



Application guidelines

Digital Labs: fashion designers

1. House of Europe

House of Europe is an EU-funded programme fostering professional and creative exchange between Ukrainians and their colleagues in EU*¹ countries. The programme focuses on different professional fields: culture and creative industries, education, health, social entrepreneurship, media, and youth.

This encompasses 20+ separate programme lines enabling to go for professional events, internships, and networking in the EU*, or to enrol in study tours, residencies, trainings, and other forms of support. House of Europe funds cultural coproductions and cooperations between Ukrainian and EU* organisations, along with the development of cultural infrastructure and artistic concepts for youth in Ukraine. Finally, the programme offers various youth camps and an intra-Ukrainian university exchange.

Implementation of House of Europe is led by Goethe-Institut Ukraine, with The British Council, Institut français, and Czech Centres as consortium partners.

2. Digital Labs: fashion designers

The Digital Lab provides the knowledge and skills to successfully run your fashion brand.

¹ Here and further in the text whenever marked with *: plus the United Kingdom. The EU countries include Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden.



You will learn about management, logistics, sales and promotion to be able to sell over Europe. There will be a lot of practice and real-life examples presented by fashion industry experts from the EU* and Ukraine.

During the Digital Lab, you will design a development plan of your own fashion brand, consulting with experts in personal mentoring sessions. Following the jury selection, the authors of the best projects will get stipends of up to EUR 500 on further professional advancement.

3. When will the Digital Lab take place?

The Digital Lab: fashion designers will take place from 5 to 13 April 2022.

4. What is the programme of the Digital Lab?

During the Digital Lab, you will learn about:

- Discovering your own style
- Registering your brand to protect your unique designs and get the interest
- Promoting your brand through social media, showrooms, etc.
- Saving on logistics: sourcing and consumer countries
- Increasing profit through sales management
- Cooperating with buyers
- Successfully managing your production
- Setting up B2B and B2C distribution and retail
- Choosing between art fashion and mass-market
- Meeting the requirements and selling at fashion platforms and markets
- Participating in fashion weeks
- Collaborating with EU* designers and organisations
- Peculiarities of sustainable fashion and running an eco or recycling brand

5. What will I learn during the Digital Lab?

After the Digital Lab, you will be able to:

- Find your own style, define the niche at the fashion market, and protect your unique designs from fraud, registering the brand
- Successfully run a profitable fashion brand, taking care of the management, logistics, sales, and promotion



- Present your pieces at showrooms, selling platforms, and fashion weeks in Ukraine and the EU*

6. What project will I create during the Digital Lab?

During the Digital Lab, you will work on a development plan for your company.

You must present your development plan at the final pitching. For your convenience, we will share the template of the presentation.

7. What is a Digital Lab?

Digital Lab is a nine-day event, bringing together intense studying in a group of fellow-minded people with individual work on your project.

You will discover effective work tools in lectures with practitioners from the EU* and Ukraine, come up with new ideas in workshops, apply them while working on your project, and present the result. The experts are here to advise and provide feedback on your project in personal mentoring sessions.

The Digital Lab has a spirit of competitiveness, as all the participants present their projects and compete for stipends of up to EUR 500 on further professional development.

8. What are the components of a Digital Lab?

- Lectures with experts, where you will learn the know-how and practical work tools from peers
- Workshops with experts, where you will solve case studies together with other participants of the Digital Lab
- Individual mentoring sessions with experts, where you will receive personalised advice on the project you are working on
- Independent work, where you will apply the knowledge and advice you received to your own project
- Presentations of your project to the jury, where you will get feedback and the opportunity to compete for stipends of up to EUR 500 for further professional advancement



9. How does Digital Lab work?

The Digital Lab will take place online via Zoom. Please have your camera and microphone switched on during lectures and workshops.

You can keep in touch with other participants via our Telegram chat.

10. What is the duration of the Digital Lab?

The Digital Lab runs for nine days:

- Four days of intensive training in lectures and workshops. The sessions last from 10.00 to 18.00.
- Four days of work of personal mentoring sessions and individual work on the final project. You can schedule the mentoring sessions for any convenient time from 10.00 till 18.00.
- One day of the projects' presentations to a jury.

11. What is the working language of the Digital Lab?

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During the Digital Lab, you will communicate in Ukrainian. It will be the working language of lectures, workshops, mentoring sessions, and the final presentation.

We invite translators so that you understand the lectures of EU* experts. They will also be there for you during your mentoring sessions with EU* experts.

12. Who can participate in the Digital Lab?

- Fashion designers
- Fashion brand managers
- Couturiers
- Stylists

13. What are the requirements for participants?

- Strong motivation to learn more about management to create a successful fashion brand
- Interest in EU* sales and collaborations
- At least three years of experience in the fashion industry



- Ukrainian citizenship²
- Full age

Only individual applications are eligible, group applications are not.

14. How to apply?

To apply for a translation grant you should submit an application along with supporting documents via our [online platform](#).

You must submit your application using the 'Submit entry' button by Friday 19 November 2021, 15.00 Kyiv time. Be careful, as you will not be able to submit the application after the deadline.

Please keep in mind that on the last day before the deadline online application system will be working under significant pressure, which may cause technical problems. Try to finalise your application as early as possible to avoid those.

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15. How do I register on the online platform?

You have to register on the online platform to be able to fill in an electronic application.

Your email address is required. We will use that email address as an official channel of communication with you, so register on the online platform with an email address you check regularly.

