

## Establishing a Network for the Educational Fashion Line of Business to Improve the European Cooperation and Enhance Mobility

2012-1-NL1-LEO05-08730

<http://www.adam-europe.eu/adam/project/view.htm?prj=9683>

## Projektinformation

**Titel:** Establishing a Network for the Educational Fashion Line of Business to Improve the European Cooperation and Enhance Mobility  
**Projektnummer:** 2012-1-NL1-LEO05-08730  
**Jahr:** 2012  
**Projekttyp:** Innovationstransfer  
**Status:** bewilligt  
**Land:** NL-Niederlande

**Marketing Text:** The inducement for this project is the realization that student mobility lags behind for the fashion and textile sector in education. This is due to the fact that this sector is a rather small branch. The ongoing mobility of students in this sector is based on a few semi-private contacts within VET schools at the moment, which do not fulfil the full range of necessary mobility partners. This illustrates the need for schools to have a stable network which is exclusively based on the fashion line of business in the European context.

**Zusammenfassung:** The inducement for this project is the realization that student mobility lags behind for the fashion and textile sector in education. This is due to the fact that this sector is a rather small branch. The ongoing mobility of students in this sector is based on a few semi-private contacts within VET schools at the moment, which do not fulfil the full range of necessary mobility partners. This illustrates the need for schools to have a stable network which is exclusively based on the fashion line of business in the European context.

In the current fashion and textile industry globalization trends can clearly be seen. This has to do, on the one hand, with the growing competition that companies have to deal with. For that reason companies are forced to deliver more collections in a shorter period of time and they have to comply with the international market. This means, on the other hand, that companies have to reduce production costs and time which induces them to produce textiles in low-wage countries.

In education this globalization trend of the fashion and textile industry is visible as well. Training courses in the fashion sector are dealing with internationalization in terms of work placements. Especially fashion students tend to go abroad in order to gain intercultural competences in their working environment.

The main objective of this project is to improve mobility of both students and professionals at EU level for one specific sectoral environment, namely the fashion line of business, by establishing an efficient and sustainable network. The approach to build the network is based on the LdV project RECOMFOR. To facilitate the network two European reference profiles will be developed as a tool.

The consortium of EURFASHION is build from a triangular alliance of a school-related, a company-related (labour market) and a sectoral (policy) organization. Within each partner country this triangle will create the sustainable foundation of the European partnership. Different parties from one country and therefore different perspectives of education and the working world of fashion is put together to create a network. The partners in the different countries are partners who already participated in previous LdV projects around a network in the trade sector or are experts on the fashion/textile line of business.

The general outcome of EURFASHION is a network that is determined with a network dossier to ensure its efficiency and sustainability. This network will be facilitated through two European reference profiles. With the help of a marketing plan and a training program the promotion and awareness raising will be monitored.

The impact foreseen for this project is distinguished for the following target groups: students, companies and VET providers who will benefit from the network throughout Europe (short-term impact). In the long term the target groups will benefit from a better gearing and more opportunities for Life Long Learning.

**Beschreibung:** The rationale for this project is the realization that student mobility lags behind for the fashion and textile sector in education. This is due to the fact that this sector is a rather small branch. The ongoing mobility of students in this sector is based on a few semi-private contacts within VET schools at the moment, which do not fulfil the full range of necessary mobility partners. This illustrates the need for schools to have

## Projektinformation

a stable network which is exclusively based on the fashion and textile line of business in the European context.

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In education this globalization trend of the fashion industry is visible as well. Training courses in the fashion sector are dealing with internationalization in terms of work placements. This illustrates the need for companies and schools to promote and improve the quality and attractiveness of the fashion/textile sector in Europe.

Themen: \*\*\* Interkulturelles Lernen  
\*\*\* Lebenslanges Lernen  
\*\*\* Anerkennung, Transparenz, Zertifizierung  
\*\* Arbeitsmarkt  
\*\* Nachhaltigkeit  
\*\* Unternehmen, KMU

Sektoren: \* Handel; Instandhaltung Und Reparatur Von Kraftfahrzeugen

Produkt Typen: Beschreibung neuer Berufsprofile  
andere  
Homepage

Produktinformation: The objectives of EUrFASHION are  
- to improve mobility of both students and professionals at EU level for the fashion and textile sector by establishing an efficient and sustainable network of all partners connected and make mobility widespread so it can be carried out with confidence  
- to create transparency in order to develop recognition and transfer is guaranteed.

