
Treball Fi de Grau

Barcelona Patrimoda: moda local y sostenible que honra el patrimonio

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Master's Degree
in Arts and Cultural Management

BARCELONA
PATRIMODA

Moda Local y Sostenible que Honra el Patrimonio

**Master's Final
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2024

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Contextual basis of the Project

See Annex Chapter 1

WHAT IS PATRIMODA?

PatriModa is a pioneering platform dedicated to **celebrating Barcelona's textile heritage** through sustainable fashion, fostering innovation, community engagement, and ethical practices in the industry.

MISSION

At PatriModa, our mission is clear: to **celebrate** and **preserve** Barcelona's rich **textile heritage** through sustainable fashion-related activities. Our immersive events **educate**, **inspire**, and **connect** fashion enthusiasts with the historical and cultural significance of textile arts. By emphasizing **sustainability** and **ethical principles**, we **bridge the past and future of fashion**, encouraging **innovation** and **community** engagement.

VISION

Our vision is to lead as a **transformative platform** that harmonizes **tradition** with **innovation** in fashion. We aspire to elevate **global awareness** and appreciation for Barcelona's textile heritage, influencing the industry towards **sustainable practices**. Through creative interpretations and collaborations, we aim to perpetuate the timeless allure of traditional craftsmanship while pioneering ethical fashion standards.

VALUE

At PatriModa, our values guide our strategic compass:

Sustainability: Committing to eco-friendly practices and materials, minimizing our environmental footprint.

Heritage Preservation: Honoring and promoting Barcelona's esteemed textile traditions for future generations.

Innovation: Encouraging inventive approaches that blend contemporary design with traditional textile arts.

Community: Cultivating an inclusive and supportive network of artisans, designers, and enthusiasts.

Ethical Practices: Upholding fairness and transparency in all interactions, from production to participation.

GEOGRAPHICAL DYNAMICS

PatriModa is the brand of an event and the name of a company based in **Barcelona, Catalonia, Spain**, a city known for its rich cultural and textile heritage. Despite its historical significance, the region's textile traditions have not been fully emphasized. Barcelona's growing recognition for its fashion scene makes it an ideal location for PatriModa, a bridge between heritage and the future. The **event venue is centrally located** and easily **accessible** via public transport, allowing collaboration with local artisans, designers, businesses, and institutions. The vibrant atmosphere of Barcelona aligns perfectly with PatriModa's mission to celebrate sustainable fashion practices while preserving cultural heritage. The event aims to showcase the beauty and craftsmanship of Catalonia's textile traditions, contributing to the city's evolving fashion narrative and global recognition.

SECTORIAL DYNAMICS

MARKET RESEARCH

PatriModa's target market includes fashion enthusiasts, aspiring designers, students, and people who care about preserving cultural heritage. Our fashion event attracts a diverse audience, including fashion enthusiasts, aspiring designers, students, and those interested in cultural heritage preservation. The event highlights the impact of the fashion sector on related industries like sustainability, embroidery, technology, and social preservation. It celebrates Barcelona's textile legacy, collaborates with local businesses and designers, and emphasizes fashion sustainability and innovation. The event attracts both locals and international visitors.

MARKET SIZE

Barcelona's fashion industry, which accounts for **2.8%** of Spain's GDP, is an important sector that draws tourists as well as a global audience of fashion enthusiasts and sustainability advocates. The first event, which focuses primarily on local and national participants, highlights the work of Barcelona's artisans and designers. However, the event is open to international visitors, particularly for the fashion show, which promotes cultural exchange and appreciation of Barcelona's rich textile heritage and innovative fashion scene. This inclusive approach increases the city's economic impact.

COMPETITION

Sustainable Fashion Week

The event promotes sustainability in the fashion business by providing lessons in recycled materials, educating consumers to make sustainable choices, assisting designers, and rewarding the best sustainable designer of the year to stimulate environmentally conscious innovation.

Bridal Fashion Week

The bridal fashion week focuses on weddings, caters to well-known companies, and promotes social responsibility. It partners with Fundació Ared to offer training and job placement services. The event incorporates recycled materials and eco-friendly design to promote diversity and reduce disparities in the bridal industry.

080 Barcelona Fashion

The event encourages diversity, digital transformation, and innovation, with a focus on global companies and established performers, while also promoting circularity. Featuring designers and brands from around the world, the 080 Fashion Show in Barcelona fosters collaboration and creativity at the intersection of fashion and sustainability.

