

Re-FREAM

Re-Thinking of Fashion in Research and Artist collaborating development for Urban Manufacturing

Guide for Applicants

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1. Re-FREAM Overview

Fashion Industry Still Awaits Its 'Uber' – Where's the Disruptive Innovation? asked Laurent Arnault in his interview in WTVOX. For that, while pushing for market changes, technological innovation alone does not have the power to disrupt. Any technology needs people. To date, all technological innovations within the fashion industry did not disrupt but instead enhance it.

Still, one third of the garments produced globally end up discarded and wasted, adding to already over-capacity landfills and having a damaging effect on the environment.

To disrupt the fashion industry, we need the unseen, we need to catalyze synergies, we need creativity and new ways of thinking and exploring. Fashion should not and will not end up as a matter of technology. Aesthetics and social and cultural statements will still be a part of Fashion of the Future.

This is why Re-FREAM was brought to life. The project offers a chance to inspire not only manufacturing processes, the use and production of materials or the presentation of fashion, but to revolt a total industry and enhance local manufacturing. The project seeks for creators, artists and designers who are asking provoking questions, challenge technology and are looking behind the unseen.

In our three co-creation spaces in Valencia, Berlin and Linz we provide different fields of expert technology access and co-creation facilitation services as well as network and knowledge access for accelerating the selected projects from our call and help projects grow.

As part of the STARTS family, Re-FREAM is an EU-financed project within the Horizon 2020 program. The project involves an international consortium of experienced partners regarding technology, research, fashion and design, as well as art-tech transfer expertise.

2. Open Call

Re-FREAM is looking for artists and designers to co-create innovative fashion concepts together with researchers using novel production technology.

Re-FREAM invites artists and designers to submit a project proposal to the following research [challenges](#):

- re-think fashion from analog to connected
- re-think fashion from 2D to 3D
- re-think fashion from linear to sustainable circular systems

The Re-FREAM call will remain open over the course of three years with respective selection processes and several cut-off dates. The 1st Re-FREAM call will be launched on 1st of March 2019 and will close the 30th of May at 3 PM.

Two calls will be launched within Re-FREAM.

In all 3 Re-FREAM co-creation locations artists will:

- have access to a pool of cutting-edge technologies in order to develop an outstanding and innovative concepts idea.
- will be funded with up to max. 55.000 EUR.
- will benefit from facilitations services such as:
 - expert mentoring,
 - support in working facilities and spreading the word about your project,
 - project coaching & guidance, and
 - connections & networks to relevant players within all project locations.

There are three different research challenges where artists can develop their [ideas](#):

<i>Re-think Fashion from linear to sustainable circular systems</i> Valencia	<i>Re-think Fashion from 2D to 3D</i> Linz	<i>Re-think Fashion from analog to connected</i> Berlin
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3. Who can Apply?

Artists from all over the world are welcome to submit their proposals!

Applicants must be a SME (under the EU definition)¹, a start-up, self-employed or professional freelancers **legally established** as a business under the national law and based in an EU member state (Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom) or an associated country of the H2020 (Iceland, Norway, Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, Tunisia, Georgia and Armenia)².

Awarded candidates must be legally established under the national law as of the signature of the agreement and throughout the project duration.

4. How to Apply?

All interested artists will be able to submit their application through the STARTS Platform at any time during the open call. Applicants will fill in the online registration form. **Registration form must be complete in English.**

In this Platform, artists will be able to answer the questions and upload the documents asked in order to submit the proposal. Evaluation criteria is available [here](#).

After the closing of the call, artists will be able to follow the evaluation process. **Call will be opened from 1st March to 30th May (3 PM).**



Figure 1. Call process diagram

5. Online Showroom – WEBINAR

On the 1st week of May, there will be three different Webinars for each research challenge in order to offer support to the candidates. Artists can join these sessions online and get an idea about the technology to be used to develop their idea.

- Each technology will be presented and explained in a really easy way for everybody to understand!
- Artists could ask questions that will be answered by the Technology facilitators.

¹ What is an SME? (http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en)

² http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/3cpart/h2020-hi-list-ac_en.pdf

- Webinar will be an interactive live session.
- This session will be recorded and uploaded into the Re-FREAM website, so that, it will be available for artists that could not attend.

After the webinar session, artists will have time for refining their proposal according to the experts input until the end of application phase.

6. Evaluation Process

The evaluation process will have the following steps:

1. **Pre-selection made by a group of experts.** For each research challenge, two experts in Design, Technology and Business will follow the evaluation criteria that can be found in the Helpdesk section. Expert duos will evaluate separately.
2. **Experts discussion.** Proposals scoring more than 60 points will be discussed between the six experts, with the presence of an observer from another research challenge, in order to ensure transparency in the evaluation process.
3. **Shortlist.** A shortlist of 30 proposals will be published on the web. Preselected artists will be also contacted by email.
 - a. If selected, artist will be contacted by email.
 - b. If not selected, artist will be able to download and check his/her proposal score and evaluators comments.
4. **Jury evaluation.** A jury will receive the best 30 proposals and evaluate them using the same evaluation criteria. Jury will meet the 3rd or 10th of July in Linz for the Final Evaluation process.
5. **Awarded artists announcement.** Awarded artists will be officially announced. Artists will be able to follow the awards announcement in streaming as well as receive a mail and be published in Re-FREAM website. Official announcement would take place at Ars Electronica (Linz, Austria) the 6th of September.



