



WEAR
sustain

[WEARABLE TECHNOLOGISTS
ENGAGE WITH ARTISTS FOR
RESPONSIBLE INNOVATION]

Winner of the EU Horizon 2020 'Innovation Action' ICT-36-2016 Award



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ENGAGE WITH ARTISTS FOR
RESPONSIBLE INNOVATION

ABOUT

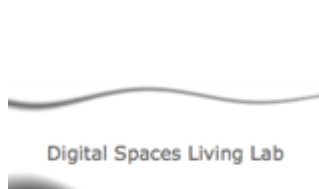
#WEARsustain

WEAR sustain is a new, £3m project, funded by the European Union's Horizon 2020 research and innovation initiative.

Runs from January 2017 to December 2018,

Aims to engage **wearable technology stakeholders** to work more closely with **designers and artists** across Europe, to shift the development of the EU wearables and e-textiles industries towards a more sustainable and ethical approach.

Over next two years the program will bring together the rich European landscape of wearable technology and smart textile stakeholders toward addressing core ethical and sustainability issues head on at the research & development stages.



we connect data

blumine

umec



Universität der Künste Berlin

University
for the
Creative Arts

Queen Mary
University of London



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The project is managed by a consortium of 7 organisations across 5 EU countries:

IMEC (Brussels, Belgium)

University for the Creative Arts (Epsom, UK)

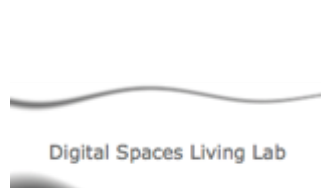
Queen Mary University of London (UK)

Berlin University for the Arts, UdK(Berlin, Germany)

Blumine (Milan, Italy)

Digital Spaces Living Lab (Sofia, Bulgaria)

We Connect Data (Brussels, Belgium)



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imec



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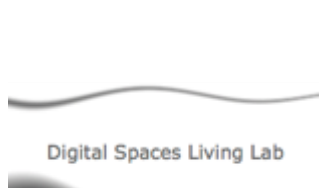
WEARABLE TECHNOLOGISTS
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OBJECTIVES

#WEARsustain

WEAR will:

- **Develop a sustainable European network of stakeholders and hubs**, to connect and push the boundaries in the design and development of ethical wearables;
- **Encourage cross-border and cross-sector collaboration** between creative people and technology developers to design and develop wearables;
- **Develop a framework within which future prototypes can be made** that will become the next generation of what ethical and aesthetic wearables could/should be;
- **Lead the emergence of innovative approaches** to design, production, manufacturing and business models for wearable technologies;
- **Make citizens, entrepreneurs and other stakeholders more aware** of the ethical and aesthetic issues in making and use of wearable technologies..



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4 KEY PROJECT ELEMENTS

#WEARsustain

WEAR Company, investor, university... admin

VISIBLE MEMBERS

- Hub - Center
- Hub - Studio
- Hub - Network
- Hub - Cluster
- Hub - Online platform
- Research Partner
- Public Agency
- Company
- Investor

SEARCH KEYWORDS
Industries, enablers, tags...

TIME FRAME

FOUNDED ALL TIME

FUNDED ALL TIME

SEARCH WITHIN MAP
SHOW ALL

82 MEMBERS

CLUSTER MARKERS

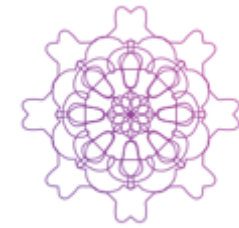
DESIGN IN ACTION HUB
Design in Action (DiA) is a £5m Art and Humanities Research Council-funded Knowledge Exchange Hub for the Creative Economy. The project h...

CROATIANS DESIGNER ASSOCIATION
CDA is a NGO that gathers design practitioners and theorists. Its main goals are to advocate and promote professional and social interest...

DUTCH DESIGN WEEK
In October of each year, Dutch Design Week (DDW) takes place in Eindhoven. The biggest design event in Northern Europe presents work and ...

