



DIGI-BRANDING

Promoting Sustainable Fashion through Digitalization in VET

1st NEWSLETTER

Welcome to DIGI-BRANDING!

About the project

Digi-Branding aims to address the significant **environmental impact** of the **fashion industry** by integrating sustainability and digitalization into vocational education and training (VET). The project focuses on equipping VET teachers and trainers with the latest digital tools and green practices, ensuring that learners acquire relevant skills for the modern fashion industry.

The project will be conducted in **24 months** and will have four distinct phases:

Phase 1

A RESEARCH PHASE

to develop a global strategy for upgrading fashion vocational education programmes that incorporates the principles of digitalization and sustainability

Phase 2

A CONTENT DEVELOPMENT PHASE

with the creation of a Training Curriculum for VET Teachers/Trainers' upskilling on Digitalization in Fashion

Phase 3

A TRIAL IMPLEMENTATION PHASE

to develop a global strategy for upgrading fashion vocational education programmes that incorporates the principles of digitalization and sustainability

Phase 4

A FINAL PHASE

of promotion and exploitation of the Digital-Branding project results, with businesses and relevant stakeholders



About the partnership

FITCA, the **Project Coordinator**, is the link between the partnership and the operational structures of the project, ensuring the timely implementation of the work plan, the budget and the consistency between objectives and outcomes.

FITCA is the **reference organization in ARAGON for companies and professionals in the textile sector**. Their mission is to provide ongoing support to their members, companies and professionals, fostering their competitive development.



The partnership is formed by **AKMI** (Greece), the largest VET provider in Greece and, **Mundus** (Spain), a non-profit organization focused on improving youth employability through international mobility and non-formal education, **Modatex** (Portugal), a Vocational Training Centre for the Textile sector, **ZHMTAL** (Turkey), a girls' vocational high school offering education in various fields including fashion design, **BK Consult** (Germany), a niche service provider with extensive experience in project management and quality assurance, and the **European Fashion Council** (Bulgaria), representing 28 member states and over 50,000 industry professionals in the European fashion industry.



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What has happened

In April 2024, partners gathered for the **Project Kick-off Meeting** in Zaragoza (Spain), where the Project Coordinator is based.

This meeting was a blend of strategic planning and vibrant discussions, in which partners:

Clearly defined the project objectives



Laid the groundwork for the first project tasks



Discussed Communication and Dissemination strategies

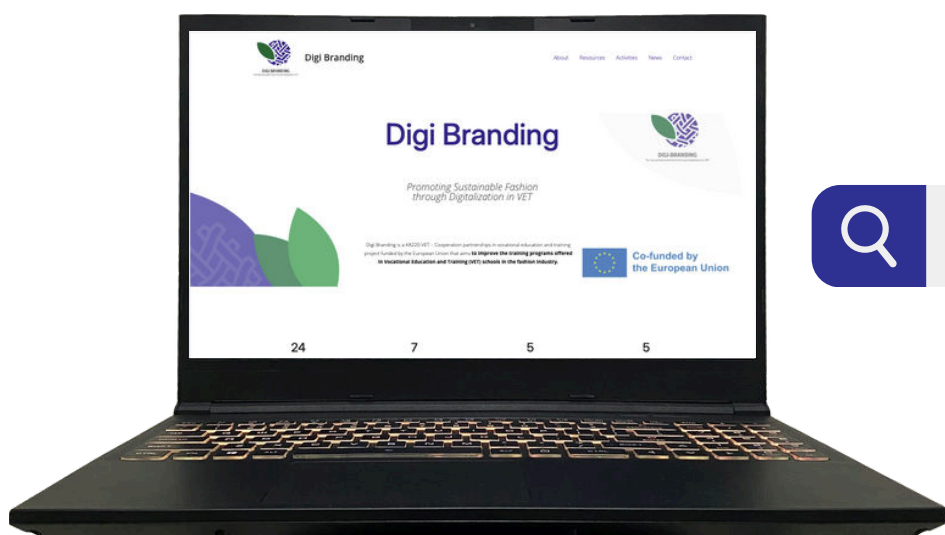


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What's coming

As we move forward, our focus will be on developing and implementing innovative digital training tools that will revolutionize how sustainable fashion is taught in VET schools. This project is not just about improving education; it's about driving a more sustainable future for the fashion industry!

Stay tuned for more updates and insights from the Digi-Branding project. Let's make a difference, one digital step at a time!



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