

FAIR FASHION

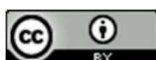
Championing Digital, Diverse & Sustainable Futures

VOICES FROM THE FIELD

FEEDBACK TO FUTURE PLANNING

FAIR FASHION TOOLKIT

www.fairfashionproject.eu



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WELCOME TO THE 2ND EDITION OF THE FAIR FASHION E-ZINE!

*Dear Members of our FAIR FASHION Community,
I am delighted to share this second edition of our FAIR FASHION newsletter and to celebrate an important milestone for our project. After an intense period of collaboration, testing, and learning, we have completed the core research content of the FAIR FASHION Toolkit and Case Studies Collection. This is a major step forward in our mission to prepare students and educators for the twin transition of sustainability and digitalisation in the fashion and textile sectors.*

What makes this Toolkit special is how it was created—with many voices, perspectives, and real experiences from across Europe. Over the past months, our team met educators, students, entrepreneurs, and innovators in Germany, Turkey, and the Netherlands. These meetings entitled - our Orientation Days - gave us the chance to move beyond theory and listen directly to the people who will use and benefit from our work. Across all three countries, a few themes came up again and again: the need to integrate ethical and social dilemmas into classroom discussions, the importance of representation and inclusivity, and the growing role of creative and critical thinking in fashion education. Many participants also reminded us that sustainability is still a complex and evolving concept—and that educators need practical tools to help students navigate this complexity with confidence.



With our FAIR FASHION Toolkit and Case Studies Collection now nearly complete, we are ready to shift from research to practice. Our next phase—the Interdisciplinary Bootcamps—will bring students, teachers, mentors and entrepreneurs together to explore real challenges using new technologies such as VR, 3D printing, IoT, and blockchain.

These bootcamps are designed to be hands-on, collaborative, and empowering, especially for young students entering the field. Soon after, our Mentorship Programme will deepen this support by connecting students with role models and leaders in sustainable fashion.

I am also happy to welcome Dr. Marco Mossinkoff from the AMFI in Amsterdam, and Catherine Neill, from EUEI in Denmark, to our team. Their expertise in Branding, Fashion Economics, Digital Learning, and Policy will strengthen our work as we move into this new phase. Welcome to the team!

Thank you to all partners, hosts, speakers, and participants who have contributed their time, knowledge, and enthusiasm. FAIR FASHION is growing into a vibrant community, and I am grateful to be on this journey with you.

With warm regards,
Prof. Dr. Sue Rossano-Rivero
Project Director, FAIR FASHION
*Hochschule Niederrhein University
of Applied Sciences, Germany.*





FAIR FASHION TOOLKIT

*We are thrilled to announce the completion of the core research content for the **FAIR FASHION Toolkit** and **Case Studies Collection**.*

This monumental achievement is designed to support educators and innovators in fashion and textiles as they prepare students for the twin transitions of sustainability and digitalisation. The Toolkit, shaped through extensive co-creation and collaboration, brings together the latest research, good practices, digital tools, and real-world examples from across Europe. It is specifically created for higher education teachers, vocational trainers, curriculum designers, and sustainability champions.

The **FAIR FASHION Toolkit** provides **three comprehensive resources**, all designed to be adaptable and to inspire more engaging, impactful learning experiences:

01

State of the Art Review

This document provides an essential overview of current trends, tools, and teaching approaches in fashion and textiles education. The review highlights how sustainability and digitalisation are currently being embedded across Europe and pinpoints key opportunities to evolve teaching methods and course content.

02

Digital Toolbox

This is a curated guide to 15 digital tools that specifically support the teaching of green and digital skills in fashion. Each tool includes an easy-to-follow summary, suggested classroom ideas, accessibility notes, and ethical considerations, making it simple for educators to find the right resource for their context.

03

Case Studies Collection

This resource features a selection of inspiring examples from sustainable and digitally innovative fashion businesses across Europe. These cases demonstrate how real-world companies are combining circular design, digital tools, and ethical production to lead industry change, making them perfect for classroom use. We have prioritised interviewing female-founded businesses to provide strong role models.



VOICES FROM THE FIELD: A EUROPEAN TOUR OF ORIENTATION DAYS

*Our journey of testing and validating the **FAIR FASHION Toolkit** rested on **face-to-face workshops across Europe** with at least 30 academic and industry experts in the fashion and textile industry. These events were designed to move beyond the academic bubble, engaging directly with educators, students, and innovators to test our concepts in real time.*



Dialogue in Germany

Beginning in Germany, hosted by Prof. Dr. Sue Rossano-Rivero and Alexandro Dreyer Duarte at the University of Applied Sciences Niederrhein (NUAS) in Monchengladbach.