FRAMING WITHIN THE CONTEXT OF OTHER POLICIES

Sustainability and Environmental Policies

Patrimoda supports global environmental policies, particularly the **United Nations Sustainable Development Goals (SDGs)** 12 and 13, by advocating for recycled materials, ethical production, and waste reduction, promoting climate action and sustainable consumption.

Cultural Heritage and Preservation Policies

Our dedication to preserving Barcelona's textile heritage aligns with local and national cultural policies, prioritizing traditional craftsmanship and **supporting UNESCO's efforts** to safeguard intangible cultural heritage.

Economic Development and Innovation Policies

Patrimoda supports local artisans, sustainable brands, and cultural institutions, aligning with **regional policies** promoting innovation, entrepreneurship, and creative industries like Barcelona Activa, boosting the local economy.

Social Inclusion and Community Engagement Policies

Patrimoda promotes cultural participation and community through inclusive events, educational workshops, and talks, aiming to **reduce inequalities** and foster **shared cultural identity**.

ORIGIN – BACKGROUND

We, the founders of PatriModa, are three passionate individuals united by our **love for fashion, heritage preservation, and sustainability**. We identified a **gap in Barcelona's fashion event landscape** and saw the **need for a platform that honors the city's rich textile heritage while addressing contemporary challenges** in the fashion industry. With diverse backgrounds in design, cultural studies, and business, we decided to develop PatriModa as a **comprehensive solution**.

Our **motivation** stems from a deep appreciation for Barcelona's historical craftsmanship and a commitment to sustainable and innovative fashion practices. We recognized the traditional fashion industry's environmental, cultural, and ethical issues and envisioned PatriModa as a **platform that bridges the past and future of fashion**. Through fashion shows, workshops, and talks, we aim to celebrate and preserve textile traditions, educate on sustainable practices, and foster collaboration among artisans, designers, and the community. By addressing these needs, we aspire to **set new standards** in the industry and make a **lasting impact** on both local and global fashion.

Diagnosis of the starting point

See Annex Chapter 2

SWOT ANALYSES

STRENGTHS

- Promotes sustainable practices
- Connects attendees with textile arts
- Educates about sustainability
- Innovative structure, strong partnerships
- Reduces operational costs
- Unique value proposition

WEAKNESSES

- Limited resources in the first year
- Limited initial brand recognition
- Difficulty of attracting large audiences
- Reliance on local participants
- Different cultural backgrounds
- Limited appeal compared to mainstream fashion events

OPPORTUNITIES

- Capitalizes on global ethical fashion interest
- Partnership with local and international entities
- Promotes and protects fashion cultural heritage
- Ethical fashion strategy
- Increased emphasis on sustainability and ethics globally.

THREATS

- Competitive market
- Catalonia's economic uncertainty
- Event management
- Sustainable practices
- Regulatory changes
- Health crises
- Maintaining scale and quality

Definition of the Project

See Annex Chapter 3

TARGET AUDIENCE

PatriModa is a fashion event targeting **local and national** participants, aiming to strengthen connections between communities by showcasing local talent. The event is open to **international visitors**, especially for the fashion show, which is accessible regardless of language proficiency, ensuring a lively and energetic experience for all attendees.

PROJECT CONTENTS

fashion show
Talks
workshops
Networking

The project features a **two-day event**. The first day features local designers showcasing sustainable and heritage-inspired fashion. The event also promotes talks on sustainable practices, the future of the fashion industry, and cultural heritage preservation. Participants can learn about ethical design practices and align with shared values.

OBJECTIVES AND GOALS

Ethical Production
sustainability
Responsibility
technological innovation
Cultural heritage

The project promotes sustainable fashion practices by showcasing ethical designers and brands, celebrating cultural heritage, and organizing workshops, talks, and exhibitions to educate attendees about sustainable fashion. It aims to nurture a deeper appreciation for sustainable fashion and its rich cultural heritage through informed choices.

STRATEGIC LINES

The company plans to host two annual events, starting with a **pilot event in April** to promote local businesses during the fashion seasons. The second event, in October, will showcase autumn and winter collections, avoiding the busy Christmas travel season.

Collaboration with local entities will ensure visibility, community engagement, and the presence of fashion enthusiasts and industry professionals.

We aim to boost the local economy and highlight sustainable practices. Educational content will be prioritized, with talks and workshops aimed at improving local fashion practices.

PatriModa's Sustainable Development Goals:

- **SDG 5:** Empower women in fashion industry for equal representation.
- **SDG 12:** Promote ethical sourcing, waste reduction, and sustainable fashion methods.
- **SDG 13:** Support programs for sustainable materials and carbon emission reductions.
- **SDG 17:** Foster sustainable development through collaboration with businesses and designers.

