

#WEARsustain



EU Horizon 2020 'Innovation Action' ICT-36-2016

WEAR Sustain Support Event, Eindhoven, May 18



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FINDING RESOURCES

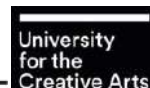
#WEARsustain

General points

MEDIA & ARTS
TECHNOLOGY



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WEAR sustain [WEARABLE TECHNOLOGISTS
ENGAGE WITH ARTISTS FOR
RESPONSIBLE INNOVATION]

ABOUT

#WEARsustain

WEAR Sustain is a new, €3M project, funded by the European Union's Horizon 2020 research and innovation initiative.

Runs from January 2017 to December 2018.

It aims to engage **wearable technology stakeholders** to work more closely with **designers and artists** across Europe, to shift the development of the EU wearables and e-textiles industries towards a more sustainable and ethical approach.

Over next two years the program will bring together the rich European landscape of wearable technology and smart textile stakeholders toward addressing core ethical and sustainability issues head on at the research & development stages.



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ABOUT

#WEARsustain

Scope: wearables and e-textiles that you wear on your body and that may collect body data and/or data about your environment

The project is managed by a consortium of 7 organisations across 5 EU countries:

imec (Brussels, Belgium)

University for the Creative Arts (Epsom, UK)

Queen Mary University of London (UK)

Berlin University of the Arts, UdK (Berlin, Germany)

Blumine (Milan, Italy)

Digital Spaces Living Lab (Sofia, Bulgaria)

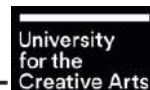
We Connect Data (Brussels, Belgium)



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OBJECTIVES

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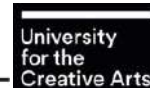
WEAR will:

- **Develop a sustainable European network of stakeholders and hubs**, to connect and push the boundaries in the design and development of sustainable and ethical wearables, electronic and smart textiles;
- **Encourage cross-border and cross-sector collaboration** between creative people and technology developers to design and develop wearables, electronic and smart textiles;
- **Develop a framework within which future prototypes can be made** that will become the next generation of what ethical and aesthetic wearables, electronic and smart textiles could/should be;
- **Lead the emergence of innovative approaches** to design, production, manufacturing and business models for wearable technologies;
- **Make citizens, entrepreneurs and other stakeholders more aware** of the ethical and aesthetic issues in making and use of wearable technologies..

WEARABLE ARTISTS TECHNOLOGY



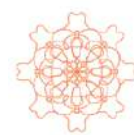
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4 KEY PROJECT ELEMENTS

#WEARsustain



SUSTAINABLE INNOVATION

Art & Tech Collaboration

Open Calls:

(Cross Border::Cross Sector)

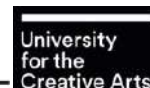
€2.4m Funding:

48 Innovation Awards €50k each

Prep for market



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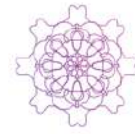


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The screenshot shows the WEAR sustain website interface. At the top, it says 'WEAR' and '82 MEMBERS'. On the left, there are filters for 'VISIBLE MEMBERS' (Hub-Center, Hub-Studio, Hub-Network, Hub-Cluster, Hub-Online platform, Research Partner, Public Agency, Company, Investor) and 'SEARCH KEYWORDS' (industries, examples, sigl...). Below that are 'TIME FRAME' filters for 'FOUNDED' and 'FUNDED' (ALL TIME). A 'SEARCH WITHIN MAP' section has a 'SHOW ALL' button. The main area is a map of Europe with various colored dots representing members. On the right, there are four featured project cards: 'DESIGN IN ACTION HUB', 'CROATIANS DESIGNER ASSOCIATION', 'DUTCH DESIGN WEEK', and 'BALTAN LABORATORIES'. At the bottom of the map, it says 'Page Items 12 50 100'.