BALTAN LABORATORIES
Baltan Laboratories is one of the leading players in the 'in-between space' that bridges the various disciplines and 'silo's'.

Page items 10 50 100

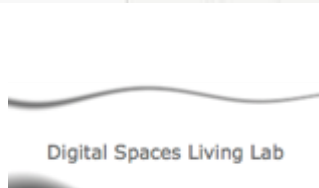


WEAR ECOSYSTEM

Be part of the next generation of wearables

40+ Network of Hubs & Advocacy Centres

Aesthetic
Ethical
Support



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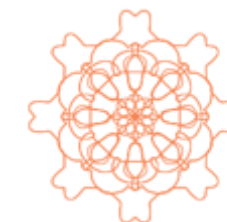


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4 KEY PROJECT ELEMENTS

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**SUSTAINABLE
INNOVATION**

Art & Tech Collaboration

Open Calls:

(Cross Border::Cross Sector)

€2.4m Funding:

**48 Innovation Awards €50k
each**

Prep for market



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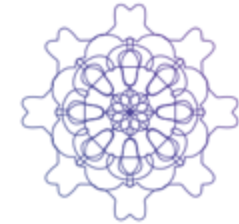


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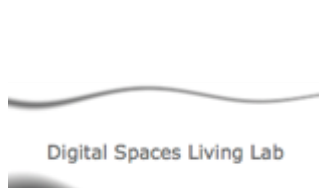
**KNOWLEDGE
EXCHANGE**

**Networking &
Events**

|
Symposia

|
Local Meet-ups

|
Digital Platform



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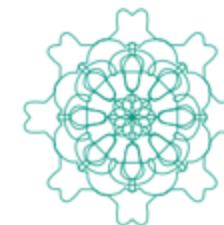
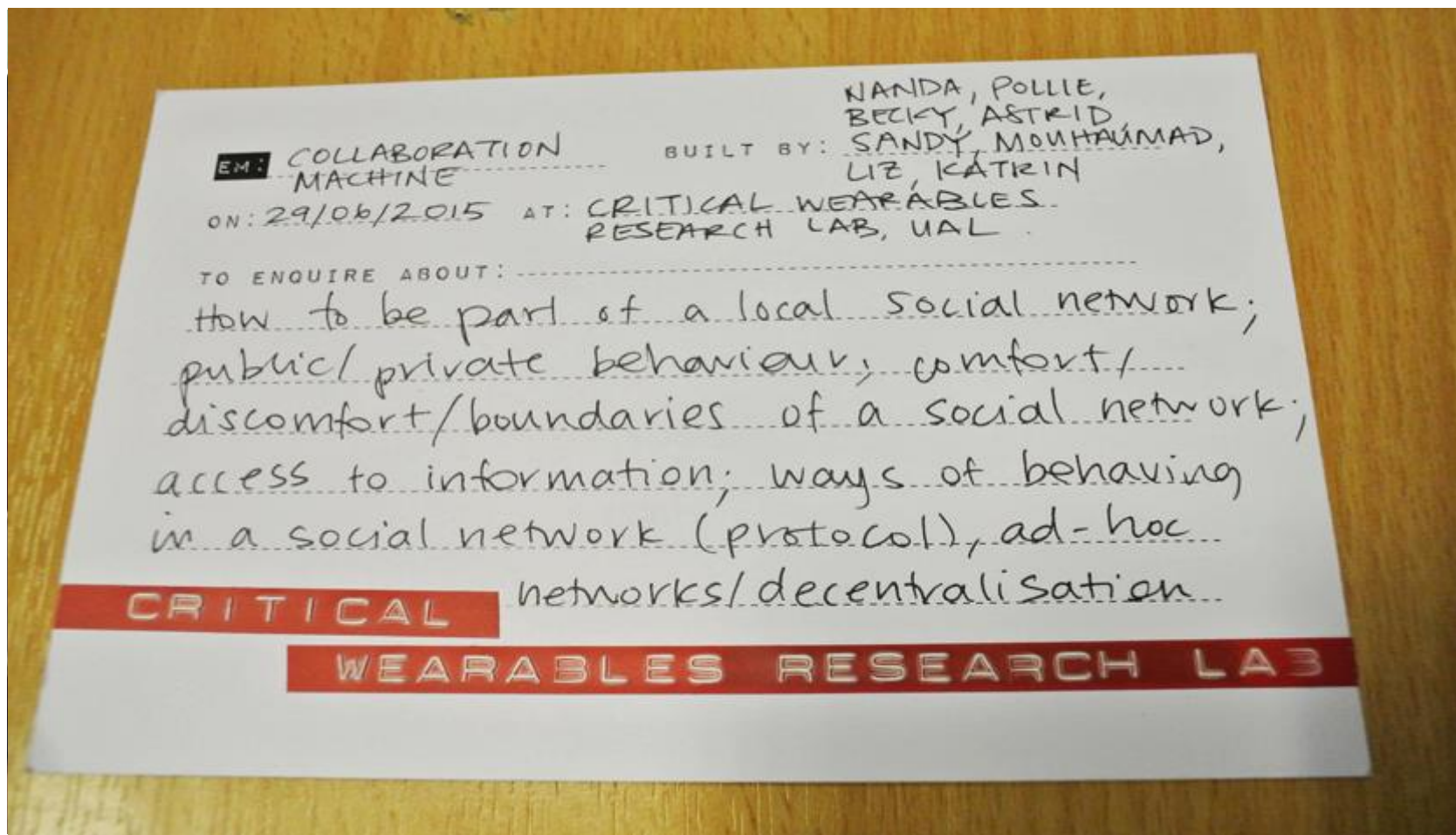


