



No Fake Fashion

NFF Competencies profile

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LOTTOZERO



ATEVAL



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Executive summary

The present document presents the competencies profile of the No Fake Fashion initiative. It aims at showing the desired competencies that a textile manager, designer or engineer should have to become able to design strong anti-counterfeits strategies supported by AI and relevant digital tools. This document details the essential IPR and AI competencies needed to deal with the products authentication and traceability.

This document was elaborated by partners and external collaborators using a co-creation methodology. It is structured according to main formats observed at EU level for the development of such reports, such as the EntreComp, GreenComp or LifeComp. A standard presentation was prepared, including for each competency listed:

- Basic information on the context (why do the target need this competence)
- General descriptor (Definition of the competency)
- Learning outcomes that should results from training in this competency
- Detailed descriptors following a KSA typology (Knowledge, Skills, Attitudes) for each competency and for 3 different levels.

As for EQF equivalence (European Qualification Framework), we estimate that the NFF level 1 description correspond to a EQF level 4, in which:

Level 4 - Learning outcomes		
Knowledge	Skills	Responsibility and autonomy
Factual and theoretical knowledge in broad contexts within a field of work or study	A range of cognitive and practical skills required to generate solutions to specific problems in a field of work or study	Exercise self-management within the guidelines of work or study contexts that are usually predictable, but are subject to change; supervise the routine work of others, taking some responsibility for the evaluation and improvement of work or study activities

NFF level 2 descriptions will correspond to a EQF level 5:

Level 5 - Learning outcomes		
Knowledge	Skills	Responsibility and autonomy
Comprehensive, specialised, factual and theoretical knowledge within	A comprehensive range of cognitive and practical skills required to develop creative	Exercise management and supervision in contexts of work or study activities

a field of work or study and an awareness of the boundaries of that knowledge	solutions to abstract problems	where there is unpredictable change; review and develop performance of self and others
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And NFF level 3 descriptions will correspond to a EQF level 6-7:

Level 6 - Learning outcomes		
Knowledge	Skills	Responsibility and autonomy
Advanced knowledge of a field of work or study, involving a critical understanding of theories and principles	Advanced skills, demonstrating mastery and innovation, required to solve complex and unpredictable problems in a specialised field of work or study	Manage complex technical or professional activities or projects, taking responsibility for decision-making in unpredictable work or study contexts; take responsibility for managing professional development of individuals and groups
Level 7 - Learning outcomes		
Knowledge	Skills	Responsibility and autonomy
Highly specialised knowledge, some of which is at the forefront of knowledge in a field of work or study, as the basis for original thinking and/or research Critical awareness of knowledge issues in a field and at the interface between different fields	Specialised problem-solving skills required in research and/or innovation in order to develop new knowledge and procedures and to integrate knowledge from different fields	Manage and transform work or study contexts that are complex, unpredictable and require new strategic approaches; take responsibility for contributing to professional knowledge and practice and/or for reviewing the strategic performance of teams

Source: <https://europass.europa.eu/en/description-eight-efq-levels>

The competencies presented in the NFF competencies profile belong to 4 main areas:

- Design
- Protection
- Production and distribution
- Customer Awareness and Education

NFF project

No Fake Fashion aims to train the small fashion brands producers in the field of innovative technologies that support the traceability of their products as well as their IP protection.

The key activities of No Fake Fashion will focus on developing innovative training materials designed to improve the skills of textile professionals in creating effective anti-counterfeiting strategies, supported by recognition systems. Each of these materials will be tested by textile SMEs workers, unemployed and trainers to evaluate their efficiency. Additionally, project partners will prioritize knowledge sharing and the establishment of an extensive network to promote the results achieved.

NFF will produce two major results, being a set of 12 training pills and associated micro-credentials certification system on the IPR and anti-counterfeits technological systems, on the one hand, and an authentication toolset that will provide them with practical guidelines and insights in the view of the development of anti-counterfeits strategies. By achieving these goals, No Fake Fashion seeks to empower professionals and SMEs in the textile sector, enabling them to better assert their value while fostering increased customer trust.

This partnership is composed of six clusters from the textile sector:

Participant Organization Name	Country
ASOCIATIA REGINNOVA NE	Romania
ATEVAL - Asociación De Empresarios Textiles De La Región Valenciana	Spain
GREEN INNOVATIVE COMPANY SA	Greece
LOTTOZERO SOCIETÀ COOPERATIVA SOCIALE	Italy
MARKEUT SKILLS SOCIEDAD LIMITADA	Spain
NIN3 GROUP LTD	Malta

All of them have an extended network, due to their participation in other European Projects.

National co-creation sessions

- National co-creation sessions organised in Romania, Italy, Spain, Greece and Malta.

A total of 35 participants joined one or several of the NFF co-creation sessions organised by our partners (Romania: 15, Italy: 5, Spain: 5, Greece: 5, Malta: 5), all of them having the profile of small companies' managers representing small fashion brands, technical profiles and unemployed from the textile sector.

All of them were invited to participate on-site or online sessions by groups of 5-10 persons to review, debate and contribute to the initial proposal made by the partnership. All their contributions were collected through a Mural document, and used by the partnership to elaborate the draft competency profile. This was further shared and open to all participants to comment, correct and complete. The current version of the competency profile shared here is the one issued after this double validation process.