THE PILOT EVENT

DAY 1 AGENDA

Welcoming session
with drinks, snacks, and music

Exploring the fair, where selected fashion
vendors showcase

Official presentation of PatriModa.

Fashion show of spring/summer collections
from three talented local designers.

Evening after-hours cocktails, music,
networking opportunities, and a chance to
purchase our exclusive merchandise.



The first day of PatriModa Agenda celebrates the local and vibrant fashion scene, promotes sustainability and textile heritage, and welcomes attendees from all over the world. The first day of PatriModa is a vibrant celebration of fashion, sustainability, and textile heritage, attracting attendees from all over the world. Our event is intended to be accessible to international visitors, and the agenda transcends language barriers. After the doors open, visitors can enjoy drinks, snacks, and music while exploring the fair, which features selected fashion vendors showcasing and selling their products. The day begins with a brief introduction from the founders, during which we officially present PatriModa and our mission.



Following that, a fashion show will showcase the latest spring/summer collections from three talented local designers. The evening continues with after-hours cocktails, music, networking opportunities, and a chance to purchase our exclusive merchandise.



THE PILOT EVENT

DAY 2 AGENDA

Welcoming session
with drinks, snacks, and music

Presentations from esteemed guest
speakers from local fashion institutions

Coffee break and network opportunities

Workshop introduction about exploring
innovative techniques and business
strategies

Evening after-hours cocktails and music,
and more network opportunities.



Day 2 of PatriModa shifts its focus to professionals in the fashion industry, offering extensive networking and learning opportunities. The day begins similarly to Day 1, with a welcoming atmosphere of drinks, food, and music as attendees arrive. The agenda then kicks off with presentations from esteemed guest speakers from local fashion institutions who share our values of heritage preservation, sustainability, and ethical production. Throughout the day, attendees can participate in workshops led by experts, exploring innovative techniques and business strategies that are eco-friendly and future-oriented, while still honoring heritage and traditions.



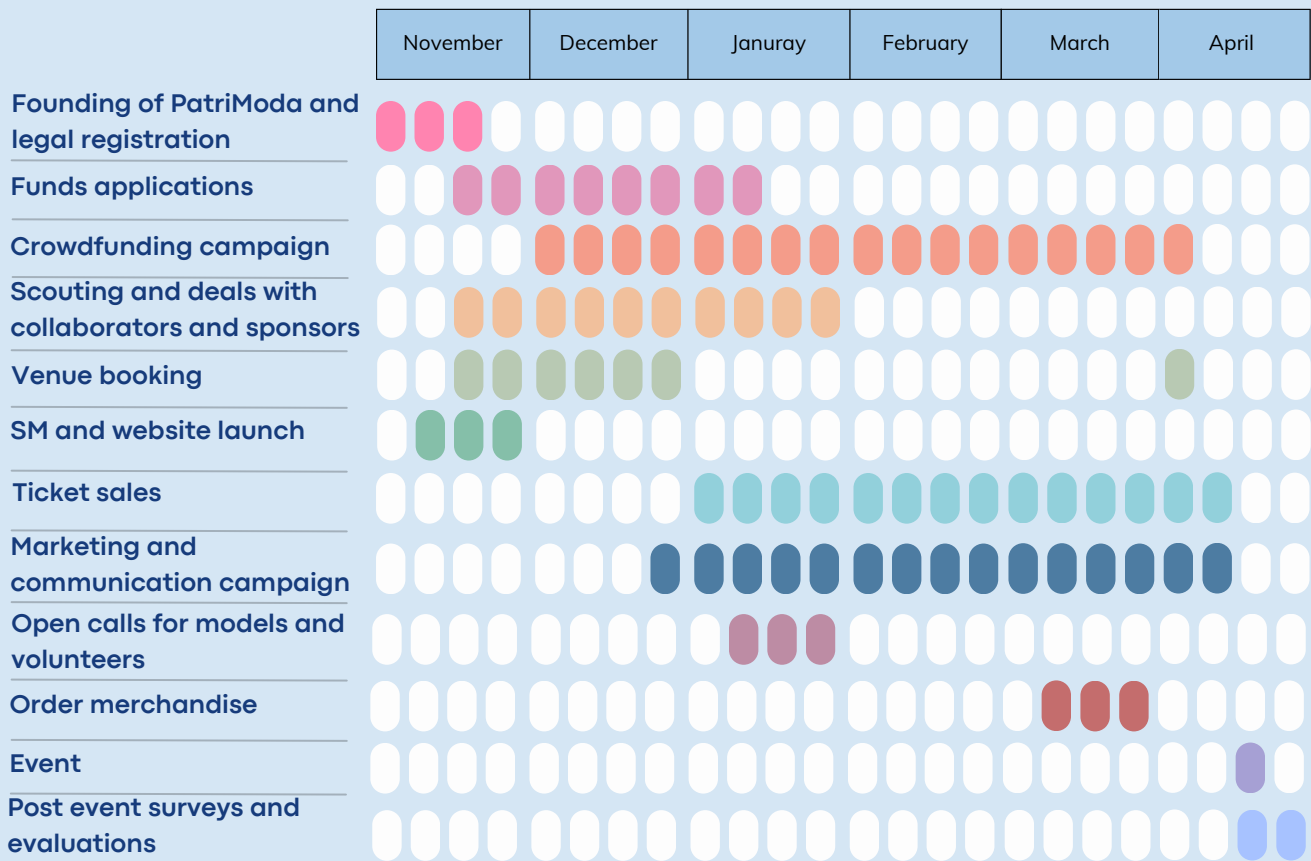
This day provides a unique platform for industry professionals to connect, exchange ideas, and gain valuable insights into the evolving world of sustainable fashion.



