

INTERNATIONAL ACCELERATOR PROGRAMME Empowering Estonian Fashion Designers

Koolitusprogrammis osalemise tingimused/ Participation Terms & Conditions

1. Osalev ettevõtte peab vastama järgmistele tingimustele:

- 1.1. ettevõtte on moevaldkonnas tegutsev väike või keskmise suurusega ettevõtte (VKE);
- 1.2. moevaldkonna ettevõtte on programmi mõistes rõivaid ja aksessuaare, sh jalanõusid disainivad, tootev ja müüv ettevõtte;
- 1.3. ettevõtte on registreeritud Eesti äriregistris ja koolitusprogrammiga liitumise hetkel tegutsenud vähemalt 2 aastat ning tal on toode ja käive selle müügilt;
- 1.4. ettevõttel on konkreetsed ja ambitsioonikad eesmärgid, milleni jõudmiseks koolitusprogrammis osaletakse;
- 1.5. ettevõttel on selge kasvupotentsiaal ja arenguambitsioon, ettevõtted kavandavad ja/või planeerivad eksporti või tegutsevad juba eksportturgudel.

2. Osalustasu

- 2.1. Ettevõtte osalustasu programmis osalemise eest on 50 eurot. Summa ei sisalda käibemaksu;
- 2.2. Iga programmis osaleva ettevõtte kohta arvestatakse vähese tähtsusega abi (VTA). Vastavalt määrusele 1407/2013 ei tohi ühele ettevõtjale, ja kontsernile, millesse ettevõtja kuulub, antava VTA kogusumma mis tahes kolme ettevõtte majandusaasta pikkuse ajavahemiku jooksul ületada 200 000 eurot. Programmi korraldaja kontrollib abi saaja VTA saldot enamusosalusest tekkiva kontserni puhul äriregistri andmete alusel. Programmi kandideeriv ettevõtte vastutab äriregistri andmete korrektsuse eest;
- 2.3. Osalemise kinnitamisel ettevõtte kohta arvestatud VTA (vähese tähtsusega abi) ning ettevõtte osalustasu, ei kuulu programmi pooleli jätmisel või programmist loobumisel pärast programmis osalemise kinnitust tagastamisele.

3. Ettevõtete registreerimine

- 3.1. Programmi valitud osalevale ettevõtetele saadab Fashionavant e-kirja, mis sisaldab järgmist:
 - 3.1.1. registreerimiskinnitus;
 - 3.1.2. programmi tegevused;
 - 3.1.3. info osalustasu ja selle tasumise kohta;
 - 3.1.4. koolitajate tutvustus;
 - 3.1.5. lühike juhend osalusest loobumise kohta.
- 3.2. Fashionavant OÜ küsib igalt kinnitatud osalejalt osalemiskinnituse e-posti teel. Pärast osalemiskinnituse saamist edastab Fashionavant OÜ osalevale ettevõttele osalustasu arve;
- 3.3. Iga üritusel osaleja peab virtuaalkeskonda (Zoom) sisenema oma ees- ja perekonnanimega, kellel on, võib lisada ka brändi nime.

4. Programm

- 4.1. Programm korraldatakse Covid-19 situatsioonist lähtuvalt virtuaalselt Zoom'i vahendusel;
- 4.2. Koolitusprogrammi läbi viimise keel on inglise keel;
- 4.3. Koolitusprogramm koosneb kaheksast sessioonist (a 90 min), mille hulgas on kuus loengusessiooni moevaldkonna ekspertidega ja kaks *case study* sessiooni moebrändidega;
- 4.4. Iga osalev ettevõtte vastutab selle eest, et tal on koolitussessioonide ajal ligipääs toimivale internetiühendusele;
- 4.5. Kõikidel sessioonidel peab osalev ettevõtte/osaleja osalema sisselülitatud kaameraga terve sessiooni vältel;
- 4.6. Iga osalev ettevõtte saab lingi koolitusele enne iga sessiooni algust;
- 4.7. Koolitussessioonide salvestamine on keelatud;
- 4.8. Koolitusmaterjale võib kasutada vaid isiklikuks tarbeks ning nende levitamine ilma eelneva nõusolekuta koolitajalt on keelatud.

