

# Innovation Booster Fashion & Lifestyle

Co-Creation Workshop  
'Challenge your ideas' - June 19th, 2024  
Lugano – Dagorà Lifestyle Innovation Hub

Fashion  
&  
Lifestyle



## The co-creation process to drive radical innovation

*Daniele Panato, Community Development  
& Innovation Booster Director - Dagorà*

# The Innovation Booster Teams



## Leading House | IB Team & Operations



**CARLO TERRENI**  
Dagorà President



**DANIELE PANATO**  
Community Development  
& IB Director



**CARMEN MACHIELS**  
Project Manager,  
Marketing & PR



**BOBANA VUJIC**  
Event Manager



**AI LAN TRAN**  
Community Manager



**JELENA TASIC**  
Managing Director



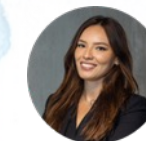
**ELEONORA DE CANIO**  
Innovation Manager



**MICHELE CRESPI**  
Innovation Specialist



**ANNA DE ROCCO**  
Head of Innovation  
Strategy & Performance



**LEDIA MALECAJ**  
Marketing Specialist



**MATTEO BERTUSSI**  
Innovation Specialist

# About Innosuisse



**Innosuisse** is the Swiss Innovation Agency. Its role is to promote science-based innovation in the interest of the economy and society in Switzerland.

Among different funding instruments Innosuisse promotes Innovation Boosters.

The Innovation Booster (IB) is a funding instrument that creates thematic communities to foster science-based and sustainable radical innovation through open innovation.

Every two years, **Innosuisse** opens a call for proposals to fund up to 8 new Innovation Boosters. Each Innovation Booster can receive up to CHF 2 million in funding to support a four-year program.

Dagorà and Lifestyle Tech Competence Center presented the proposed initiative to the Innosuisse Innovation Council in July 2023, winning the application.

**Innosuisse - Swiss Innovation Agency**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

# The Innovation Booster – Fashion & Lifestyle



## WHAT IS IT?

The **IB - Fashion & Lifestyle** capitalizes Swiss-based Fashion and Lifestyle community to identify top challenges, match them with experts and bring ideas to life through an open, sustainable, and user-centric approach.

In alliance with **SIP-TI-LTCC**, our community leverages a unique ecosystem enabling the **dissemination of radical solutions** to the challenges of Fashion and Lifestyle

## HOW DOES IT WORK?



Capitalizing the Fashion & Lifestyle community to **solve industry challenges / problems**



Managing events, research, workshops through **open innovation** and **user-centric methods**



Rewarding **up to 10 ideas** / year (≈ CHF 25k / idea) that prove potential to change the Fashion & Lifestyle world

# Innovation Booster Manifesto: together for a more inclusive, sustainable, and innovative future in Fashion and Lifestyle



**1.**

**Leadership and  
Experimentation**

**2.**

**Collaboration and  
Openness**

**3.**

**Responsibility  
and Sustainability**

**4.**

**Work Ethics,  
Transparency and Trust**

**5.**

**Human and User-  
Centricity**

**6.**

**Diversity, Inclusion and  
Gender Equality**

# How does it work?

PHASE 0  
INDUSTRY INPUT

PHASE 1  
CHALLENGE YOUR IDEAS

PHASE 2  
TEST, IMPLEMENT, LEARN



## SUSTAINABILITY INDUSTRY WORKSHOP

## LAUNCH IB CALL FOR CHALLENGES APPLICATIONS

## APPLY TO THE IB CALL

## WORKSHOP “CHALLENGE YOUR IDEAS”

## PITCH YOUR IDEA & GET FUNDS

## TEST, IMPLEMENT & LEARN

Industry experts **discuss and identify key themes and challenges** for the Fashion & Lifestyle community

The **IB opens a call on its online platform**, focusing on challenges identified during Industry Workshops

People from **the community can submit proposals** leveraging an **Application Kit** provided

**Innovation Teams** are invited to join a **design thinking workshop**. They **enrich their ideas** with the support of experts