Figure 2. Selection process diagram

The evaluation criteria followed is widely explained in the Helpdesk section: [Evaluation Criteria](#).

7. Administrative Duties

Selected applicants will become Re-FREAM beneficiaries.

Contracts with beneficiaries will be managed by the Consortium. The administrative tasks for the beneficiaries, including activity reporting obligations and related documents will be provided during the agreement's formalization.

Preparation of Grant Agreement

The beneficiary will be requested to sign a Grant Agreement. The main objective of this agreement is to validate financial and technical operational capacity from the partners and to establish rules for receiving support from the Re-FREAM project.

Beneficiaries will have to submit proof of:

- Legal existence: Legal Entity Form accompanied with the supporting documents (registration, tax certificates). Legal entity form can be found [here](#).
- Bank Account information: Financial Identification Form. Financial Identification form can be found [here](#).
- Founders IDs
- Existence of a Consortium Agreement between the participants

8. Funding Scheme

Applications selected for being granted will receive grant payments by the Co-Creation space Management Partners. Selected projects will be required to sign a Grant Agreement with binding details on the project time plan and goals and budget plan.

The grant will be paid out in 3 tranches:

- At the onboarding of the sub-grantee: 30% is paid out after signing of grant agreement
- After the mid-evaluation: 40% is paid out after successful attainment of mid-goals (according to grant agreement) and mid-presentation
- After project finalization: 30% is paid out after successful finishing of project, required reports and project documentation, cost justification and final presentation.

9. Duration and Scope of the project

- The duration of project time is 9 months. Within this project time artist are committed to the co-creation space they got selected for and thus have to spend 30% of project time in residence (meaning at the location of the co-creation space). The residence time can be distributed flexible within 9 months, but artists are committed to be in residence for certain milestones as agreed on in the grant agreement. Artist need to consider that costs for accommodation and travel have to be supported by him/herself.
- To better determine the possibilities for project scopes, it can be roughly anticipated an availability of technology partner of 430 hours at least per technology partner per project, for a total of 9 months project duration. The detailed availability of resources however will vary according to finally selected projects and thus needed resources.
- Selected projects will commit to individual project goals (time, budget, project status) that are developed and evaluated according to the project proposal, together with

the corresponding co-creation space and technology partners. During the project running time, artists will have to document their project status and progress.

- Additionally, artists commit to common milestones, coherent for all projects within the Re-FREAM project. The common milestones refer to a mid-term presentation and a final presentation of project results.

10. Results and Deliverables

The beneficiary will be defined alongside the assigned facilitator during the kick-off meeting/ Art-Tech co-creation Workshop. Reporting to be delivered through the platform is:

- Monthly report (including monthly progress and problems encountered).
- Mid-term report (including technical sketches with specifications and drawings of the product).
- Final report (including the final prototype and related documentation).

11. Services Delivery Model

Selected projects have a project run time of 9 month and are divided in 2 periods (starting date until Mid-Term Evaluation and Mid Term Evaluation until project end). The grant will be paid in accordance to goals, milestones and reporting duties that are stated in detail within the grant agreement to be signed after selection.

12. Financial support to Beneficiaries and financial justification

Beneficiaries of Re-FREAM will be granted with a maximum amount of 55.000 € and additionally benefit from facilitation services, mentorship as well as other supporting services offered by the Re-FREAM project consortium.

The exact grant sum is determined by the Jury according to the scope of the project (but will not exceed € 55.000) and must be used for elaborating the descriptive project as applied for and must cover all costs of personnel costs, material, hardware, software and external services needed.

Artists will need to sign a confirmation that all money received has to be taxed by the artist him/herself.

A. BUDGET PLANNING GUIDELINESS

Budget calculation is a mandatory part of the application. The described project has to be planned in time and budget and outlined in respective work packages, considering necessary resources for the project (such as physical objects, technologies involved, materials, working time per work packages, etc.).

After selection, the budget and according costs categories with designated amount of euros will be a fixed part of the grant agreement. Deviations of this costs are not eligible unless explicit agreement of the Co-Creation space Management. Applicants are asked to draft this budget and work schedule as realistic as possible in their application but have to change to

refine it together with the Co-Creation space management before signing the grant agreement.

B. GENERAL CRITERIA FOR ELEGIBILITY COSTS

In order to be eligible for RE-FREAM funding, costs must meet the following criteria:

- be incurred by the beneficiary during the duration of the project
- be indicated in the estimated overall budget included in the proposal and signed in the contract
- be necessary for the implementation of the activity
- be identifiable and verifiable, in particular being recorded in the accounting records of the beneficiary according to the usual cost-accounting practices.
- comply with the requirements of applicable tax and social legislation. Value added tax (VAT) is considered as eligible where it is not recoverable under the applicable national VAT legislation and is paid by the beneficiary other than a non-taxable person as defined in the first subparagraph of Article 13(1) of Directive 2006/112/EC on the common system of value added tax.
- be reasonable, justified and comply with the principle of sound financial management, in particular regarding economy and efficiency.