5. Programmi valimine

5.1. Ettevõtete valik programmi tehakse korraldajate poolt hinnates järgmisi kriteeriume:

- 5.1.1. Brändi profiil ja potentsiaal nii kasvuks kui ekspordiks;
- 5.1.2. Brändi koduleht, sotsiaalmeedia kanalid;
- 5.1.3. Müük (sh eksport ja olemasolevad edasimüüjad);
- 5.1.4. Ettevõtte struktuur;
- 5.1.5. Brändi visuaalne keel (fotod, videod jmt);
- 5.1.6. Tuntav motivatsioon uute teadmiste omandamiseks ja rakendamiseks;
- 5.1.7. Registreerimisankeedis ettevõtte poolt antud muu info.

6. Programmist loobumine

- 6.1. Oma osalemist kinnitanud ning osalustasu maksnud ettevõtte ei saa ilma mõjuva põhjuseta programmi pooleli jätta;
- 6.2. Juhul, kui ettevõtte otsustab programmi pooleli jätta või mitte osaleda pärast programmis osalemise kinnitamist, siis osalemistasu 50 EUR ei kuulu tagastamisele.

7. Tagasiside andmine

- 7.1. EAS ja Fashionavant OÜ küsivad igalt osalejalt programmi lõpus elektroonilise tagasiside programmile ning osalejalt on kohustus see anda;
- 7.2. Koolitajad, Fashionavant OÜ ja Fashion Scout annavad tagasiside osalejatele, hinnates nende huvitatust, küsimuste esitamist ning aktiivsust sessioonide vältel;
- 7.3. Iga programmi läbinud ettevõtte/osaleja saab Fashion Scout poolt sertifikaadi, mis tõendab programmi teemade edukat läbimist.

8. Programmi kajastamine

- 8.1. Programmis osalevat ettevõtet/brändi ja tema osalemist programmis võidakse kajastada nii fashionavant kui Fashion Scout erinevates kanalites (koduleht, sotsiaalmeedia) ning programmi tutvustavates artiklites erinevates meediakanalites;
- 8.2. Osalejalt on soovitatav kajastada programmis osalemist ka oma sotsiaalmeedia kanalites, kasutades eraldi Fashionavant OÜ saadetavaid juhiseid nii teksti kui logode osas.

9. Isikuandmed ja töötlemine

- 9.1. Isikuandmete töötlemisel järgime Euroopa Liidu isikuandmete kaitse üldmäärust ning kogutud andmeid kasutatakse vaid antud projekti raames või Teie isikuandmete kogumise ajal avaldatud otstarbeks.

Participation Terms & Conditions

1. The company that participates in the training programme must meet the following conditions:

- 1.1. The company is a small or medium-sized enterprise (SME) active in the fashion industry;
- 1.2. In terms of the training programme, a fashion company is any company that designs, manufactures and sells apparel and accessories, including footwear;
- 1.3. The company has been registered in the Estonian business register and has been operating for at least 2 years at the time of joining the training programme. It also has a product and sales revenues from selling this product;
- 1.4. The company has clear and ambitious goals that they want to achieve from participating in this training programme;
- 1.5. The company has growth potential and ambition to grow and develop; the company is planning to export its products or is already selling in other markets.

