

Sustainability, Equality & Inclusion Plan

VEF365 – EIT Culture & Creativity Shape Acceleration Programme

1. Sustainability Commitment

VEF365 contributes to a more sustainable and resilient European fashion ecosystem by enabling brands to validate product demand before production, reducing commercial uncertainty and helping companies make data-informed decisions. Through digital engagement, community-driven feedback and demand intelligence, VEF365 supports more efficient resource allocation and helps reduce unnecessary product development and overproduction in the fashion sector.

The project is aligned with the objectives of the European Green Deal and the transition towards more sustainable and circular cultural and creative industries. The platform promotes digital business models that decrease the need for physical events, travel and printed materials while enabling broader participation across Europe.

Environmental Objectives

During the project period, VEF365 will:

- Prioritise digital-first services and remote collaboration.
- Reduce the need for physical market validation activities through online testing and consumer feedback.
- Encourage fashion brands to make production decisions based on validated demand rather than assumptions.
- Utilise cloud-based solutions with energy-efficient infrastructure where possible.
- Minimise travel by favouring online meetings and hybrid participation models.
- Promote sustainable and responsible practices throughout the fashion value chain.

Expected Sustainability Impact

By 2030, VEF365 aims to:

- Support over 5,000 European fashion SMEs.
- Enable the validation of more than 50,000 product concepts before production.
- Contribute to reducing unnecessary sampling and overproduction.
- Increase the competitiveness of European creative businesses through data-driven decision making.

2. Equality, Diversity and Inclusion Policy

VEF365 is committed to creating an inclusive platform that provides equal opportunities for entrepreneurs, designers, creators and SMEs regardless of gender, age, ethnicity, nationality, religion, disability, sexual orientation or socio-economic background.

Diversity is embedded in the company's leadership structure, with a female-led founding team representing different professional backgrounds across entrepreneurship, community building, technology and creative industries.

Equality Commitments

VEF365 will:

- Ensure equal access to its services, events and development programmes.
- Apply non-discriminatory recruitment and subcontracting practices.
- Actively support women-led and underrepresented creative businesses.
- Maintain transparent selection criteria for pilots, partnerships and support activities.
- Monitor participation and engagement data to identify and address inequalities.

Targets

During the project:

- Minimum 50% female participation in pilot activities and community initiatives.
- Active outreach to underrepresented founder groups and creative entrepreneurs.
- Equal opportunities for SMEs from different European regions, including rural and peripheral areas.
- Accessibility considerations included in platform development and user experience design.

3. Accessibility & Inclusion Measures

VEF365 will ensure that its digital services are accessible and usable by a broad range of users.

Measures include:

- Responsive digital design.
- Clear and understandable user interfaces.
- Accessibility considerations aligned with recognised European digital accessibility principles.
- Hybrid and online participation options for international users.
- English-language services with the potential for localisation in key European markets.

4. Social Impact

The project strengthens European creative entrepreneurship by providing fashion SMEs with tools, knowledge and market access that are often available only to larger companies.

Expected social outcomes include:

- Increased business opportunities for independent fashion brands.
- Improved visibility for emerging designers and creators.
- Stronger European creative communities.
- Enhanced participation of women entrepreneurs and underrepresented groups.
- New employment and growth opportunities within the cultural and creative sectors.

5. Governance & Monitoring

VEF365 will monitor sustainability and inclusion performance through annual review processes and project KPIs.

Key Indicators

Environmental

- Number of products validated before production.
- Share of activities delivered digitally.
- Estimated reduction in physical validation activities.

Equality & Inclusion

- Gender balance among participating companies.
- Participation of women-led businesses.
- Participation from different European regions.
- Accessibility compliance improvements implemented.

Business & Social Impact

- Number of SMEs supported.
- Number of jobs supported or created.
- Revenue growth supported through the platform.
- International expansion achieved by participating companies.

Statement

VEF365 is committed to building a sustainable, inclusive and accessible European fashion innovation ecosystem. Through digital demand validation, data-driven decision making and equal access to opportunities, the company aims to generate measurable environmental, economic and social impact while supporting the competitiveness of Europe's cultural and creative sectors.