



IDENTIFICATION AND SELECTION OF FRAMEWORK INITIATIVES AND SPECIFIC INITIATIVES

STEP 2.

“DESCRIPTION OF the 29 CBC INITIATIVES GATHERED AND THEIR CIRCULATION”.

TAM gathered all CBC Initiatives proposed by PPs. Asked for clarifications and then circulated them to all PPs for their knowledge and appraisal.



CBC INITIATIVE #1

CE1 - From waste to Sub-products portfolio

WP6: Circular Economy

Proposed by: **TEXFOR**

1.	Title of Initiative	From waste to Sub-products portfolio
	Subtitle or reason why of the title (if needed)	<p>The waste is, in many cases, a cost for the textile industry, it decreases the productivity and the implementation of a correct waste management system implies a cost.</p> <p>Sometimes this waste could be a new sub product and finally new raw material, either for the textile value chain or for other sectors.</p> <p>The reason of this initiative is to turn the waste produced by the textile industry into a sub-product in order to decrease the impact of this waste in environment and increase productivity and efficiency in facilities, tending to 0 waste, avoiding the cost of waste management.</p>
2.	Rationale, Opportunity to Grasp/Need to fulfil	<p>The opportunity lies in identifying the different types of waste generated by the textile industries, searching for recovery options to be used by another industry, within the textile sector itself or in any other.</p> <p>Exist several kinds of waste that can be used as new raw materials:</p> <ul style="list-style-type: none"> - Waste from several production units from production wastage as tissue remains which could be used to do recycled products. - Waste from several processes as dusty from yarn producers which could be used to create new agglomerate products adding resin, etc. - Packaging from plastic and cartoon waste could be easy recycled.
3.	Objective(s)	<p>The objective is to reduce waste with focus on Circular Economy principles and Industrial Symbiosis, improving the competitiveness of companies granting sustainability criteria to their production process.</p>



		<p>The project objective is triple:</p> <ul style="list-style-type: none"> - Reduce environmental impact of waste and reduce inefficiency tending to 0 waste. - Identify typology of waste and get a database with main waste in textile industry in different countries. - Create partnerships between T/C value chain producers and/or with other industrial sectors.
4.	Description of the Initiative	<p>The first step is the creation of a database and characterization of waste in order to register waste typology, waste management (differentiating hazardous and non-hazardous waste, composition and other technical specifications).</p> <p>Waste should be characterized by:</p> <ul style="list-style-type: none"> • Management and storage system • Hazardous/non hazardous waste. • Composition of waste and other technical specifications as: density, size, etc. <p>Secondly create a report with waste reduction recommendations and new uses possibilities.</p> <p>To create this report it will be necessary:</p> <ul style="list-style-type: none"> - Share information about correct waste identification. - Research on waste typology of each production unit, characterization and quantity. - Identification of waste use possibilities and transformation into new raw materials opportunities through circular economy principles + industrial symbiosis. - Identify other industries which could use these new raw materials.
5.	Critical factors	<p>Critical factors will be getting the information and homogenization of data. It will be important to create guidelines to identify what is hazardous and non-hazardous waste.</p>
6.	Possible needs for supporting the initiative	<p>It will be necessary the implication of project partners and facility identification of waste.</p>
7.	Foreseen actors (if any)	<ul style="list-style-type: none"> • SMEs from textile industry • Specialist in waste • Specialist in internationalization. • Companies from other sectors which could use the new raw materials



8.	Potential Alliance	Symbiosis Industrial alliance between T/C companies and/or other sector companies, to re-use the produced waste creating a new added value product (raw material) or the possibility of a new business model based in sustainable principles
9.	Future sustainability of alliance	Business relationship monitored by project partners.
10.	Other remarks	
11.	TAM remarks	<i>In Spain and Italy (likely in Greece) there are already projects/programmes or regulations that foster waste re-utilization. The project should be linked to those existing actions. We should search real cases/practises: e.g. in Sicily a new company developed an artificial yarn starting from the waste (peel) of oranges used for juices. Oranges can be imported from several Med countries or the yarn can be produced in several countries if the technology is available,</i>
12.	GACIC remarks	<i>By this initiative is it meant the waste/unsold garments? Or used old garments? Since we here in Egypt unfortunately have a large segment of the population under the poverty line used garments are usually donated to the poor.</i>
13.	ACI	<i>Add municipalities and technology centres as actors</i>
14.	PC remarks	<i>the outputs of this idea (data base and report) seems too "theoretical" and not very much in line with the Project's expected results/outputs</i>



CBC INITIATIVE #2

CE2 – Leftovers

WP6: Circular Economy

Proposed by: Confindustria Toscana Nord (CTN)

1.	Title of Initiative	Leftovers
	Subtitle or reason why of the title (if needed)	A new edition of a successful TMC initiative
2.	Rationale, Opportunity to Grasp/Need to fulfil	The mentioned CBC initiative meets the emerging demand of independent fashion content for the middle class in South Mediterranean countries with the supply of high-quality raw materials (yarns, fabrics) made in the European Clusters at affordable price for the South Mediterranean fashion manufacturers.
3.	Objective(s)	Test and spread a model of communication and work among operators, based also on ICT solutions, (that is efficient and inexpensive) in order to respond to the above needs.
4.	Description of the Initiative	<p>Based on the previous experience, the stages of the initiative can be designed as follows:</p> <ol style="list-style-type: none"> 1. Identification of quantitative and qualitative information on Prato's textile leftovers (grey and fancy yarns, grey and finished fabrics for apparel). 2. Identification of technical constraints and habits in Tex-Med fashion manufacturing (e.g. times of collections, machinery at disposal, etc.). 3. Identification of a template to circulate requests and offer of leftovers among the different clusters. 4. Identification of a temporary virtual place to match the supply and demand of leftovers 5. First commercial contacts activation and testing (the circulation of samples of fabrics and yarns) 6. In-coming missions to the countries offering leftovers 7. Organisation of a networking event during the Circular Economy Forum in Fall 2020 between supply and demand



		8. Design of a stable virtual place and template to match supply and demand
5.	Critical factors	<ul style="list-style-type: none"> - Technical constraints and habits in Tex-Med fashion manufacturing (e.g. times of collections, machinery at disposal, etc.). - funding for the in-coming mission to Italy or Spain
6.	Possible needs for supporting the initiative	The main need is the commitment of PPs to the Initiative for the involvement of local SMEs
7.	Foreseen actors (if any)	<ul style="list-style-type: none"> - textile companies in Italy, Spain - garment makers in the South Mediterranean countries
8.	Potential Alliance	Each alliance might be intended to make available affordable raw materials produced in North Mediterranean clusters to the fashion clothing manufacturers of the South Mediterranean clusters.
9.	Future sustainability of alliance	<p>The sustainability of this kind of alliances implies the definition of a:</p> <ul style="list-style-type: none"> - list of interested companies of both sides - agreed template with technical information to match demand and supply - a virtual place or an institutional body to let actors be aware of the successful matches.
10.	Other remarks	
11.	TAM remarks	<i>As already proven, this initiative is a good CBC example, but how will it be able to turn into a structured Alliance?</i>
12.	PC remarks	<i>In order not to be a simple replication from the first project and increase chances for post-project sustainability it would be necessary to establish not a temporary but a permanent virtual place to match the supply and demand of leftovers ; very good to match with CE5</i>



CBC INITIATIVE #3

CE3 – Patchwork

WP6: Circular Economy

Proposed by: FIM

1.	Title of Initiative	Patchwork collections
	Subtitle or reason why of the title (if needed)	<p>It is naive to think that the world will pick itself up and conduct life as normal after the Corona virus pandemic is over. In such times when we are forced to think “Sustainable” One thinks of what to do with old clothes: <u>Cut them into pieces and create “patchwork”</u>: this is what people did a long time ago to re-use old clothes in a new way. If one goes a step further: There are tons of fabrics in the world that are cut into samples by fabric manufacturers; normally all those “sample hangers” and other sample pieces as big as one meter are thrown away after fairs or after the season is over. We want that Tex-Med Alliances partners collect these pieces for us from their members, and we want to have Micro enterprises working in design to create collections out of them. Strong colour knowledge and a lot of creativity and humour will be used to create garments with a very high level of aesthetic values.</p> <p>We can also add used clothes, if a method for collecting them is created together with the assistance of local government and municipalities</p>
2.	Rationale, Opportunity to Grasp/Need to fulfil	<p>This is a trend that, I predict, will become strong after the Corona scare is over: sustainability and care for the environment will come on top. The trends show that fast fashion is beginning to weaken; while small is becoming beautiful. Trendy young people will want to show that they are actively taking part in saving the planet. This initiative will build its success on that trend and will start a unique trend in sustainable fashion, one micro company after the other.</p>
3.	Objective(s)	<p>Creating competitive collections in sustainable fashion created by young designers</p>
4.	Description of the Initiative	<p>The fabric samples will come from all the countries that produce fabrics given to micro design entities in their country/region to create collections. To increase</p>



		<p>the collaboration between the PPs, fabrics will be sent to the southern PPs for design and production, and consultants will be hired to oversee the collections branding, design and Production plus delivery to markets.</p> <p>This will not only help save the environment, but it will also place the young designers in a situation where strong technical support can come from consultants and help these young people into becoming solid companies both technically and economically.</p> <p>After all, the textiles are free, and the cost of collecting used clothes/wash them cut them into pieces will still be cheaper than using new fabrics.</p>
5.	Critical factors	<p>Hoping that the textile producers are slow in throwing away their sample hangers and extra pieces.</p> <p>Research at the local level on how to collect old garments for recycling</p>
6.	Possible needs for supporting the initiative	<p>Consulting assignments in branding, design, marketing and technical support to young designers (A priority within CBC MED)</p>
7.	Foreseen actors (if any)	<p>The cooperation of PPs in the initiative, and the agreement of the textile manufacturers to give away what they normally throw away</p>
8.	Potential Alliance	<p>All PPs who have textiles manufacturing for fashion</p>
9.	Future sustainability of alliance	<p>This activity will create a very small market share, in small units to start with. Eventually, and just like what happened to denim and “washed garments” that started in the early 90’s and mushroomed, this trend has an opportunity to make its mark. Tex-Med alliances would be the first one creating this trend.</p>
10.	Other remarks	<p>Any ideas that can strengthen the initiative are welcome</p>
11.	TAM remarks	<p><i>The critical factors have been already identified by FIM. Their overtaking must be assessed by PPs</i></p>
12.	GACIC remarks	<p><i>The quality of the fabric will play a major role here, if we want this patchwork to reach out to a certain segment of consumers. Collecting old garments in our region could be difficult, most of them are donated.</i></p>
13.	PC remarks	<p><i>Despite it concerns a "niche segment", easy-to-sell idea vs Agency (involvement of young designers, Micro enterprises, recycling principles, etc). Critical point: how can the sample hangers/old clothes be collected? Why PPs members shall donate them to the project? Any reward?</i></p>