WEAR ECOSYSTEM

Be part of the next
generation of wearables

40+ Network of Hubs &
Advocacy Centres

Aesthetic
Ethical
Support



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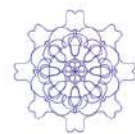
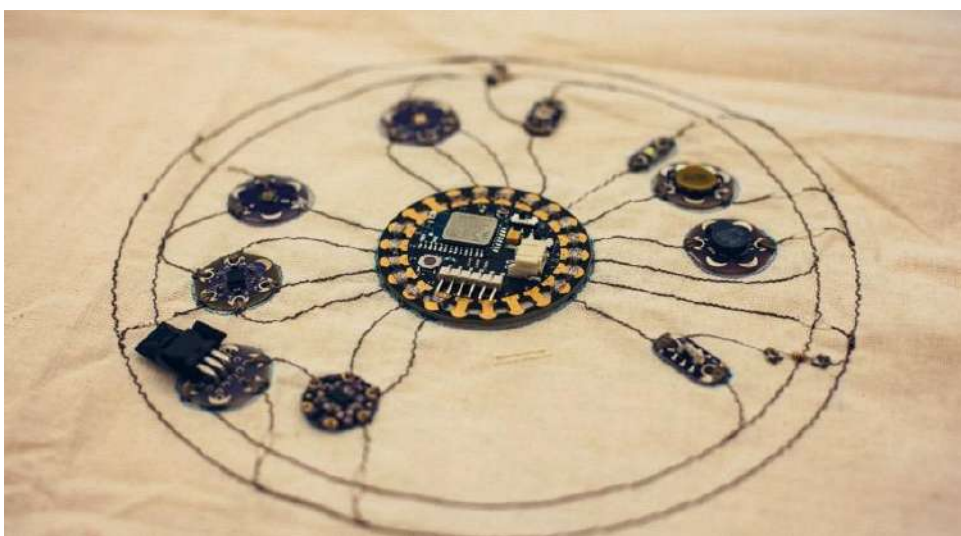


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4 KEY PROJECT ELEMENTS

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KNOWLEDGE
EXCHANGE

Networking &
Events

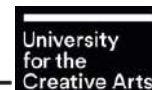
Symposia

Local Meet-ups

Digital Platform



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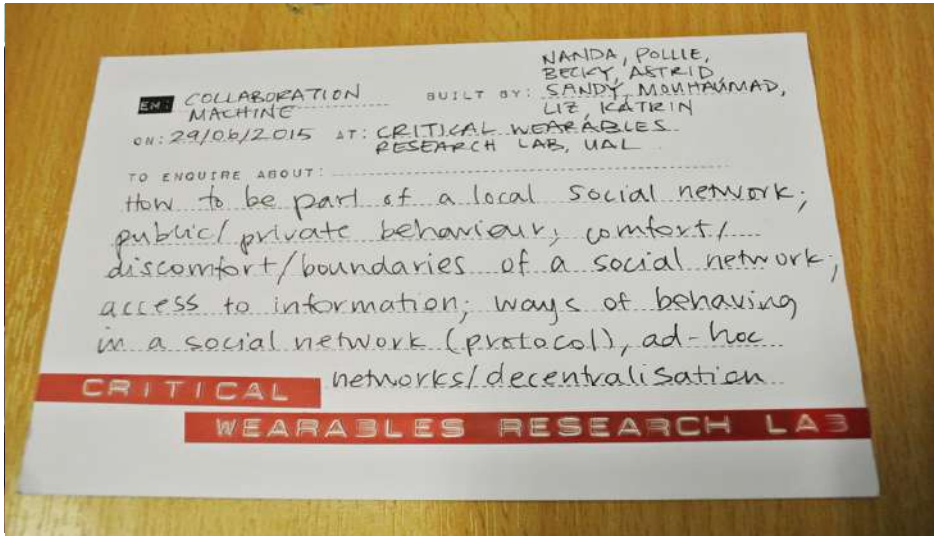




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4 KEY PROJECT ELEMENTS

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ETHICS & SUSTAINABILITY

- Personal (Data)
- Environmental
- Material
- Critical

(e.g. labour practices, supply chain, commerce etc.)



