, developed by Sudanese artist Hashim Nasr, brings together African and Middle Eastern cultural traditions through a surrealist and avant-garde visual language, transforming traditional symbols, clothing, rituals and objects into dreamlike narratives that blur memory, mythology and contemporary identity.

For further information, please contact:

Branko Popovic — branko@fashionclash.nl



NEXT MEMBERS MEETING

The next Members Meeting will be held this week on:

September 9th, 2026
at 4 pm CEST.

Member Speaker: **Estonian Academy of Arts**

To register your Event on the EFA Website, use following link: Calendar.

EFA NEWS LETTER

Please submit any member content to

info@europeanfashionalliance.org

European Fashion Alliance

Meinekestrasse 12 / 10719 Berlin

Germany

Board of Directors: Scott Lipinski (Chairman), Cecilie Thorsmark (Deputy Chairwoman), Zuzana Bobikova (Treasurer), Carlo Capasa (Board Member), Laura Weir (Board Member), Elke Timmerman (Board Member) and Pascal Morand (Board Member).

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Green DigiFashTech Manager is a two-year pioneering Erasmus+ project steering the fashion industry towards sustainability and digital transformation. Implemented by a consortium of five project partners from Greece, the Netherlands, Sweden, and North Macedonia, the project aims to create a new professional role at the intersection of sustainability, digital innovation, and fashion industry expertise

Title: Meet DigiFashHub: connecting knowledge, technology and sustainable fashion

Short summary
DigiFashHub is a new digital space bringing together professionals, researchers, educators, students and innovators shaping the future of fashion.
The Hub connects knowledge, digital innovation and sustainable fashion through learning programmes, resources, expert exchange and opportunities for collaboration.
Explore the platform and become part of a growing community working to redesign the fashion industry together.

Main body
The future of fashion needs more than new technologies — it needs knowledge, collaboration and people willing to build change together.

We are pleased to introduce DigiFashHub – Redesigning the Fashion Industry Together, a new digital space connecting professionals, researchers, educators, students, innovators and everyone interested in the transformation of the fashion and textile industry.

Developed through European collaboration, DigiFashHub brings together knowledge, practical resources and opportunities for learning and exchange, creating a space where ideas 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, international initiatives and opportunities for active participation.

One of the first learning opportunities available is the Green Digital Fashion Manager programme, developed through the Erasmus+ Green DigiFashTech Manager project. The programme connects sustainability, digital innovation and fashion management, addressing emerging skills and competencies needed by professionals in a rapidly changing industry.

The launch of DigiFashHub marks an important step in making the knowledge, resources and outputs developed through the project accessible beyond the project consortium and available to the wider fashion community.

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DigiFashHub is more than an information platform. It is envisioned as a knowledge commons — a space where people can learn, exchange ideas, discover resources, connect with others and contribute to the transformation of fashion.

Because redesigning the fashion industry cannot happen in isolation. It happens when knowledge is shared, disciplines connect and people build the future together.

Explore DigiFashHub and become part of the community:
https://digifashhub.com

Tags
#Sustainability #digifashtech #CircularEconomy #fashion

News 2

Title: Build the Skills to Shape the Future of Fashion

Short summary
How can fashion professionals combine sustainability with digital innovation? The Green Digital Fashion Manager learning pathway offers 5 modules and 50+ lessons covering circular strategies, digital technologies, ethical manufacturing, ESG practices, and organisational change. Learn. Apply. Lead the Transition.

Main body:
The fashion and textile sector is undergoing a profound transformation, driven by the urgent need for greater sustainability and the rapid development of digital technologies. To support this transition, the DigiFashTech project has developed the Green Digital Fashion Manager learning pathway, now available online for learners and professionals across the sector.

The learning pathway brings together sustainability, digital innovation, circular economy principles, ethical manufacturing, business development, and organisational change. Structured across 5 interconnected modules and more than 50 lessons, it provides practical knowledge and strategic tools

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for understanding and managing the green and digital transformation of fashion and textiles.

The programme is designed for students, early-career professionals, fashion and textile practitioners, educators, and VET providers who want to strengthen their skills and respond to the changing needs of the industry.

A key outcome of the learning pathway is the development of a new professional profile: the Green Digital Fashion Manager—a strategic role connecting creative practice, sustainability, digital technologies, and responsible business management. Learners explore how digital solutions can support sustainable production and decision-making, how circular business models can be developed, and how ethical and ESG-oriented practices can be integrated into organisations.