CBC INITIATIVE #4

CE4 - Post-consumer Waste Challenge

WP6: Circular Economy

Proposed by: **TEXFOR**

1.	Title of Initiative	Post-consumer Waste Challenge
	Subtitle or reason why of the title (if needed)	<p>There is a huge challenge in processing textile waste from old garments. It is complex and it has a high technical difficulty:</p> <ul style="list-style-type: none"> - Mix of raw materials in garments which do difficult and expensive to recycle garments. - Difficult identification of raw materials compositions. - High costs to separate different raw materials and accessories. - Quantity and quality of garments in the market. <p>This initiative pretend to provide information to analyse and find solutions to post consume waste management.</p>
2.	Rationale, Opportunity to Grasp/Need to fulfil	<p>Detect best practices and initiatives to solve the end of life of old clothes in order to recycle or give a second use in other industries in different countries according to circular economy principles.</p>
3.	Objective(s)	<p>The Initiative goal is to elaborate a report to know best practices and good initiatives to recycle, reuse or give uses to post-consumer textile waste (old garments).</p>
4.	Description of the Initiative	<p>This initiative will have the end result with a report to know:</p> <ol style="list-style-type: none"> 1. Initiatives to recycle and reuse old garment across different countries. 2. Know deeply from each country SWOT (Strengths, Weaknesses, Opportunities and Threats) to reuse and recycle old garments (post-consume waste) <p>It will be necessary to prepare forms with our partners and participation in order to detect initiatives and do a SWOT to analyse the problem and detect solutions.</p>



5.	Critical factors	<p>The critical factors are:</p> <ul style="list-style-type: none"> • Obtain relevant and objective information from each country. • Research labour to identify initiatives.
6.	Possible needs for supporting the initiative	<p>We will need the support from:</p> <ul style="list-style-type: none"> • Textile Industry • Other sectors
7.	Foreseen actors (if any)	<p>Industrial facilities TEX MED ALLIANCES partners Other industrials and textile recovery organizations</p>
8.	Potential Alliance	<p>The potential alliance is focused on:</p> <ul style="list-style-type: none"> • Creation of knowledge to re-use the postconsumer waste • New business models
9.	Future sustainability of alliance	<p>Strength relation between organizations with post-consumer waste, open new projects, and promote new business models between countries.</p>
10.	Other remarks	
11.	TAM remarks	<p><i>There are several national or sectoral action on this issue, the feasibility of the initiative should be discussed at the CE Forum that in the original project plan was foreseen in the second project semester.</i></p>
12.	ACI remarks	<p><i>After the crisis of COVID19, we think that there will be a lot of precautions and warnings to use or to re-use or to recycle the used (old) cloths, people will worry about the infections, even if this looks not valid regarding the life time of the virus on clothes or sterilization of used clothes.</i></p> <p><i>While in the other hand, there will be a huge amount of used "safety" clothes that are used in the medical sector and in industries. (Are these wastes should treated as hazardous waste?)</i></p> <p><i>Despite of the sequences of COVID 19, this initiative is very important one, the clothes waste will be finally dumped in the landfills in countries, unless we tried to circulate it to opportunities.</i></p> <p><i>The main objective of this initiative is to build knowledge, build database, and consider the best practices and prototype within the alliance.</i></p> <p><i>Differet stakeholders should be considered also: municipalities, environmental agencies (ministries), business associations.</i></p> <p><i>Also, we think that we can integrate initiative (9) which is considering the patchwork collections with</i></p>



		<p><i>this initiative, and priorities these two initiatives as one important initiative. Both initiatives focus on building the databases and to figure out the best practices and building new business models, rename the integrated initiative accordingly, for example: (circular fashion).</i></p> <p><i>One last remark: adding to the critical factors above the constraints of the availability of appropriate infrastructure for waste management in Jordan for example.</i></p>
13.	PC remarks	<p><i>As in CE1 the idea should be developed to involve enterprises (see "consistency"). Both CE1 and CE4 could be combined with CE3</i></p>



CBC INITIATIVE #5

CE5: Second-Hand Machines

WP6: Circular Economy

Proposed by: GACIC

1	Title of Initiative	TEX-MED Machines
	Subtitle or reason why of the title (if needed)	
2	Rationale, Opportunity to Grasp/Need to fulfil	One of the main problems in the Textile industry in Egypt is the machinery. The machinery is outdated and buying new machines that are up to date is a major investment many SMEs are not capable of. While in many of the northern countries do update their machinery regularly. This could also open an opportunity for the Micro enterprises like the small sewing workshops that rely on subcontracting orders.
3.	Objective(s)	When the factories in the south have updated machinery this will help them have better products that could then be up to the standards for international markets and the northern factories will have a channel to sell their outdated machinery. We will also have knowledge transfer from the north to the south.
4.	Description of the Initiative	Through a platform or the traditional B2B and matchmaking process the factories could be linked together. There might be a need to have also an entity that could ensure the payment process like insurance companies or banks, where instalments could be possible for SMEs to pay.
5.	Critical factors	The funds available by the project may be sufficient to enable the activity to start: providing expertise for the buyers, creating new designs of fabrics and marketing expertise; but the project cannot finance capital goods of course.
6.	Possible needs for supporting the initiative	Integrating other means for finding the funds to support the southern countries may be an option yet will be very difficult. SO maybe the starting point would be that the SMEs themselves can pay for the machines, if they will be convinced that the outcome will be profitable?



7.	Foreseen actors (if any)	
8.	Potential Alliance	Textile factories from the north that want to sell their “outdated” machines, i.e. more than 5 years old to textile factories in the south for whom a 5 years ago model would still be an update in comparison to their much more outdated machinery. Both parties could form a partnership.
9.	Future sustainability of alliance	
10.	Other remarks	This might be an appealing idea for the European companies to take part in , what will then be needed is to provide product development and marketing support to the Egyptian SMEs, maybe then it could be continued with the FI “Local and regional brands” suggested by FIM.
11.	TAM remarks	<i>Actually, the Initiative is focused on Egyptian needs. We should understand if other regions/countries can be involved in order to wide up the its CBC scope. Additionally, it is based on the assumption that in Italy, Spain and Greece (Tunisia?) there is a second-hand machine market that fits with the Egyptian needs. How is the current situation? Replaced old machines are returned to the suppliers of the new ones? (similarly, to the car market) or they are independently resold in the second-hand market? Are there specialized international traders?</i>
12.	PC remarks	<i>Good combination with CE2 to evolve from the previous project</i>



CBC INITIATIVE #6

CE6: Sustainable Wool Fashion

WP6: Circular Economy

Proposed by: MFC POLE

1.	Title of Initiative	Sustainable WOol Fashion value chain DEMOnstration (SWOF-DEMO)
	Subtitle or reason why of the title (if needed)	
2.	Rationale, Opportunity to Grasp/Need to fulfil	<p>There is accumulating evidence that consumers are impacted by the perceived sustainability of brand, are willing to pay a premium for products from a sustainable brand over a non-sustainable competitor brand.</p> <p>Value and ease of purchase are still the main drivers of purchase decisions, but sustainability is becoming a bigger factor. A 2019 survey led by Hotwire found that 47% of internet users worldwide had ditched products and services from a brand that violated their personal values. Protecting the environment topped that list.</p> <p>A major challenge for the textile industry is that there are no ecological chemicals available on the market for certain textile functions. The development of ecologically and functionally acceptable alternatives is therefore the focus of innovations. Environmentally friendly methods, the use of wool and the use of plant dyes are topics that are taken up in various projects.</p> <p>If we take into consideration wool fibres, there are opportunities at Mediterranean level to reinforce the positions in the supply chain, organising the control and support of the different processing phases in Med countries by leveraging traceability, quality, need and know how through a vertical integration approach with key suppliers creating agreement and joint ventures.</p> <p>Economic and sustainable innovations come from several initiatives led in various regions covered by</p>



		<p>TEX-MED ALLIANCES project. Examples (at Monastir Cluster) :</p> <ol style="list-style-type: none"> 1- Natdyes startup produces natural colours (80% from agrofood industrial waste, i.e, olive oil industry) used to dye textiles. 2- GTEX B CORP is specialised in producing a high quality wool semi finished products
3.	Objective(s)	<ul style="list-style-type: none"> - Fill in the gap of sustainable wool fashion value chain by gathering sustainable initiatives/ innovations led in TEX-MED ALLIANCES region and building alliances (wool processing, natural dyeing, marketing) (examples in Monastir, Prato, ...) - Increase the profitability and sustainability of wool fashion in TEXMED ALLIANCES project regions - Demonstrate and promote the sustainable wool fashion product (digital marketing as a tool)
4.	Description of the Initiative	<ul style="list-style-type: none"> - Assess the market of Sustainable wool fashion (consumption needs and trends) - Gather sustainable initiatives - Build an alliance - Demonstrate one sustainable product
5.	Critical factors	<ul style="list-style-type: none"> - Investigation of the market (eco-consumer needs and eco-consumption trends) - Certification and supply chain traceability
6.	Possible needs for supporting the initiative	Implicate the final consumer to establish a feasible market strategy
7.	Foreseen actors (if any)	
8.	Potential Alliance	The Alliance would be possible and operational only if approved/appointed by the potential customer
9.	Future sustainability of alliance	Marketing strategy
10.	Other remarks	
11.	TAM remarks	<i>Natdyes and Gtex do they already have international agreements? Any substantial feedbacks?</i>
12.	FIM remarks	<i>Although we still don't know the quality of the wool yarns mentioned above; this can be a good starter. To strengthen the FI, photos and use suggestions of examples made of the wool yarns already produced would enlighten us all. Once that is established, an effort in product development could be added to provide yet another</i>