Here, the focus was on the "sweet spot" where digital and sustainable dimensions intersect, the so-called "Twin Transition" within university teaching. Participants included experts in regional development, sustainability in energy, quality in textiles, and entrepreneurship & innovation in materials for the textile industry.

One standout moment came during the group discussion on gender parity in digital industries. When participants were asked, "Which occupations remain gender-segregated due to persistent societal stereotypes?", the room filled with honest reflection about the shared responsibility for change. The debate sparked practical ideas for classroom inclusion, such as integrating diverse role models, acknowledging that the representation and discussion of different success stories remain pivotal, and role-play activities or case study discussions concerning gender dynamics in the workforce.

Participants were highly engaged and appreciative of the opportunity to translate theoretical discussions into concrete teaching actions. The hands-on format encouraged open exchange, and several lecturers remarked that they planned to test new role-play activities and case-based discussions about gender dynamics in their upcoming courses. One of our biggest insights was that the discussion of gender parity remains a point of discussion in tertiary education.



Innovation in Turkey

Here, the focus was on the "sweet spot" where digital and sustainable n The journey continued to a day of inspiration hosted by Dr. Zeynep Erden and Prof. Dr. Hale Karakaş at the ITU Textile Faculty in collaboration with ARI Teknokent in Istanbul. The event showcased how the twin transition is already reshaping the industry through the lens of female entrepreneurship.

ARI Teknokent is home to numerous digital and technology solution providers, AI-driven innovation experts, and green-minded entrepreneurs working to transform ideas into sustainable business models. During the event, inspiring figures like Özgül Dalkılıç from WearTechClub and İpek Tüysüzoğlu from Yugen Company demonstrated that technology and sustainability are complementary forces by featuring their innovative products, pioneering the twin transition.

Özgül Dalkılıç explained the motivation behind embedding sensors into garments to collect various types of health data and integrate them into a mobile application, blending fashion, technology, and well-being. Meanwhile, İpek Tüysüzoğlu from Yugen Company introduced an innovative, eco-friendly textile made from pomegranate-based leather, highlighting its potential applications across industries from automotive design to sustainable fashion. It was a powerful reminder that creativity and responsibility can, and must, coexist.

Beyond the presentations, it was the open conversations that defined the day. In every discussion group, ideas flowed freely from topics such as integrating twin transition principles into fashion education, discussing the experiences of female entrepreneurs and fostering stronger links between academia and entrepreneurship.





Refining the Tools in the Netherlands

The series concluded at the Amsterdam Fashion Institute (AMFI) hosted by Dr. Marco Mossinkoff, where participants stress-tested the FAIR FASHION Toolkit. Participants critically reviewed and discussed all FAIR FASHION content and while the feedback validated the quality of our case studies and literature reviews, it also provided critical improvements for our next steps

The educators emphasised the need for a "meta-environment", namely a unified space where these digital tools can interact seamlessly rather than existing as standalone resources and highlighted that the incorporation of class activities such as role-playing games, case study discussions or debate templates could assist lecturers to implement these teachings quickly into their classrooms.

Overall, they noted that the FAIR FASHION literature review summarises and highlights the main authors and ideas for each field of enquiry, making it a smooth onboarding for newcomers to the twin transition. Furthermore, noting that the collected case studies concisely lay out current industry innovations, bringing a fresh outlook on industry challenges, especially concerning how the fashion industry is facing sustainability. Finally, they note how it might furthermore provide students with the critical thinking to analyse future corporations they intend to work for.

Key insights and lessons learned:

01

Educators need to guide students through ethical and social dilemmas, not just deliver facts. Developing soft skills such as critical thinking and self-reflection are arguably becoming more important than learning hard facts.

02

Inclusivity in education content remains arguably underrepresented in tertiary education. Challenging stereotypical success stories and honing critical thinking skills are key building blocks to nurturing inclusivity.

03

Teaching creative thinking needs time and informal spaces, an overlooked aspect of teaching innovation.

04

Sustainability is still a relatively new and underdeveloped concept. It remains an elusive, defined and ethically debated concept, making it difficult to quantify within the industry and teach in academia.