C. ELEGIBLE COST CATEGORIES

The eligible costs for the activities are those costs which, provided that they satisfy the criteria of eligibility set out above, are identifiable as specific costs directly linked to the performance of the activities and which can therefore be attributed to it directly.

In particular, the following categories of direct costs may be considered eligible:

Eligible cost categories	
Direct project cost	Other direct project cost
<ul style="list-style-type: none"> • Staff costs: <ul style="list-style-type: none"> ○ lump sum payout for personnel costs (including the pay for the artist him/herself or team members) - max. 35% of total project budget 	<ul style="list-style-type: none"> • Travel, accommodation and subsistence allowances: <ul style="list-style-type: none"> ○ travel costs for events directly linked to the execution of the project (e.g. meetings, dissemination/ promotion of the project, visiting of directly relevant events. - max. 10% of total project budget • Material costs*: directly linked for the execution of the project • Subcontracting costs*: <ul style="list-style-type: none"> ○ e.g. legal, IPR, external mentoring, etc.

	<ul style="list-style-type: none"> ○ but no subcontracting for services offered within the consortium (see ineligible costs) ○ dissemination: professional documentation, material, translation, interpretation of project progress and results ● Equipment costs: <ul style="list-style-type: none"> ○ but no equipment offered within the consortium (see ineligible costs)
Indirect project costs	
Overheads - Limited to the 250€ per month	

* Should fulfill the principle of the best value for money, i.e. the best price-quality ratio.

D. INELIGIBLE COSTS

The following costs are ineligible and therefore not accepted:

Ineligible costs
<ul style="list-style-type: none"> ● non-project related travel costs ● accommodation, food and travel to and within the residence co-creation space ● additional costs for co-creation space-partner services (exceeding the planned costs) ● costs for working spaces (as this will be provided within the co-creation spaces) ● technical subcontracting or other services offered within the consortium (as this will be provided within the co-creation spaces) ● equipment offered within the consortium (as this will be provided within the co-creation spaces) ● costs for contributions in kind: these are contributions that are not invoiced, such as voluntary work, equipment or premises made available free of charge; working spaces (as this will be provided within the co-creation spaces) ● deductible VAT

13. Publicity

All grant beneficiaries are required to clearly mention the fact that they have received funding from the European Union through Re-FREAM project in any publication, in other information or promotional materials, and during activities (conferences or seminars, etc.), for which the grant is used, using the following wording: "With financial support from the European Union through H2020 Re-FREAM project".

The emblem of the European Union as well as the Re-FREAM project logo will be provided in order to be included in all the promotional material to be developed.

14. Other Considerations

Data Protection

Re-FREAM partners are committed to protect and respect applicants' privacy. The personal data collected in the context of the present Open Call will be processed in accordance with the Data Protection Directive 95/46/EC in regard to the processing of personal data and on the free movement of such data. Applicants files will be retained in Re-FREAM archives until the end of the project activities for which the applicants submitted a proposal idea.

The information you provide will be used for the purposes of assessing or managing your application, and for other purposes connected with the Re-FREAM project and your participation within it. The information you provide may be shared with other applicants, participants and statutory bodies connected with Re-FREAM, mostly for statistical purposes. The information may also be shared with project partners' sponsors and agents. We will retain your information on our files and contact you about other projects we may run that we believe could be of interest to you. If you do not wish for your information to be retained for these purposes, and would not like to be contacted about other projects, you may let us know using the email privacy@re-fream.eu.

The information you provide will be retained in compliance with the regulation (EC) 45/2001 of the European Parliament and of the Council of 18 December 2000. It will be entered and held securely on the Re-FREAM computer systems and online databases. It is possible that the information we collect from you could be transferred, stored and processed in a destination outside of the European Economic Area (EEA) during the course of our processing. By submitting your information, you agree to this transfer, storing and processing, even where the country or territory in question does not maintain similar data protection standards.

By signing or submitting this form, you agree to allow us to process your personal data in accordance with this statement.

It is possible to exercise your opposition rights through the private profile of the entity (deleting your profile) or by contacting Re-FREAM data controller by sending an email to privacy@re-fream.eu. If you wish to contact us about the data we hold about you, please use the email privacy@re-fream.eu.

Useful Documents (available on the helpdesk area of the website):

How to apply tutorials

- Video
- Guideline

Concerning the call...

Learn about the selection process, know how evaluators will score your proposal and how you need to upload certain documents on your proposal in order to be awarded.

- Guide for applicants
- Evaluation criteria
- Video recording guidelines
- Frequently asked questions (FAQs)

Agreements, Evaluations and Financial templates

- Co-creation space & Artist Agreement
- Mid-term Report template
- Final Report template

Questions

Please check out the FAQs section in the Re-FREAM website.

For further enquiries, you can contact us through the following email: helpdesk@re-fream.eu

The mere fact of participating in this Open Call means that the participants know and fully accepts the present rules.