

Research

WP1: Map current blockchain and IoT solutions for the fashion and reseller market. (CBS)

Screening of current blockchain and IoT solutions. Showcasing the overview of current solutions and shared through the educational tracks

WP2: Map the industry standard of the global supply chain. (CBS)

2.1 Identification and description of generic events in a global supply chain across different fashion companies.
 2.2 What are the relevant data points and who has the responsibility to collect and report the data.
 2.3: Development of a set of principles for blockchain solutions that supports the generic events and data points for a global supply chain in lifestyle and design
 2.4: Workshop with case companies

WP3: Data analysis of transactions and interactions on selected resale platforms. (CBS/AI)

3.1: Trends in the reseller market. Why does the market react as it does? By utilizing data from current reseller platforms, it will be possible to examine what mechanism powers this market.
 3.2: Benchmark data from the reseller market with data from the production of fashion. What data is needed in the first place, from upstream market to empower the downstream market.
 3.3: Trends, knowledge, and findings will be shared

WP4: Qualitative studies of value creation on the resale market (DKA)

4.1: Study of brand performance on the resale market with selected brands, where selected styles are followed to understand value creation (both economic and emotional)
 4.2: Further analysis of previous studies, anchored in the participating brands and resale platforms.
 4.3: Trends, knowledge, and findings will be shared

Findings

WP5: Dissemination and Education (LDC)

5.1: Mandatory Workshops, where researchers & companies interact. 20 companies will share learnings through articles.
 5.2: Conduct 10 educational case stories - Collaboration with students
 5.3: Educational tracks - build new competencies