		<p><i>competitive advantage, where we can have the environmentally sound product coupled with good design.</i></p> <p><i>And/or devise ways to weave / knit the yarns on modern machinery to lower costs.</i></p>
13.	PC remarks	<p><i>The output of the idea is not very clear to me: a certified sustainable wool fashion product or brand?</i></p>



CBC INITIATIVE #7

INN1: Dying small batches

WP5: Innovation

Proposed by: TAM/CETTEX

1	Title of Initiative	Dying small batches/small items.
	Subtitle or reason why of the title (if needed)	Supporting SMEs for colorimetric development - Dyeing of small quantities for the collection - Helping companies to be more commercially present - Improve the quality of their dyeing services - Provide international SMEs with specific dyeing expertise.
2	Rationale, Opportunity to Grasp/Need to fulfil	Some of the many constrains that SMEs- in particular local/regional brands - have to face because of their limited size and capacity stem from: 1. hard access for small orders to raw materials (fabric in particular) at reasonable prices. 2- difficulties of adding value to their products by a good quality of finishing because of the small size of their batches (cost and technical constrains) as well as the low competence in the field dying (tests and production). Therefore, the need to fulfil is to provide them with appropriate equipment, expertise and facilities to overcome these weaknesses.
3.	Objective(s)	Support for companies that are already in demand and that have dyeing activities (piece dyeing, yarn dyeing, etc.) - Cutting-edge dye expertise Make a number of SMEs manufacturing “small items” (such as: beach wear, underwear/lingerie, accessories like foulards, scarves, hijabs, niqabs, etc.) be able to produce high quality dyed items. This may allow them to add value, be independent from strong suppliers of raw materials and give a better market position to their brands.
4.	Description of the Initiative	This initiative is based on specific equipment to be purchased and installed by “Technological Resource Center” (CRT) in Monastir from CETTEX and managed by CETTEX resources with the support of experts.



		<p>The new “small batch dyeing unit” will serve all SMEs participating to the Initiative within the framework of the Project. The equipment will be used for small quantities and for testing. Tentatively all tests and dyeing activities will be done free of charge or at a minimum reimbursement cost. Cettex and CRT own right technical competences to provide the support to SMEs (final beneficiaries) for developing new skills and for mastering dyeing techniques. The dyeing equipment can be used for training, testing and production of small quantities.</p> <p>The acquisition of this equipment for the CRT will meet the specific objectives of the project in terms of the implementation of cross-border cooperation initiatives, internationalization and innovation. CETTEX's CRT Monastir is aimed in particular at companies where a major effort will be undertaken through technology watch, development activities, information sessions, awareness-raising and training, etc.</p> <p>CRT Monastir's activities will notably support:</p> <ul style="list-style-type: none"> - Companies active in Co-contracting or in finished product and to solve several problems between supplier and customer through expertise.. - Large companies that have dye development and finishing activities so that they have access to a greater choice of materials, colors and treatments at the lowest cost. <p>The location of Tunisia, which is at the heart of the Mediterranean, the mobility of partners across the subgrant and thus the digital means of communication and logistical means such as the rapid post can only be advantages for partners on both shores. South and north to benefit from the services of the CETTEX technological resource center</p>
5.	Critical factors	The location in Tunisia may represent an obstacle for those SMEs located in far countries (Jordan, Palestine) not for travel expenses (that are paid by the project) but for the travelling time.
6.	Possible needs for supporting the initiative	External experts, training sessions. Support of project management team for procurement of machines.
7.	Foreseen actors (if any)	SMEs possibly involved also in other FIs of the project
8.	Potential Alliance	The alliance to be build is around the first equipment for subsequent tests and small batches. Further development may include the duplication of facilities in other countries.



		<p>Indeed, the finishing platform of the CRT MONASTIR of CETTEX is the first platform on the scale of the southern shore of the Mediterranean which will meet the demands of these sectors, by developing prototypes and by benefiting companies:</p> <ul style="list-style-type: none"> - Competent staff - Equipment for product development and high-tech demonstration <p>.</p>
9.	Future sustainability of alliance	<ul style="list-style-type: none"> - Provide a service with a value well perceived by SMEs - Improve the integration of SMEs by switching to co-contracting and then to the finished product. - Better commercial presence - Collection development for participation in international fairs
10.	Other remarks	
11.	PC remarks	<p><i>Needed to justify the equipment purchase at project level. Ideally, this should be used for other Fis as well</i></p>



CBC INITIATIVE #8

INN2: Energy resources optimisation

WP5: Innovation

Proposed by: SEPEE

1	Title of Initiative	Energy resources optimisation
	Subtitle or reason why of the title (if needed)	Industry 4.0 prime application in developing economies
2	Rationale, Opportunity to Grasp/Need to fulfil	<p>Rationale & Opportunity</p> <ol style="list-style-type: none"> 1- Buyers in EU & USA are favouring green products that are environmentally friendly. Certified Green products have a competitive advantage. 2- Energy prices in developing countries are going up as their economies restructure and energy subsidies are reduced under pressure from lenders such as the World Bank. 3- Technology advances such as industrial internet of things IIOT – the backbone of I4.0 represent an opportunity to make manufacturing processes more intelligent, optimise resources, drive down costs and increase competitively. 4- Small economies and in particular the textile industry can have a productivity boost and increase their profitability by deploying such technologies
3.	Objective(s)	<ol style="list-style-type: none"> 1- Cut energy costs of textile producers by 5+%. 2- Deploy IIOT and I4.0 technologies with concrete application. 3- Empower manufacturers to deploy these technologies for other application such as lean manufacturing. 4- Such project return on investment should be 3 years or less. Energy cost savings can be measured by such ratio KWh/minute work or piece produced.
4.	Description of the Initiative	Put in place an energy management system that integrates production information, with energy consumption as well as equipment maintenance data. This involves the acquisition of energy meters and the upgrade of the manufacturers IT networks



		<p>infrastructure with IIOT gateways. This initiative will include many training courses such:</p> <ul style="list-style-type: none"> • Assessment of energy consumption and performance ratio and devising actions plans and priorities. • Training and how to use the new system. • Organisational restructuring to take advantage of such systems.
5.	Critical factors	<ol style="list-style-type: none"> 1- TRAINING: Introduce new culture and way of doing things by analysing and acting on the big data collected. 2- IT INFRASTRUCTURE: IOT I4.0 rely on basic infrastructure to be in place. 3- COMMITMENT: owners /managers of the manufacturing facility must be behind the project and considered as a top priority.
6.	Possible needs for supporting the initiative	<ol style="list-style-type: none"> a. Energy Experts / Auditors b. Textile industry Experts c. IOT/I4.0 experts
7.	Foreseen actors (if any)	<ol style="list-style-type: none"> a. BIZEYES TECHNOLOGIES: developing technologies specifically for emerging markets that take in considerations budget constraints, infrastructure constraints and organisational constraints. b. Local industries e.g. Greek/ Spanish / Italian ginning, dyeing, finishing, textile companies c. Technological Institutions e.g. CETTEX
8.	Potential Alliance	<ol style="list-style-type: none"> a. Identify manufacturers that are ready for such an initiative. b. Implement Pilot initiative in target markets and documentation of results. c. Introduce this system in the other manufacturers that are identified and are ready.
9.	Future sustainability of alliance	<ol style="list-style-type: none"> a. Train the trainers and system integrators in local markets. b. Open source such systems so that more local developers can contribute.
10.	Other remarks	
11.	TAM remarks	<i>How transform such Initiative into an Alliance among EuroMed SMEs?</i>
12.	PC remarks	<i>"consistency": the contribution of this idea relates to "sharing common knowledge on specific outputs". Difficult to envisage an alliance on this?</i>



CBC INITIATIVE #9

INN3: Fashion hubs network

WP5: Innovation

Proposed by: SEPEE

1	Title of Initiative	Tex Med Alliance fashion hubs network
	Subtitle or reason why of the title (if needed)	
2	Rationale, Opportunity to Grasp/Need to fulfil	<p>Rationale & Opportunity</p> <p>5- All fashion companies prepare their future collections based on specific fashion trends.</p> <p>6- Currently, there exist a few service companies e.g. WGSN, Carlin International, Fashion Snoops, and others offering such services on-line. The cost for subscribing to such services is well-above 10K euro per year, making it very difficult for an SME or an individual designer to subscribe.</p> <p>7- TEX MED ALLIANCES can set up a network of hubs that will use the fashion trends forecasting tools, will develop specific training courses / presentations focused on specific sub-sectors and offer these to interested companies at an affordable price.</p>
3.	Objective(s)	Develop a customised service targeted to SMEs and designers, providing up-to-date fashion forecasting services and fashion training / consulting
4.	Description of the Initiative	<p>Fashion Trends is a service targeted to designers both freelancers and corporate employees. It aims at providing training and hands-on support to designers in all aspects related to fashion trends related to sustainability issues.</p> <p>The service is offered in a continuous circle from observing the society, gathering data, analysing, interpreting, and synthesizing.</p> <p>Issues examined and monitored: the general environment (socio-economic, cultural and political), the market / consumer trends (consumer research, brand and competitor analysis, sales, catwalks,</p>



		<p>fashion shows, exhibitions, etc.) and product details (colour, materials, design).</p> <p>The Trends service offers short term (i.e. 6 months-1 year) and longer-term (i.e. 2 years) trends. The outcome is either a short training course aimed for the more general public or an in-depth technical hands-on training / prototyping course for designers / industries.</p>
5.	Critical factors	<p>4- Subscription of Trends service providers to relevant service e.g. Fashion Snoops</p> <p>5- Identification of local experts that will develop trend reports / training / guidelines in a periodic manner.</p> <p>6- Identification of critical mass of SMEs willing to subscribe to such a service in order to be self-sustainable.</p> <p>7- Training of local trainers in order to train designers (both fashion designers as well as individuals with a more artistic / cultural / arts background).</p>
6.	Possible needs for supporting the initiative	d. Fashion Design Experts
7.	Foreseen actors (if any)	<p>d. SEPEE to act as a service provider</p> <p>e. Local industries</p>
8.	Potential Alliance	<p>d. Identify designers that are ready for such an initiative.</p> <p>e. Implement Pilot initiative in one region</p>
9.	Future sustainability of alliance	<p>Service can be self-sustained from SMEs and designers. Costs include:</p> <ul style="list-style-type: none"> - Annual subscription to fashion forecasting service - Technical support from designers that will develop periodical fashion trends reports - Promotional costs for reaching target group - Administrative costs.
10.	Other remarks	
11.	TAM remarks	<i>Actually, the idea is to set up a consortium (the Hubs Network or the Alliance) for procurement of the fashion trend materials as well as to share or utilize designers?</i>
12.	PC remarks	<i>Who and How to buy the subscriptions to the fashion trend providers? With all related consultancy/training services risks to be too expensive</i>