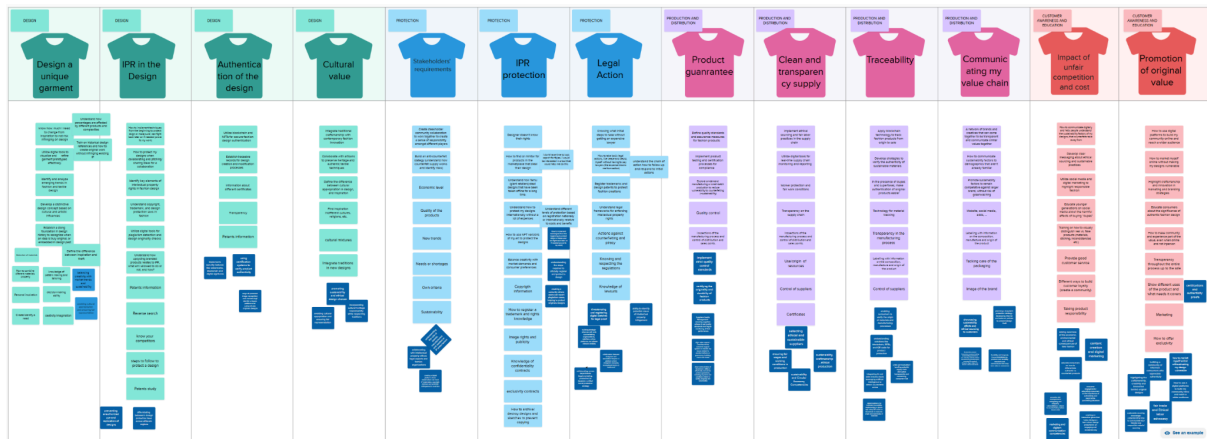


Illustration from Mural's brainstorm after participants' contributions.

NFF Competencies profile

No



FASHION



As a result of the different activities engaged, the No Fake Fashion Competencies profile is defined as follows, in 4 main areas and 13 competencies.

Area 1: Fashion Design	Competence 1: Create a unique design (inspiration)
	Competence 2: IPR in the design (Make sure I don't steal the design of others)
	Competence 3: Authentication of the Design (including digital competency)
	Competence 4: Cultural Value
Area 2: Assurance Protection	Competence 5: Stakeholders' requirements
	Competence 6: IPR protection (make sure nobody steal me, trademark etc)
	Competence 7: Legal action
Area 3: Key Production & distribution	Competence 8: Product guarantees (quality, guarantee, testing products etc.)
	Competence 9: Clean and transparent supply (audit)
	Competence 10: Traceability (Market ready solution, digital solutions...)
	Competence 11: communicating my value chain
Area 4: Education & Customer awareness	Competence 12: impact of unfair competition and cost
	Competence 13: Promotion of original value

Definition of the four areas

Area 1 - Design

Design is the foundation for distinguishing authentic fashion products from counterfeits. This area focuses on the creation of unique, innovative, and original designs that are recognisable and difficult to replicate. Designers use intellectual property rights, such as trademarks and patents, to safeguard their creations. Effective design strategies also encompass distinctive elements like the cultural value, and unique features that signal authenticity to consumers and are harder for counterfeiters to reproduce.

Area 2 - Protection

Protection involves the legal, technological, and strategic measures taken to defend fashion brands against counterfeit activities. This includes registering trademarks, patents, and

copyrights to secure intellectual property (IP). Additionally, it involves the use of anti-counterfeit technologies such as holograms, RFID tags, and blockchain, which provide verification of authenticity. Legal strategies, such as working with authorities to enforce IP laws and take down counterfeit goods, are also crucial for protecting a brand's reputation.

Area 3 - Production and distribution

Production and distribution focus on the processes through which authentic fashion products are made, handled, and delivered to consumers. This area includes ensuring that manufacturers adhere to quality standards and that supply chains are transparent and secure to avoid counterfeit infiltration. The use of certification systems and closely monitored distribution channels helps guarantee that only genuine products reach the market. Efforts to reduce the risk of counterfeit goods entering the supply chain and enhancing traceability of products are key components of this area.

Area 4 - Customer awareness

Customer awareness involves educating consumers on how to identify authentic fashion products and recognise counterfeit goods. This area focuses on developing communication strategies, including labeling, digital tools, and awareness campaigns, to empower consumers to make informed choices. It includes promoting the value of buying original items and warning about the risks and consequences of purchasing counterfeit products. Consumer education plays a critical role in reducing demand for counterfeits and reinforcing the importance of brand integrity.

Each of these areas involve transversal items, which are digital skills, communication, sustainability and ethics.

AREA 1: DESIGN

Competence 1: Create a unique design (inspiration)

Context:

Creating a unique design is essential for distinguishing original products from counterfeits. This competence will serve for the company to maintain its brand identity and prevent imitation, to stand out in a crowded fashion market, ensuring that the designer work is original and not easily replicated.

General descriptor

The competence of designing a unique garment involves creating original, innovative, and distinguishable fashion pieces that are difficult to replicate. This requires an understanding of design principles, craftsmanship, and market trends while also considering legal protection mechanisms such as patents, trademarks, and copyrights. The goal is to produce garments that stand out due to their distinctive aesthetics, materials, or functionality, contributing to brand authenticity and reducing the risk of counterfeiting.

Associated learning outcomes

- Create unique fashion design, making use of creative thinking and drawing techniques to produce original pieces that are not easily replicated
- Learn to integrate new technologies and innovative material combinations, finishes and construction techniques to differentiate creations from counterfeits
- Learn how and where to get inspiration without infringing existing Intellectual Property. Make the difference between inspiration and theft
- Have in mind the sustainable design as the best option for unique design

	Level 1	Level 2	Level 3
Skill	<p>Able to sketch garment ideas and concepts using basic design softwares.</p> <p>Select materials: understanding of fabric types and their use in</p>	<p>Utilise digital tools to visualize and refine garment prototypes effectively.</p> <p>Know how to combine different</p>	<p>Able to design complex garments incorporating innovative techniques, including sustainable materials.</p> <p>Able to integrate</p>

	<p>garment construction.</p> <p>Identify and analyze emerging trends in fashion and textile design.</p> <p>Develop a distinctive design concept based on cultural and artistic influences.</p>	<p>materials properly.</p> <p>Ability to apply color theory and textile innovation to create a distinct garment.</p>	<p>craftsmanship and cutting-edge fashion technology into the design process.</p> <p>Establish a strong foundation in design history to recognize when an idea is truly original, or embedded in tradition.</p>
Knowledge	<p>Aware of garment design principles, types of fabrics and their characteristics.</p> <p>Know design trends and the competitive landscape in fashion.</p> <p>Be familiar with fundamental intellectual property laws in the fashion industry.</p>	<p>Know pattern making and tailoring.</p> <p>Understand how percentages are affected by different products and complexities.</p> <p>Understand the threshold for transforming inspiration into original work without infringing on existing designs.</p>	<p>Know in depth sustainable and innovative textile materials and production methods.</p> <p>Have historical design references.</p>
Attitude	<p>Want to experiment with ideas and material.</p> <p>Respect the intellectual property of others and understand the importance of the originality of design.</p> <p>Make the difference between inspiration and theft Personal inspiration.</p>	<p>Has a proactive approach toward developing a unique design style.</p> <p>Is able to make decisions to refine designs and ensure fair representation.</p>	<p>Apply creative thinking for innovative designs.</p> <p>Balance creativity with market trends and sustainability.</p> <p>Advocates for IP rights.</p>

Competence 2: IPR in the design

Context:

Intellectual property applied to the design focuses on protecting the creative work made to achieve an original and unique design. The designer in the fashion industry might be copied or imitated by other brands, if not properly protected. Also, independent designers collaborating with brands need to negotiate the terms of their IP ownership and usage, to ensure fair compensation and the protection from their creative work.