**Innovation Teams pitch** their ideas, and the **Jury decides** which **projects receive funding**

**Awarded Innovation Teams execute** their **project, share** results / lesson learned, **evaluate next steps**

# Innovation Booster | Scope and program 2024



	2023		2024											
	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	IB community activation, platform setup, website and social...													
<b>SETUP &amp; LAUNCH</b>			◆ Jan 29 Press Conference & Kick-off											
<b>INSPIRE, PROMOTE &amp; EXCHANGE</b>						◆ Apr 22 Lifestyle Innovation Day		◆ Jun 11 eSustainability & Inclusion			◆ Jul 8 Webinar Call Opening			◆ Nov 26 eLuxury Summit
<b>TRAININGS FOR THE IB</b>					◆ Mar 26 Generative AI				◆ Jul 2 Legislation in Fashion (DPP), IP mgmt. (TBC)		◆ Sept 5 Consumer insights (TBC)			◆ Nov 19 Circularity or 3D (TBC)
<b>WORKSHOP, ENRICH &amp; PITCH</b>					◆ Mar 12 Fashion & Lifestyle Workshop – Raise key themes & challenges			◆ Jun 11 Sustainability Industry Workshop						
						◆ Apr 22 Call Opening #1		◆ Jun 19 Workshop #1 - Challenge Ideas		◆ Jul 18 Innovation Arena #1		◆ Sep 13 Pitch Day Online #1		
									◆ Jul 8 Call Opening #2		◆ Sep 26 Workshop #2 - Challenge Ideas	◆ Oct 17 Innovation Arena #2	◆ Nov 12 Pitch Day Online #2	
	LTCC User Centric Methodological Support													

# Together to drive the Future of Fashion & Lifestyle: a special thank you to the co-sponsors already onboard



## CO-SPONSORS ALREADY ONBOARD AND MEMBERS OF THE JURY





# PITCH JURY

## WHAT IS IT?

The **Pitch Jury consists of experts** in research, business and society who decide what ideas obtain funding.

The Jury adheres to program rules and to be trusted in the **protection of all the ideas**, being **responsible for reasonable funding**.

The jury is selected by the IB Team and consists of permanent members and temporary participants.

Jury members include managers and experts from **brands, associations, investors**, Swiss and international **academic** representatives.

# PITCH JURY

## COMPOSITION (CURRENT & TBC)

- **Felicitas Morhart** - Ordinary Professor of Marketing, University of Lausanne
- **Nina Bachmann** - Member of the Management Board, Swiss Textile
- **Stephane JG Girod** - Professor of Strategy & Organizational Innovation, IMD
- **Lydia Schmeink** - TL CAD, 3D Virtualization & Projects, Hugo Boss
- **Rino Castiglione** - CEO, Alpha Square Invest
- **Natale Consonni** - CEO, Venture & Creation
- **Alessandro Inversini** - Associate Professor, Ecole hôtelière de Lausanne
- **Dagmar T. Jenni** - Director, Swiss Retail Federation
- **Lino Zompetti** - Chief of Staff, Gruppo Florence SpA
- **Olga Burfan** - Head of E-Commerce, Philipp Plein
- **Mauro Dal Bosco** - Global CFO, 7 For All Mankind
- **Vera Galarza** - Global Head of Sustainability, Triumph International
- **Fulvio Benetti** - Group Sustainability Director, Ermenegildo Zegna Group
- **Simone Pulzato** - Business Strategy Principal, Hugo Boss

## PITCH JURY SELF DISCLOSURE

If an Innovation Team member has any doubt about a potential conflict of interest with one or more member of the Jury, the member shall disclose it to the Innovation Booster Fashion & Lifestyle in a timely manner.



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# INNOVATION TEAMS

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Innovation teams consist of at least one **research partner** and one **implementation partner**.

An Innovation team includes all partners who have the potential to make an important contribution to develop and improve the ideas.

# RESEARCH PARTNERS

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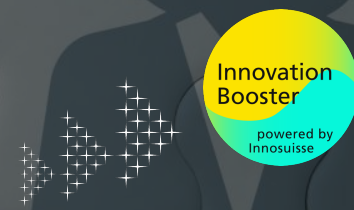


Research partners include university research institutes, non-commercial research centres outside the university sector, departmental research institutions with their own research projects and federal research institutes.

They collaborate with implementation partners and contribute to the innovation process through their research findings, knowledge and competencies.

# IMPLEMENTATION PARTNERS

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Implementation partners can be national or international start-ups, SMEs or larger companies that offer products or services or implement processes, as well as non-profit organisations.

Implementation partners are the driving forces for potential future value creation and contribute with their knowledge of the necessary conditions and success factors for implementation.

# OUTPUT ON FUNDED IDEAS

- ✓ **Proof-of-concept**
- ✓ **Feasibility studies**
- ✓ **Market assessments**



# INNOVATION TEAM FUNDING

The Innovation Booster will **select Innovation Teams** that will receive innovation team funding and provide the funds to one beneficiary, who can then allocate the funds within the team as necessary for the purpose of idea exploration.