CBC INITIATIVE #10

INN4: Best Natural Raw Materials

WP5: Innovation

Proposed by: **TEXFOR**

1.	Title of Initiative	Identify Best Natural Raw Materials
	Subtitle or reason why of the title (if needed)	
2.	Rationale, Opportunity to Grasp/Need to fulfil	<p>The boundary planet limits and actual challengers in decarbonization, no pollution, care about natural resources, etc. do especially important identify best raw materials. In the consortium there are important producers' countries as example: cotton production in: Egypt, Greece or Spain but it is no identify sustainability attributes in order to add value to end product.</p> <p>The opportunity is to identify best raw materials suppliers with focus on water, chemical and energy use, adding the social labour conditions too, in order to get raw materials with sustainable attributes (environment and social). This includes cotton, linen and other that we could explore to strengthen commercial and good practices between countries.</p>
3.	Objective(s)	<p>The Initiative goal is to know the best natural raw materials by countries collecting information about sustainable attributes for launching sustainable products. This product will be positioned in the top segment of the market and characterized by:</p> <ul style="list-style-type: none"> • Social conditions • Water, Chemical and Energy use and soil management. <p>The project objective is to create synergies along the T/C chain: raw materials producers and textile manufacturers.</p>



		If the common effort is successful the initiative will be turned into portfolio with best raw materials and alliances among partners.
4.	Description of the Initiative	<p>The first step is to get information about which natural raw materials exists and what are the conditions for their production. Without this real asset the initiative risks to remain too theoretical or abstract and create a sustainable natural raw materials portfolio.</p> <p>To get this information it will be necessary:</p> <ol style="list-style-type: none"> Identify type of raw materials by country. Create database to collect information about raw materials producers and raw materials availability. Create forms to extract information. Contact raw materials producers Research by other studies information about raw materials to compare each other and create own benchmark from different resources and forms. Prepare portfolio of raw materials with social and environmental attributes. Transfer this information to all the partners.
5.	Critical factors	The initiative will be successfully if all the partners do a good identification of key players and natural raw materials.
6.	Possible needs for supporting the initiative	The main need is the participation of different stakeholders by country related with raw material (producers association, technological centres, others...) to pull information about raw materials.
7.	Foreseen actors (if any)	<ul style="list-style-type: none"> Agriculture associations. Raw materials associations (if exists) Experts in natural/new fibres (yarns/fabrics) Technological centres
8.	Potential Alliance	The potential alliance is creating commercial interactions to develop new products with sustainability attributes.



9.	Future sustainability of alliance	The sustainability is given by the strength between raw materials producers and industrials which will use this raw material.
10.	Other remarks	
11.	TAM remarks	<i>Significant magnitude, the success of the Initiative depends also by the cooperation of many external bodies. Assess feasibility of creating an Alliance within the project duration.</i>
12.	GACIC remarks	<i>Could we here for example cooperate with UNIDO program for their Better Cotton Initiative?</i>
13.	PC remarks	<i>possible combination with CE6?</i>



CBC INITIATIVE #11

INN5: Preventive Materials for Sanitary Emergencies

WP5: Innovation

Proposed by: **TEXFOR**

1.	Title of Initiative	New Textile Preventive Materials for sanitary emergencies
	Subtitle or reason why of the title (if needed)	
2.	Rationale, Opportunity to Grasp/Need to fulfil	<p>The dangerous shortage of supplies for health use and the population fighting the COVID-19 pandemic has focused new attention on the need for more reusable medical or hygienic protective clothing.</p> <p>Companies have no choice but to adapt as quickly as possible during the coronavirus pandemic. While some companies have closed or suspended their activities, others aim to benefit from the outbreak through change and innovation. It is a big challenge since most of those textile companies comes from a more traditional production use such as fashion or home textiles and are not aware of the procedures and standards needed to market a health product</p> <p>The textile industry has an important role to prepare technical material to use as a preventive tool used by professionals or society in general to avoid infections.</p> <p>Textile fabrics are available in three main categories of knitted fabrics, woven and non-woven. Today, the solutions used for the medical sector are based on non-woven fabrics, but there are not too many bibliographies on the use of woven textiles with different layers of fabric that could be used to find solutions.</p> <p>The opportunity is to obtain greater availability of textiles for preventive use in emergencies to have a faster availability of products.</p>
3.	Objective(s)	The objective of the Initiative is to help textile companies to identify the best woven and woven (non-needle knitting) fabrics, finished materials and



		<p>processes to create masks or other available medical products to protect people according to international standards of European standards with woven and woven fabrics.</p> <p>This objective allows promoting R&D departments and activities to implement technical knowledge within companies to establish a more strategically aligned approach in new product development departments.</p>
4.	<p>Description of the Initiative</p>	<p>The initiative is composed by several tasks in order to help industrial companies to develop a textile product to create health products that can be approved based on the regulations in each project's member countries:</p> <ul style="list-style-type: none"> h. Identify and select supply chain actors. i. Review the process of new product development through economical support to: <ul style="list-style-type: none"> a. A study on material selection to obtain the textile characteristics and properties most suitable for the final application. Fabric selection is done based on fabric quality required, fibre content, surface texture, hand feel, physical and chemical properties. b. Samples development: type of fibres, weaving and knitting technology, textile finishing, study to achieve the best construction of the textile layers. c. Fabrics testing: Standards test methods such as Breathing Resistance and Bacterial Filtration Efficiency in vitro d. Sewing and manufacturing companies to the pattern making and the final stitching product j. Create a guideline to develop new material creation.
5.	<p>Critical factors</p>	<p>The companies willing to produce reusable health products have to find the right textiles first. For this, it is very important to invest in R&D departments in new textiles and products to achieve the best textile structure and configuration.</p> <p>The initiative will be successful if we found industrial companies which want to participate and if we find new fabrics or mix several textile constructions with the suitable requirements to be applied for the medical sector.</p>



		New developments that can respond to and cope with viral epidemics same as the COVID-19
6.	Possible needs for supporting the initiative	The main need is the participation of different supply chain stakeholders by country related with products develop (industrials mainly fabric factories and textile manufacturing, laboratories, garment producer etc).
7.	Foreseen actors (if any)	<ul style="list-style-type: none"> Testing laboratories experts in medical sector. It must be able to carry out standardized test for the analysis of technical aspects related to textiles and medical requirements
8.	Potential Alliance	The potential alliance is creating opportunities to supply preventive and technical products and fabrics in order to prevent infections. Encourage internal activities in the textile companies focus on research and development and created new products to supply the demand of the population
9.	Future sustainability of alliance	An important cluster through Mediterranean countries to produce preventive and healthcare products in case of viral pandemic.
10.	Other remarks	
11.	PC remarks	<i>Due to the gained visibility, we must carry on with an articulated initiative related to COVID-19 emergency. Possible combination with INN9, INT9</i>



CBC INITIATIVE #12

INN6: Stairs

WP5: Innovation

Proposed by: ACI

1.	Title of Initiative	Stairs
	Subtitle or reason why of the title (if needed)	Support textile manufacturer to develop and adapt Technology, and use innovation on their companies
2.	Rationale, Opportunity to Grasp/Need to fulfil	Major players in the global textile market are involved in innovation to retain their positions and maintain a competitive edge in the market. The global textile market size was valued at USD 961.5 billion in 2019. The market size for smart Textile worth \$5.55 Billion By 2025. Which is niche market Based in several report the innovations in textile industry will have a positive impact on the market and contribute to its growth significantly over the forecast period.
3.	Objective(s)	<ol style="list-style-type: none"> 1. Encourage textile companies to use and work on innovative include material, process, and product. 2. Support developing and adaptation of textile new technologies. 3. Enhance the competitive advantages and develop business through innovation
4.	Description of the Initiative	<p>The initiative focused on innovation clusters for textile companies. The cluster can be vertically or horizontally. It can be product cluster, process, or any part of the textile value chain.</p> <p>A cluster must consist of interconnected firms in the same fields, specialized suppliers, service providers, firms in related industries, and associated institutions (such as trade associations, universities, technology transfer centres, etc.). The cluster should have at least 3 partners from two countries of the project at least. One of them must be a textile company</p> <p>The cluster target one or more from the following:</p>



		<ol style="list-style-type: none"> 1. Product: Produces innovative product such as advance material, or new innovative designs for fabric and textile. 2. Value Chain: across the value chain of textile. 3. Technology: <ol style="list-style-type: none"> a. Adapt new technologies b. Developing new technologies c. Technology scouting d. Process innovation <p>In addition to have Technology transfer services which is include IP services and fees.</p>
5.	Critical factors	<ul style="list-style-type: none"> • Identify the target and objectives of cluster is a must at early phase • All partners of the cluster should have a clear role • The fund will be mainly for the textile companies. They will manage the money for the rest of the partners from others sectors.
6.	Possible needs for supporting the initiative	<p>Fund Technology scouting Research and development IP support services</p>
7.	Foreseen actors (if any)	<p>Inventors Researchers Fab labs Technology transfer offices Engineering industries Designers</p>
8.	Potential Alliance	<p>The value chain of the textile manufacturing, in collaboration with different innovation partners.</p>
9.	Future sustainability of alliance	<p>Applied Research and development contract between textile companies and research centres, excellence centres, or with universities.</p>
10.	Other remarks	
11.	TAM remarks	<p><i>At a first appraisal the magnitude of the proposed Initiative overcome the limits of the project. How to make them consistent?</i></p>
12.	PC remarks	<p><i>The scope of the initiative is too generic. It has to be refocussed on more specific and identified objectives/actions.</i></p>