Example:

Helenemoo video of copied designs. What can I do?

<https://www.instagram.com/reel/DA8PZfINIEg/?igsh=NTc1aGlmYWFsOTJ4>

General descriptor

The competence of Intellectual Property Rights (IPR) at the design stage focuses on the application of IPR tools (such as design patents, copyrights, and trademarks) to protect original design work in the fashion industry. Designers need to understand how to secure legal rights to their creations (from garments to patterns, logos, and fabric designs) ensuring exclusivity and preventing unauthorized use or imitation. This competence involves knowledge of the processes for registering designs, understanding the legal protections available, and being able to navigate the complexities of intellectual property law to safeguard creative outputs.

Associated learning outcomes

- Understand the key concepts of IPR and how they apply to fashion design.
- Apply IPR protection to fashion design, including how to register designs and protect work from unauthorised use.
- Navigate IPR laws and regulations: checking the authenticity of designs when using a print from the internet, Understand the threshold for transforming inspiration into original work without infringing on existing designs.

	Level 1	Level 2	Level 3
Skill	Understand copyright, trademark, and design protection laws in fashion. Identify different types of IP and apply basic	Implement techniques from the beginning to protect design . Register a design for copyright and trademark at national level.	Protect designs when collaborating and pitching/sharing ideas for a collaboration. Negotiate sophisticated contracts related to

	<p>copyright protection to original designs.</p> <p>Utilise digital tools for plagiarism detection and design originality checks, to identify if a design or name is trademarked.</p>	<p>Negotiate IP terms with collaborators.</p>	<p>the licensing and use of IP.</p> <p>Develop comprehensive IP and legal strategies to protect design across multiple markets.</p>
Knowledge	<p>Identify basic elements and types of intellectual property rights in fashion design (copyrights, trademarks, patents).</p> <p>Know the steps to follow to protect a design.</p> <p>Recognise the importance of IP in fashion and its connection to innovation.</p>	<p>Know about international treaties related to IPR.</p> <p>Understand how upcycling branded products related to IPR, awareness of limits.</p> <p>Be familiar with design protection in various markets and how to handle infringements.</p>	<p>Differentiate design protection laws across different regions.</p> <p>Manage IP portfolios for fashion products.</p>
Attitude	<p>Want to learn about the different IP protections available.</p> <p>Understand the risk posed by counterfeiting and IP infringement.</p> <p>Investigate on competitors.</p>	<p>Take proactive action to protect designs.</p> <p>Implement reverse search relating IP.</p> <p>Seek professional advice.</p> <p>Understand the ethical responsibility to respect the IP of others.</p>	<p>Able to take preventive actions for unauthorised use and replication of the design.</p> <p>Strong ethical stance on IP issues.</p>

Competence 3: Authentication of the design

Context:

Fashion brands face rising counterfeit threats and require reliable authentication systems to verify originality. This will enable them to provide a proof of authenticity to customers to ensure the exclusivity and value of the garments. This authentication will protect both the brand integrity and customer trust.

General descriptor

The authentication of the design focuses on verifying the authenticity of fashion products, ensuring that designs are legitimate and protecting both creators and consumers from counterfeits. This involves utilising various methods, tools, and technologies to confirm the identity of a design, including physical or digital authentication processes, labels, certificates of authenticity, and blockchain-based solutions. Designers and brands need to ensure that their garments are distinguishable from imitations and provide customers with the means to verify their authenticity.

Associated learning outcomes

- Understand and apply authentication methods for fashion designs, including digital tools such as digital certificates of blockchain verification.
- Work with patents and navigate among different types of certificates and certification systems.
- Use image recognition with AI: help to know how to search for images and use AI to recognise if someone makes something similar.

	Level 1	Level 2	Level 3
Skill	<p>Implement simple authentication methods and security features like watermarks, holographic labels, blockchain and digital signatures.</p> <p>Understand how authentication tools help prevent counterfeiting.</p> <p>Recognise common</p>	<p>Establish traceable records for design creation and modification processes.</p> <p>Use online platforms or systems to verify product authenticity.</p>	<p>Design and manage a comprehensive authentication strategy that integrates physical and digital tools.</p> <p>Leverage blockchain-based Non-Fungible Tokens (NFTs) to safeguard original designs.</p> <p>Use AI powered</p>

	<p>signs of counterfeit designs and products (ex. material inconsistencies, poor stitching, lack of certifications).</p>		<p>image recognition and marker tags.</p> <p>Collaborate with certification agencies to validate authenticity claims.</p>
Knowledge	<p>Read and understand patents information.</p> <p>Know basic authentication methods such as product tags and serial numbers.</p>	<p>Aware about different certificates and certification systems.</p> <p>Know about digital and physical authentication tools, such as QR codes, RFID tags (Radio-frequency Identification), security labels.</p> <p>Understand the challenges and benefits of implementing authentication technologies in fashion.</p>	<p>Know in depth about emerging technologies and how they can be leveraged to create transparent systems.</p> <p>Integrate multi-layered authentication strategy.</p> <p>Understand the role of authentication in combating global counterfeiting and supporting long-term sustainability.</p>
Attitude	<p>Recognise the importance of product authenticity for brand integrity.</p> <p>Want to explore basic authentication methods.</p>	<p>Use certification systems to verify product authenticity.</p> <p>Open to integrate new technologies of authentication.</p>	<p>Commit to using cutting-edge technologies to ensure the authenticity of designs.</p> <p>Advocate for industry collaboration.</p>

Competence 4: Cultural Value

Context:

The idea behind the concept of cultural value is to promote and defend European cultural heritage, local craft and folklore. It is thus first a question of sensibility and awareness about different cultural backgrounds and how to integrate traditional craft into modern fashion while preserving cultural integrity. A Fashion company incorporating traditional technique or design from a specific cultural heritage needs to ensure that these elements are respected. Designers must navigate cultural appropriation concerns and ensure their designs are ethically sourced and respectful of their origins.