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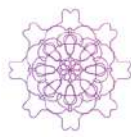
4 KEY PROJECT ELEMENTS

#WEARsustain



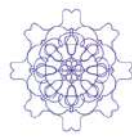
SUSTAINABLE INNOVATION

- Art/Tech Collaboration
- Open Calls (Cross Border::Cross Sector)
- €2.4m Awards:
- 48 Innovations to market
- Best Practice Methods



WEARABLES ECOSYSTEM

- Be part of the next generation of wearables
- 40+ Network of Hubs & Advocacy Centres
- Aesthetic Ethical Support



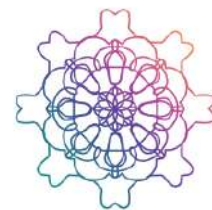
KNOWLEDGE EXCHANGE

- Events Symposia
- Local Meet-ups
- Digital Platform



ETHICS & SUSTAINABILITY

- Personal (Data)
- Environmental
- Material
- Critical



WEAR Sustain- SUSTAINABILITY STRATEGY & TOOLKIT

- Sustainable & Disruptive Innovation >> Next Generation Wearables
- Wearables Ecosystem
- New Knowledge
- Ethics & Sustainability Guidelines



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OPEN CALL 1 - Funding & timing



Opened: 1st April

Deadline to apply: 31st May

Evaluation and selection by 30th June

Signature of agreements
Selection of main mentor
July
Selection of hub

Start: 2nd half of July

17-21 July: introduction of teams





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FUNDING & INSTALMENTS

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Proposed projects shall receive up to €50K

- €25K at start (including innovation vouchers)
- €15K after mid-term evaluation (November)
- €10K after final evaluation (January)

In other words
MEDICAL ARTS
TECHNOLOGY

A maximum of €50,000 in two forms

- A fee (between €35,000 and €40,000) to be spent for prototype development and team's salaries
- Innovation vouchers (between €10,000 and €15,000) aimed at support



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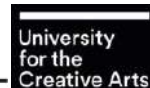
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Eligibility & Evaluation Criteria



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Who can apply?

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Co-applications from teams in Europe must include :

- At least one collaborator from the art or design sectors,
- At least one collaborator from the technology/ICT or engineering sectors.
- A team may consist of more than one co-applicant from each sector.

Submitted proposals will only be considered as eligible, if the proposing individual(s) have (or must be prepared to set up) a legal entity.

All applicants must be a citizen or resident of one of the 28 countries in the European Union and associated non-EU countries



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CALLS THEMES:

Environment: How can artists & designers and technologists solve environmental issues associated with creating, using and discarding wearable devices and smart textiles?

Use, Reuse and Waste: How can artists & designers and technologists develop new wearables using technologies, textiles and materials that engage with sustainable use, reuse or waste?

Body/Physiology/Somatics: How can artists & designers and technologists address and combat the negative impact of wearable technologies and smart textiles on the body?

Energy: How can artists or designers with technologists develop wearable devices and smart textiles that harvest or make use of alternative energy?

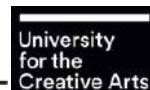
Emotional and Mental Health: How can artists & designers and technologists develop wearable devices and smart textiles that minimise the negative impact on users emotional and mental health, and enhance comfort and wellbeing?

Ethical Social/Cultural/Economic Use of Data: How can artists & designers and technologists develop wearable devices and smart textiles that create social, cultural and economic sustainability for data collection and processing?

Open Category



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Scoring Criteria		Point
Addressing call themes		100
1.1	Social sustainability	25
1.2	Economic sustainability	
1.3	Environmental sustainability	
1.4	Data ethics & privacy	
Creativity		25
2.1	Novelty or/and Innovation of the solution	20
2.2	Technical integration within project	
2.3	Focus on design/ artistic value of project	
Team		20
3.1	Collaboration between Artistic and Technological disciplines	15
3.2	Expertise	
3.3	Interdisciplinary, diversity and cross-border collaboration	
Business Potential		15
4.1	Business potential	15
4.2	End-user validation	
4.3	Market vision & Business Sustainability	
Feasibility		15
5.1	Technical viability	15
5.2	Project plan & budget	
5.3	Impact	
5.4	Risk Mitigation	



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How can you apply?



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APPLICATIONS via F6S PLATFORM

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<http://wearsustain.eu/open-calls/>

Apply now >>

Alternatively: <https://www.f6s.com/wearsustain2017>

WEAR sustain 2017 ▾

Wearable Technologists Engage with Artists for Responsible Innovation

Apply by May 31

Logos: European Commission, Digital Spec, Creative Arts, Queen Mary University of London



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Welcome to F6S

F6S is taking applications for WEAR sustain 2017. We'll get you started on your application right away.

For new users, your public profile/basic information will be used to create a profile. We will never post without your permission.

