



TEX-MED ALLIANCES

Webinar - Infoday 1

Bando per la candidatura di progetti di capitalizzazione

Capitalizzazione buone pratiche

Susanna Leonelli, Project Coordinator - TEX-MED ALLIANCES
(TEXFOR)

Lead Beneficiary



TEXFOR
Spanish Textile Industry Confederation
(Spain, Catalunya)

Partnership



CTN
Industrial Association
of Northern Tuscany
(Italy, Tuscany)



SEPEE
Hellenic Fashion
Industry Association
(Greece, Kentriki Makedonia)



CETTEX
Textile Technical Center
(Tunisia, Ben Arous)



MFCPOLE
Monastir El Fejja
Competitiveness Pole
(Tunisia, Tunis)

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www.enicbcbmed.eu/projects/tex-med-alliances



GACIC
German Arab Chamber
of Industry and Commerce
(Egypt, El Iskandanyah)



ACI
Amman Chamber
of Industry
(Jordan, Amman)



الاتحاد العام للصناعات الفلسطينية
Palestinian Federation of Industries

PFI
Palestinian Federation
of Industries
(Palestine)

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Inquadramento progetto:

Title:	Textile Mediterranean Alliances for Business Development, Internationalization, and Innovation
Countries:	7 (Spain, Italy, Greece, Tunisia, Egypt, Jordan, Palestine)
Partnership:	8 Organizations (3 EU+ 5 MPC) 5 Associate Partners
Duration:	36 months (September 5th 2019 – September 4th 2022)
Budget :	€ 2.822.734 (90% ENI grant: € 2.540.460; 10% Co-financing: € 282.274)



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Inquadramento progetto: Partenariato

BEN	TEXFOR	Spain
1	CTN – Confindustria Toscana Nord	Italy
2	SEPEE	Greece
3	CETTEX	Tunisia
4	MFCPOLE	Tunisia
5	GACIC – German – Arab Chamber of Commerce	Egypt
6	ACI – Amman Chamber of Industry	Jordan
7	PFI – Palestine Federation of Industries	Palestine

Inquadramento progetto: Partenariato

Associate Partners		
1	Sabadell City Council	Spain
2	Region of Central Macedonia	Greece
3	Euratex	Belgium
4	ETP - Textile European Technology Platform	Belgium
5	Thessaloniki Chamber of Commerce and Industry	Greece

Inquadramento progetto: obiettivi generali

Identificare e realizzare iniziative di “**Cross-Border Cooperation**” (**CBC**) che aggregano imprese ed altre organizzazioni economiche del settore T/A delle due sponde mediterranee su tre principali aree tematiche di interesse strategico :

- **Internationalisation**
- **Innovation**
- **Circular Economy**

L'obiettivo finale del progetto è di trasformare le iniziative di CBC di maggior successo in “**Euro-Mediterranean Alliances**”.



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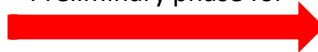


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Buona pratica Capitalizzabile:

CBC Initiatives
(«test»)

Preliminary phase for



Business Alliances
(Internationalization/Innovation/
Circular economy)



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Buona pratica Capitalizzabile/:

Approccio Innovativo che prevede due tipologie di Iniziative «Cross-border» per testare forme di cooperazione tra aziende/entità delle due sponde del Mediterraneo:

- «**Framework Initiatives**»: proposte e coordinate dai Partners di progetto (top-down approach), su tematiche «ampie» di interesse generale per il settore T/A nelle tre aree di progetto (Internaz, Innov, CE) («*contenitore*»)
- «**Specific Initiatives**»: funzionali alle FI, prevedono il coinvolgimento diretto di SMEs and BROs in ambiti più specifici di interesse delle aziende (bottom-up approach), («*contenuto*»)

Buona pratica Capitalizzabile:

Area:	Framework Initiatives:	Specific Initiatives:
Internationalization	"Fashion Restart"	<ul style="list-style-type: none"> • Producers/retailers' fashion local/regional Brands • Network of hubs for Fashion Trends services • Technical Textiles for Islamic wear • Modest Fashion collections - New Memo
Innovation	"Health Emergencies"	<ul style="list-style-type: none"> • New Textile Preventive Materials for sanitary emergencies • Framework for the production, testing and labelling of community cloth face coverings • Wearable technologies for health distant monitoring with the context of pandemic disease • Mediterranean Clusters of qualified SMEs of the T/C sector for Quick Response to Health Emergencies
	"Dyeing Small Batches"	
Circular Economy	"Circular Economy in the T/C Business"	<ul style="list-style-type: none"> • Develop waste to Sub-products portfolio • Re-use of Leftovers • Create Patchwork collections • Re-use of Second-hand machines

Buona pratica Capitalizzabile:

TOOLS a disposizione delle SMEs/BROs per partecipazione/implementazione delle CBC Initiatives:

1. **Qualified consultancy services** (esperti selezionati e contrattati dai Partners di progetto a supporto delle Iniziative)
2. **Sub-grants to MSMEs and BROs** per contribuire alla copertura di determinate categorie di costo per la partecipazione alle iniziative: “mission costs” e “costs to support product innovation/development”