



Republika
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Ministarstvo
kulture
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Republic
of Croatia
Ministry
of Culture
and Media



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CODES

Call for Collaboration I 1 March 2024 until 15 April 2024

I. Information about the Call

This call is about to identify a set of requests for new design ideas for new products and/or markets. The call aims to promote a collaborative tool – the CODES platform as an instrument to foster ideas generation on a cooperation framework among designers. The call will be open to designers of the CODES countries. Applicants of the Call will have the opportunity to be selected as participants of the Residency in Thessaloniki.

The residency will be focused on collaborative practices on design concerning the Call for collaboration and will serve as a first step for selecting ideas and cooperation opportunities. Besides the participants in the residency, other designers will have the opportunity to use the collaborative tool to apply for the Call for Collaboration.

A creative residency for designers will be organized in Greece. The residency is expected to last 4 days (travel excluded) and will host at least 5 participants per partner. The residency will be focused on collaborative practices on design concerning the Call for collaboration and will serve as a first step for selecting ideas and cooperation opportunities. It will also be used as a final test for the Codes collaborative tool.

II. Purpose of the Call

The expected outcome of this call is to create cooperation opportunities, underline collaborative practices on design, and set the basis for future networking of mutual interest among the beneficiaries of the participating countries.

The goal of this Call for F&D creatives is to explore, create, exchange, and network using the CODES tool.

Once the Call for collaboration is over, the results (in terms of designed products) will be collected into an online catalog summarizing the works, the designers involved, the concept ideas developed, etc. The catalog will be promoted online, within the Showcasing Area of the platform hosting the collaborative tool, and during the communication events. Extra promotion of the cooperation will be generated via this tool at the end of the project, highlighting the best cases at the EU level.

III. The Residency – what to expect?

- The CODES Residency Week will take place in Thessaloniki (Greece). It is expected to last 4 days (travel excluded) starting on Monday 17th of June – and ending on Thursday 20th of June (travel excluded)
- Five participants from Italy, Greece, and Croatia will be selected to participate in Thessaloniki, Greece in the creative residency.
- Participation in residency programs includes a stay in Thessaloniki, covered accommodation and food costs (breakfast lunch, and dinner)
- Venue will be held at Hellenic Design Centre 63, Halkidikis Street, PC 54248 Thessaloniki
- The residency will be focused on collaborative practices on design and will serve as a first step for selecting ideas and cooperation opportunities. It will also be used as a final test for the Codes collaborative tool.
- The content of the CODES Residency Week will focus on the following:
 - Day 1 - Intro Session, Master Classes, Best Practices Session, Q&A
 - Day 2 - Welcome Session, The CODES Tool Presentation, Ideation – Getting started with Co-creation, Q & A
 - Day 3 - Welcome Session, Co-Creation session, Q&A
 - Day 4 – Welcome Session, Co-creation Session, Presentation by the Participants, Conclusions

IV. Conditions for participation in the Call – Who can apply?

1) F&D Professionals

- creatives, start-ups, SMEs, and freelancers who work in the field of fashion and product design, specifically those who are working with sustainable design in fashion.

Target is young generations with progressive thinking who always strive to explore new forms with innovative materials through multi-functionality, creating products promoting a sustainable, responsible, and conscious way of life.

2) Operators Of the Training Ecosystem

- trainers and professors, students of academies and technical schools, and research organizations.

V. What is there for the participants?

Cooperation – Networking – Showcasing

In terms of Cooperation, design-industry collaborations are vital for mutual growth. Remote collaboration favors co-working at international and multisectoral levels and with the use of various tools and platforms. The platform offers the possibility to co-create, get informed and trained, and have access to materials/products/professionals' databases, through a combination of different tools that help different types of users and different purposes

The expansion of the network is currently done via different kinds of events (exhibitions, shows, competitions, workshops, and conferences) both in-person and online but also through digital means such as social media, web portals, platforms, webinars, etc. A platform offers a wide range of possibilities to its members for promotion, capacity building, connection, and sharing of good practices.

Showcasing of work to potential clients and collaborators is achieved through events (festivals, exhibitions, shows, competitions, conferences), connections (with professional associations and universities), and social media (mainly Instagram and TikTok). User-friendly nicely designed interface with photos and videos that is linked to other online media and allows the members to present themselves and their work, interact with others, and be guided on how to do online marketing and showcasing

An extra promotion of the cooperation will be generated via this tool at the end of the project, highlighting the best cases at the EU level. Sustainability and proximity to Central European sales markets are two emerging trends in the F&D sector that will elevate the efforts of the CODES collaborative tool for market growth.

The CODES tool is based on an innovative business model tackling market transformation and thriving businesses in the digital age.

VII. Application procedure

- Applications must be submitted through the email poduzetnik.info@gmail.com until April 15, 2024.
- Application must be in English

- Incomplete applications, applications that were not submitted through email, as well as applications that arrive after the deadline will not be considered
- The application must include a motivation letter in English describing why you want to participate in the residency. It is also necessary to describe how your work is aligned with the goals of the CODES project <https://co-design4sustainability.eu/> (personalization, digitalization, and sustainability) in PDF. (1500 characters max)
- The application must include a brief CV in English (preferably with the corresponding link to your portfolio/web page/social media page) and contact information in PDF
- Applicants must be operating their activity in the area of Italy, Greece, or Croatia
- Applicant must operate in one of the subsectors, evidenced through a portfolio
 - Fashion and textiles
 - Fashion and leather
 - Jewellery
- European presence/selling worldwide – additional asset
- Those selected sign a contract with the organizer of the activity (Enter Koprivnica), to confirm participation in the residency and protect the organizer from costs in the event of cancellation by the applicant.

VIII. Evaluation

Evaluation of the applications will be made on 2 criteria:

- complete submitted documentation specified in criterion VII (CV, motivation letter, link to your portfolio/web page/social media page)
- Residence users will be selected based on the result of the evaluation by the team of Enter Koprivnica

IX. Obligations of the organizer

Enter undertakes

- to cover travel expenses from Croatia to Greece

KEPA undertakes

- to ensure and cover the costs of accommodation for the participants during the entire duration of their stay at the residence in Greece

VIII. Timeline of the Call

1/3/2024 Opening of the Call

15/4/2024 Closing of the Call (1 pm)

30/4/2024 Selection of the participants

30/4/2024 Contacting selected participants

16/6/2024 traveling to Thessaloniki, Greece

17-20/6/2024 Participation in Residency in Thessaloniki, Greece

20/6/2024 Traveling back home from Thessaloniki, Greece

*The organizer reserves the right to close the call before the deadline if the number of applications exceeds 200% of the total possible number of Croatian participants at the residency

*The organizer reserves the right to change and supplement the open call and the stated deadlines, which you will be informed about via the website <https://co-design4sustainability.eu/>

Contact

If you have additional questions about the Call, creative residency or project, feel free to contact us at info@enterkoprivnica.hr