

SOGFASH



Social Growth
for Circular
Fashion



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Onboarding & Belonging



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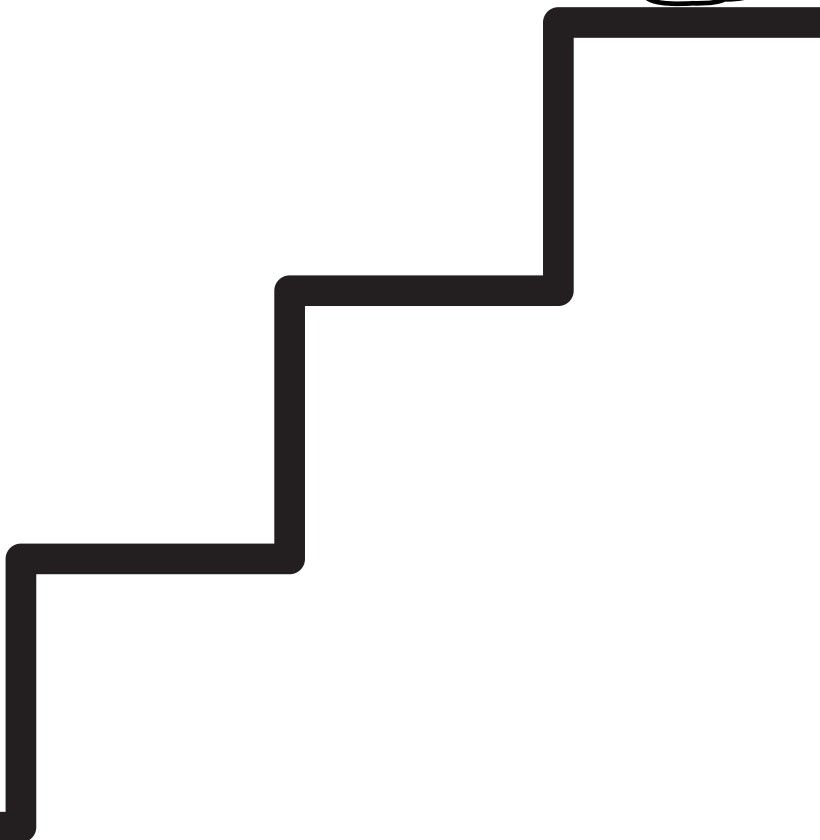
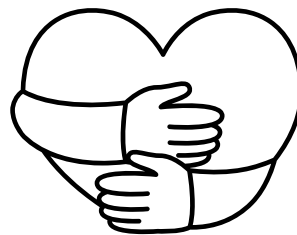
- 1-Soft skills
- 2-Communication skills
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Introduction

Onboarding and belonging

Through this session the participants will gain more knowledge on the topic and co-work in a friendly environment with different cultures. It will also give the participants the opportunity to use critical thinking and face different ideas while being open-minded towards them.