Continue with Facebook

Continue with LinkedIn

OR

Join or Login with e-mail

By joining F6S you agree to the Terms and Conditions, Privacy Policy and Cookie Policy

Logos: European Commission, Digital Spec Living Lab, University for the Creative Arts, Queen Mary University of London



WEAR sustain 2017

Wearable Technologists Engage with Artists for Responsible Innovation

About Discuss **Application** 48 Connections

You'll get emails about your application at hkanaivo@imec.be [Change it](#)

Apply by May 31 '17

Jan 1 '17-Dec 31 '18 (24 months)

Brussels, Belgium

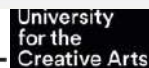
Let's get started

First, you just need to create or choose a Team/Startup Profile

[Create Team](#)



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What's your Startup/Team's name? ✕

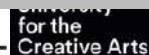
Test

36

[Create](#)



Digital Specas Living Lab





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Invite people to TestWEAR

as Co-Founder

*type name if person is on F6S
or type email and hit enter*

Message (optional)

Invite

[click here](#)



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APPLICATIONS via F6S PLATFORM

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Dashboard Apply Events Jobs Benefits Add your Search F6S

You'll get emails about your application at hranaivo@vub.ac.be [Change it](#)

You know 2 connections

Apply by May 31 '17
Jan 1 '17-Dec 31 '18 (24 months)

[Edit Image/Video](#)

[Add Street address](#)
Brussels, Belgium

[Add Links](#)

WEAR is organizing two Europe-wide competitions in April 2017 and October 2017, to develop what could or should be considered Next Generation Wearables and smart textiles that are critical-ethical-aes [more](#)

FUNDS	TAXES	FUNDS
€50k per team	0% equity	24 startups per year

Digital Specas Living Lab

ranaivoson
Update your Startup profile

Basic Information 0 of 8 complete

Please finish updating your Team 0 of 1 complete

Co-Founders (1) > Investors (0) > Advisors (0) > Employees (0)

+

Co-Founder

Hranya Ranaivoson

Questions 🔒

Executive Summary

1 Description of the proposal (tell us about your idea) *

3 types of information:

- basic information
- information on the team
- questions



Basic Information

-> this is important for F6S BUT not for the application

Only this part of your Application will appear on your personal or startup F6S profile. All other information you provide on this Application is private between you and WEAR sustain 2017.

Short description of Startup * 75

F6S is aimed at startups BUT You do not have to be a startup to apply!

When did you start this company? * Select month Select year Are you incorporated?

What do you do in detail? * -> we want to know your expertise 2500

What's different/interesting about your Startup? 140

How do customers use or interact with your product? * Desktop Mobile/Tablet (iOS) Mobile/Tablet (Android) API Server software (ie, databases) Hardware-wearable Hardware-non-wearable

Where are you based? * Type Your City

Markets * ? -> we want to know (potential) uses for your prototype

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APPLICATIONS via F6S PLATFORM: Basic information

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Links *

Website	<input type="text"/>
Twitter	<input type="text"/>
Facebook	<input type="text"/>
Linkedin	<input type="text"/>
Github	<input type="text"/>

Product Demo Video -> if you have one BUT this is not a mandatory question

Show how your product or prototype works in 1 minute or less.

Use a public Youtube/Vimeo URL only (ex. www.youtube.com/foo). Do not password protect your video but non-public/unlisted is OK.

Mobile Apps -> if you have BUT this is not a mandatory question Apple App Store

Paste the URL of your App's page in the Google Play Store



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APPLICATIONS via F6S PLATFORM: Team (1)


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^ Update your Team

Co-Founders (1) > Investors (0) Advisors (0) Employees (0)



Co-Founder



Heritiana Ranaivoson

Describe yourself * 140

What's your role at ranaivoson *

Your Skills *

Tell us something amazing you built 1000

Location *



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APPLICATIONS via F6S PLATFORM: Team (2)

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Location *

Contact info *

Linkedin	<input type="text"/>
Twitter	<input type="text"/>
Facebook	<input type="text"/>
Website	<input type="text"/>
Github	<input type="text"/>

Mobile number * Skype ID





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APPLICATIONS via F6S PLATFORM: Questions (1)