General descriptor

The competence of cultural value in design involves understanding and integrating the cultural significance, traditions, and aesthetics of specific communities into fashion designs. This competence emphasizes the importance of respecting cultural heritage, avoiding cultural appropriation, and acknowledging the origins of traditional techniques and motifs. Designers and brands need to be aware of the potential impact of cultural influences on their creations, ensuring that their designs honor cultural heritage while maintaining ethical integrity.

Associated learning outcomes:

- Recognise the cultural significance of design elements, meaning the cultural meanings behind design elements such as patterns, textiles and craft techniques, ensuring that they are used appropriately
- Develop cultural sensitivity to incorporate cultural values and heritage into the design in a respectful and responsible way.
- Understand the impact of cultural representations and navigate potential ethical issues related to cultural appropriation
- understand the importance of collaborating with cultural communities and artisans.

	Level 1	Level 2	Level 3
Skill	Recognise basic cultural symbols, textile and techniques used in fashion design. Integrate traditions in new designs in a way that acknowledges their	Use traditional craft techniques while respecting their significance, ensure ethical representations by actively engaging with cultural communities and acknowledging	Incorporate cultural heritage responsibility while respecting traditions. Establish long-term and sustainable partnerships with cultural communities

	<p>origins.</p> <p>Respect cultural sensitivities by avoiding stereotypes and offensive imagery.</p>	<p>sources.</p> <p>Integrate traditional craftsmanship with contemporary fashion innovation.</p>	<p>to promote traditional craft techniques.</p>
Knowledge	<p>Aware of different cultural styles.</p> <p>Aware of the role of fashion in representing cultural identity and heritage.</p> <p>Define cultural appropriation and the potential ethical issues it raises in fashion.</p>	<p>Be familiar with ethical frameworks surrounding the use of cultural knowledge in fashion: define the difference between cultural appropriation in design, and inspiration.</p> <p>Understand the impact of cultural representation on brand identity and consumer perceptions.</p>	<p>Know in depth about cultural sensitivity issues, ethical implication, cultural appropriation and misrepresentation.</p> <p>Know about sustainable and ethical practices for working with cultural communities.</p>
Attitude	<p>Open to cultural mixtures: Find inspiration in different cultures, religions, etc.</p> <p>Promote sustainability and ethical design choices.</p> <p>Respect cultural diversity and be sensitive to cultural misrepresentation in fashion design.</p>	<p>Approach proactively to understanding cultural context.</p> <p>Collaborate with artisans to preserve heritage and authentic textile techniques.</p> <p>Avoid cultural appropriation.</p>	<p>Commit to integrating cultural heritage into fashion and advocate for ethical practices.</p> <p>Preserve and respect cultural heritage while promoting diversity and inclusivity.</p>

AREA 2: PROTECTION

Competence 5: Stakeholders' requirements

Context:

Fashion companies need to align their strategies with the demands of their stakeholders in terms of sustainability, social responsibility, and ethical practices in the diverse markets where they operate. Companies must satisfy demands of multiple stakeholders, including suppliers, environmental groups or consumer organisations. This could be reached with the creation of a digital platform where stakeholders can track IP registration, copyright statuses and potential infringement in real time for instance.

General descriptor

The competence of stakeholders' requirements in the fashion sector involves understanding and responding to the various needs and expectations of different stakeholders within the fashion industry. These stakeholders include customers, suppliers, investors, regulatory bodies, and non-governmental organizations. Fashion businesses need to ensure that their operations, products, and strategies align with the demands of these stakeholders, ensuring compliance with sustainability standards, ethical labor practices, product quality, and transparency requirements. This competence focuses on balancing and integrating the expectations of all stakeholders to drive success in a competitive and increasingly conscientious market.

Associated learning outcomes:

- Assess and align stakeholder expectations (e.g. regulatory compliance, quality, sustainability, ethical practices) with the brand's objectives, ensuring that business strategies meet market demands.
- Implement strategies to address stakeholder requirement, including supply chain transparency or ethical sourcing¹.
- Identify and engage with key stakeholders, communicate effectively to address their concerns and build trust.

	Level 1	Level 2	Level 3
Skill	Identify primary	Identify risks of	Manage complex

¹ Ensuring that the products are obtained with fair labour practices, safe work environment, respectful for the planet, and using sustainable supply chain. See EU strategy for sustainable and circular textiles: https://environment.ec.europa.eu/strategy/textiles-strategy_en

	<p>stakeholders and their role.</p> <p>Understand basic stakeholders requirements including quality or ethics.</p>	<p>counterfeits</p> <p>Identify needs or shortage in requirements.</p> <p>Analyze and balance conflicting stakeholder interests and ability to develop a strategy that align stakeholder requirements with the brand's business goals.</p>	<p>stakeholder relationships.</p> <p>Be able to design an own criteria.</p> <p>Build a long-term anti-counterfeit strategy that enhance reputation and market position</p>
Knowledge	<p>Awareness of the importance of stakeholder satisfaction.</p> <p>Understand the role of brands, manufacturers and retailers in IP enforcement</p> <p>Aware of new trends, with a focus on sustainability trends, labour rights, ethical sourcing</p>	<p>Understand specific stakeholder requirements, such as regulation, certification, consumer expectations.</p> <p>Know main standards and know about Corporate Social Responsibility.</p> <p>Know how counterfeit supply works.</p>	<p>Understand complex stakeholders relationships and trade-offs between profitability and ethical demand.</p> <p>Navigate regulatory frameworks in multiple markets to meet legal and ethical requirements.</p>
Attitude	<p>Want to know about the needs and expectations of different stakeholders.</p> <p>Intend to build trust with key stakeholders for long-term success.</p>	<p>Have sustainability in mind.</p> <p>Demonstrate adaptability to evolving stakeholder demands and regulatory changes.</p> <p>Collaborate with IP offices, legal experts and fashion organisations.</p>	<p>Create stakeholder community collaboration to work together to create a sense of responsibility amongst different players. For example, foster co-creation workshops or platforms to engage stakeholders in decision-making.</p> <p>Leadership in advocating for sustainable and ethical practices at a systemic level.</p>