CBC INITIATIVE #13

INN7: Technical Textiles for Islamic wear

WP5: Innovation

Proposed by: FIM

1.	Title of Initiative	Technical Textiles for Islamic wear
	Subtitle or reason why of the title (if needed)	Using the same fibres/yarns that are used in sports clothing, with the characteristics of transporting sweat vapours out of the bodies in a way that is many times more effective than cotton (comfort) to weave fabrics that are suitable for the dark coloured “coats” that women wear in Middle Eastern and North African countries.
2.	Rationale, Opportunity to Grasp/Need to fulfil	The “coats” are normally made in polyester, a fabric that flows nicely, but is very unpleasant to wear in summer. If technical textiles are used, new products with much more comfort added value characteristics can be made available in those markets.
3.	Objective(s)	To create new collections of Islamic wear that are more comfortable, using new technologies with added competitive advantages
4.	Description of the Initiative	<p>The sports clothing of today have become technically oriented, using highly functional textiles for both casual and performance sportswear. Incorporation of microfibres, breathable barrier fabrics, innovative stretch materials, intelligent textiles, interactive materials such as phase change materials and shape memory polymers and wearable technology as a part of the functional design system in sportswear, will become routine in the product development process.</p> <p>The human body has an operating temperature of 37°C which it attempts to maintain under all Circumstances. During physical activity such as in sport the body temperature rises. The body cools down again through the excretion of perspiration. Perspiration creates moisture vapour. If this cannot be released outward through many layers of clothing a “green-house effect” results.</p>



		<p>To prevent the body temperature exceeding the comfort zone, the heat must simultaneously be dissipated outwardly. The human body has no problem excreting half a litre or even a whole litre of perspiration per hour provided that this process is not impeded by the relative humidity of its environment & clothing.</p> <p>The idea of this Framework Initiative is to use these remarkable smart fibres in Islamic wear.</p> <p>This will require technical alterations in terms of yarns used, as most sportswear items are knitted, the items required must be made more solid requiring woven methods. They should also not be transparent or tend to show too much of the body form of the wearer, so some degree of research must be factored in to get to the desired end result.</p>
5.	Critical factors	<p>Finding within the partners of Tex-Med Alliances companies who are willing to make the experiments needed. It is then up to the MPC's to find SME's willing to take up the challenge of producing and marketing the newly found characteristics. Producers of Islamic wear products in places like Jordan, Egypt and Tunisia will find this development very interesting</p>
6.	Possible needs for supporting the initiative	<p>Textile experts, product development assistance for the garments producers</p>
7.	Foreseen actors (if any)	<p>Technical textiles producers in Italy, Spain or Greece, SME's in the MPC's and experts in product development on both sides of the production process</p>
8.	Potential Alliance	
9.	Future sustainability of alliance	<p>Once successful, the partnership between the producers at both ends of the Mediterranean will turn into an alliance.</p>
10.	Other remarks	
11.	TAM remarks	<p><i>A "value for need" analysis is important to understand costs and prices which might be affordable to a restricted segment. Therefore design and functionality became key factors.</i></p>
12.	PC remarks	<p><i>Very interesting to be combined with INT 6</i></p>



CBC INITIATIVE #14

INN8: Low Carbon textile industry

WP5: Innovation

Proposed by: **TEXFOR**

1.	Title of Initiative	Low Carbon textile industry.
	Subtitle or reason why of the title (if needed)	The goals and objectives to decarbonize the economy is a reality and there are already different organizations pushing to achieve them: UN (Ficca - Fashion Industry Charter for Climate Action), by retailers as Fashion Pact, and different governments around the world.
2.	Rationale, Opportunity to Grasp/Need to fulfil	Detect best practices in use of renewable energy resources in textile production.
3.	Objective(s)	The main goal is to elaborate a report to know what energy resources are using Textile Industries and detect best practices in renewable energy used by textile industry in different countries to be used as a roadmap.
4.	Description of the Initiative	<p>Create a report with project TEX MED ALLIANCE partners to know:</p> <ol style="list-style-type: none"> 1. Consume of electrical renewable energy 2. Best Practices in green energy consumption by industry (self-consumption by solar installations, using biomass for boilers, etc.) <p>It will be necessary to prepare forms with our partners and participation from industrials in order to have clear the energy inputs in each facility looking only the origin of the resource to analyse which resources are used and record best practice in production.</p>
5.	Critical factors	<p>The critical factors are:</p> <ul style="list-style-type: none"> • Obtain relevant and objective information from each country. • Research labour to identify this best practice.
6.	Possible needs for supporting the initiative	<p>We will need the supporting to get information from:</p> <ul style="list-style-type: none"> • Textile Industrials • Partners enrolled in TEX MED ALLIANCE project.
7.	Foreseen actors (if any)	<p>Industrial facilities Partners enrolled in TEX MED ALLIANCE</p>



8.	Potential Alliance	<p>The potential alliance is focused on:</p> <ul style="list-style-type: none"> • Creation of road maps between organizations to implement decarbonization of the industry. • Detect and promote best practices in renewable energy consumption.
9.	Future sustainability of alliance	<p>Strength relation between organizations with decarbonization trends and open new projects in this line.</p>
10.	Other remarks	
11.	TAM remarks	<p><i>How SMEs enter/benefit of the Initiative/Alliance?</i></p>
12	ACI remarks	<p><i>1. Start up cost of investment in renewable energy systems, feasibility and pay back period analysis, financing schemes options, market uncertainty, will be critical and important factors that will affect on decision making process of the industrial community.</i></p> <p><i>2. We think that this initiative can be integrated with initiative about Raw Materials, where both initiatives are considering the best pest practices in how to use the resources in efficient way (initiative 10 about raw materials and this initiative about clean energy).</i></p> <p><i>3. Rename the two integrated initiatives accordingly, for example to be: Sustainable Fashion</i></p>
13.	PC remarks	<p><i>Possible combination with INN2. Poor consistency (output is a report) how to attract MSMEs in this initiative?</i></p>



CBC INITIATIVE #15

INN9 - Community face coverings

WP5: Innovation

Proposed by: SEPEE

1	Title of Initiative	Structuring a framework for the production, testing and labelling of community cloth face coverings.
	Subtitle or reason why of the title (if needed)	MIRTEC S.A. (Materials Industrial Research and Technology Center) is willing to develop a set of testing protocols and technical specifications along with a guidebook for cloth face coverings (community masks), which would allow Mediterranean textile companies to launch quality products to the market without running the risk of misleading the consumers.
2	Rationale, Opportunity to Grasp/Need to fulfil	In the case of respiratory spread viral pandemics, like Covid 19, it is highly probable for the world to encounter a shortage of medical and personal protective equipment, such as surgical and respirator masks. In such occasions, critical supplies must continue to be reserved for patients, healthcare workers and other medical first responders. Thus, another category of masks is emerging in the free market. Face masks which neither meet the requirements of the Medical Device Regulation (MDR), nor are identified as personal protective equipment with the CE mark are simple clothing items without a proven protective function. Usually they are characterized as oronasal masks or community masks. Depending on the material of which they are made and the way they are used, oronasal masks/community masks may demonstrate a certain barrier effect. This category of products may provide a certain level of protection from larger droplets from coughing/sneezing persons or from infection due to potentially contaminated hands coming into accidental contact with the face. Therefore, they are proposed as a last-resort interim solution for the public, until availability of standard PPE is restored. In fact, CDC (Centers for Disease Control and Prevention) recommends wearing cloth face coverings in public settings where other social distancing measures are difficult to maintain, especially in areas of significant community-based transmission.



		<p>While a number of textile companies in Greece & other Mediterranean countries are willing to produce such cloth face coverings to support the battle against Covid 19, there is at the moment a lack of relevant technical specifications, guidelines and testing protocols that could guarantee some quality level, as well as a lack of a labelling system to provide information on the properties of the cloth coverings and prevent misleading the public in terms of the protection provided (which could actually lead to worse results than no-use of the covering).</p>
3.	Objective(s)	<p>The project aims to develop a set of technical specifications and testing protocols for cloth community masks, as well as a guidebook containing information material which should accompany such products to prevent misleading the consumer while providing guidelines on their use and maintenance. This will allow textile companies to launch to the market quality products, while providing to the consumers necessary information regarding their use and limitations.</p>
4.	Description of the Initiative	<p>The proposed project will be organised in 5 work packages (WPs), as follows:</p> <p><u>WP1. Literature survey and recording of best practices followed at European level</u></p> <p>A literature study will be conducted to identify types of community masks (materials, structures) and any results available regarding their properties and barrier effects. Through its networks (TEXTRANET, EURATEX, Oeko-Tex® Association) MIRTEC will quickly gather information on the regulatory framework (if any) or the protocols followed for community masks in other European countries and will record best practices.</p> <p><u>WP2. Definition of a testing protocol</u></p> <p>Based on the outcomes of WP1 a testing protocol will be developed for community masks. Properties to be considered include, among others, breathability and air permeability, filtration capacity, behaviour during use and maintenance (e.g. dimensional stability) and REACH conformity. Specific test methods and standards will be defined.</p> <p><u>WP3. Testing and evaluation of prototypes</u></p> <p>Prototype community masks will be tested following the methods defined in WP2. Different structures and compositions of textiles will be examined, including woven or knitted fabrics made of cotton, silk, etc, non wovens, membranes and multilayer structures. Test results will be</p>