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Questions

There are 14 questions: this is the core of your application



All information entered here is private between you and us. It will be seen only by reviewers and members of WEAR Sustain

Executive Summary

Respect the number of characters

Executive Summary of the proposal (tell us about your idea) *

2500

Team

Specific input needed regarding to the applicant's Team and their relevance to the WEAR Open Call 1

- 2 Please briefly describe your team (including their expertise, previous realised projects that might be related to/ or in wearable technology, and e-/smart textiles? *

2500

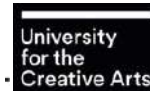
- 3 Describe your team composition and how you intend to collaborate over the course of your project development." *

Describe each team member's role and how they equally contribute and how you will collaborate during the project.

1875

- 4 Please upload the CV of every team member (Max file size 30MB.) *

Choose a File



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APPLICATIONS via F6S PLATFORM: Questions (2)

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Project Pitch

This section requires more in-depth details on the implementation, based on the NABC method (Need, Approach, Benefit, Competition), including a description of the artistic process, design thinking methodologies and technological approach or innovation intended for the project.

- 5 Need *

An idea without a practical need remains just a good idea and nothing more. Describe the practical need for your project, including and addressing the Call Themes on ethics and sustainability set out in the application requirements

2000

- 6 Approach *

What is your approach and why is it unique to address these needs?

2500

- 7 Benefit *

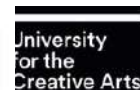
What are the specific advantages of your approach?

2500

- 8 Competition *

How do the benefits of your idea transcend those of the competition and the existing alternatives?

This can be seen from an economic point of view BUT also in terms of how innovative your approach is in comparison to what already exists





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APPLICATIONS via F6S PLATFORM: Questions (3)

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Prototype Plan

9 If you would rate your project on a Technology Readiness Level (TRL), what would be the level of your aspired project?

Having an experimental proof of concept (at least TRL 3) is a requirement to be eligible for selection in Open Call 1 of WEAR. Applicants should contain evidence of the existence of the working POC in the format of for example a link to your web or product demo to be uploaded in the WEAR portal.

This question is not mandatory BUT it can be useful for reviewers

- TRL 1 - Ideation phase
- TRL 2 - Principle idea formulated
- TRL 3 - Experimental (first) proof of concept
- TRL 4 - Solution has been developed and tested in a closed environment (ie lab, atelier etc.)
- TRL 5 - Solution validated in relevant environment (i.e. museum, in industrial environment, in environment with users etc.)
- TRL 6 - Solution demonstrated in relevant environment (i.e. museum, industrial environment, in environment with users etc.)
- TRL 7 - Prototype demonstration in operational environment
- TRL 8 - Solution complete and qualified
- TRL 9 - Solution proven in operational environment

10 Describe your prototype and project plan *

Provide the prototype plan of how you will develop over the course of 6 months from where the project is located in the development process at the time of submission to a fully market ready prototype. The plan will describe the key milestones for the project, a brief description of the deliverables and the budget.

Text input field for describing the prototype and project plan.

11 Upload prototype plan (including e.g. the timeline/Gantt Chart with milestones and deliverables, and an indicative budget) (Max file size 30MB.)