Competence 6: IPR protection

Context:

Intellectual property is about protecting the brand and the products, beyond the design stage as well. Companies need to understand IPR to safeguard their creation, as many of them, especially the small companies, don't really know their rights, don't have time to search for fake, and don't know how to proceed. They are particularly vulnerable to counterfeiters operating in international markets, which are difficult to prevent.

General descriptor

The competence of "IPR protection" in the fashion sector focuses on understanding and utilising intellectual property laws and tools to safeguard creative and innovative work in the fashion industry. This includes recognising the importance of patents, trademarks, copyrights, and design rights in protecting designs, logos, patterns, and technologies. Fashion professionals must be able to navigate the legal landscape to ensure their intellectual property is protected from unauthorised use and infringement, thus preserving the uniqueness of their creations and securing commercial advantage.

Associated learning outcomes:

- Apprehend the role of IPR protection beyond the design, in areas such as brand identity, marketing materials, distribution strategies, etc.
- Monitor and enforce IPR protection in operations, identify potential infringements and implement strategies to enforce right against counterfeit products
- Understand and apply global IPR protection and enforcement mechanisms.

	Level 1	Level 2	Level 3
Skill	<p>Recognise the need for IPR protection in areas such as branding, marketing materials, production processes and innovations.</p> <p>Know how to get a label or certificate.</p> <p>Know how to register a trademark.</p> <p>Conduct simple IPR</p>	<p>Find or monitor products in the marketplace that stole an owned design.</p> <p>Manage IPR infringements and implement strategies for brand protection.</p> <p>Use NFT (Non Fungible Token) versions of my art to protect the designs.</p>	<p>Develop a comprehensive IP strategy for the fashion business.</p> <p>Deploy enforcement efforts, including litigation.</p>

	searches to identify potential conflict with other brands in the market.	Register and secure trademarks.	
Knowledge	<p>Knowledge of basic IPR concepts.</p> <p>Read and understand copyright information.</p> <p>Knowledge of confidentiality or exclusivity contracts.</p> <p>Understand how giant retailers steal designs that have been taken offline for a long time.</p>	<p>Secure image rights and publicity</p> <p>Understand how to protect my designs internationally without a lot of expenses. Know main international IPR systems.</p> <p>Understand the steps required to officially register and protect a design</p>	<p>Understand different levels of protection based on registration nationally or internationally relative to costs and benefits.</p> <p>Know about IPR litigation and strategies to combat counterfeiting across different jurisdictions.</p>
Attitude	<p>Archive or destroy designs and sketches in a way to prevent copying.</p> <p>Awareness of the importance of IPR.</p> <p>Respect for other companies' IPR</p>	<p>Balance creativity with market demands and consumer preferences.</p> <p>Responsible for ensuring that IPR protection strategies are aligned with the business overall strategy.</p>	<p>Create a community where users can report plagiarism cases, helping to protect original designs.</p> <p>Develop a strategic vision for leveraging IP as a tool for long-term business sustainability and competitive advantage.</p>

Competence 7: Legal Action

Context:

When a company discovers counterfeit versions of its product, it must take legal action to protect its IPR and prevent a loss of revenues and negative impact on brand reputation. The objective behind the competence of legal action is to know how to react if a company is copied, identify the referees to consult when such a situation arises, and get an insight on how to solve disputes. Being aware of basic principles and procedures will help the company when the legal expense is a brake to taking action.

General descriptor

The competence of legal action in fashion operations refers to the ability to navigate and take appropriate legal steps when disputes or infringements occur within the fashion industry. This includes understanding the legal processes and mechanisms to protect intellectual property (IP), enforce contracts, and resolve conflicts. Legal action may involve responding to or initiating lawsuits, resolving disputes with competitors, suppliers, or collaborators, and leveraging the legal system to defend a brand's rights and interests. Professionals must be equipped with the knowledge of when and how to take legal action, the potential outcomes, and the ethical and strategic considerations involved in litigation or dispute resolution.

Associated learning outcomes:

- Understand the legal framework for fashion disputes, including IPR, contract law and consumer rights.
- Take action against counterfeiting and piracy, thanks to being able to navigate the legal system to initiate a dispute.
- Evaluate the risks and benefits of the legal action, considering factors such as cost, time, reputational impact and long-term business goals.
- Engage with legal professionals effectively to execute the legal action, including litigation, settlements and negotiations.

	Level 1	Level 2	Level 3
Skill	Identify potential cases of IP infringement. Document evidence for a legal case including contracts, emails, proofs of infringement.	Understand the chain of action and how to follow-up and respond to initial actions. Register trademarks and design patents to protect fashion creations.	Coordinate with legal teams, including negotiating settlements. Manage complex legal cases, including cross-jurisdictional issues and

	Take basic legal actions, like cease and desist, without having to pay lawyers.	Timestamping and registering digital sketches for legal proof.	multi-party disputes.
Knowledge	<p>Know the basic IPR regulation.</p> <p>Know the common legal disputes and lawsuits.</p> <p>Know what initial steps to take without getting an expensive lawyer.</p>	<p>Understand legal frameworks for enforcing intellectual property rights.</p> <p>Understand the role and implications of the legal action.</p>	Have an advanced knowledge of IP law and global enforcement, navigate complex legal issues.
Attitude	<p>Respect regulation.</p> <p>Seek legal advice.</p> <p>Commit to protect the business interests.</p>	<p>Collaborate across departments (legal, marketing, production) to develop a unified brand protection strategy.</p> <p>Collaborate with designers and specialised lawyers.</p>	<p>Able to make strategic legal decisions.</p> <p>Building strategic alliances with anti-counterfeiting organisations, retailers, online platforms and other relevant entities.</p> <p>Show resilience and advocacy.</p>

AREA 3: PRODUCTION AND DISTRIBUTION

Competence 8: Product guarantee

Context:

Product Guarantee ensures customers receive quality products. It includes policies for returns, repairs, replacements, or refunds in case of defect. It also includes communication with a supplier who delivers a batch of defective products, or reactions facing consumers complaints. In this last case, the company should implement strong quality processes to reduce returns and maintain customer trust.