The general outcome of EUrFASHION is a network that is determined with a network dossier to ensure its efficiency and sustainability. This network will be facilitated through two European reference profiles. With the help of a marketing plan and a training program the promotion and awareness raising will be monitored.  
The impact foreseen for this project is distinguished for the following target groups: students, companies and VET providers who will benefit from the network throughout Europe (short-term impact). In the long term the target groups will benefit from a better gearing and more opportunities for Life Long Learning.

Projektwebseite: [www.eurfashion.eu](http://www.eurfashion.eu)

## Vertragnehmer

Name: KCH Services  
Stadt: EDE  
Land/Region: Gelderland  
Land: NL-Niederlande  
Organisationstyp: Öffentliche Einrichtung  
Homepage: <http://www.kch.nl>

## Kontaktperson

Name: Rob van Wezel  
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E-Mail: [info@kch.nl](mailto:info@kch.nl)  
Homepage: <http://www.kch.nl>

## **Koordinator**

Name: KCH Services  
Stadt: EDE  
Land/Region: Gelderland  
Land: NL-Niederlande  
Organisationstyp: Öffentliche Einrichtung  
Homepage: <http://www.kch.nl>

## **Kontaktperson**

Name: Rob van Wezel  
Adresse: Horapark 2  
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Homepage: <http://www.kch.nl>

## Partner

### Partner 1

Name: Bursa Tuhafiyeciler ve Benzerlerii Odasi (BTBO)  
Stadt: Bursa  
Land/Region: Bursa  
Land: TR-Türkei  
Organisationstyp: Kammer  
Homepage: <http://btbo.org.tr>

### Partner 2

Name: Ufficio Scolastico Regionale per il Veneto (USRV)  
Stadt: Venice  
Land/Region: Veneto  
Land: IT-Italien  
Organisationstyp: Öffentliche Einrichtung  
Homepage: <http://www.istruzioneveneto.it>

### Partner 3

Name: ROC Aventus  
Stadt: Apeldoorn  
Land/Region: Gelderland  
Land: NL-Niederlande  
Organisationstyp: Weiterbildungseinrichtung  
Homepage: <http://www.ventus.nl>

### Partner 4

Name: Modint  
Stadt: Zeist  
Land/Region: Utrecht  
Land: NL-Niederlande  
Organisationstyp: Gewerkschaftsorganisation  
Homepage: <http://www.modint.nl>

## Partner

### Partner 5

Name: Newham College for Further Education (NCFE)  
Stadt: London  
Land/Region: London  
Land: UK-Vereinigtes Königreich  
Organisationstyp: Weiterbildungseinrichtung  
Homepage: <http://www.newham.ac.uk>

### Partner 6

Name: Città Studi  
Stadt: Biella  
Land/Region: Piemonte  
Land: IT-Italien  
Organisationstyp: Weiterbildungseinrichtung  
Homepage: <http://www.cittastudi.org>

### Partner 7

Name: European Vocational Training Association (EVTA)  
Stadt: Brussels  
Land/Region: Bruxelles Cap, Brussel Hof  
Land: BE-Belgien  
Organisationstyp: andere  
Homepage: <http://www.evta.eu>

### Partner 8

Name: Yildirim IMKB Kiz Teknik ve Meslek Lisesi (Yildirim IMKB)  
Stadt: Bursa  
Land/Region: Bursa  
Land: TR-Türkei  
Organisationstyp: Weiterbildungseinrichtung  
Homepage: <http://yildirimkizmslek.k12.tr/>

## Partner

### Partner 9

Name: Biesseci Bursa AS  
Stadt: Bursa  
Land/Region: Bursa  
Land: TR-Türkei  
Organisationstyp: andere  
Homepage: <http://www.biesseci.com.tr>

### Partner 10

Name: Instituut voor Vorming en Onderzoek in de Confectie vzw (IVOC)  
Stadt: Zellik  
Land/Region: Vlaams Brabant  
Land: BE-Belgien  
Organisationstyp: Forschungseinrichtung  
Homepage: <http://www.ivoc.be>

### Partner 11

Name: Fondazione Giacomo Rumor Centro Produttività (CPV)  
Stadt: Vicenza  
Land/Region: Veneto  
Land: IT-Italien  
Organisationstyp: Weiterbildungseinrichtung  
Homepage: <http://www.cpv.org>