Choose a File button

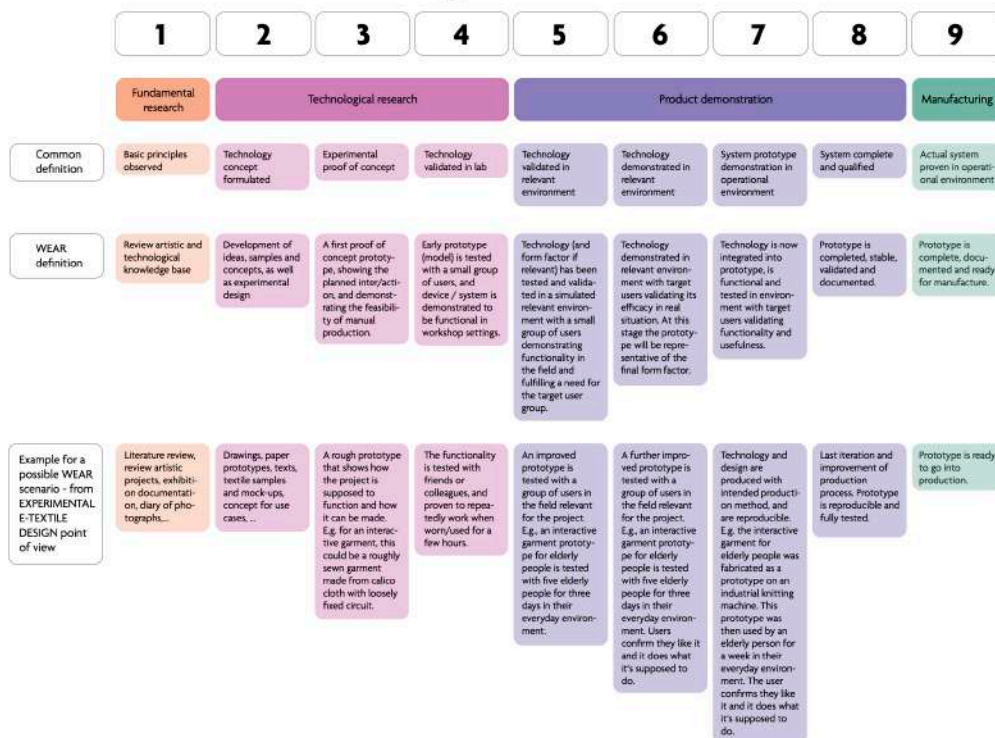
The file should help understanding your response to the previous question



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Technology Readiness Levels

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Business Idea

12 What is the business idea behind your project? *

Provide a clear description of the business idea, the business potential, the business model and a possible go-to-market strategy

Even if you don't aim at commercialising your prototype, we want to know what is expected after the 6 months of support and funding

13 Provide a short video (3 minutes maximum) that explains your project, team, project plan and business idea. (Max file size 30MB.) *

Choose a File

Required Project Support and Implementation Services

14 Which of the below Project Support and Implementation Services would be useful for your project and why? *

Required Project Support and Implementation Services will be clustered around 10 main types of topics, being: Ethics & Sustainability, Design & Aesthetics, ICT Technology, Prototyping, Data & Data Models, User-centred Design, Business, Legal, Validation Trails/Living Lab Experiments, Business, Ethics & Sustainability.

This will help us providing your support services during the 6 months

Recommendations

Ask for new Recommendations

Type name or email

Request

Not mandatory. You can ask someone to recommend you, you need their F6S identifier or their e-mail They do not see your application details



Which support?



Each selected teams will benefit from a tailored support package, based

- On their requirements
- On the assessment by the main mentor and WEAR Sustain

The package can evolve over the 6 month of the projects

Support provided by

1. Main mentor
2. Additional mentor(s)
3. Hubs

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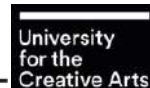
Mentors are experts in one or more fields relevant for WEAR. They are responsible to advise and practically support the selected teams over the time of their project.

There are two types of mentors:

- Main mentor
- Additional mentors



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Main mentor

Each team will be assigned a **main mentor**

- The team's first point of contact
- Regular follow up
- His/her field of expertise will cover the team's main requirements
- The team along with their mentor will create a tailored support and services plan for the team

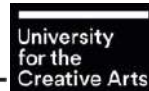


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blumine

umec

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Additional mentors

Each team can have several additional mentors:

- Shorter, specialised support

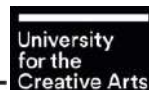


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blumine

umec

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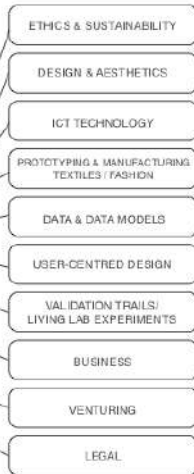