Project production

See Annex Chapter 4

GANTT CHART



TIMELINE

In **November 2024**, we will launch PatriModa s.l., establish legal registration, and develop our business plan, brand identity, and funding strategies. We'll launch our website and social media campaigns, and apply for funds. In **December**, we will secure Casa Rius as our venue, start the crowdfunding campaign, and develop our ticketing and marketing strategies. **January 2025** will focus on setting up Eventbrite for early bird sales, open calls for vendors and participants, drafting agreements, and scouting volunteers. **February** will finalize contracts, open general ticket sales, collaborate with Model Management, and coordinate volunteers and merchandise. In **March**, we will finalize logistics, communicate with volunteers, and send event details. **April** will focus on final preparations, culminating in the **April 12** fashion show with designers, a DJ, and vendors, followed by **April 13** workshops, guest talks, and networking. **Post-event**, we will gather feedback and, in **May**, start the plan for our second event in **October 2025**, conduct surveys, and organize networking opportunities.

ACTIONS WITH BUDGET INDICATIONS

Month	Activity	Cost / Revenue (€)	Details
2024 November	Register company	-450	Includes notary
November	Purchase operational materials	-78,39	Printer, paper, pens etc.
December	Book venue (Casa Rius)	-6.825,38	First half payable
January	Launch crowdfunding social media campaign	1.000 (expected)	Open until April 2025
January	Receive EU grants	10.000	MITICO and co.
January	Start of paid advertising campaigns	-852,50	Initial expenditure
January	Launch early bird tickets	3.815	90 tickets expected to be sold
January	Collect $\frac{1}{3}$ of participation fees	743,75	Rest paid in the following two months
February	Launch general admission	3.769,50	First 25% of tickets
February	Receive additional grants	8,000	Ajuntamento de Barcelona and co.
March	Finalize negotiations with in-kind sponsors	23.485,43	Estimated value
April	Complete payment for venue (Casa Rius)	-6.825,38	Payment of second half
April	Merchandize sold	6.705	Sold during event

SUPPLIERS

The PatriModa event will be supported by a variety of suppliers and services. **Casa Rius** offers a technical package that includes audio equipment, video setup, and essential furniture. Owned laptops, phones, and purchased items are examples of operational materials. **Helloprint**, **Monay Merch**, and **Ecoalf** are some of the suppliers that provide merchandise. **Berkley España** handles event insurance, and **Amazon** provides staff pass holders. Advertising efforts include designing and printing flyers, posters, banners, as well as running digital ads across multiple platforms. **Eventbrite** manages ticket sales. The sponsors are **CazaCarra**, **Vichy Catalan**, **Estrella Damm**, **Eneryeti**, **Hola Cava**, **Tapa Tapa**, and **Demasiè**.

Organizations structure

See Annex Chapter 5

LEGAL ASPECTS

PatriModa has chosen the **Sociedad Limitada (SL)** structure in Spain for its Barcelona fashion events, focusing on flexibility, liability protection, and efficient administration. This structure ensures founders' personal assets are protected, allowing customized management and streamlined administrative processes.

MANAGEMENT MODEL



Zuleika Munari - CEO and Event Manager / Producer

- Event and Production Management
- Manages sponsorship and guest speaker relationships.
- Coordinates with Model Management Agency, DJ, and photographer.