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*Source: Innosuisse IB guidelines 2.0*



# INNOVATION TEAM FUNDING ALLOCATION

## Distribution

When funding is allocated to a project idea, the named beneficiary is responsible for receiving and distributing funds among team members as specified in the application.

## Use of Funds

Funds allocated through the Innovation Booster Fashion & Lifestyle Application are intended for the development and realization of the project idea as outlined in the submitted application. Misuse of funds may result in protective measures by the Innovation Booster Fashion & Lifestyle.

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# INTERNATIONAL PARTNERS

**Innovation Teams** can include international partners whose support is necessary for the successful testing and verification of an idea. However, as the IB instrument should primarily benefit the Swiss economy and society, the following conditions apply:

- 1) The Innovation Booster have to award and release the innovation team funding to a **Swiss beneficiary**
- 2) At least **one Swiss Implementation Partner** must be part of every **Innovation Team** and the main value creation must occur in Switzerland



# INNOVATION TEAM REPORTING

MANDATORY – REQUESTED BY INNOSUISSE

1

## Beneficiary Declaration

- The **Innovation Team** declares that has used **innovation funding** for necessary expenses related to the project idea

IB ADD-ON (REF. APPLICATION DOCUMENT – NOT DIRECTLY REQUESTED BY INNOSUISSE)

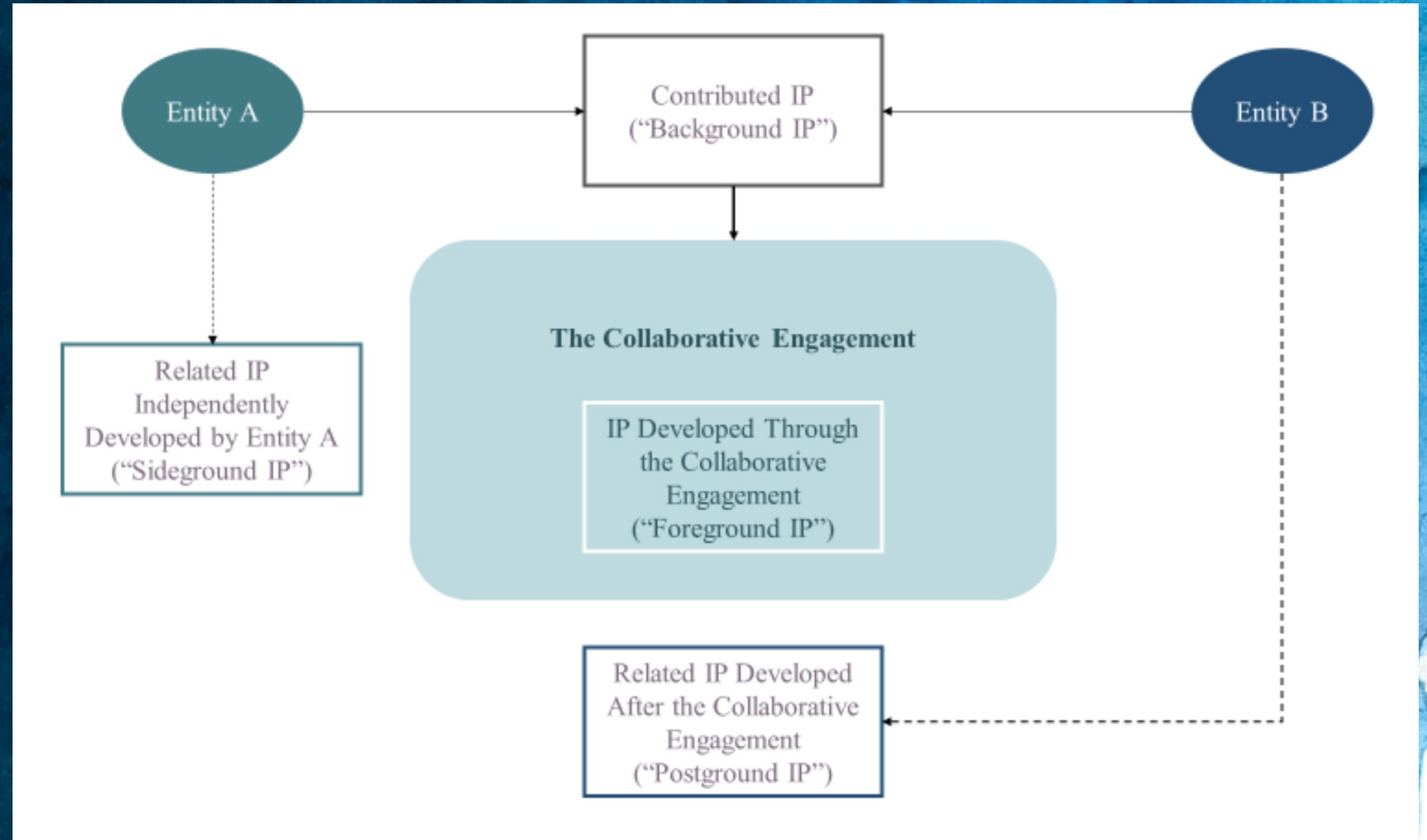
2

## Project Report & Case Study

- The **project report** describes project from beginning to the end.
- A **case study** containing important info on the project idea shall also be shared with the community