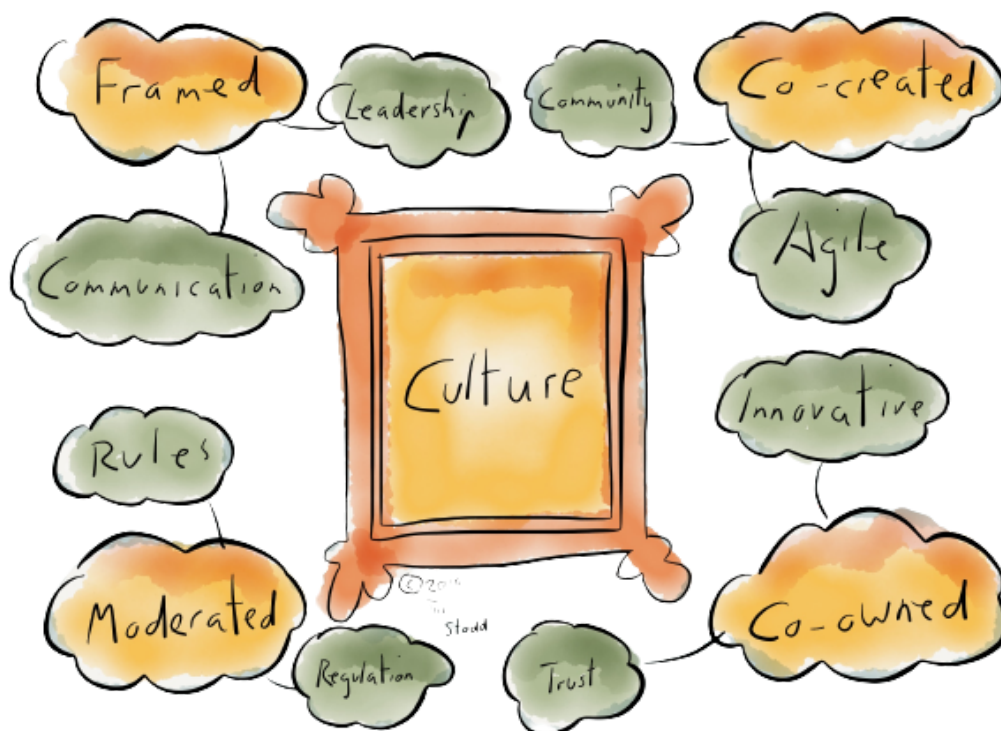


Introduction

Co-creating culture and methodologies

In this session participants have the chance to co-exist and develop a co-creation with participants of different backgrounds and cultures.

Communication is the key-word in here as they will get to know the importance of it in an intercultural environment.



Onboarding and belonging

The aim of the project :

This is a capacity building program for women in the fashion industry to help them acquire the needed skills of the circular fashion processes and of traditional techniques that are part of each region's culture and heritage.

Involving participants :

In the Circular Fashion project we can involve participants through our social media platforms, Facebook and LinkedIn, multiplier events and other dissemination activities.

Target Groups:

- Target Group 1: Young women NEETS and young women with a background in design and fashion who are unemployed or have never been employed.
- Target Group 2: Mostly women above the age of 55 with knowledge of traditional fashion techniques of their regions, heritage patterns, styles, textiles and techniques, embroidery and special sewing styles whose knowledge is in risk of extinction and who strive to survive from their professions- if they can still raise any income.
- Target Group 3: Women interested to join the circular fashion garment and textile industries, self-employed, owners of micro-businesses, producers, designers, brands, fashion startups.



Onboarding and belonging

Participants requirements :

- 1- To have interest and want to seek knowledge about the topics developed.
- 2- To have a background in design and fashion.
- 4- To be willing to cowork in a multicultural environment.
- 5- To have awareness on sustainability and interest to develop circular fashion garments.

"As for the belonging part", based on the psychological definition :

Belonging is a sense of fitting in or feeling like you are an important member of a group. It is referred as a subjective experience based on the feeling of security and support when there is a sense of acceptance, inclusion, and identity for a member of a certain group.

It is possible to develop and bolster a sense of belonging. Our capacity for social, emotional, and cultural growth is attainable. We can improve our self-awareness. We can develop more effective emotional control and communication skills, like we intended to do on this project (ex. by creating a space for the participants to be their authentic self)

Onboarding and belonging



Security: The quality or state of being secure or free

Trust and value: The firm believes in the reliability, truth, or ability of someone or something considering to be important, beneficial or highly appreciated.

Acceptance : The mental attitude that something is believable or the disposition to tolerate or accept people or situations.

Belonging : The feeling of security and support when there is a sense of acceptance, inclusion, and identity for a member of a certain group.

Co-creating culture and methodologies

In order to build flexible, human-centered workplaces, co-creation aims to unlock the hidden creativity, opportunity, and distinctive cultures of businesses. It discusses factors that contribute to a productive workplace, such as cultural management, open innovation, and agility, which are frequently unrelated to architecture. Finally, co-creation empowers workers to participate in building their own workspace, which helps to manage change early on. Being heard and feeling heard are potent instruments. Increased engagement results in a stronger sense of personal investment and ownership and removes resistance to change. Due to their employer's confidence in their judgment, workers who are involved in the design of their own workspaces exhibit higher levels of engagement and satisfaction. Employers who participate in co-creation maximize their real estate investment.