Sude Ercokç - COO and Marketing /Communication Manager

- Manages fashion show participants.
- Oversees pop-up booths.
- Coordinates university volunteers.



Annabell Magyar - CFO and Project Manager

- Workshop Financial and Project Management
- Budgeting, grants, planning.
- Coordinates with external staff and sponsors.

INTERNAL COMMUNICATION STRATEGY

The **founders** and staff will have weekly meetings, daily communication via WhatsApp, and open financial sharing. **Sponsors and partners** will receive monthly newsletters, quarterly collaboration meetings, and a dedicated team member. **Models, Volunteers, Designers, and Vendors** will undergo onboarding sessions, updates via a centralized app, and regular feedback checks.

JOB DESCRIPTIONS

DESIGNER

- At least one year of experience.
- Creative, original, and unique designs.
- Committed to sustainable practices, local production and heritage preservation.
- Prioritize eco-friendly methods and use sustainable materials.
- Enthusiasm for fashion.

VENDORS

- Products must embody sustainable fashion principles.
- Promote heritage preservation and local practices.
- Aim to foster a community dedicated to responsible and meaningful fashion.
- Be based in Barcelona, Spain.

MODELS

- Models must be emerging talents with at least one year of experience.
- Participants must understand runway etiquette, posing, and fashion event dynamics.
- Showing confidence, and a professional attitude.

VOLUNTEERS

- Dedication and enthusiasm, for the event.
- Professional attitude and strong work ethic.
- Passion for fashion
- Fluency in Spanish and English.

OTHER STAFF

DJ & PHOTOGRAPHER: collaboration with emerging artists (thanks to our network)

SECURITY, IT TECHNICIAN, AND CLEANING STAFF: provided by the venue.

CATERING STAFF: provided by sponsors.

GUESTS

TALK HOST: Expertise in sustainable fashion, heritage preservation, and innovation, engages diverse audiences, and is passionate about education and community building.

WORKSHOP HOST: Demonstrate expertise in ethical production, offer engaging, educational content, skilled communicators and inspire attendees.

BUDGET INDICATORS

PatriModa, a company in its early stages, pays its founders a monthly gross salary of **€1.500**. Despite the modest salary, the company prioritizes sustainability, learning, gaining valuable experiences, and long-term growth. We believe with time and growth, salaries will increase as the budget permits. The only additional personnel costs are workshop hosts, who receive **€200** per person per workshop. Their dedication and passion will lay a strong foundation for future success.

Marketing and Communication

See Annex Chapter 6

COMMUNICATION PLAN

BRAND IDENTITY

PatriModa, a women-founded company, promotes **sustainable fashion** while protecting Barcelona's rich **textile heritage**. By collaborating with designers, local businesses, craftsmen, and experts, we unite a **diverse audience** to celebrate the city's textile legacy. Our fashion events prioritize sustainability and innovation, **fostering a community** that values traditional practices and sustainable technologies for an **ethical future**. PatriModa also highlights fashion's impact on other industries, emphasizing **interconnectedness**. Our name, combining "Patrimonio" and "Moda," embodies our mission.

OPPORTUNITIES AND MAIN GOAL

PatriModa aims to reimagine tangible and intangible heritage in the fashion industry, focusing on preserving and promoting Barcelona's rich textile legacy. Our research identifies three impact areas: **local heritage preservation, awareness and education, and showcasing local talent**. Our communication plan goals include **promoting sustainability and heritage**, engaging and **expanding our audience**, and **strengthening brand identity**. We highlight artisanal practices and sustainable fashion, provide a **platform for emerging designers**, and foster **professional connections**. Through talks and workshops, we **educate attendees** on sustainable fashion and textile heritage, building a knowledgeable community.

PROMOTIONAL PARTNERS

- **Ajuntament of Barcelona:** Enhances residents' lives through cultural initiatives.
- **TimeOut Barcelona:** Boosts PatriModa's visibility and community engagement via event listings.
- **Barcelona Activa:** Provides networks, resources, and credibility, promoting our events to a larger local audience.
- **Cultura Inquieta:** Promotes PatriModa across its platforms, increasing exposure and engagement.
- **Casa Rius:** Hosts our fashion event, adding cultural appeal with its historic venue.
- **Academia de la moda Española:** Offers resources and expert consultation, ensuring best practices in sustainable fashion.
- **Nextil & Textile from Spain:** Expands our reach and visibility as our communication partner.

