



UNIMORE

UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

Dipartimento di Economia
Marco Biagi



Erasmus+ Blended Intensive Programme (BIP) *Sustainable Fashion*

A.A. 2022/2023

Cos'è un BIP

E' un programma di scambio **di breve durata** che combina periodi di attività virtuale – Online sessions - con un breve periodo di mobilità fisica – Field Visit

BIP in Sustainable Fashion



Dove: Inholland University sede di Haarlem – Paesi Bassi.

Quando:

- Online sessions: Mondays from 6 February until 13 March 2023
 - The online part is a two-weekly meeting of 1,5 hours for four weeks. The online meetings are scheduled on each Monday and in the end of each week (own Institute's planning).
- Field visit: Sunday 19 March until Saturday 25 March 2023
 - Sustainable Fashion Shopping route in Haarlem
 - Visit to Amsterdam including Fashion for Good www.fashionforgood.com
 - Meet & Greet (& work & learn!) with Inholland UAS
 - Living Lab Sustainable Fashion
 - Farewell party

Partners

- Inholland University (The Netherlands)
- Augsburg University of Applied Sciences (Germany)
- UCLL University of Applied Sciences (Belgium)
- University of Modena and Reggio Emilia (Italy)

Dove alloggerete?

Hotel on the beach of Zandvoort.

- 6 minutes by train from the Haarlem campus to your hotel.

Accommodation based on a twin room is €57 per person/per night and includes breakfast, VAT and tourist tax.

For more information on Haarlem and Zandvoort:

www.visithaarlem.com/en

www.visitzandvoort.com

Perché e Cosa si impara?

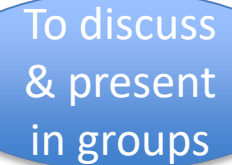
- to gain new insights from various countries and to share best practices in order to further develop sustainability in the fashion & textile industry.
 - We consider the changing role of marketing as a possible driver for this development.
- to create awareness among the students about the issues in fashion and to learn and inspire them in how they themselves can make a positive impact, in their own region, in this ever-appealing industry.
- You will develop sustainable marketing and research skills
- You will work in an international group with students coming from 4 different countries and compare best practices in your region with regions the other students are from.
- You will learn about the latest trends in sustainable fashion and meet experts in this field.
- You will prepare a sustainable growth hacking scenario and develop a promotional campaign on behalf of a fashion product brand.

Cosa vi viene chiesto di fare

Participation

Participation in the program in both phases involves the following student activities:

- Participating in online learning classes and tasks in the preparatory phase;
- Reading specified literature;
- Working individually as well as in local and international teams;
- Using different types of information and resources;
- Presenting and discussing findings in English, orally and in writing



To discuss
& present
in groups



to develop a
promotional
campaign

Communication

Students:

Use the Teams platform provided;

Inform their coaches how they will communicate internally (WhatsApp, or...);

Communicate on time.

Attitude

Students:

- Show a professional attitude;
- Show intercultural competences (respect towards and understanding of students from different cultural backgrounds and flexibility).

Brevissimo Essay al ritorno

Online provisional activities

When?	What?	Preparation/Homework
Before start	Introduction students and teachers per topic group	Introduce yourself in the WhatsApp group
Week 1		
Monday 6 February	Meet & greet with all participants (Icebreaker) Lecture Sustainable Mktg & Fashion (Tamara)	Sources on Sustainable Marketing & Fashion (Tamara)
Week 2		
Monday 13 February	Lecture: Sustainable Fashion consumption and youngsters (by Italian partner) Assess yourself on your own fashion consumption by using the article from Katherine White (2019)	Read: study guide 'Consumer Behaviour', article: How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework (White et al., 2019).
End of week	Presentation in team: What have you learned about your own fashion consumption behaviour? As you are now more aware of your attitude and behaviour, would you make any changes? Discuss this in your local team.	Assessment done? Start with search for a local sustainable fashion frontrunner.
When?	What?	Preparation/Homework
Week 3		
Monday 20 February	Workshop Trendwatching by Antoinette v/d Berg Trend watching assignment in your region: - Use insights from the workshop and trendwatching tools in your own region and for your client. - Which trend is relevant for your client?	Innovative and sustainable business models in the fashion industry: https://re.public.polimi.it/bitstream/11311/1060972/2/11311-1060972_Ghezzi.pdf 2023 Trend Check (trendwatching.com) Trends for Instagram 2023: 10000000_3375977166009043_8018717491103560214_n.pdf (fbcdn.net) Sustainable fashion worldwide Statista (oclc.org)
End of week	Coaching session on Trendwatching assignment: - Are there any barriers? - Help needed? - Prepare and finalise the half time presentations for week 4.	
Week 4		
Monday 6 March	Half time presentations Trendwatching assignment in international teams - Comparison of four regions/country perspectives) - Team findings and other teams give feedback, so to compare similarities and differences. - Afterwards as a team you decide what changes are needed for the impact analysis of the chosen local front runner (brand, store, organization)	Pinterest Predicts: 2023 Trend Forecast Pinterest Business
End of week	Preparations for final presentations & stay in Haarlem	Create final presentation: - Profile local frontrunner (including related trends for the marketing concept) and clarify the learnings of comparisons with other teams and local perspectives
Week 5		
Monday 13 March	Extra week	
End of week		