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4 KEY PROJECT ELEMENTS

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ETHICS & SUSTAINABILITY

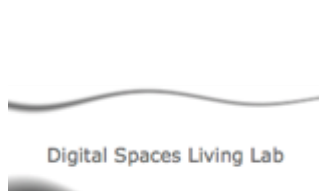
Personal
(Data)

Environmental

Material

Critical

(e.g. labour practices, supply chain, commerce etc.)



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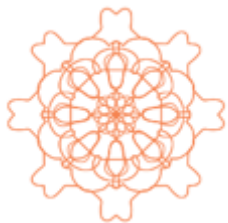


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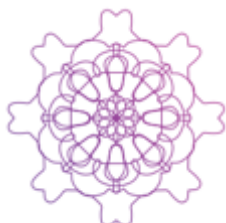
4 KEY PROJECT ELEMENTS

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SUSTAINABLE INNOVATION

Art/Tech Collaboration
|
Open Calls
(Cross Border::Cross Sector)
|
£2.4m Awards:
|
48 Innovations to market
|
Best Practice Methods



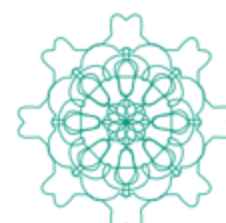
WEARABLES ECOSYSTEM

Be part of the next
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|
40+ Network of Hubs
& Advocacy Centres
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Aesthetic
Ethical
Support



KNOWLEDGE EXCHANGE

Events
|
Symposia
|
Local Meet-ups
|
Digital Platform



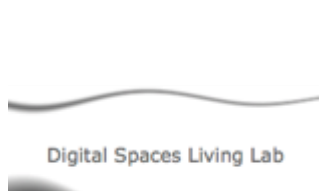
ETHICS & SUSTAINABILITY

Personal
(Data)
|
Environmental
|
Material
|
Critical



WEAR Sustain- SUSTAINABILITY STRATEGY & TOOLKIT

Sustainable & Disruptive Innovation >>
Next Generation Wearables
|
Wearables Ecosystem
|
New Knowledge
|
Ethics & Sustainability Guidelines



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THANK YOU!

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