# IP MANAGEMENT - TYPOLOGIES



# IP MANAGEMENT

## Project Idea Initiator

The user initiating a project idea on the Innovation Booster Fashion & Lifestyle Application platform retains ownership of their intellectual property. By submitting a project idea, the initiator grants Innovation Booster Fashion & Lifestyle a non-exclusive, royalty-free license to review, evaluate, and share the idea for the purposes of collaboration and potential funding.

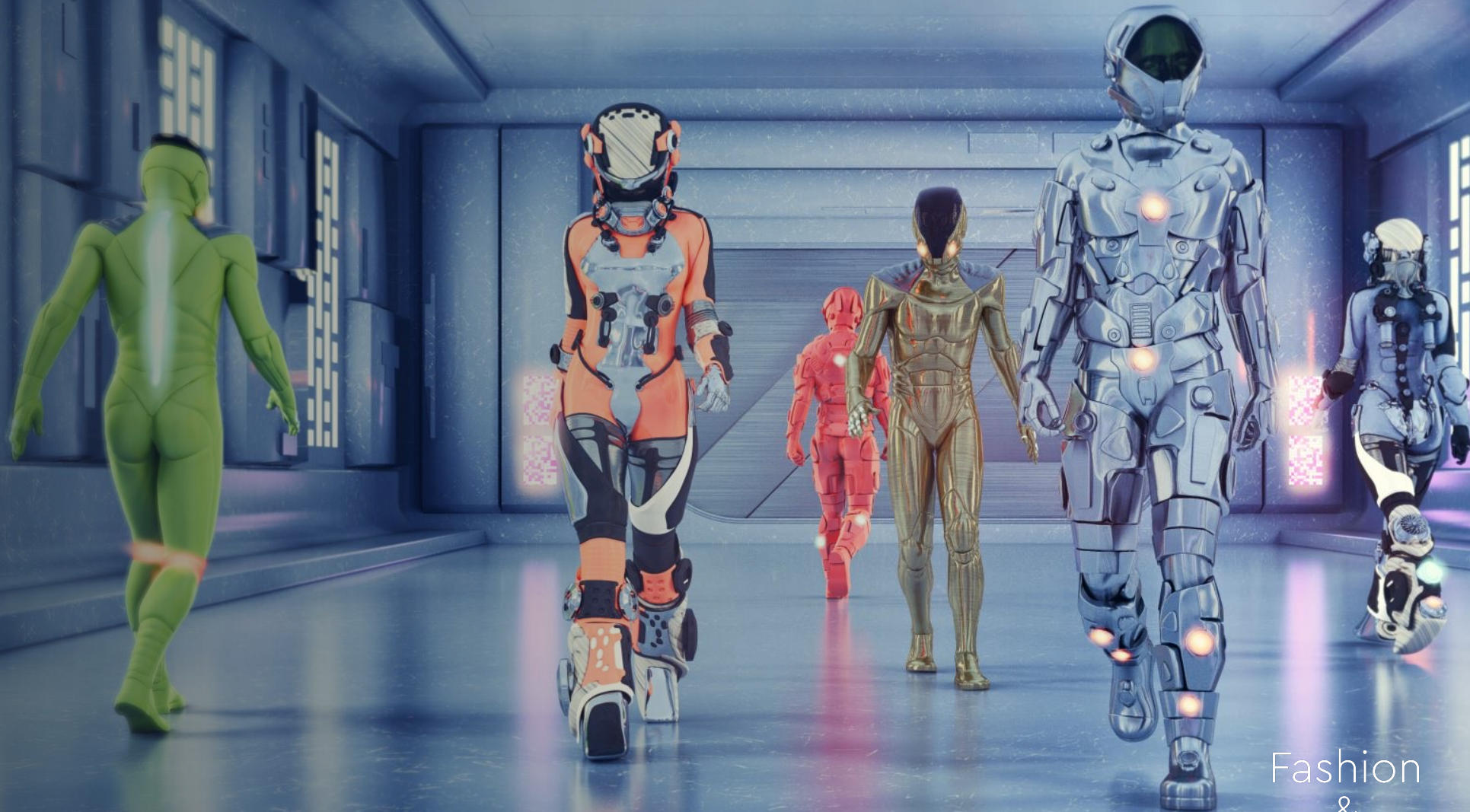
## Collaborative Contributions

If multiple users contribute to a project idea, it is recommended that the **contributors establish clear agreements regarding the ownership and use of intellectual property before submitting the idea**. Innovation Booster Fashion & Lifestyle is not responsible for resolving disputes regarding IP ownership among contributors.