Onfield provisional program

Date/Time	Activity	Location
Sunday 19 March		
Time:	Arrival and welcome	Zandvoort welcome on the beach or at Inholland Haarlem?
Monday 20 March		
Time slot to be specified	Icebreaker sessions	Inholland Haarlem
Time slot to be specified	Inspiration sessions (hackathon Fast Fashion (?))	
Time slot to be specified	Masterclass Consumer Behaviour theme	Inholland Haarlem
Time slot to be specified	Masterclass PR	Inholland Haarlem
Evening		
Tuesday 21 March	Activity	Location
Time slot to be specified	Visit Fashion for Good Amsterdam: https://fashionforgood.com/	Amsterdam
Time slot to be specified	Lunch & Sustainable Fashion route Amsterdam (Swapshop, LENA, etc.)	Amsterdam
Evening		
Wednesday 22 March		
Time slot to be specified	Workshop Concepting by Tamara	
Time slot to be specified	Work sessions with teams	
Evening		
Thursday 23 March		
Time slot to be specified	Meet & Greet Living Lab Sustainable Fashion	
Time slot to be specified	Work sessions with teams	
Evening		
Friday 24 March		
Time slot to be specified	Prepare presentations	De Koepel (?) (https://haarlem-campus.com/mind-blowing-campus/ - site of other private University located in de Koepel - we also have access)
Time slot to be specified	Presentation time!	De Koepel?
Time slot to be specified		
Evening	Farewell Party	

Chi può candidarsi e come

- **10 borse di mobilità breve**
- Possono candidarsi studenti/sse e laureandi/e regolarmente iscritti/e al **3° anno (in corso e fuori corso)** al momento della candidatura ai **corsi di Laurea del Dipartimento di Economia Marco Biagi**
 - **Priorità per gli iscritti al corso di laurea in Economia e marketing internazionale**
- **Domanda su ESSE3 + “ALLEGATO 2 obbligatorio”**
- **Da lunedì 12 dicembre 2022 entro le ore 13 del 20 dicembre 2022**

Processo di selezione

Le candidature saranno valutate dalla Commissione Relazioni internazionali del Dipartimento.

Colloquio

Risultati delle selezioni: pubblicati tramite la graduatoria entro il 31/12/2022 sul sito di Dipartimento al link

<https://www.economia.unimore.it/site/home.html>

Lo studente avrà 3 giorni di tempo dalla data di pubblicazione della graduatoria sul sito web di Dipartimento per accettare la borsa, secondo i tempi e i modi indicati dal Dipartimento (rispondendo alle mail di comunicazione e inviando un modulo allegato alla mail di avvenuta pubblicazione della graduatoria).

Scaduto tale termine sarà fatta scorrere la graduatoria.

Borsa di mobilità e crediti

Contributo forfetario pari a € 70,00 al giorno per ogni giornata del soggiorno ad Haarlem

Corso riconosciuto come opzionale da 6 ECTS

GRAZIE DELL'ATTENZIONE!

&.... Take the BIP challenge!

Per informazioni

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Dott.ssa Lara Liverani lara.liverani@unimore.it



Good
Luck!