		<p>thoroughly analysed in order to assess the alternative materials/structures and their combinations and identify the most promising ones, considering also the aspects of circular economy, sustainable development and ecological certification.</p> <p><u>WP4. Development of technical specifications</u> In WP4 detailed technical specifications will be developed for community masks including sections regarding:</p> <ul style="list-style-type: none"> • Technical characteristics • Ecological profile and safety to the user • Standard test methods • Design requirements • Labelling (e.g. compositions, instructions for use and care) <p><u>WP5. Guidebook and information material for the consumer</u> A guidebook containing information material will be compiled in order to prevent misleading the consumer while providing guidelines on the use and maintenance of community masks.</p>
5.	Critical factors	<p>At the moment there is no legal/regulatory framework for community masks in Greece, which allows a large number of such products to emerge in the market without any quality testing. Therefore, for the success of the initiative and until a regulatory framework is set up, it is critical to raise public awareness, so that people seek for quality, tested products.</p>
6.	Possible needs for supporting the initiative	<p>.MIRTEC has strong know how in the compilation of technical specifications and testing of textile materials which will be needed for supporting the initiative. In case tests not possible to implement in own laboratories are needed, MIRTEC will either seek to acquire the necessary apparatus(es) or turn to collaborating labs in Europe to perform the testing.</p>
7.	Foreseen actors (if any)	<p>Foreseen actors include a number of Mediterranean textile SMEs that have already expressed interest in the production of community masks and will provide their prototypes to be tested along with relevant information to be considered in the development of specifications and testing protocols.</p>
8.	Potential Alliance	<p>The proposed initiative aims to “set the rules” in the Greek/Mediterranean market of community masks. Common rules and transparency are considered a key for the long-term collaboration among companies active in this market. MIRTEC will start and maintain an open-dialogue with these companies so that their input is considered during the</p>



		development and potential future updates of the specifications and testing protocols.
9.	Future sustainability of alliance	The conditions for a sustainable future of the alliance include: a minimal number of interested companies to lead the initiative at the beginning ;raising consumers awareness; commitment of all to a mutual respect and respect of common rules and values; establishment of a regulatory framework so that the initiative will result in a declaration of performance for community masks.
10.	Other remarks	Nothing for the moment.
11.	TAM remarks	<i>Well structured proposal on a hot issue. To be combined with other Initiatives related to Covid 19</i>
12.	PC remarks	<i>Due to the gained visibility, we must carry on with an articulated initiative related to COVID-19 emergency. Possible combination with INN5, INT9</i>



CBC INITIATIVE #16

INN10 - Eco labelling and Certification Schemes

WP5: Innovation

Proposed by: ACI

1.	Title of Initiative	Eco labelling and Certification Schemes
	Subtitle or reason why of the title (if needed)	
2.	Rationale, Opportunity to Grasp/Need to fulfil	Grasp the information of the international eco labels and the certification needed in textile sector Design a new Eco Label
3.	Objective(s)	Prepare guidelines of best used eco labels and certification schemes. Prototype a new Eco Label.
4.	Description of the Initiative	Find the best practices of using the eco labels internationally and the important of enhancing the environmental footprint of this sector. This initiative is of importance to create guidelines and descriptions about the world wide eco labels and certification needed for textile.
5.	Critical factors	Primary research.
6.	Possible needs for supporting the initiative	Qualified consultants
7.	Foreseen actors (if any)	Industries Standards agencies Technology Centers
8.	Potential Alliance	The potential alliance is focused on: Promotion of best practices in textile eco labels and certificates, and prepare a guideline. Design a new Eco Label that can enhance business
9.	Future sustainability of alliance	
10.	Other remarks	



11.	TAM remarks	<i>Two remarks: 1. The industry of eco-labels and certifications is oligopolistic and controlled by institutions/centres of high reputation. It is very difficult to penetrate this specialized market. 2. Our project has the final objective of creating new alliances among Euromed SMEs. We should assess if this Initiative contribute to the requested results (SMEs).</i>
12.	PC remarks	<i>Too generic to get involvement of SMEs. Possible combination with INN4 and CE6</i>



CBC INITIATIVE #17

INN11 – Wearable Technologies

WP5: Innovation

Proposed by: MFCPOLE

1.	Title of Initiative	Wearable technologies for health distant monitoring with the context of pandemic disease
	Subtitle or reason why of the title (if needed)	
2.	Rationale, Opportunity to Grasp/Need to fulfil	<p>Piloted by the increasing demand of consumers to monitor their own health, use of wearable technology has more than tripled in the last four years. According to research from Business Insider Intelligence, more than 80% of consumers are willing to wear health technology.</p> <p>This growing demand for wearables has generated a booming market, and now insurers and companies are seeing how supplying wearable health technology to their consumers and employees is beneficial. It is foreseen that the demand for wearable technologies to insure distant monitoring of weakened people especially with the context of pandemic disease, will increase.</p>
3.	Objective(s)	<p>The initiative aims at:</p> <ul style="list-style-type: none"> - Comprehending the needs and reaction of the wearable technology market within the context of pandemic disease - Build an alliance between SMEs/ startups to prototype and demonstrate a wearable technology to insure distant monitoring of weakened people with the context of pandemic disease (i.e, COVID-19)
4.	Description of the Initiative	<p>A call for proposals will be delivered within the regions covered by TEX-MED ALLIANCES project to select SMEs/startups concerned by proposing an alliance plan to develop innovative products/service/process to address the need of wearable technology market within the context of pandemic disease.</p> <p>TEX-MED ALLIANCES project will push SMEs/startups under an alliance framework to build appropriate</p>



		business models to the special requirements of the market, provide technical assistance for prototyping and demonstration and provide access to tests in the field.
5.	Critical factors	-the comprehension of the market needs -cross sectoral collaboration
6.	Possible needs for supporting the initiative	Implicate the final consumer to establish a feasible market strategy
7.	Foreseen actors (if any)	
8.	Potential Alliance	The Alliance would be possible and operational only if approved/appointed by the potential customer
9.	Future sustainability of alliance	Marketing strategy
10.	Other remarks	
11.	PC remarks	<i>Interesting subject, but to be developed further or re-formulated. Due to the gained visibility, we must carry on with an articulated initiative related to COVID-19 emergency. Possible combination with INN5, INN9</i>



CBC INITIATIVE #18

INT1 – Agents Database

WP4: Internationalization

Proposed by: **TEXFOR**

1.	Title of Initiative	Creation of a database with the main reliable agents of the T/C sector from each PP's country
	Subtitle or reason why of the title (if needed)	
2.	Rationale, Opportunity to Grasp/Need to fulfil	<p>Normally, companies seek information about other agents through online directories. The info they get is hardly ever accurate regarding their business activity and not very trustworthy.</p> <p>The opportunity of this database is the result of the need for more accurate and useful information regarding agents with whom doing business.</p> <p>If Textile Associations of each PP's country agree on doing a database of the most important agents of the T/C industry, we can generate a high-value-added service for our companies.</p>
3.	Objective(s)	<p>The Initiative goal is to create a directory of potential agents where companies from each country could find potential allies.</p> <p>The info given in this database should be:</p> <ul style="list-style-type: none"> • Consistent among all the countries • Trustworthy and reliable • Well structured by specialization (yarns, fabrics, final use, brands, woman fashion, kids etc.) <p>The project objective is to put in partnership different actors along the T/C chain, and the first step to accomplish this is to get their information.</p>
4.	Description of the Initiative	<p>Textile Associations should agree on what information to add in the database and which types of filters they will apply. It is very important to specify previous to starting the job:</p> <ul style="list-style-type: none"> - The data we will include in this database (beyond the name of the agent, the main activity and all these kinds of "essential" information) - The format the database should keep - The compliance with the Data Protection Act



		<ul style="list-style-type: none"> - The way we will recollect info from the agents <p>Once all this has been stated, partners should agree on completing this database and keep it updated. It is also very important to verify the reliability of the actors included in each database.</p>
5.	Critical factors	<ul style="list-style-type: none"> - The creation of a database with these characteristics requires time and human resources. - Also, the creation of a directory like this one is based on the agreement between all the PP's. - The importance of keeping this database updated.
6.	Possible needs for supporting the initiative	
7.	Foreseen actors (if any)	<ul style="list-style-type: none"> - PP's - T/C stakeholders - Commercial Agents Organization
8.	Potential Alliance	This is the first step to be done if we want to create a "vertical alliance along the value chain"
9.	Future sustainability of alliance	<p>Sustainability of the initiative can be controlled and measured by:</p> <ul style="list-style-type: none"> • Number of agents included in each database (proportional to each country limitations) • The number of updates done • The times these databases have been sent to other PP's
10.	Other remarks	Finally, the two initiatives explained above can form part of a big and ambitious initiative: the creation of a market place where contacts among the actors of the whole value chain of the T/C industry and from the countries that form this project can be done in one unique online platform.
11.	TAM remarks	<i>The creation and maintenance of the Data Base is done by a consortium among PPs? This will not contribute in the evaluation of project results. It would be important to add SMEs or Agents associated as well.</i>
12.	PC remarks	<i>Matches the trend of swifiting to online services. Platform could be quite expensive. Smarter way to collect agents contacts shall be studied</i>
13.	GACIC remarks	<i>Possible to include the textile Export council contacts. The main concern here would be if the involved parties would be willing to give out their contacts also the Data Protection Regulations should be put into consideration</i>
14.	ACI remarks	<i>1. We suggest that the database to be developed within a frame work of an on line match making platform project (website and application)</i>



		<p><i>2. Since internationalization is the main pillar, then it is recommended to emphasize and highlight that exporters and importers of clothes and production inputs are among the main categories of target actors of the project.</i></p> <p><i>3. Interested Chambers of Industry, Chambers of Commerce, Sectorial associations need to play a role in order to promote, select and link with their members as well as develop and sustain an alliance.</i></p>
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CBC INITIATIVE #19