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# Are you familiar with the definition of Radical Innovation?



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# RADICAL INNOVATION

**Radical innovation is a transformative concept that reshapes the landscape of technology, business, or industry.**

- Radical innovation represents a paradigm shift, departing from conventional norms.
- It goes beyond incremental improvements or minor modifications.
- Instead, it introduces profound changes in thinking, technology, or business models.
- This type of innovation challenges existing norms and redefines industries.



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# RADICAL INNOVATION: MIND THE GAP



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- **RADICAL INNOVATION – AN EXAMPLE:**

- ❑ **ON-DEMAND MANUFACTURING:**

Imagine a world where everything in the fashion industry is produced on-demand. Manufacturers wouldn't hold large inventories of out-of-season items. Instead, they'd be able to pause factories instantly, restart production within days, and shift their manufacturing to match current product demand.

- **INCREMENTAL INNOVATION – AN EXAMPLE:**

- ❑ **EXPANDED PRODUCT VARIATIONS:**

Brands enhance existing products by adding minor features based on customer feedback. For instance, offering more size and color options for top-selling items.

- **DISRUPTIVE INNOVATION – AN EXAMPLE:**

- ❑ **COLLABORATIVE CONSUMPTION:**

Platforms like rental services, clothing swaps, and peer-to-peer resale apps disrupt the traditional ownership model. Consumers now have alternatives to buying new items, promoting sustainability and reducing the environmental impact of fashion.



# IDEAS CRITERIA

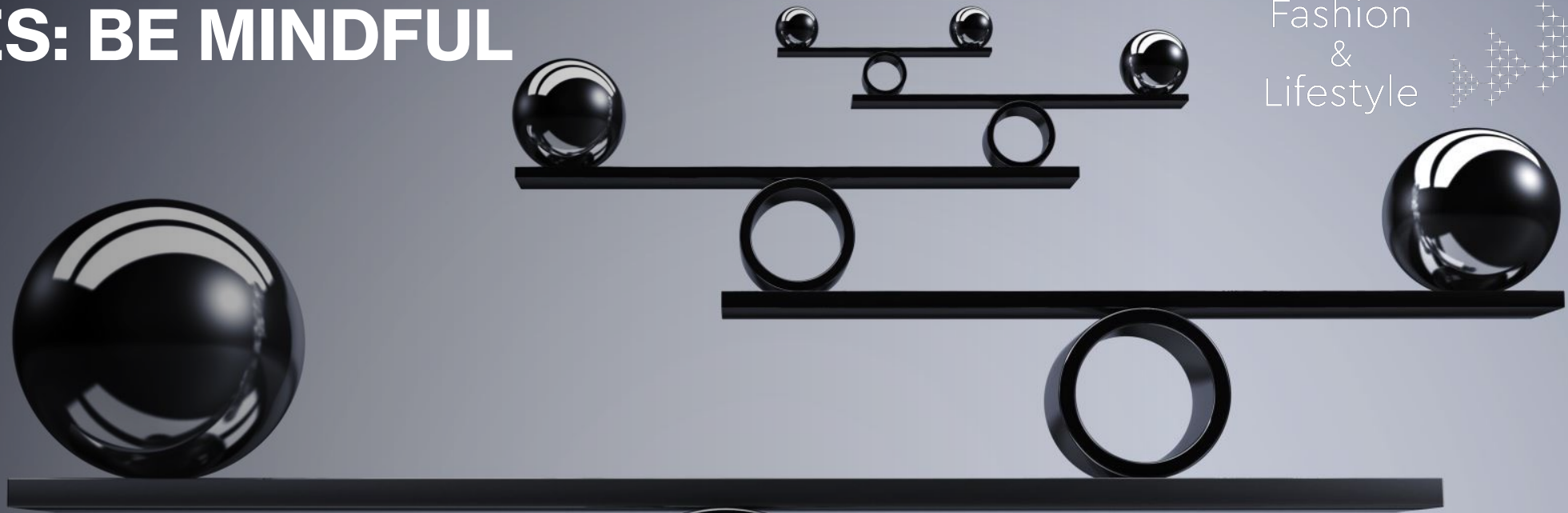
1. **Desirability:** Is it reasonable to think that the final users will need or want to use the solution?
2. **Viability:** Does the solution seem worth pursuing and the commercialisation business model sustainable?
3. **Feasibility:** Is it reasonable to assume that the solution can technically be implemented or realised?