2. Participation fee

- 2.1. The company's participation fee for participating in the training programme is EUR 50 (excluding VAT);
- 2.2. De minimis aid from EAS already received for each company participating in the training programme will be taken into account. According to the Regulation 1407/2013, the total amount of de minimis aid granted to one company, and to affiliated groups where the company is part of, may not exceed EUR 200,000 for the last three financial years combined for any three companies in the affiliated group. In case the company that applies into the program will be part of the affiliated group, the organizers of the training programme will check the balance of the de minimis aid of the beneficiary from the data available in the business register. The company that applies to the training programme is responsible for the accuracy of its data in the business register;
- 2.3. The participation fee will not be refunded if the company will not complete the whole training programme or if the company will decide not to participate after confirming its participation. In such case, the de minimis aid from EAS accounted when the company confirms its participation in the training programme will still apply.

3. The Registration of Companies

- 3.1. Fashionavant will send an email to the companies that were selected into the training programme with the following information:
 - 3.1.1. Registration confirmation;
 - 3.1.2. The description of the training programme with the timeline;
 - 3.1.3. Information about the participation fee and how to pay it;
 - 3.1.4. Introduction of the trainers;
 - 3.1.5. Information about withdrawal from the training programme.
- 3.2. Fashionavant will ask each selected company to confirm their participation via email. After receiving the confirmation of the company's participation, Fashionavant will send the invoice for the participation fee to the selected company;
- 3.3. All the companies participating in the training programme must log into Zoom (or any other virtual platform that will be used for conducting the sessions) with their first and last name, as well as the brand name (if applicable).

4. The Training Programme

- 4.1. Due to COVID-19, the training programme will be conducted virtually via Zoom;
- 4.2. The training programme will be conducted in English language;
- 4.3. The training programme will consist of 8 training sessions (each session will be 90 minutes). These 8 sessions will comprise of 6 training sessions with industry experts and 2 case studies with fashion brands;
- 4.4. Each company participating in the training programme will be responsible for ensuring Internet access for the scheduled times of the training sessions;
- 4.5. All the companies/participants participating in the training programme must be using a camera throughout all of the 8 training sessions;
- 4.6. Each company participating in the training programme will receive an email with links prior to the sessions;
- 4.7. Recording the sessions is forbidden;
- 4.8. Any materials received from the training programme may only be used for personal use and their distribution without the prior agreement from the trainer is forbidden.

5. The Selection Process

- 5.1. The selection of companies will be made by taking into account the following aspects:
 - 5.1.1. Brand profile and potential for growth and export;
 - 5.1.2. Brand's website and social media platforms;
 - 5.1.3. Sales (including export and existing resellers);
 - 5.1.4. The structure of the company;
 - 5.1.5. Brand's visual language (images, videos etc.);
 - 5.1.6. Perceived motivation to acquire and apply new knowledge from the training programme;
 - 5.1.7. Other information provided by the company on the registration form.

6. Company's withdrawal from the training programme

- 6.1. The company that has confirmed its participation and has paid the participation fee cannot withdraw from the training programme, or not participate in the training programme, without a justified reason.
- 6.2. In case the company withdraws from the training programme, the participation fee of EUR 50 is non-refundable.

7. Collecting feedback

- 7.1. Enterprise Estonia (EAS) and Fashionavant will ask each participant to fill out an electronic feedback form about the training programme, which the participant is obliged to complete;
- 7.2. The Trainers, Fashionavant and Fashion Scout will give their feedback about the participants, assessing their interaction during the sessions and general interest about the sessions;
- 7.3. Each company/participant completing the training programme will receive a certificate from Fashion Scout that will confirm the successful completion of the training programme.

8. Communication of the training programme

- 8.1. The company/brand that participates in the training programme and its participation in the training programme can be featured by Fashionavant and Fashion Scout in various channels and platforms (website, social media) and in articles introducing the training programme in various media channels;
- 8.2. It is recommended and encouraged that the participant also communicates its participation in the training programme on its social media channels, using the instructions, text and logos sent by Fashionavant.

9. Personal data and processing of personal data

- 9.1. When processing any personal data, the general European Union regulation of personal data protection is being followed and the collected data is being used only for the purpose of fulfilling this project or for a purpose declared to you at the time that the data is being collected.