COMMUNICATIONS TIMELINE

November 2024 <ul style="list-style-type: none"> • Launch website and SM accounts • Create content calendar for posts • Launch initial social media campaigns • Grow SM followers • Set-up for crowdfunding campaign 	March 2025 <ul style="list-style-type: none"> • PR and influencer invitations • Send out final information to participants • Focus on regular SM posting and engagement • Reach out to DJ and photographer
December 2024 <ul style="list-style-type: none"> • Launch crowdfunding campaign • Stakeholder Engagement • Develop traditional media marketing campaign • Holiday greetings outreach • Email marketing set up (Mailchimp) 	February 2025 <ul style="list-style-type: none"> • Ongoing promotion across channels. • Launch of general admission tickets • Open call for volunteers and models
January 2025 <ul style="list-style-type: none"> • Launch traditional media campaign • Publish Instagram and Facebook • Open call for participants • Set up of ticketing platform • Launch of early bird tickets • Reach out to universities 	April 2025 <ul style="list-style-type: none"> • Final promotion across channels • Final ticket sales • Post-event feedback gathering • Send out updates and thank you emails • Post-event content

CONTENT

WHAT	WHEN	WHY
A platform dedicated to celebrate and preserve heritage through sustainable fashion practices and innovative events.	Start: November 2024 Two events per year (April and October)	To promote innovative and sustainable practices in fashion and preserve cultural textile heritage and craftsmanship
WHO	WHERE	HOW
PatriModa, Casa Rius, Ayuntamiento Barcelona, Time Out, Barcelona Activa, Cultura Inquieta, Academia de la moda Española	Casa Rius, C. d'Enric Granados, 97, L'Eixample, 08008 Barcelona	Through local media outlets both digital and printed, social media, promotion platforms. Language: Castellano

DISSEMINATION PLAN

ONLINE

Website: Our website will feature an **event countdown timer, designer spotlights, and interactive sustainable fashion quizzes and trend polls** to engage visitors and boost ticket sales.

Social Media: Platforms like **Instagram, Facebook, Twitter, LinkedIn, and TikTok** will be used with designers and influencers sharing **behind-the-scenes content**. A **hashtag campaign (#PadrimodaFashion2025)** and **livestreaming of significant events**.

Email Marketing: Email marketing will offer **early bird discounts, bi-weekly newsletters, and customized invitations**.

Crowdfunding Campaign: Aims to **raise €2.050** for the first event via **Meta platforms (Instagram and Facebook)** from **December 2024 to April 2025**, with an **estimated expense of €50** for platform fees and commissions.

Digital Ads: Targets **fashion enthusiasts, students, professionals, and sustainability advocates** on **Instagram, Facebook, TikTok, and LinkedIn** to boost ticket sales and visibility.

Influencers: Leverages **sustainability fashion influencers** on Instagram and TikTok to **promote event values, driving engagement, ticket sales, and expanding audience reach**.

Surveys: Distributed **before, during, and after events** to **gather feedback from attendees, participants, designers, and sponsors**, helping understand **preferences, also to measure satisfaction, and identify improvement areas**.

OFFLINE

Flyers/Posters: Promote the event in key locations like **Plaça Catalunya, El Raval, Gothic Quarter, and universities, collaborating with local businesses and street teams**. Eco-friendly materials to align with sustainability values.

Banners/Flags: **Citywide banners** to boost **visibility and attract locals and tourists**, highlighting sustainable fashion.

Meetings: Meetings with **sponsors, partners, and investors** to secure support for sustainable fashion and cultural conservation.

Merchandise Products: **Eco-friendly** branded merchandise like **tote bags, t-shirts, posters, and keychains** to promote the event and increase brand visibility.

Other Channels of Communication: Use **Mailchimp, Instagram, Facebook, and LinkedIn** for **targeted campaigns, event highlights, and community engagement**.

MEASURING SUCCESS

The event's success will be evaluated through **social media engagement, press coverage, attendance rates, designer and participant engagement, cultural impact, sponsor satisfaction, and environmental impact.** Social media mentions, shares, likes, and comments will gauge reach and excitement. Positive reviews in local fashion media will assess press coverage. Attendance rates will be monitored by **comparing invitations to actual attendees.** The cultural impact will be measured through **industry discussions and follow-up events.**

BUDGET

Promotional Activity	Cost (€)	Implementation time
WordPress website	8 / month	Starting in November 2024
Flyers / posters	350	January 2025
Banners by Ajuntamento de Barcelona	0,00	January 2025
Instagram & Facebook ads	300 / month	Starting in January 2025
Email marketing (Mailchimp)	0,00 (in first year)	Starting in January 2025
YouTube ads	150 / month	Second year
Spotify ads	22,50 / month	569,78
LinkedIn ads	30 / month	Second year
Digital designs by Sude	0,00	Ongoing

Infrastructures and technical requirements

See Annex Chapter 7

CAPITAL AND OPERATIONAL NEEDS

This initial deficit is acceptable as our focus is on establishing the brand and long-term planning. We expect to **break even** in the second year by **optimizing operations and expanding revenue streams**. Sponsor collaboration and efficient use of volunteers are key to **reducing costs and maximizing impact**, ensuring PatriModa's sustainability and growth.