General descriptor

The competence of product guarantee is about providing assurance to stakeholders of the product quality, and offering a solution in case of defect. It involves providing assurance that products meet the expected standards of quality, durability, and function for a certain period after purchase. This competence includes understanding the legal and ethical obligations for offering product guarantees, managing customer expectations, and ensuring the company's production and distribution practices align with guarantee terms.

Associated learning outcomes:

- Manage product guarantees, product defects and returns, ensuring that solutions are in line with the company's guarantee policy and consumer expectations.
- Understand the legal framework for product guarantees, anticipate new regulations and be compliant with the new regulations when changing.
- Design and communicate the product guarantee policy, provide clear product information.
- Optimise production processes to offer higher quality and reinforce the product guarantee.

	Level 1	Level 2	Level 3
Skill	Implement quality control procedures to detect product defects. Communicate the guarantee terms and document the claims	Implement strict quality control standards. Inspection of the manufacturing process and control of distribution and sales	Define quality standards and assurance measures for fashion products Develop a product guarantee policy.

	when a defect on the product is detected.	<p>points.</p> <p>Certify the originality and durability of fashion products</p> <p>Evaluate and address the product claim by implementing return and / or refund procedures.</p>	<p>Implement product testing and certification processes for compliance.</p> <p>Resolve disputes relating to product quality.</p>
Knowledge	<p>Know about product guarantee basic policies and consumer protection laws.</p> <p>Aware of standard procedures for handling returns and refunds.</p>	<p>Understand product quality standards.</p> <p>Know specific regulations governing product guarantee in the country of operations.</p>	<p>Have advanced knowledge of the entire product life-cycle and quality control processes that minimise the risk of product defects, ensuring fewer guarantee claims.</p> <p>Understand in depth global product guarantee laws, including at the international level.</p>
Attitude	<p>Commit to customer satisfaction.</p> <p>Offer clear communication of guarantees. Able to effectively communicate product guarantees, including any terms and conditions related to quality, longevity and sustainability.</p> <p>Seek sustainability.</p>	<p>Have a problem-solving mindset approaching product guarantee claims.</p> <p>Offer transparency in communication.</p> <p>Ensure that suppliers adhere to set quality standards and regular monitoring of their performance (Suppliers Quality Management).</p> <p>Ensure strong customer support systems to handle any issues related to product defects or guarantees, building trust in the brand.</p>	<p>Prioritise the customer experience and take a proactive attitude toward product quality assurance.</p> <p>Explore on-demand manufacturing or small batch production to reduce vulnerability to counterfeiting.</p>

Competence 9: Clean and transparent supply

Context:

A transparent supply chain is about disclosing information about raw materials, labour practices, environmental and social impact. It encourages the company to improve its sustainability and concerns over the ethical practices, not only of the company itself, but also of its supplier and entire chain. A brand desiring to emphasize its work on ethical sourcing for instance must align its production to those ethical standards, and evaluate and collaborate with suppliers who adhere to clear environmental and social responsibility standards. Then, it will be able to inform consumers and stakeholders about these efforts.

General descriptor

Clean and transparent supply refers to the competence of ensuring that all aspects of a company's supply chain, from sourcing materials to production and distribution, are free from unethical practices and environmentally harmful processes. This includes providing clear and accessible information to consumers about the origins, production processes, labor conditions, and environmental impact of the products they purchase. It involves transparency, ethical sourcing, sustainability, and traceability, and it is a critical part of building trust with customers and stakeholders.

Associated learning outcomes:

- Understand the principles of a clean and transparent supply chain, including the core principles of ethical sourcing, labour rights, environmental impact, traceability.
- Develop and implement supply chain transparency strategies, including sourcing and production practices
- Take care of supplier selection, identify ethical suppliers, verify their practices and perform audits to evaluate suppliers, expecting that those meet elevated standards.
- Communicate supply chain transparency to consumers and stakeholders.

	Level 1	Level 2	Level 3
Skill	Understand basic principles of transparency on the supply chain. Identify risks in the	Implement basic sustainability practices and transparency tools. Evaluate supplier	Utilize digital tools for real-time supply chain monitoring and reporting. Lead sustainable

	supply chain related to unethical practices or environmental harm.	practices: control suppliers, make inspections of the manufacturing process and control of distribution and sales points. Design transparency strategies.	sourcing initiatives. Manage comprehensive auditing processes.
Knowledge	Aware of the supply chain structure, from raw materials to production and distribution. Know about workers protection and expected ethical workers conditions.	Aware of sustainability and circular economy concepts. ² knows about ethical sourcing standards, regulatory and legal frameworks.	Understand cutting-edge sustainable production techniques, including circular fashion and zero-waste design. Be expert in global supply chain management considering factors such as global labor law or environmental regulation, and the complexity of cross-border sourcing.
Attitude	Implement fair work conditions. Ensure fair wages and working conditions in production. Select ethical and sustainable suppliers. Want to address the growing consumer demand for transparency.	Implement ethical sourcing and fair labour practices in the supply chain. Collaborate actively with suppliers. Advocate for ethical production. Communicate on production practices and sourcing.	Seek systemic change within the sector, ensuring ethical sourcing and transparency. Apply a long-term strategic focus.

² Circular Economy: Defined by the European Parliament as a *model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. In this way, the life cycle of products is extended.*
<https://www.europarl.europa.eu/topics/en/article/20151201STO05603/circular-economy-definition-importance-and-benefits>

Competence 10: Traceability

Context:

Traceability is about demonstrating the quality and sustainability of a product with detailed information about where and how it was made. It is an added value of the product, which includes tracing every step of the product's lifecycle, from raw material sourcing to production and distribution. It enables tracing the origin of eventual issues in a batch of fabric and addresses the issue promptly, thanks to early assessment. It closely relates to the transparency of processes and auditing the supply chain.