Mentoring services



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- Privacy & Protection
 - Environmental products and services
 - Non-toxic materials, resources, minerals, labour, manufacturing, supply chain
 - Toxic materials, resources, minerals, labour, manufacturing, supply chain
 - Sustainability (economy, environment, social, other meanings)
 - Reasonability & Accountability (community, society, ecological, resources, ethical, etc.)
 - Biodes, Medical, Animals, Issues, Bio/eth
 - Other Ethics & Sustainability support
- Textile design
 - Fashion design
 - Product design
 - Graphics & Communication
 - Interaction
 - Other design & aesthetics support
- Electronic engineering - general
 - Electronic engineering - facilities for development
 - Electronic engineering - facilities for fabrication
 - Computer science
 - Computer science - AI and machine learning
 - Software development
 - UI and UX design
 - Other ICT Technology support
- Pattern cutting
 - Support fashion techniques - prototyping
 - Support fashion techniques - manufacturing
 - Support textile techniques - prototyping
 - Support textile techniques - manufacturing
 - 3D printing
 - Laser cutting, CNC milling etc.
 - Other Prototyping Textile / Fashion support
- Ethics Collection
 - Legal advice
 - Storage & separability
 - Data models (theory and practical agenda)
 - Other Data and Data Models support
- Use Cases
 - Participatory Design
 - Other user-centred Design support
- User testing
 - Other validation / validation Lab support
- Business models
 - Marketing
 - Exhibitions / showcases
 - Other business support
- Follow up funding
 - Accelerator and incubator programmes
 - Other venturing support
- Intellectual Property
 - Safety standards
 - Other legal advice

#WEARsustain



Digital Sp@ce

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Creative Arts



HUBS

#WEARsustain

Hubs are local ambassador centres and form the crucial structure and the backbone of the WEAR Sustain ecosystem.

Each selected team will be connected to a local hub

- Operational follow up
- Local support
 - Co-working Space / Studio Space
 - Training / Workshops / Events
 - Access To Equipment, Skills, Resources, Networks
 - Incubation, Business Support, Mentoring, Financing
 - Retail Opportunities
 - Research And Development
 - Living Lab technology and prototype validation trials with users and improvements
- Access to local experts
- Hub leader is available as a contact



Digital Spaces Living Lab

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All other hubs are potential “places to go to” for support.
Currently the WEAR network, including all hubs and the services they offer,
can be found on
<https://wear.datascouts.eu/dashboards/home>



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In sum APPLICATION STRUCTURE

An executive summary of the project (max. 1 page)

A presentation of the team, their expertise, previous realised projects on wearables incl. contact details and CV of the management team members (max. 1 page)

A project pitch (max. 5 pages) where the project is proposed on the basis of the NABC method (Need, Approach, Benefit, Competition), including a description of the technology and design thinking methodologies used in the project

A prototype plan of how they will develop over the course of 6 months from where the project is located in the development process at the time of submission to a fully market ready prototype. The plan will describe the key milestones of the project, a brief description of the deliverables and the budget (max. 2 pages)

A concrete business case for the application of their idea (max. 1 page)

A video pitch of the project (max 3 minutes) consisting of all the above topics.

Required Project Support and Implementation Services (max. half page)

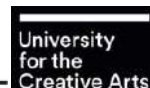


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THANK YOU!

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ABOUT

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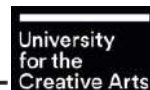
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MEDIA & ARTS
TECHNOLOGY



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WEAR NETWORK LIVE DEMO / HOW TO FIND A PARTNER?

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The screenshot displays the WEAR network interface. On the left, there is a filter sidebar with categories like Accelerator, Creative Professional, Technology Provider, Creative & Innovation Hub, Investor, Academia, and Government & Public Admin. Below the filters are search keywords for Industry, Technology, and Location, and time frame options for Founded and Funded. The main area features a map of Europe with 242 members marked by colored dots and numbered circles. To the right of the map is a grid of partner organization cards, including:

- OEKO-TEX®**: OEKO-TEX® bietet Unternehmen der textilen Kette bis hin zum Handel ein breites Serviceangebot in Hinblick auf humanökologisch sichere Pro...
- CLEAN CLOTHES CAMPAIGN**: Improving working conditions in the global garment industry
- JASNA ROK**: JASNA ROK is first FashionTech design studio in Belgium.
- FASHION TECHNOLOGY ACCELERATOR**: Fashion Technology Accelerator Milan is a management consulting firm, providing business acceleration to startups and young enterprises o...
- BY ANOUK**: ByANOUK : a design label covering a variety of subtle and graceful products characterized by pure contemporary design with a clever twist.
- TEXTILE MUSEUM OF PRATO**: In a city where the production of textiles is still important even today, the Museum represents a cultural institution which has an object...

WEAR ecosystem at <https://network.wearsustain.eu/>



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