

## PROGRAMME RULES

### 1. PURPOSE

The purpose of this call for applications is to select 15 participants for the fifth Barcelona Fashion Forward support programme for fashion entrepreneurs – We'll boost your fashion label – promoted by the Barcelona Institute of Culture (ICUB) through the Disseny Hub Barcelona (DHub) in collaboration with Barcelona Activa.

This is a support programme to boost emerging fashion designers and companies specialising in the design, production and marketing of finished textile products for women, men, children, footwear or accessories, for projects that incorporate creativity, sustainability and innovation.

The programme is intended to cover the needs of this group and its purpose is to support them in optimising processes and methods by incorporating methodologies to make them more professional and improve in the areas of marketing, communication and digitalisation through training sessions, personal guidance and funding for services.

### 2. PARTICIPANTS

Recently established companies and self-employed persons in the textile sector, specialising in design, production, marketing of finished products, may participate, as long as they meet the participation requirements set out in point 3.

### 3. REQUIREMENTS FOR CANDIDATE COMPANIES

For the purpose of these rules, the requirements to participate in the programme are that you should:

- a) Be a self-employed entrepreneur or company whose work is based on the design, production and marketing of finished products in the textile sector for women, men, children, footwear and accessories.

- b) The brand must have been already launched and with its sales on going, minimum for 1 year and maximum for 5 years.
- c) Have, at least, one person working full time on the project.
- d) In the case of companies, demonstrate being registered preferably in the city of Barcelona, or in the Barcelona Metropolitan Area. In the case of self-employed individuals, demonstrate being on the civil register in Barcelona or in the Barcelona Metropolitan Area. Companies and self-employed individuals in the city of Barcelona will be given priority.

#### 4. PROGRAMME CONTENTS

The programme is divided into two phases:

##### PHASE 1: GROUP TRAINING AND PERSONALISED MENTORING

In this phase, the 15 companies or self-employed individuals selected will benefit from the following:

- A) Group training capsules in the topics that are considered to be key for the acceleration of an up-and-coming fashion label, with a total of 45 hours, spread out on a weekly basis. The group training topics are as follows:
  - Strategic marketing: segmentation and target audience, primary targets and secondary targets, skills, strategic positioning, mission, vision and brand values, value proposition.
  - Product, operations and supply: trend analysis, collection creation, collection chart and structure, production processes, production schedule and procurement.
  - Price and margin chains: Price benchmarks among competitors, price pyramids, margins based on fashion sector sales formulas and product price calculation.
  - Fashion marketing: distribution of fashion products and sales planning (markets, channels and sales formulas), and also sales showrooms and sales reps for the multi-brand channel.
  - E-commerce, digital marketing and social networks: online fashion distribution, marketplaces, online traffic growth, SEO and SEM positioning, Google and Facebook Ads, re-targeting, email marketing, social management and content plans.

- Branding, Online and offline communication: strategic corporate branding and communication plan (message and tone, communication targets, communication channels, communication showroom, influencer marketing and customer service.).
  - Funding: profit and loss statements, balance sheets, tax and budgeting.
- B) Personalised mentoring that will supplement the training capsules: individual guidance for each of the 15 participating companies with a personalised consultancy format, to help them with the acceleration process and projecting their brand, as well as their operations and strategy, and also in applying the content covered in the training sessions.

A consultant specialising in the fashion sector will be allocated to each company and, in individual sessions, will work with them on the areas where they are weakest. The 15 participating companies will receive a total of 14 hours each, distributed over individual sessions on a weekly basis in parallel with the group training.

Phase 1 will culminate in a round of presentations in which the participants will have to demonstrate what they have learnt during this phase. These presentations will be delivered to a professional panel who will assess the different projects, evaluate their development obtained during the first phase and select the best 4 to go onto phase 2.

This phase will last around 5 months, between March and July 2024. The group and individual sessions will be face-to-face or online, depending on the restrictions that are in force at each moment.

## PHASE 2: PERSONALISED SERVICE PLAN FOR THE 4 SELECTED COMPANIES

The 4 successful companies from phase 1 will have a personalised service plan created for them and based on their needs, focus on improving their marketing, communication and digitalisation. The consultants will monitor and coordinate the companies that they have worked with in phase 1, to ensure the proper running of the awarded services. This plan will be adapted to the individual needs of each of the participating companies and aligned with the following services:

- Sales showroom:
  - a) Aim: to improve the commercial presence of the designers and brands, increasing their distribution network in the multi-brand channel (online or offline). The primary focus of this service is to put into practice everything learned in the initial theoretical phase about the market, commercial agents, and the functioning of showrooms. This service will be essential for applying the acquired knowledge and consolidating it in a real-world environment.