General descriptor

The competence of traceability in the fashion industry refers to the ability to track and verify the journey of a product or material through the entire supply chain. It involves gathering, recording, and providing accurate data on the origin, movement, and transformation of goods, from raw material sourcing to finished product delivery. This competence supports transparency, sustainability, and compliance, ensuring that businesses can verify ethical and environmental claims, resolve issues effectively, and build trust with consumers.

Associated learning outcomes:

- Understand the importance of traceability in fashion and implement traceability systems and tools to track the product journey with technologies such as blockchain, RFID or QR codes.
- Use traceability data for decision making in quality control, sourcing, production, and responding to consumer concerns.
- Communicate traceability information to stakeholders and consumers, enabling them to verify the origin of materials and manufacturing processes.

	Level 1	Level 2	Level 3
Skill	Recognise the need for traceability and understand its basic tools to track a product's journey. Document product information: Label with	Integrate traceability data into operations. Develop strategies to verify the authenticity of sustainable materials. In the presence of	Design and lead traceability strategies. Apply advanced traceability technologies to track fashion products from origin to sale.

	<p>information on the composition, manufacture and origin of the product.</p> <p>Perform basic control of suppliers.</p>	<p>dupes and superfakes, make authentication of original products easier.</p> <p>Integrate AI and data analytics tools leveraging artificial intelligence to detect counterfeits online.</p> <p>Integrate traceability data into production and quality control processes for a more efficient decision making and response to issues.</p>	<p>Handle potential supply chain disruptions transparently and maintain consumer trust (crisis communication).</p> <p>Implement digital solutions for materials traceability, for instance QR codes or blockchain to track the origin and authenticity of materials.</p>
Knowledge	<p>Know basic traceability concepts and common tools.</p> <p>Aware of the key stage in the supply chain where traceability is needed.</p>	<p>Know about technologies for material tracking.</p> <p>Understand solutions like blockchain, RFID, and QR code for product protection.</p> <p>know how to secure data.</p>	<p>Know in depth how to use traceability to mitigate risks in the supply chain, such as counterfeiters, labour abuses, environmental impact.</p> <p>Aware of the strategic role of traceability in business operations.</p>
Attitude	<p>Recognise the importance of traceability and commit to transparency.</p> <p>Acknowledge the need for accuracy and consistency in traceability records (attention to detail).</p>	<p>Have proactive behaviours in using traceability systems.</p> <p>Want to solve problems and address challenges within the supply chain to maintain product integrity and quality.</p>	<p>Take responsibility for traceability issues.</p> <p>Have a strategic vision for the supply chain integrity and seek for continuous improvement of traceability systems.</p>

Competence 11: Communicating my value chain

Context:

The fashion company need to communicate clearly about its value chain to diversify the brand from the counterfeits and promote quality and value, and originality / authenticity. Communicating values enables building trust with consumers by providing transparent and accessible information about the journey of the product. It also prepares the brand to answer questions from stakeholders, including consumers or even journalists about the steps taken in its value chain to address ethical concerns. It evidences the value of efforts made toward ethical sourcing, responsible manufacturing or eco-friendly packaging.

General descriptor

Communicating my value chain refers to the competence of clearly and effectively conveying to consumers, stakeholders, and the public the details of a brand's value chain, including the sourcing of raw materials, manufacturing processes, labor practices, and environmental impact. This competence involves transparently sharing the steps and decisions that go into creating products while ensuring that information is truthful, accessible, and aligns with the company's values. By effectively communicating the value chain, a brand can build consumer trust, improve brand reputation, and foster deeper engagement with its audience.

Associated learning outcomes:

- Design clear and engaging value chain narratives that effectively communicate the brand's efforts in sustainability, ethical practices and responsible sourcing. Communicate those factors to demographics that aren't already familiar with the brand and its policies.
- Use multiple communication channels to share value and share information with various stakeholders in a clear and compelling way.
- Ensure consistency and credibility with accurate information, avoiding greenwashing or misrepresentation, and ensuring that the information provided is verifiable.
- Promote sustainability factors to remain competitive against larger brands.
- Develop ethical communication strategies to avoid greenwashing and build consumer trust.

	Level 1	Level 2	Level 3
Skill	Identify the key stages in the supply chain where traceability is	Develop value chain stories: Showcase sustainability efforts and ethical sourcing	Elaborate a long term communication strategy: develop internal and external

	<p>essential and understand the basic tools required for tracking product journeys.</p> <p>Use basic communication tools: website, social media, ads, ...</p> <p>Communicate basic product information.</p> <p>Label with information on the composition, manufacture and origin of the product.</p> <p>Take care of the packaging as a communication channel.</p>	<p>to customers.</p> <p>Ensure that the products meet durability standards and communicate their long-term value to consumers.</p> <p>Ensure accuracy and consistency in messaging.</p> <p>Collaborate with suppliers to ensure they understand and implement traceability requirements, establishing clear communication to monitor compliance and quality control.</p>	<p>policies to prevent design theft. Improve value chain communication on a continuous basis.</p> <p>Manage brand messaging across channels.</p> <p>Communicate sustainability guarantees (eco-friendly material; ethical manufacturing practices) and ensure that the product life cycle aligns with the brands ethical standards.</p> <p>Develop strategies to handle crisis situations related to traceability, ensuring transparency and trust with consumers even in challenging times.</p>
Knowledge	<p>Understand the value chain of the products.</p> <p>Aware of the image of the brand, target groups, and main messages to deliver.</p>	<p>Understand the impact of transparency on brand reputation.</p> <p>Know about reporting standards (GRI, VSME, etc.) to report business practices.</p>	<p>Have advanced knowledge of communication strategies.</p> <p>Able to map the value chain and translate this information into communication strategies.</p> <p>Understand and address stakeholder expectations.</p>
Attitude	<p>Listen actively to and welcome consumer feedback, using it as an</p>	<p>Proactive in sharing information.</p> <p>Communicate with</p>	<p>Prioritize long-term trust and brand reputation by engaging</p>