## Produkte

- 1 WP1: Projectmanagement
- 2 WP2 EUrFASHION network
- 3 WP3 Implementation and Impact
- 4 WP4 Reference EUrFASHION
- 5 WP5 Testing
- 6 WP6 Quality Assurance
- 7 WP7 Publicity, Dissemination and awareness

## Produkt 'WP1: Projectmanagement'

Titel: WP1: Projectmanagement

Produkttyp: andere

Marketing Text: Products to manage the project EUrFASHION

Beschreibung: Products to manage the project EUrFASHION

Zielgruppe:

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

### product files

#### WP1

32\_R1\_WP 1\_mailing list.docx

[http://www.adam-europe.eu/prj/9683/prd/1/2/32\\_R1\\_WP%201\\_mailing%20list.docx](http://www.adam-europe.eu/prj/9683/prd/1/2/32_R1_WP%201_mailing%20list.docx)  
Mailing list

33\_R1\_WP 1\_project guide.docx

[http://www.adam-europe.eu/prj/9683/prd/1/2/33\\_R1\\_WP%201\\_project%20guide.docx](http://www.adam-europe.eu/prj/9683/prd/1/2/33_R1_WP%201_project%20guide.docx)  
WP 1\_project guide

34\_R2\_WP1\_project logo.pdf

[http://www.adam-europe.eu/prj/9683/prd/1/2/34\\_R2\\_WP1\\_project%20logo.pdf](http://www.adam-europe.eu/prj/9683/prd/1/2/34_R2_WP1_project%20logo.pdf)  
Project Logo

35\_R2\_WP 1\_template\_WORD1.docx

[http://www.adam-europe.eu/prj/9683/prd/1/2/35\\_R2\\_WP%201\\_template\\_WORD1.docx](http://www.adam-europe.eu/prj/9683/prd/1/2/35_R2_WP%201_template_WORD1.docx)  
Template Word

36\_R2\_WP 1\_template\_WORD2.docx

[http://www.adam-europe.eu/prj/9683/prd/1/2/36\\_R2\\_WP%201\\_template\\_WORD2.docx](http://www.adam-europe.eu/prj/9683/prd/1/2/36_R2_WP%201_template_WORD2.docx)  
template word 2

37\_R2\_WP 1\_template\_PPT.pptx

[http://www.adam-europe.eu/prj/9683/prd/1/2/37\\_R2\\_WP%201\\_template\\_PPT.pptx](http://www.adam-europe.eu/prj/9683/prd/1/2/37_R2_WP%201_template_PPT.pptx)  
template ppt

38\_R2\_WP 1\_project website-digital workplace.docx

[http://www.adam-europe.eu/prj/9683/prd/1/2/38\\_R2\\_WP%201\\_project%20website-digital%20workplace.docx](http://www.adam-europe.eu/prj/9683/prd/1/2/38_R2_WP%201_project%20website-digital%20workplace.docx)  
website

## Produkt 'WP2 EUrFASHION network'

Titel: WP2 EUrFASHION network

Produkttyp:

Marketing Text: Network for the fashion and textile sector

Beschreibung:

Zielgruppe:

Resultat:

Anwendungsbereich:

Homepage: [www.eurfashion.eu](http://www.eurfashion.eu)

Produktsprachen: Englisch

### product files

#### WP2 results

39\_R3\_EUrFASHION\_strategic network plan\_WP 2.pdf

[http://www.adam-europe.eu/prj/9683/prd/2/2/39\\_R3\\_EUrFASHION\\_strategic%20network%20plan\\_WP%202.pdf](http://www.adam-europe.eu/prj/9683/prd/2/2/39_R3_EUrFASHION_strategic%20network%20plan_WP%202.pdf)  
strategic network plan

40\_R4\_Final EurFashion Network Membership Agreement .pdf

[http://www.adam-europe.eu/prj/9683/prd/2/2/40\\_R4\\_Final%20EurFashion%20Network%20Membership%20Agreement%20.pdf](http://www.adam-europe.eu/prj/9683/prd/2/2/40_R4_Final%20EurFashion%20Network%20Membership%20Agreement%20.pdf)  
Membership agreement

41\_R4\_EUrFASHION network\_Certificate of Membership Final.pdf

[http://www.adam-europe.eu/prj/9683/prd/2/2/41\\_R4\\_EUrFASHION%20network\\_Certificate%20of%20Membership%20Final.pdf](http://www.adam-europe.eu/prj/9683/prd/2/2/41_R4_EUrFASHION%20network_Certificate%20of%20Membership%20Final.pdf)  
Certificate of Membership + undersigned membership agreements of new members (not uploaded because of the privacy of the new members)