# DESIGN THINKING AND BIASES: BE MINDFUL

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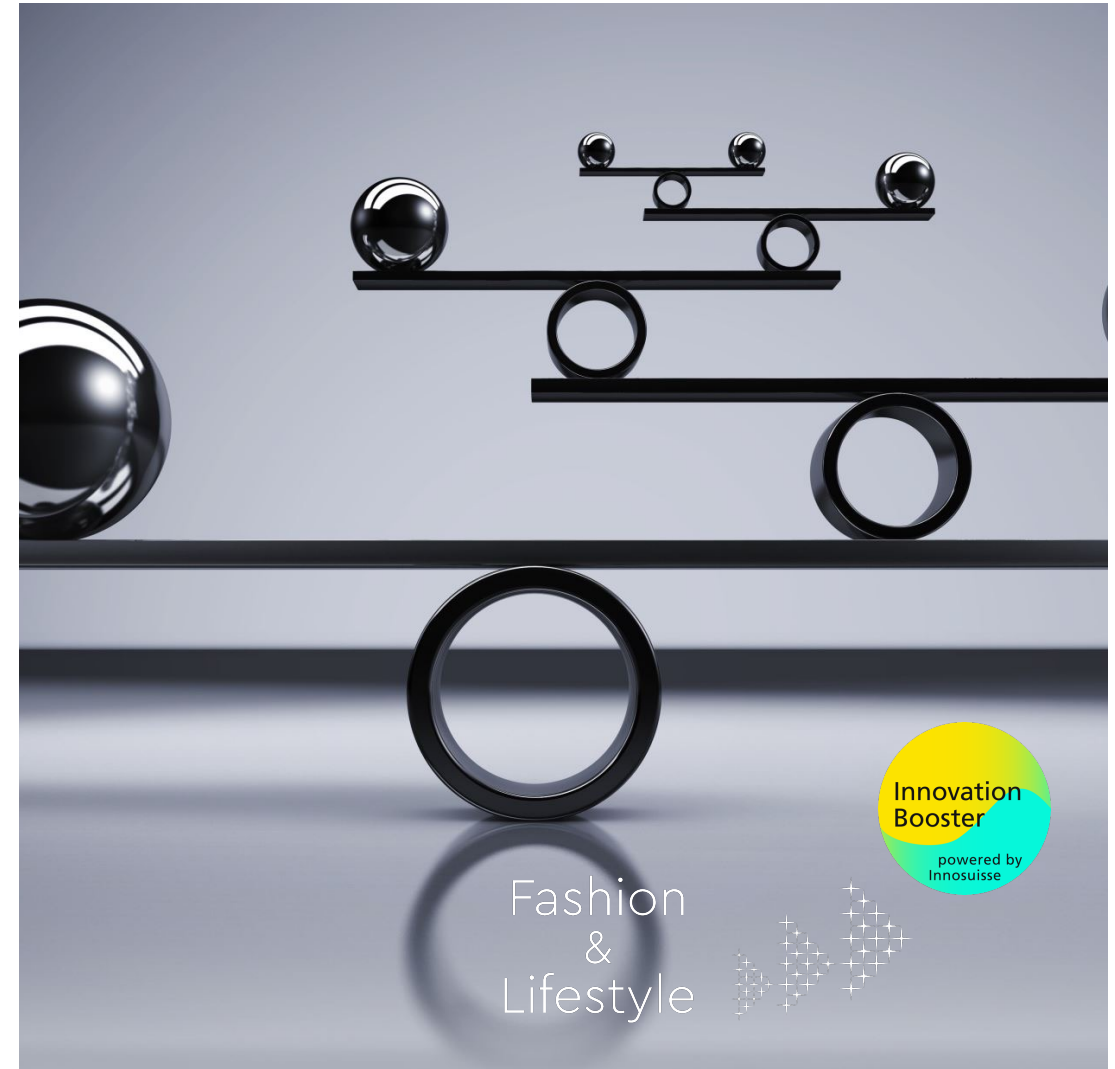


**In our pursuit of groundbreaking ideas, it's crucial to recognize and address cognitive biases that can inadvertently steer us off course.**