FROM FEEDBACK TO FUTURE PLANNING: THE AMSTERDAM MEETING



Following the successful conclusion of the Orientation Days, the project partners gathered in Amsterdam for our Transnational Project Meeting (TPM). Hosted at AMFI's historic headquarters, a location steeped in history as the former administrative center of the Amstel Brewery, the meeting marked the shift from resource creation to implementation, specifically designing our student bootcamps

While the historic backdrop provided atmosphere, the agenda was firmly set on the future. The highlight of this Transnational Project Meeting (TPM) was a dynamic co-creation workshop aimed at designing our upcoming student bootcamps, taking insights from our completed Orientation days and FAIR FASHION Toolkit. Led by project coordinator Prof. Dr. Sue Rossano-Rivero, the partners worked to merge three essential European frameworks, namely DigComp, EduComp, and GreenComp, into a single, unified curriculum.

Rather than treating digital skills, pedagogical competence, and sustainability as separate silos, this session successfully integrated them into a robust structure that is practical for implementation. This emerging curriculum ensures that when we launch our bootcamps, we are not just teaching abstract theory, but providing a transformative learning experience grounded in the real-world needs of the fashion and textile sectors.

EXPANDING OUR EXPERTISE

Dr. Marco Mossinkoff has joined us as a Project Coordinator and Associate Team Member.



Dr. Marco Mossinkoff has joined us as a **Project Coordinator and Associate Team Member**. Marco is currently a senior lecturer and research fellow at the Amsterdam Fashion Institute (AUAS) and heads the economics domain for the Professorship for Technology, Research & Fashion.

With a PhD from the University of Amsterdam and extensive experience as an editor for journals such as the Journal of Fashion Marketing and Management, Marco brings critical academic rigor and economic insight to our consortium. [LinkedIn](#)

Catherine Neill as the Head of Innovation and Training representing the European E-Learning Institute.



With a background in Law, Catherine creates a unique bridge between policy, ethics, and digital education. She specialises in widening access to quality education through technology-enhanced learning, and she will be instrumental in applying digital pedagogy to the FAIR FASHION resources.

[LinkedIn](#)



WHAT'S NEXT?

We are thrilled to confirm that we are now finalising the last details to wrap up Work Package 2 (WP2), marking a substantial milestone with the successful completion of the project's most research-intensive section and the FAIR FASHION Toolkit launch.

Building directly on the insights and materials produced in WP2, we are excited to launch Work Package 3 (WP3). This work package focuses entirely on the practical implementation of our resources, beginning with the Interdisciplinary Bootcamps. These bootcamps will be launched in Germany, the Netherlands, and Turkey, offering intensive problem-based learning experiences that blend fashion, technology, environmental science, and business management. They will offer hands-on experience with cutting-edge technologies such as 3D printing, VR, IoT, and blockchain. Critically, the bootcamps will bring together students, particularly women, and experienced entrepreneurs to address real-world industry challenges.

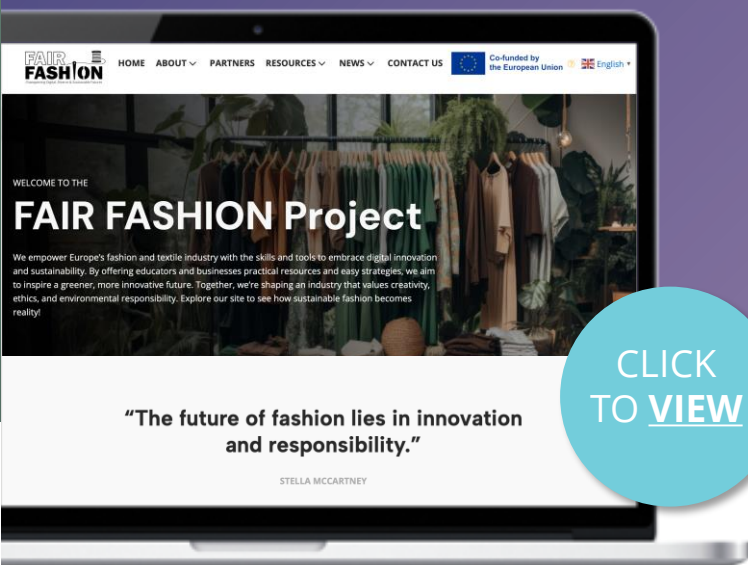
This initiative is a crucial stepping stone to promote resilience, knowledge exchange, and networking. Building on the momentum generated in these bootcamps, we will launch our Mentorship Programme thereafter. This structured programme is specifically designed to connect students with successful entrepreneurs in the fashion sector, strengthening academia-industry links and directly helping to bridge the gender parity within the business sector. By equipping future female leaders with the skills and connections needed to pioneer the twin transition, we are actively nurturing the next generation of industry leaders.



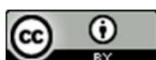
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