Category (year 1)	Cost (€)
Venue rental per event	13.650,76
Technology and Equipment (included in venue fee)	0,00
Personnel Expenses	54.800
Marketing and Advertising	5.017,50
Ticketing Costs	3.641,56
Operational and Material Costs	569,78
Depreciation	735,72

THE VENUE



Casa Rius, a centrally located Barcelona venue, is perfect for PatriModa, a company promoting **culture, communication, and entrepreneurship**. With easy public transport access, it serves as a creative hub for artists and creators, blending 19th and 20th-century industrial style with contemporary business. The **426 m²** venue offers natural light and a central skylight, making it an ideal space for events. The rental cost is **€13.650,76**, including **venue rental, technological equipment, staff, security, access control, cleaning, Wi-Fi, and restrooms**.

Economical and financial management

See Annex Chapter 8

GLOBAL BUDGET

	Year I.	Year II.	Year III.
Total self-financing revenue	€61.561,90	€71.148,33	75.771,59 €
Total self-generated revenue	€52.500,86	€53.963,40	56.317,95 €
Total public funding	€18.000,00	€16.500,00	13.000,00 €
Total revenue	€132.062,76	€141.611,73	€145.089,53
Company registration fee (incl. notary)	€450,00	€0,00	€0,00
Personnel expenses	€ 54.800,00	€ 54.800,00	€54.900,00
Venue and event costs	€27.637,76	€ 23.542,53	€22.177,46
Marketing and advertising	€5.113,50	€4.524,38	€4.745,79
Ticketing costs	€3.641,56	€4.496,20	€5.188,21
Crowdfunding costs	€31,50	€32,25	€33,75
Operational and material costs	€569,78	€82,78	€282,78
Estimated value of in-kind sponsorships	€45.090,86	€47.313,40	€49.567,95
Depreciation	€735,72	€735,72	€735,72
Total expenses	€138.070,68	€135.527,26	€137.631,65
Surplus / Deficit	-€6.007,92	76,55 €	€ 7.534,43

Our budget for PatriModa includes total **expenses** of **€138.070,68** against projected **revenue** of **€132.062,76**, resulting in a first-year **deficit** of **€6.007,92**. This loss is acceptable because our first-year focus is on learning, **gaining experience**, and **building brand recognition** rather than immediate profit. We anticipate **breaking even** in the **second year**, and based on research and estimated educated guesses, we project a modest **profit in the third year**, ensuring long-term sustainability.

TICKET PRICING AND SELLING STRATEGY

Our ticketing strategy offers flexibility, value, and budget-friendly options. **Early bird tickets (20% discount)** start in **January 2025**, with **general admission** starting at **€80**, single-day tickets at **€40**, and **15% discounts** for students and retirees.

REVENUE STREAMS

SELF-FINANCING

The company plans to **sell early bird tickets** in **January**, with the remaining tickets sold in **February, March, and April**. A **5% revenue increase** is projected for **October 2025**. **Digital designs** will be available online starting **December 2024**. Participants and vendors will pay **€350** and **€275**, respectively.

SELF-GENERATED REVENUE

PatriModa is utilizing **crowdfunding campaigns** to raise funds for events, aiming to engage the community and enhance the event. They are also securing **sponsorships** to cover costs, ensuring quality and financial efficiency. The **self-generated revenue** is expected to reach **€52.500,86** in the **first year**, **€53.963,40** in the **second**, and **€56.317,95** in the **third**.

PUBLIC FUNDING

We're seeking public Spanish **funding** from MITECO, EU programs, and Catalonia textile and fashion associations for sustainable, innovative fashion projects, with estimates of **€18.000** in the **first**, **€16.500,00** in the **second**, and **€13.000** in the **third**.

Considering this information, our first year **estimated revenue** is **€132.062,76**.

EXPENSES

The **event costs** include personnel expenses, venue and event expenses, marketing and advertising costs, and operational and material costs. The founders earn **€18.000** annually, while event workshop hosts earn **€400** in total. Marketing and advertising costs for year 1 include **€5.113,50** for traditional and digital media, maintenance fees for WordPress, and **9% fee** for Eventbrite. Operational and material costs include **€569,78** for office supplies and event-specific items. Depreciation costs for equipment include **€1,31 per month** for a printer and **€60 per month** for laptops.