	<p>opportunity for continuous improvement.</p> <p>Ensure accuracy and attention to detail in all communications and data, as this builds trust and credibility with consumers.</p>	<p>clear, engaging, and well-crafted messages that effectively convey the brand's values and mission.</p>	<p>consistently with consumers, upholding ethical practices, and delivering on promises.</p> <p>Aspire to create a collaborative network of like-minded brands and creatives, united by transparency, shared values, and a commitment to ethical practices.</p>
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AREA 4: CUSTOMER AWARENESS AND EDUCATION

Competence 12: Impact of unfair competition and cost

Context:

Educating customers about the ethical, sustainable, and financial implications of choosing products based on price alone, as well as helping them understand the consequences of unfair practices is fundamental for small companies to highlight the added value of their offer, quality, and long-term brand integrity. Educating customers will help the fashion brand focused on sustainability to compete against larger and less ethically minded competitors with the ability to offer lower prices. It will reduce the negative economic impact that unfair competition has on it, while at the same time address the global negative impact of fast fashion models.

General descriptor

The competence of “Impact of unfair competition and cost” is about understanding and developing proactive strategies to mitigate and manage the effects of unfair competition—such as price undercutting, intellectual property infringement, or deceptive marketing—can have on a business, particularly within the fashion industry. This competence also involves understanding the economic pressures on fashion businesses, including the impact of production costs, labour, and sustainability efforts. It encompasses the ability to navigate the balance between competitiveness and ethical business practices, while minimising the negative effects of unfair practices on pricing, brand reputation, and long-term profitability.

Associated learning outcomes:

- Recognise different forms of unfair competition (counterfeit products, price undercutting, plagiarism) and understand the potential impact on the business performance and reputation.
- Communicate and help people understand the sustainability factors of local designs and develop strategies to mitigate the unfair competition.
- Raising consumers awareness of the economic, environmental and ethical consequences of fake fashion.

	Level 1	Level 2	Level 3
Skill	Identify unfair	Educate consumers	Prepare long-term

	<p>competition and their effect on the market and consumer behaviour.</p> <p>Create content and use digital marketing and communication tools to highlight responsible fashion.</p> <p>Develop clear messaging about ethical sourcing and sustainable practices.</p>	<p>and the younger generations in particular on social media about the harmful effects of buying "dupes".</p> <p>Identify and communicate counterfeit risks.</p> <p>Educate consumers on how to differentiate authentic versus counterfeit products.</p> <p>Develop messages about fair pricing.</p>	<p>consumer education plans, and promote fair competition on a larger scale.</p>
Knowledge	<p>Able to visually distinguish the real from the fake products (materials, stitching, inconsistencies etc.)</p> <p>Understand unfair competition.</p> <p>Know about pricing policies, fair pricing and consumer perception of pricing.</p>	<p>Aware of the impacts of unfair competition on the brand and on the market in general.</p> <p>Know how to educate consumers on the benefits of supporting ethical products.</p>	<p>Understand fair competitions and market dynamics, and be able to communicate these values to the consumer.</p> <p>Able to develop strategic pricing and cost management to align ethical and sustainable practices while remaining competitive.</p>
Attitude	<p>Share knowledge proactively about the impact of unfair competition.</p> <p>Provide good customer service.</p> <p>Take product responsibility.</p>	<p>Explore different ways to build customer loyalty (create a community).</p> <p>Advocate for consumer rights.</p>	<p>Commit and educate consumers on the importance of authenticity and responsible purchasing decisions (consumer engagements).</p> <p>Anticipate and mitigate vulnerabilities related to counterfeiting before issues arise (proactive risk management).</p>

Competence 13: Promotion of original value

Context:

The fashion market proposes a large amount of counterfeit and mass production that impact negatively in the sector. Helping people to make smart choices of purchase can reverse this trend. For this, there is a need to train consumers for them to recognise and value sustainable products. This can be achieved through more accessibility, visibility and transparency in information. This will help the company to distinguish from competitors.

General descriptor

Promotion of original value refers to the competence of effectively communicating and showcasing the unique value of a fashion brand's products. This includes emphasising the originality of designs, the craftsmanship, the ethical and sustainable practices behind production, and the cultural or historical significance of fashion items. The competence involves educating consumers about what makes a product or brand distinct and valuable, and why investing in original, quality fashion products is both a responsible and rewarding choice. It also entails combating the rise of counterfeit goods and fostering brand loyalty based on authentic value.

Associated learning outcomes:

- Develop communication strategies and use digital platforms to highlight the unique quality of the products, while building a community online and reach a wider audience.
- Market the brand's products and value online without making the designs vulnerable to copies and counterfeits. Differentiate the products in the marketplace.
- Educate customers on the inherent value of original products, long-term benefits of supporting authentic brands over counterfeit, how to distinguish fakes.

	Level 1	Level 2	Level 3
Skill	Identify elements of the original value and develop consumer education on this topic. Highlight	Educate consumers about the significance of authentic fashion design. Understand how to	Create brand storytelling. Ensure transparency throughout the entire process up to

	craftsmanship and innovation in marketing and branding strategies.	communicate eco-friendly and responsible material sourcing (sustainable sourcing knowledge). Differentiate from counterfeits and mass-produced garments.	the sale. Market a product online without making this design vulnerable. Use a digital platform to build my community online and reach a wider audience. Use gamification or interactive education tools to reach younger audiences.
Knowledge	Know what makes a product origins, including materials, innovation, quality craftsmanship. Be familiar with industry trends in counterfeiting.	Knows about marketing strategies for original value. Understand consumer attitudes towards authenticity and originality.	Know how to position the fashion brand with a unique value. Include the cultural and economic factors that influence consumer decision of purchase for original products.
Attitude	Show different uses of the product and what needs it covers. Show certifications and authenticity proofs. Advocate for fair trade and ethical labour.	Make community and experience part of the value, even when online and not in person. Highlight craftsmanship, creativity and innovation behind original designs. Have a long-term brand vision.	Want to build a community of informed consumers who appreciate authenticity. Make decisions that uphold the brand's core values of originality.