- b) Content: sales showroom services (exhibition space and sales of fashion collections to intermediaries) or sales agents for the preparation and distribution of designer and brand collections for the corresponding campaign.
- Communication showroom:
  - a) Aim: to improve designer and brand visibility by increasing their presence in online and offline media. This service is focused on putting into practice the knowledge acquired during the months of training sessions and consolidating it in a real-world setting, with a particular emphasis on understanding how a communication showroom operates and working with external service providers.
  - b) Content: communication showroom services (exhibition space for the collections) for specialised media, stylists, or celebrities.
- Digital marketing agency:
  - a) Aim: to increase the presence and awareness of emerging brands and designers in the digital environment, as well as improving their management.
  - b) Content: digital marketing services (web optimisation, SEM positioning strategies, Google Analytics management, etc.) and community management service (network growth, CRM and online loyalty programmes, improving engagement, followers and visits, etc.). Aside from service management, participants will be given the tools so they can work internally after the programme ends.
- Retail and online sales and promotion targeting end-consumers:
  - a) Aim: to give a commercial outlet and visibility to the emerging brands and designers in contexts (digital or in-store) with a high presence of their target group.
  - b) Content: providing a sales and promotion space for entrepreneurs in the digital environment, either in retail specialising in fashion or with fashion distribution in the city of Barcelona.

Phase 2 will last around 6 months, between October 2024 and March 2025. Meetings between the various providers and consultants will be face-to-face or online, depending on the restrictions that are in force at each moment.

## 5. OBLIGATIONS OF BENEFICIARIES

Participation in the programme implies a commitment by the beneficiaries in relation to the following aspects: preparing documentation, active session attendance, working meetings

and actions, individual work on processing the information from the different meetings, and other requirements that may be necessary during the programme.

## 6. APPLICATIONS AND APPLICATION PERIOD

Applications for the programme must be submitted by email to [fashionforward@barcelonactiva.cat](mailto:fashionforward@barcelonactiva.cat).

The project submission period begins the day after the publication of these guidelines on the Disseny Hub Barcelona website at [dissenyhub.barcelonafashionforward](http://dissenyhub.barcelonafashionforward) and on the Barcelona Activa website at [empreses.barcelonactiva.cat](http://empreses.barcelonactiva.cat), and will close on January 26, 2025, at 11:59 p.m.

## 7. CRITERIA AND SELECTION PROCESS

A professional panel from the business and fashion sector will make the final selection of the 15 candidates who will benefit from and participate in the programme from among all the companies and self-employed persons who meet the programme rules. The panel's decision will be based on the following criteria:

- Current development and sales projection for the brand (50% of the points):
  - Own points of sale (offline or online, if they have any).
  - Number of multi-brand customers (offline or online, if they have any).
  - Sales strategy for customer acquisition to date (national/international trade fairs, showrooms, sales agents, etc.).
  - Total turnover in euros and units, run rate and growth.
  
- Sustainability in the various phases of the process involved in creating a collection, and social impact on their environment (25% of the points):
  - Local production.
  - Recycling of items of clothing and fabrics. Zero waste.
  - Organic cotton fabrics or new sustainable compositions.
  - Reduced use of water, chemical pesticides and dyes.
  - Technology sustainably applied to fashion.
  - Social inclusion of underprivileged groups.
  - Other systems used to apply sustainability.
  
- Innovation and creativity applied to the creation, management and sales processes of a fashion collection (25% of the points).

The organisation reserves the right to call the candidates to show their project or product in person, should it be considered necessary.

The final selection of the 15 candidates participating in the programme will be published February 23, 2024, on [empreses.barcelonactiva.cat](https://empreses.barcelonactiva.cat).

## 8. COMPOSITION OF THE PANEL

A panel will be formed to assess the candidates' applications and to select the 15 participating companies or self-employed persons, which will comprise the following members:

- Director of Creative Industries of Barcelona Institute of Culture (ICUB), Barcelona City Council, headquartered at the Disseny Hub Barcelona (DHub), or their designated representative.
- A professional from Barcelona Activa with proven experience in the area of business creation.
- An external professional with proven experience in the area of fashion consultancy.
- An external professional with proven experience in the area of textiles and retail.
- An external professional with proven experience in the area of creativity and trends.
- An external professional with proven experience in the area of sales showrooms for fashion collections.
- An external professional with proven experience in the area of communication showrooms for fashion collections.
- An external professional with proven experience in the area of fashion journalism and communication.

The selection panel may declare the programme void in part or in its entirety. Its verdict will be final.

The panel will inform the ICUB / DHub Operational Directorate of Creative Industries of its verdict so that it can adopt the corresponding resolution.

## 9. DOCUMENTATION TO BE SUBMITTED BY CANDIDATES

Candidates must submit the following documentation to prove that they meet the requirements set out in these rules:

- a) Application form to participate in the Barcelona Fashion Forward Programme.
- b) Designer/brand portfolio or product catalogue.
- c) CVs from the principal people connected to the project or brand.

This documentation must be submitted between the publication of these rules and January 26, 2025, at 11:59 p.m. and must be submitted by email to:  
[fashionforward@barcelonactiva.cat](mailto:fashionforward@barcelonactiva.cat).

## 10. DATA PROTECTION

I accept the data protection policy

In compliance with Organic Law 15/1999, of 13 December, on Personal Data Protection, we inform you that the data collected will form part of an automated file owned by BARCELONA ACTIVA SPM SAU, with registered offices at Carrer de la Llacuna, 162-164, Barcelona, for the purpose of managing registrations and providing information on its activities and services in its field of action. You may exercise your rights of access, rectification, cancellation or opposition by writing to BARCELONA ACTIVA SPM SAU Legal Services at the aforementioned address.