In-kind sponsorships provide **€23.805,43** for support.

SPONSORS

PatriModa is supported by **various sponsors and collaborators**, including Dhub, Ajuntament de Barcelona, ESDI, CTF, Aitpa Foundation, Museu Textil, Barcelona Activa, Cultura Inquieta, Timeout, Nextil, Textile from Spain, Casa Rius, Academia de la Moda Espanola, Model Management, Estrella Damm, and Vichy Catalan.

Evaluation process

See Annex Chapter 9

TEN PROJECT MILESTONES.

Category	Year 1 Milestones (2024-2025)
Financial Milestones	Sell 400 tickets ; secure €20.000 in sponsorships per event; increase fees by 5% for the second event; obtain €15.000 in grants.
Marketing and Brand Recognition	Launch brand identity and website; establish social media presence; reach 2.000 Instagram and 500 Facebook followers; collaborate with 2 influencers ; run ad campaigns; distribute flyers and posters.
Product and Service Expansion	Finalize services for vendors and participants; develop merchandising strategy; establish local partnerships.
Event Success	Aim for 400 attendees , increasing by 5% for the second event; achieve 80% satisfaction rate ; meet revenue targets; secure 3 media mentions .
Community and Network Building	Establish partnerships with local businesses, organizations, and influencers. Create networking opportunities during events. Gather feedback to improve community engagement. Build social media community and increase engagement. Recruit and manage volunteers effectively.
Innovation and Growth	Experiment with innovative event formats (themed zones). Collect feedback for improvement and innovation. Launch sustainability initiatives (waste reduction, eco-friendly materials).
Operational Efficiency	Streamline registration and logistics; implement process improvements; develop risk management plan.
Customer and Vendor Relationships	Achieve 85% vendor satisfaction rate based on post-event surveys and feedback.
Safety	Monitor and record safety incidents to maintain a safe environment and assess the efficacy of safety measures.
Production Timeline Adherence	Monitor adherence to production timeline milestones to ensure tasks are completed on time and events are ready.

ENVIRONMENT STATEMENT

PatriModa is dedicated to **sustainability**, using recycled materials and recyclable disposable items at events. They promote **eco-friendly practices** and use **advanced technologies** to minimize resource consumption. Events include talks and workshops to educate attendees on incorporating sustainable practices into daily life.

SAFETY & HEALTH PLAN

PatriModa has a **fully insured venue** with clear **evacuation plans, fire safety measures** and **AED devices**. It conducts thorough risk assessments, provides mandatory safety briefings, and enhances hygiene practices for a secure and enjoyable event.

TECHNOLOGICAL PLAN

PatriModa plans to enhance its event's reach and engagement using various technological tools. A dedicated **website** will provide event information, while **social media profiles** will be used for marketing and community engagement.

RISK MITIGATION PLAN

The PatriModa event is set to be executed with a focus on **identifying risks and mitigating them**. Key measures include **early meetings, backup models, and volunteer training**. Health precautions include **food allergies, injury, and fire emergency plans**. Technological issues will be addressed through **pre-event checks and backups**. The event will ensure venue availability, personal belongings safety, and avoid excessive alcohol sales. Financial support will be raised through **grants, crowdfunding, and merchandise**. Sales will be increased through early bird tickets and student / retired **discounts**.

PatriModa's Future

HONORING HERITAGE, EMBRACING SUSTAINABILITY

PatriModa is the combination of two Spanish words Patrimonio and Moda, which outline our project identity.

Looking ahead, we plan to host the PatriModa event twice a year, in April and October, maintaining successful structures while introducing new themes and focuses to reflect evolving trends. For instance, our October events will emphasize craftsmanship and showcase fall/winter collections. We see significant expansion opportunities in Barcelona, aiming to establish the city as a hub for sustainable fashion and heritage preservation. As we grow, we plan to extend into other markets, attracting attendees and professionals from around the world and transforming PatriModa into a global platform.

To support this international growth, we will add more languages to our platform and events, hire translators, and seek international cooperations and partnerships with fashion institutions, sustainable brands, and cultural organizations. Our goal is to create an inclusive community dedicated to sustainable fashion and cultural preservation, setting new industry standards and ensuring that future generations can enjoy and learn from textile heritage. Through continuous innovation, PatriModa will remain at the forefront of the sustainable fashion movement, driving positive change and inspiring others to join us in preserving the beauty and significance of textile arts.