By completing the curriculum, participants can strengthen their ability to learn, apply, and lead—turning sustainability and digital innovation into practical strategies for fashion businesses and organisations. Upon completion, learners can earn their Green Digital Fashion Manager certificate, recognising their newly developed knowledge and competences.

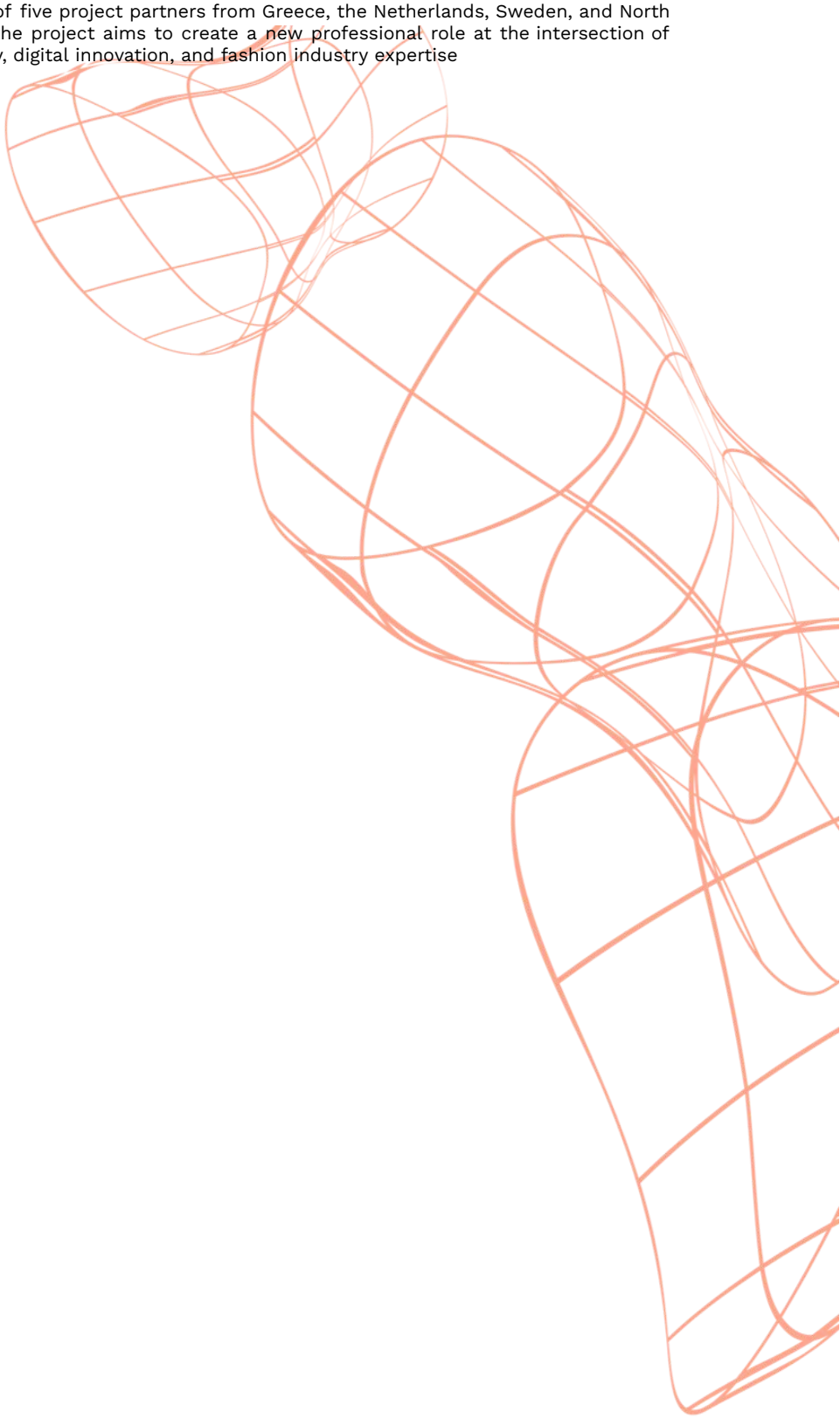
Start learning today and contribute to the green and digital transition of fashion: https://digifashhub.com/learning

Tags
#Sustainability #digifashtech #CircularEconomy #fashion #edu

#DigiFashTech

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JUSTFASHION

Build the Skills to Shape the Future of Fashion

SEP 29, 2026 | PLATFORM NEWS



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Start learning today and contribute to the green and digital transition of fashion: **https://digifashhub.com/learning**

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JUSTFASHION

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