When registering, make sure to put a tick in the field: "I agree to receive notification and communication emails or SMSs from House of Europe. You may withdraw your consent at any time." You will not be able to receive important communication from us regarding the status of your application if you do not provide your consent.

16. How do I fill out the online application?

² We may exceptionally consider individual applications by stateless persons, refugees, etc. You should provide confirmation of your long-term residence in Ukraine. It is always a case-by-case decision.



Please fill out the online application in Ukrainian. You need to provide the following information in the online application form:

Field 'Chapter'
Digital Labs: culture professionals
Field 'Open call'
Digital Labs: fashion designers
Field 'Entry name'
Enter your first and last name
Tab 'Details'
<ul style="list-style-type: none"> ▪ First and last name ▪ Gender ▪ Place of residence ▪ Postal address ▪ Email address ▪ Telephone number ▪ Information about education ▪ Information about place of work ▪ Elaborate on your professional experience. How long have you been working in the fashion industry? ▪ Have you worked on EU cooperation projects in the field of fashion?
Tab 'Questions'
<ul style="list-style-type: none"> ▪ Are you an internally displaced person? ▪ Are you a disabled person?
Tab 'Motivation'
<ul style="list-style-type: none"> ▪ Why is participating in the Digital Lab relevant to your professional development? ▪ How do you plan to use the knowledge gained during the Digital Lab at work? ▪ Please list the internships and professional courses you took. Provide a date, course name, country, and organisation. ▪ Have you received grants from EU* or other organisations on fashion projects? If yes, provide the date, country, organisation, and title of the project.
Tab 'Attachments'

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- CV
- Portfolio
- Two letters of recommendation
- Scanned copies of the first pages of the passport

Tab 'Declaration'

- Please confirm that you have read and understood the programme conditions and related policies.

- All tabs consist of mandatory and optional fields.
- Optional fields are marked 'optional'.
- You cannot move to the next tab and save the application if mandatory fields have not been completed.
- To submit an application, please press the 'Submit entry' button.
- Once you click 'Submit entry', the application is forwarded for review, and you will not be able to make any changes or upload any additional files.
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- If after clicking 'Submit entry' you do not receive an automatic confirmation, your application has not been submitted. In such a case, please check again and/or get in touch with us via email: mariia.savelova@houseofeuropa.org.ua.

17. What documents do I need to provide?

- CV of two pages maximum in PDF: professional experience, education, internships, scholarships, and awards. Please draft the document in Ukrainian language.
- Portfolio: videos and photos of your works
- Two letters of recommendation signed with blue ink. Letters should be from experts in your field, your current or previous employers. Please draft the document in Ukrainian or English language.
- A copy of the first page of the passport³. We will check whether you are of full age and have Ukrainian citizenship.

³ If you are not a Ukrainian citizen, please attach any other document confirming long-term residence in Ukraine. If applicable, please also upload a refugee status etc. We might contact you for further information.



Please note that if you do not attach the requested documents, we cannot consider your application.

18. How many applications can I submit?

- You can only submit one application. If you submit multiple applications, we will consider the first one.

19. How will my application be evaluated?

Your application will go through two stages of assessment.

First, your application will be reviewed technically to confirm that it was submitted on time, includes answers to all questions on the application form and has the mandatory attachments.

If your application is compliant with that, our experts will evaluate it according to the following criteria.

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Selection criteria		
1.	Motivation	<ul style="list-style-type: none"> ▪ Please evaluate the personal and professional motivation of the applicant. ▪ How convincing is the applicant's interest in deepening knowledge about fashion brand development and cooperation with the EU*?



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2.	Professional relevance	<ul style="list-style-type: none"> ▪ Does the Digital Lab correspond with the professional activities of the applicant? ▪ Will the Digital Lab advance the applicant’s professional development? ▪ Does the applicant have relevant experience in the fashion industry? ▪ Does the applicant have experience in international cooperation projects? ▪ Does the applicant have relevant education?
3.	Multiplication and sustainability	<ul style="list-style-type: none"> ▪ How likely is it that the knowledge, received during the Lab, will lead to the transformation of the applicant’s institution, sector, or professional community? ▪ How likely is that the knowledge, received in the Digital Lab, be used by the applicant in further EU* cooperation?
Additional selection criteria		
4.	Place of residence and status	<ul style="list-style-type: none"> ▪ Does the applicant work in a rural area, urban centre or regional centre in the periphery of the country? ▪ Does the applicant have the status of an internally displaced person?



20. What are the next steps?

- Your application will go through a technical review and assessment of grant applications by independent experts. The evaluation takes several weeks.
- You will receive the results of the assessment through an email sent until the end of December 2021. We will send a notification to the email address you used to register on the online platform.
- If your application is successful, we will ask you to provide a short bio. Later we will also share an email with the date of the first session, a link to the Zoom conference, and additional materials.

21. Timeline

Launch of the open call – 20 October 2021

Deadline for application – 19 November 2021, 15.00 Kyiv time

Announcement of results – until the end of December 2021

Digital Labs: fashion designers – 5-13 April 2022

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Please keep in mind that these dates are not set in stone and may change slightly.

22. What if my application is unsuccessful?

We receive a larger number of excellent applications than we can support, thus not all the applications will be successful.

If you do not succeed this time, you can apply for the next open call, or apply for other suitable House of Europe opportunities. You can find more than 20 programmes on [our website](#).

23. Personal data protection

By submitting an application, you agree for your personal data to be processed in compliance with [GDPR requirements](#).

24. Contact

If you have any questions, feel free to write to mariia.savelova@houseofeurope.org.ua.