## Produkt 'WP3 Implementation and Impact'

Titel: WP3 Implementation and Impact

Produkttyp:

Marketing Text: Create awareness of and promote the network among target groups

Beschreibung:

Zielgruppe:

Resultat:

Anwendungsbereich:

Homepage: [www.eurfashion.eu](http://www.eurfashion.eu)

Produktsprachen: Englisch

### product files

#### WP3 results

43\_R5\_EUrFASHION\_marketing plan\_WP 3.pdf

[http://www.adam-europe.eu/prj/9683/prd/3/2/43\\_R5\\_EUrFASHION\\_marketing%20plan\\_WP%203.pdf](http://www.adam-europe.eu/prj/9683/prd/3/2/43_R5_EUrFASHION_marketing%20plan_WP%203.pdf)  
Marketingplan

44\_R6\_EUrFASHION ADJUSTED independent learning workbook\_EN\_WP 3.pdf

[http://www.adam-europe.eu/prj/9683/prd/3/2/44\\_R6\\_EUrFASHION%20ADJUSTED%20independent%20learning%20workbook\\_EN\\_WP%203.pdf](http://www.adam-europe.eu/prj/9683/prd/3/2/44_R6_EUrFASHION%20ADJUSTED%20independent%20learning%20workbook_EN_WP%203.pdf)  
Independent Learning Book

## Produkt 'WP4 Reference EUrFASHION'

Titel: WP4 Reference EUrFASHION

Produkttyp:

Marketing Text: Reference frame in which the profession can be place in order to facilitate the communication within the network.

Beschreibung: Reference frame in which the profession can be place in order to facilitate the communication within the network.

Zielgruppe:

Resultat:

Anwendungsbereich:

Homepage: [www.eurfashion.eu](http://www.eurfashion.eu)

Produktsprachen: Englisch

### product files

#### WP4

45\_R7\_adjusted EUrFASHION\_EFD\_reference profile\_WP 4.pdf

[http://www.adam-europe.eu/prj/9683/prd/4/2/45\\_R7\\_adjusted%20EUrFASHION\\_EFD\\_reference%20profile\\_WP%204.pdf](http://www.adam-europe.eu/prj/9683/prd/4/2/45_R7_adjusted%20EUrFASHION_EFD_reference%20profile_WP%204.pdf)  
Reference Profile EUrFASHION

46\_R8\_adjusted Final EUrFASHION\_EFD\_guide for companies\_WP 4\_R7.pdf

[http://www.adam-europe.eu/prj/9683/prd/4/2/46\\_R8\\_adjusted%20Final%20EUrFASHION\\_EFD\\_guide%20for%20companies\\_WP%204\\_R7.pdf](http://www.adam-europe.eu/prj/9683/prd/4/2/46_R8_adjusted%20Final%20EUrFASHION_EFD_guide%20for%20companies_WP%204_R7.pdf)  
GUide for Companies EUrFASHION EFD

47\_R9\_Final Adjusted Version EUrFASHION\_EFPC\_reference\_profile\_WP 4\_R8.pdf

[http://www.adam-europe.eu/prj/9683/prd/4/2/47\\_R9\\_Final%20Adjusted%20Version%20EUrFASHION\\_EFPC\\_reference\\_profile\\_WP%204\\_R8.pdf](http://www.adam-europe.eu/prj/9683/prd/4/2/47_R9_Final%20Adjusted%20Version%20EUrFASHION_EFPC_reference_profile_WP%204_R8.pdf)  
Reference Profile EFPC

48\_R10\_ Adjusted Final EUrFASHION\_EFPC\_guide for companies\_WP 4\_R8.pdf

[http://www.adam-europe.eu/prj/9683/prd/4/2/48\\_R10\\_%20Adjusted%20Final%20EUrFASHION\\_EFPC\\_guide%20for%20companies\\_WP%204\\_R8.pdf](http://www.adam-europe.eu/prj/9683/prd/4/2/48_R10_%20Adjusted%20Final%20EUrFASHION_EFPC_guide%20for%20companies_WP%204_R8.pdf)  
Guide for Companies EFPC

## Produkt 'WP5 Testing'

Titel: WP5 Testing

Produkttyp:

Marketing Text: Put the EUrFASHION network into practice in the testingphase

Beschreibung: Testing report EUrFASHION

Zielgruppe:

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

## product files

### WP5

49\_R11\_EUrFASHION\_WP 5\_test report 10102014.pdf

[http://www.adam-europe.eu/prj/9683/prd/5/2/49\\_R11\\_EUrFASHION\\_WP%205\\_test%20report%2010102014.pdf](http://www.adam-europe.eu/prj/9683/prd/5/2/49_R11_EUrFASHION_WP%205_test%20report%2010102014.pdf)  
Test Report

## Produkt 'WP6 Quality Assurance'

Titel: WP6 Quality Assurance

Produkttyp:

Marketing Text: Assurance of the quality of the whole process

Beschreibung:

Zielgruppe:

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

### product files

#### WP6 Quality assurance

50\_R12\_EURFASHION Quality Management Plan.pdf

[http://www.adam-europe.eu/prj/9683/prd/6/2/50\\_R12\\_EURFASHION%20Quality%20Management%20Plan.pdf](http://www.adam-europe.eu/prj/9683/prd/6/2/50_R12_EURFASHION%20Quality%20Management%20Plan.pdf)  
Quality Management Plan

51\_R13\_External evaluation report EurFashion Final.pdf

[http://www.adam-europe.eu/prj/9683/prd/6/2/51\\_R13\\_External%20evaluation%20report%20EurFashion%20Final.pdf](http://www.adam-europe.eu/prj/9683/prd/6/2/51_R13_External%20evaluation%20report%20EurFashion%20Final.pdf)  
External Evaluation Report

## Produkt 'WP7 Publicity, Dissemination and awareness'

Titel: WP7 Publicity, Dissemination and awareness

Produkttyp:

Marketing Text: Accomplishing of widespread awareness of the project.

Beschreibung: <https://www.dropbox.com/sh/t3rotjbbbrbfs07k/AABQrxCdJgOIPmCozQC-X10Ea?dl=0> for all the dissemination evidence  
+ [www.eurfashion.eu](http://www.eurfashion.eu)

Zielgruppe:

Resultat:

Anwendungsbereich:

Homepage: <https://www.dropbox.com/sh/t3rotjbbbrbfs07k/AABQrxCdJgOIPmCozQC-X10Ea?dl=0>

Produktsprachen: Englisch

### product files

#### WP7 Dissemination

52\_R14\_EUrFASHION\_disseminationanalysis\_WP7\_FINAL.pdf

[http://www.adam-europe.eu/prj/9683/prd/7/2/52\\_R14\\_EUrFASHION\\_disseminationanalysis\\_WP7\\_FINAL.pdf](http://www.adam-europe.eu/prj/9683/prd/7/2/52_R14_EUrFASHION_disseminationanalysis_WP7_FINAL.pdf)  
Dissemination Analysis

## Veranstaltungen

### Board meeting EUrFASHION network

Datum 29.01.2015

Beschreibung The Board of the EUrFASHION network will have a conference at 29th of January

Zielgruppe

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort

### boardmeeting

Datum 12.12.2014

Beschreibung The board comes together to look at possible activities to set for the network.

Zielgruppe Board member:  
KCH International  
IVOC  
ROC Aventus  
EVTA

Öffentlich Öffentliche Veranstaltung

Kontaktinformation KCH International

Zeitpunkt und Ort 12 december 2014, Belgie

## Veranstaltungen

### Final conference

Datum 03.12.2014

Beschreibung An interactive day, focused on the exchange of experiences and getting to know other people in the fashion sector.

Topics of the EUrFASHION day:

Introduction of the EUrFASHION network

Workshops with the focus on international work placements for students

Networking with other partners in the fashion and training sector

Interactive 'fashion sessions' in collaboration with students and companies

Zielgruppe For everybody who is interested in improving and supporting work-based learning in the fashion sector in Europe.

The EUrFASHION network organises this event to put work-based learning abroad in the spotlight, to invite partners to become member of the EUrFASHION network and to promote the services of the network.

Öffentlich Öffentliche Veranstaltung

Kontaktinformation Registration via [www.kch.nl/eurfashion](http://www.kch.nl/eurfashion)

Zeitpunkt und Ort Tuesday September 30th, 2014  
10.00 - 15.30

Hotel "De nieuwe wereld"

Marijkeweg 5, 6709 PE Wageningen

The Netherlands

[www.denieuwewereld.nl](http://www.denieuwewereld.nl)