**Let's stay mindful to foster unbiased thinking and unlock true innovation.**

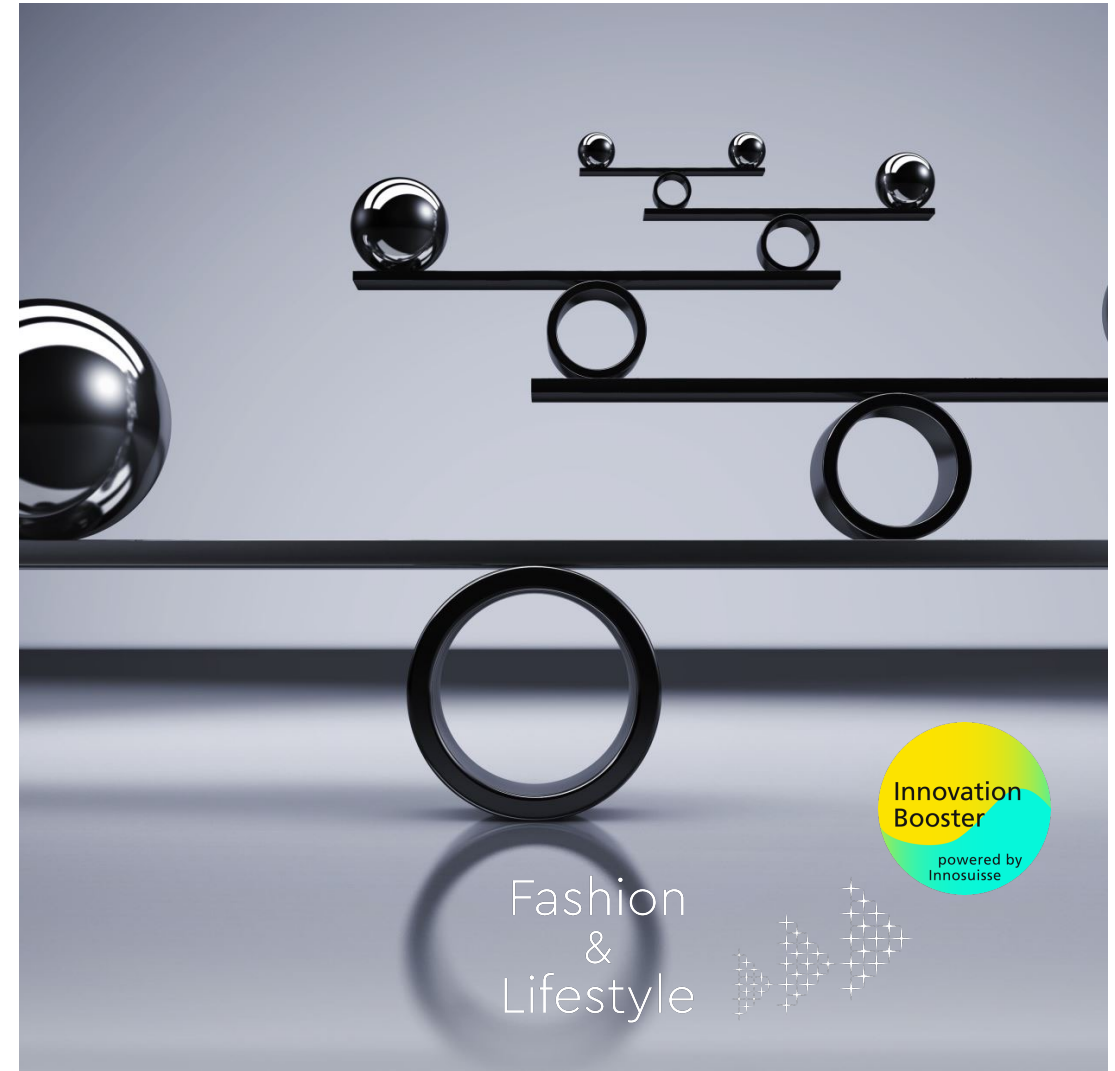
# DESIGN THINKING AND BIASES: A FEW EXAMPLES

- **CONFIRMATION BIAS**
- **Neuroscientific approach:** Our brains seek information that confirms existing beliefs. Thinking might gravitate toward ideas that align with preconceptions about the industry.
- **Actions:** embrace and encourage diverse viewpoints and challenge assumptions. Thinking out of the box might disrupt common narratives to counter confirmation bias