INT2: Med Cotton

WP4: Internationalization

Proposed by: SEPEE

1	Title of Initiative	Building sustainable Med cotton value chains able to prove they produce products containing cotton which is at 100% EU origin.
	Subtitle or reason why of the title (if needed)	The idea is to use Greek Cotton which cannot be transformed in Greece into yarns and fabrics because of production bottlenecks to transform it in other MED countries through producers (spinners, weavers) respecting as far as possible social and ecologic sustainability rules and allow them to sell yarns and fabrics for which it will be proved that they are produced out of 100% Greek Cotton without GMO through a completely traceable value chain. These yarns and fabrics will be sold to selected - and preferably prestigious - EU clothing makers and industries.
2	Rationale, Opportunity to Grasp/Need to fulfil	The reason why of the Initiative. There is a market opportunity to catch? A need of the companies? A new technology to exploit? Etc. Producers of cotton in Greece export most of their production while for the next steps of the value chain (yarns and fabric) Greece is a net importer. Due to globalisation many of the local industries involved in these steps have closed in Greece. Greek cotton is starting to be very demanded because it is not genetically modified and consumers in Europe are increasingly demanding products produced with traceable, cleaner and produced closer to them, natural materials. Yarns and fabrics which would be produced using this cotton in other MED countries could benefit from an added value from this trend if producers accept to not mix this cotton with others in the lots they produce.
3.	Objective(s)	(points 1-2-3 outline the “concept idea” of the initiative) The final outcome is to produce in the MED countries as much as possible cotton yarns and fabrics with cotton certified and traceable as being 100% non GMO and of Greek origin. Through a common promotion and traceability



		certification this cotton products will be bought at a higher price by companies all over EU to produce clothes which will be certified as containing 100% EU cotton.
4.	Description of the Initiative	<p>Outline the key elements, the main steps and action of the Initiative: Not yet a “plan” but something that give the idea of the development of the initiative.</p> <p>The initiative will consist in transferring a deploying an initiative started under the impulsion of H2020 TCBL project which managed to convince ginner, spinners, weavers and clothing producers to work together to produce lots of clothes with cotton of certified origin. This experiment limited to small quantities had provoked a wide interest for Greek cotton in other EU countries but could not be upscaled because of the limited production capacities of the Greek spinners and weavers. The idea is to try instead to use the capacities of non-Greek spinners from MED countries who could accept to work without mixing the Greek cotton with others to produce bigger quantities for meeting a demand of clothing makers in EU countries interested in labelling their products as produced with cotton which at 100% of EU origin.</p>
5.	Critical factors	<p>Highlight the critical factors (what is really important) that have to be considered for the success of the initiative</p> <p>Critical factors are the acceptance to proceed in separate lots the production of yarns made with Greek cotton and in separate lots the fabrics produced with these yarns certified as produced out of 100% Greek cotton. ADN tests could be used for testing possible frauds and avoid any risk. The other critical factor is to confirm and extend the interest of EU clothing makers to use these yarns and fabrics and to pay an additional price for them.</p>
6.	Possible needs for supporting the initiative	<p>Broadly identify what are the main inputs needed for the initiative in terms of know-how (expertise, technical assistance), market studies/researches, technology, R&S ... etc.</p> <p>A labelling protocol with certifications and a robust tracing system will have to be put in place to provide a solid and trustable basis that there is no fraud. Spinners and weavers involved should – to reinforce the sustainability image of their products – certify the full compliance to ecologic and social requirements of their production processes.</p>
7.	Foreseen actors (if any)	<p>Do you have in mind specific SMEs that could be involved? Or BROs? or consultants? What about project partners?</p> <p>(points 4-5-6-7 provide inputs for the implementation of the initiative during the project duration)</p>



		Actors to be included from the Greek side are ThrakikaEkkokistiria, Varvaessos, Spinning Mills of Nafpaktos, Epilektos, Kourbelas. For campaigning and promoting the fabrics in EU the TCBL network could be mobilised through the TCBL Foundation (IT) and CEDECS-TCBL SAS (FR) in charge of the exploitation of the TCBL network.
8.	Potential Alliance	The scheme of membership to TCBL which implies a Charter of Commitments to Sustainability values could be a first and immediate way to concretise the common belonging to an alliance, the adoption of specific labelling protocols and certification schemes could be added later.
9.	Future sustainability of alliance	A minimal number of members at the beginning, a number of big players at a second, sensible price improvements at a third and a true commitment at all stages to a mutual respect and to a respect of some common values.
10.	Other remarks	What you believe important to highlight not yet covered by the above points. Nothing for the moment.
11.	TAM remarks	<i>This idea, which is intended to promote the Greek high quality cotton - though involving other Med countries for the following production phases – should primarily be agreed by Egypt (cotton producing country) in order not to foster “internal competition instead of cooperation” within the project. An alliance among cotton producers for improving MED cotton qualities and performances would be more in line with the spirit of the ENICBCMED Programme.</i>
12.	PC remarks	<i>Too much Greek centred. Should be re-formulated in a CBC Med spirit. Several elements are good. Possible combination with INN4 and CE6?</i>



CBC INITIATIVE #20

INT3 - Federation of the Textile & Clothing Sector

WP4: Internationalization

Proposed by: ACI

1.	Title of Initiative	Federation of the Textile & Clothing Sector of the PPs Countries
	Subtitle or reason why of the title (if needed)	Sustain and Institutionalize the whole efforts that will be spent during this project, in addition to establish a reliable platform to exchange the knowhow and update each other.
2.	Rationale, Opportunity to Grasp/Need to fulfil	This initiative could really help to transfer the know-how among member's countries, and establish an institutionalized platform for joint ventures. The existence of such federation could contribute to exchange of knowledge, latest manufacturing technologies and the exclusive production manufacturing methods, such as the strings and the fabrics, embroidery, the convenient choice of the colour for the fabrics.
	Objective(s)	The goal of the initiative is to lead, organize, and develop industrial, technical, and administrative processes to strive for the sustainability of the development process in this sector.
4.	Description of the Initiative	It is a federation that includes all countries joining the project to help the clothing and textile sector in these countries to build themselves locally and internationally, the union includes members from all the parties involved in this project, where each country holds the presidency of this union for a period of one year and periodically. The president country is responsible during the honorary lead, which will held an annual / semi-annual meeting in which further discussions and consultations are held on the most prominent developments and achievements and updating mechanisms to ensure keeping pace with global developments pertaining to the sector, which allows the business in the members countries exchange of experiences and knowledge and the latest manufacturing technology.



5.	Critical factors	The budget for the initiative that the country can cover and the factories which are members of the clothing and textile sector.
6.	Possible needs for supporting the initiative	All members to develop the sector and exchange experiences.
7.	Foreseen actors (if any)	Clothing & Textile Associations Chambers of Industry & Commerce
8.	Potential Alliance	The countries, the factories and the third parties
9.	Future sustainability of alliance	Sustainability of the initiative can be controlled and measured by: 1. The success of the meeting held by the federation. 2. The results of such meetings and its effect on the manufacturing processes and the overall benefits gained by the factories.
10.	Other remarks	
11.	TAM remarks	<i>In the past, Euratex, the Federation of T/C European Associations (an Associated partner of our TMA project) – together with the EU Commission -promoted the Euro Med Dialogue for the T/C Industry. This Dialogue ended in 2015. Regarding the specific regions/countries of our project, the previous project (TexMedClusters) established a “Mediterranean Desk” (Memorandum of Understandings signed in December 2015) without any significant follow on. Finally, we have to consider that Agreements or Alliances among project partners are not considered “results” for the evaluation of our project.</i>
12.	PC remarks	<i>Agree with TAM comments. What could be saved by this idea is to formalize a "Macro-Alliance" among PPs at the end of the Project to supervise the post-sustainability of the initiatives launched under the Project, and to re-confirm the functioning of the "Mediterranean desks"</i>



CBC INITIATIVE #21

INT4 - Local/regional New brands

WP4: Internationalization

Proposed by: FIM

1.	Title of Initiative	Local/regional New brands
	Subtitle or reason why of the title (if needed)	Creating producers/retailers fashion brands
2.	Rationale, Opportunity to Grasp/Need to fulfil	<p>It is expected that the current Corona pandemic will have far-reaching economic consequences. In the garment industry, the frontline victims will be the subcontractors; they will lose their source of income as the big producers/retailers cancel orders and fail to come up with new ones.</p> <p>The PPs members in the south of the Mediterranean are mainly subcontractors. A very big number of small, family-owned shops are also struggling to survive as they cannot come up with the same quality of design similar to the weakened international brands, leaving a market gap that needs to be addressed. This can quickly turn into an advantage if an alliance is created between those who are good at producing with those who are good at selling. The catalyst in the equation will be the local designers/product developers.</p> <p>This Framework Initiative aims at having pilot size proofs that well-designed work plans can succeed, lifting up, along with it local designers' talent. The whole approach will be expertly assisted by international experts coming from Partner countries. The initiative will make use of all kinds of resources the project partners can offer (textiles, dyers, partners, designers, experts)</p>
3.	Objective(s)	Supporting local manufacturers in producing creative garments, and facilitate the creation of a marketing network between them and local/regional retailers
4.	Description of the Initiative	After an initial market research, and the conviction of a group of the first 2 partners (A producer and a retailer), a "Brand" will be created (Definition, style, price brackets, sourcing of fabric etc.) A



		<p>design/marketing/branding consultant, suggested by other partners of the project, will be located to sift through the possible local designers trying to identify one designer per group.</p> <p>There can be a couple of groups per PP, and the groups can share the same consultant</p> <p>These people will develop one collection each and launch it for market testing.</p> <p>Promotion for the collection (Or collections) can take place during one of TMA's activities in the form of a fashion show, where many other interested parties can attend.</p>
5.	Critical factors	<p>The potential actors for such an initiative will be easy to find after the end of the Corona pandemic. Everyone will be looking to find work, and the big internationals will be significantly weakened, triggering the closure of many of their stores.</p> <p>The most critical factor is finding the right technical support</p>
6.	Possible needs for supporting the initiative	<p>The project's technical team (mainly FIM) who knows the strengths of all PP's and can always be in contact with them. The other need is good consultants</p>
7.	Foreseen actors (if any)	
8.	Potential Alliance	<p>Textile manufacturers, designers from the partners with more successful design enterprises and the producers/retailers MPC's (Mediterranean partner countries)</p>
9.	Future sustainability of alliance	<p>Very high! as long as the partnership is profitable.</p>
10.	Other remarks	
11.	TAM remarks	<p><i>The Initiative target several hot issues and it is consistent with the current and future situation. Problems of MSMEs are similar in different countries, what may be different is their starting point that may make the initiative more or less attractive (the selection of companies and designer is important). Clearly it is also linked with the New Memo initiative. It can be also considered as a "first phase" of it (or a test of feasibility).</i></p>
12.	PC remarks	<p><i>Very interesting. This could be the general frame for other more specific initiatives (CE3, INN1, INT6...)</i></p>



CBC INITIATIVE #22

INT5 - Market place APP

WP4: Internationalization

Proposed by: **TEXFOR**

1.	Title of Initiative	Market place APP
	Subtitle or reason why of the title (if needed)	<p>Nowadays, businesses rely every time more and more on digital platforms. Indeed, for many businesses, to explore online tools is sometimes another source of income.</p> <p>The textile industry cannot fall behind the technological trends, we should stay connected to the world. Therefore to create a market place for different actors in the value chain is the undeniable next step to be done.</p>
2.	Rationale, Opportunity to Grasp/Need to fulfil	<p>The opportunity is a market plenty of different intermediaries in the value chain of the T/C sector. This initiative is aiming at collecting them all (not only agents, but also factories, marketing businesses, distributors...) in a unique platform, where their contact details and what they do is fully and accurately explained.</p>
3.	Objective(s)	<p>The Initiative goal is to gather all kinds of actors of the textile and clothing sector in a platform where filtering is the key tool for companies to find what they have been looking for.</p> <p>This app should provide very detailed information, not only regarding contact details but also every profile should contemplate:</p> <ul style="list-style-type: none"> - The accurate description of the business activity - Countries where they already work - High definition pictures of the fabrics/yarns/marketing portfolio - What they are looking for in this app - What they have already done (experience) - Innovation strengths - Circular economy certifications