Some of the challenges that co-creation faces are:

- 1-Intercultural communication
- 2-The challenge of shared intellectual property
- 3-The challenge of co-creators who are also competitors.
- 4.-The challenge of keeping co-creators motivated, etc.

In many cases, the simplest solution is to use a platform where users can suggest ideas, give feedback to one another, and stay connected to all co-creation projects. This is a great way to build an endless stream of new product ideas.

Co-creation requires the involvement of people in teams, and it's a process that is enhanced through well designed activities that aim at unleashing individual creativity in a meaning sharing, sense-making, decision-making collective experience.

For example a methodology can be "Butterfly method":

It is a strategy to find common denominators of fractions that have unlike denominators. It can be used to solve adding, comparing, subtracting, and equivalency problems and it is also a useful trick that children can use when they first learn how to add fractions.

Butterfly method requires:

- Social need: problem definition and problem owners
- Research: user, context, technology and partner research
- Ideation
- Co-Creation workshop
- Collaborative making
- Pilot test
- Implementation and scaling-up



Co-creating culture and methodologies

The co-creation process always begins with understanding a need and framing properly what the expected outcomes of the work are.

Understanding is based on the context and existing research, while the research phase uses all sorts of methods, i.e., interviews, ethnographic research, personas, focus groups, contextual inquiries and web analytics to get a clear understanding of the problem.

Ideation is the early stage of the co-creation process and it involves users in sharing their initial ideas. It involves a mixed group of participants, made by users, stakeholders, and designers. The key activities are making random connections and brainstorming, to explore the problem in all directions.

The forth phase is where co-creation happens, and it's the co-creation workshop. A workshop focused on making rather than listening, where all participants collaborate and contribute to find and create ways to address the needs through creative, knowledge sharing and constructive activities where the team is invited to negotiate and agree on the best solution that satisfy all stakeholders.

Because co-creation involves meaning making, negotiation and consensus from small groups composed by customers, users, designers and stakeholders a number of facilitation techniques and approaches are required. The need for facilitation methodologies and a facilitator is due to the fact that they will help guiding participants from the scenario planning to collective decision-making and to design and define a new idea.

ButterflyWorks, that is a social design studio pioneering the use of co-creation and design thinking in international development, mentions a number of techniques, i.e., mapping the ecosystem, urgency axis for prioritization, various brainstorming techniques. Once the team defined the solution, the designers are in charge to develop the idea in a more advanced stage by keeping in touch and asking for ongoing feedbacks from the participants, through various means, including more workshops.

The co-creation process ends with participants testing the pilot.



Case Study

The mindmapping for marketing strategy: Case study of fashion industry Indonesia, 2021

The research objective is to build a marketing strategy based on mind mapping carried out in the fashion industry. The research was conducted by using the action research method on incubator business in a University that starts the fashion business, while the qualitative analysis was based on a survey on mind mapping. The results of the study show that mind mapping can be a source of ideas for the formation of marketing strategies in the fashion industry, namely segmenting, targeting and positioning. The source of ideas in mind mapping makes it easier for entrepreneurs to create a value proposition canvas for the sustainability of the products created by the company. The research findings are especially useful in the fashion industry, where they serve as suggestions for implementing mind mapping for new or on-going companies with the goal of improving the company's product.

The mindmapping for marketing strategy:

In design thinking there are five stages, namely empathize, define, ideate, prototype and test. Empathize is the first stage, which is collected to the problems faced by the target market of the fashion business. In defining we find the statement and meaning of the term, through a word, action or concept.

The ideate phase, its the creating process of a thought into a sketch while prototype and test phases are based on making the idea concrete in a material form and testing it out.



MIND MAPPING:

MIND MAP



Mind - mapping is a diagram used to visually organise information into a hierarchy and showing relationships among pieces of the whole. It is often created around a single concept in the center , to which it has associated representation of ideas.

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