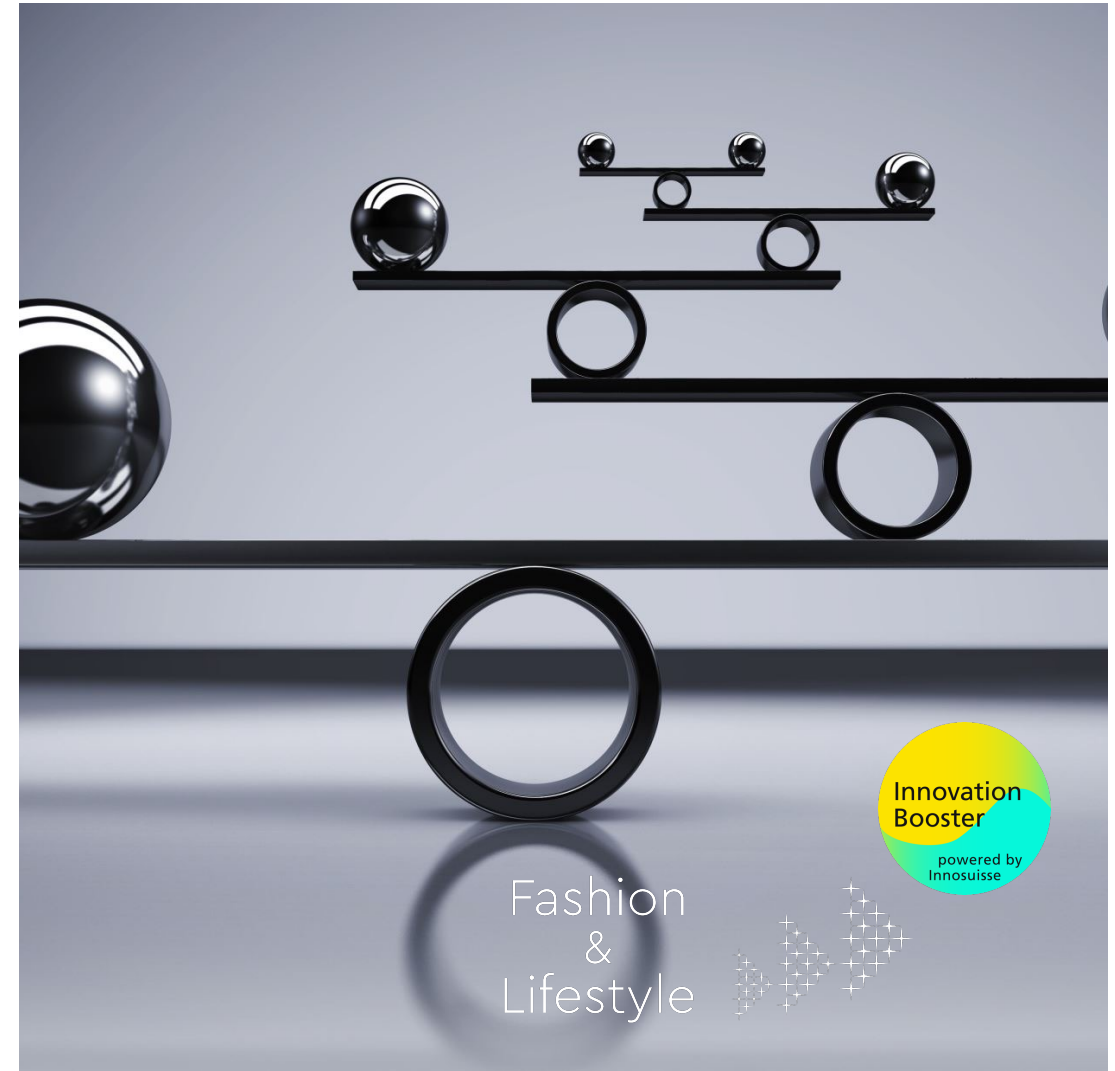
# DESIGN THINKING AND BIASES: A FEW EXAMPLES

- **GROUPTHINK**
- **Neuroscientific approach:** Our brains seek social harmony and conformity. In a group discussion, consensus-driven decisions can paralyze creativity.
- **Actions:** we encourage a safe space for dissenting opinions. Individual thinking is welcomed and we avoid premature consensus. Diversity of thought leads to breakthroughs.



# DESIGN THINKING AND BIASES: A FEW EXAMPLES

- **ANCHORING BIAS**
- **Neuroscientific approach:** Our brains anchor decisions to initial information. The first idea presented can disproportionately influence subsequent discussions.
- **Actions:** explore multiple starting points and avoid fixating on the initial suggestion.



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**Thank you and let's co-create,  
Together!**

For more information please visit:

[lbfashionandlifestyle.ch](http://lbfashionandlifestyle.ch)