		<p>The project objective is to put in partnership by the project along the T/C chain: designers, yarn/fabric producers, finishers, clothing manufacturers, marketing operators...</p> <p>If there is a common commitment to using all the possibilities this app can offer, successful alliances will appear in the long run.</p>
4.	<p>Description of the Initiative</p>	<ol style="list-style-type: none"> 1. The first step is a survey in order to measure the potential interest of the value chain actors in belonging to a market place like this. 2. Once we know the strengths and weaknesses this app can cause to the different players, we should take them into account in order to re-design what the app could offer. 3. The undeniable step is the creation of the app, this might require financial resources as well as human resources. 4. Actors start submitting their profiles to the app: patience is very important in this process because they will be asked tons of questions in order to have their information broken down. Only through this “tedious” process, filters within the app will be effective. 5. Actors from the different countries of the project start appearing in this app. The system to get to know them is easy (let’s keep the same example of the Egyptian cotton producer and the Spanish agent): <ol style="list-style-type: none"> 5.1. The Egyptian cotton producer is looking for an agent in Spain, so they start filtering in the “what are you looking for” section of the market place: - agents – Spain – cotton - clothing specialization... and all the information they think is needed in order to find the more concrete partner possible. 5.2. At the same time, the profile of the cotton producer has to be also very segmented, otherwise, the info the other way around won’t be effective. 5.3. Once the cotton producer has set everything up, different profiles that match their conditions start appearing. The cotton producer can swipe left (in case they are not interested in that profile) or swipe right (in case they are interested)



		<p>5.4. Every time a profile is given a “swipe right” a notification will pop up: in this case if the agent selected is also interested in the cotton producer, the agent will “accept” the match.</p> <p>5.5. Both partners will be able to meet each other through the app. It is important to state that only once the match has been done, the contact details will appear.</p>
5.	Critical factors	<p>The magnitude of the initiative, as well as its final goal, may exceed the financial and operational capacity of the project.</p> <p>The Initiative may sound too ambitious, therefore PPs are requested to provide inputs and suggestions for making this app initiative viable, feasible and workable.</p>
6.	Possible needs for supporting the initiative	<ul style="list-style-type: none"> - Finance - Marketing
7.	Foreseen actors (if any)	<ul style="list-style-type: none"> • App Developers • Marketing specialists • Textile Associations
8.	Potential Alliance	<p>The potential alliance is founded on all the contacts done through this app for all participants of the value chain. It should be a “vertical alliance along the value chain”.</p>
9.	Future sustainability of alliance	<p>Sustainability of the initiative can be controlled and measured by:</p> <ul style="list-style-type: none"> • Number of profiles included in the app (proportional to each country limitations) • The number of times an actor does “swipe right” • The number of times an actor does “accepted” the match • The number of alliances created by using this app • Strength of the alliance (punctual, sporadic, long term...) • Increase in the sales (from the P/L account)
10.	Other remarks	
11.	TAM remarks	<p><i>The check the magnitude of resources for the action. In the past (not yet in a “mobile digit” world) there were several endeavours to create such digital market places without success. The maintenance of the data base is very heavy. To check feasibility over time. The “Alliance” is because the APP is of a shared ownership among PPs?</i></p>



12.	GACIC remarks	<i>In this context I would to add that I have come across an Egyptian portal: http://www.egytex.com/main/ that works for almost the same goal and maybe it could be possible to integrate them? Could an online portal be less expensive than an app? What are your thoughts?</i>
13.	PC remarks	The idea is very valuable but too costly and ambitious for the budget/resources available
14.	ACI remarks	<p><i>1. We suggest to expand this project to develop online platform as well as APP , where database will be developed for this purpose and the platform needs to be interactive.</i></p> <p><i>2. Since internationalization is the main pillar , then it is recommended to emphasize and highlight that exporters and importers of clothes and production inputs are among the main categories of target actors of the project.</i></p> <p><i>3. Interested Chambers of Industry, Chambers of Commerce, Sectorial associations need to play a role in in order to promote, select and link with their members as well as develop and sustain an alliance .</i></p> <p><i>4. In addition to main specialties of each company registered in the platform database, instantaneous business opportunities need to be covered as well.</i></p>



CBC INITIATIVE #23

INT6 – New Memo

WP4: Internationalization

Proposed by: TAM

1.	Title of Initiative	
	Subtitle or reason why of the title (if needed)	<p>The name “New Memo” means “innovative Mediterranean and Modest Fashion”. New memo is a “new memory” of clothing that has the goal to match fashion with the rules of religion (Islamic) and/or with the “Mediterranean values” in: aesthetic, naturality and comfort. While the concept of “modest fashion” is quite clear, the concept of “Mediterranean Values” is much less. It is not linked to a Mediterranean style or design (difficult to identify or not existing) but to the use of natural fibres, pure lines and human comfort (hot summers).</p> <p><i>NOTE: the New memo brand is only a proposal. A different brand may be chosen.</i></p>
2.	Rationale, Opportunity to Grasp/Need to fulfil	<p>The opportunity is a market of 700 million of Islamic women + a Mediterranean segment (to possibly build up). According to a 2018 report by DinarStandard and Reuters, Muslim consumers spent an estimated \$270 billion on modest fashion in 2017, compared with \$243 billion in 2015. Sales are expected to reach \$361 billion by 2023. Despite a fast-growing product differentiation, consumers still have a limited choice in terms of quality, comfort and innovativeness of product.</p> <p>Competition is already very hot. A swarm of young and aggressive internet influencers already play a key role, the marketing system is moving: new exhibitions and fairs, new events are organized, specialized magazines are published.</p>
3.	Objective(s)	<p>The Initiative goal is to present new memo collections in different countries for launching the new brand. New Memo will be positioned in the top segment of the market and characterized by:</p> <ul style="list-style-type: none"> • Top design/style, • High comfort • Natural or recycled materials (natural fibres, new natural fibres),



		<ul style="list-style-type: none"> • Green or sustainable processes (finishing, printing). <p>The project objective is to put in partnership by the project along the T/C chain: designers, yarn/fabric producers, finishers, clothing manufacturers, marketing operators (influencers, sellers, exhibitors). If the common effort is successful the initiative will be turned into alliance among partners.</p>
4.	Description of the Initiative	<p>The first step is the creation of a registered trademark (brand new memo) as an the common asset on which build up value. Without this real asset the initiative risks to remain too theoretical or abstract. The new memo trade mark will be owned by one of the following alternatives:</p> <ol style="list-style-type: none"> a. Texfor as Beneficiary at the name of all PPs b. a new consortium (legal) between PPs (open to new members such as SMEs that are committed to the development of the brand) c. a third party (consortium without PPs) with open access <p>The New Memo initiative is composed of different sections (Specific Initiatives):</p> <ol style="list-style-type: none"> 1. new memo marketing that will deal with communication, influencers, online comm (website) and the organization of events and exhibitions for the presentation of the collection (the objective is to create events of real impact by embarking also the right promoters) 2. new memo design and style that will design / select the models, production of samples. (the idea is to select young designers to coach and support for the preparation of the collection, Advise of experienced designers is also welcome). 3. new memo materials that will deal with innovative fibres: new natural, recycled, from circular economy. (The idea is to connect with innovation/research centres, innovative SMEs, innovative starts ups ...) 4. new memo finishing (possibly but not necessary encompassed in the Initiative digital-printing/finishing of Cettex). The idea is to utilize/test new technologies and processes 5. new memo production that will select manufacturers. The idea is to have a set of workshops that can realize the collection with the required quality.



		Each specific initiative will carry on its tasks in coordination with the new memo initiative leader (FIM).
5.	Critical factors	The magnitude of the initiative as well as the its final goal may exceed the financial and operational capacity of the project. The Initiative may sound too ambitious, therefore PPs are requested to provide inputs and suggestions for making the new memo initiative viable, feasible and workable
6.	Possible needs for supporting the initiative	The main need is the commitment of PPs to the Initiative for the involvement of local SMEs. A glamour public presentation of the Initiative is a must: Goal, features and the financial/technical support of the project and PPs. The project provides the conditions for the birth of the new brand.
7.	Foreseen actors (if any)	<ul style="list-style-type: none"> • Influencer and fashion event organizers • Young Designers • Experts in natural/new fibres (yarns/fabrics) • Specialists in finishing/Labs • SMEs/workshops/start ups <p>FIM+TAM+external experts for the coaching/tutoring PPs for the selection of SMEs and other business</p>
8.	Potential Alliance	The potential alliance is founded on the value of the trade-mark for all participants of the value chain. It should be a “vertical alliance along the value chain”.
9.	Future sustainability of alliance	The sustainability is given by the strength and quality of the consortium that will manage the brand in the aftermath. The project (or the trade mark owner) will hand over the trade mark to the alliance (Alliance for new memo).
10.	Other remarks	
11.	GACIC remarks	<i>This New Memo brand could be achieved by integrating the designs of both northern and southern countries designers therefore creating a “new fashion trend” that is not only Islamic. The idea here, which was inspired by the project’s website photo is also to try to find young women entrepreneurs to collaborate together. A line of clothing that is unique and does not fall under only one category could give the edge to that brand</i>



12.	FIM remarks	<p><i>I don't think that "NEW MEMO" is a good name, but the idea can be translated in many different ways for the FRAMEWORK INITIATIVES</i></p> <p><i>The challenging parts of Framework initiatives:</i></p> <ul style="list-style-type: none"> • <i>finding the 3 required partners (From north and south) that can work together</i> • <i>Finding partners who are willing to spend money on new initiatives</i> <p><i>1- We can use the same pattern of partnership and do a project with each of the 5 Southern partners (€60,000 x 5 = €300,000, we keep the remaining 90,000 for 3rdPI) The implementation becomes simplified, we learn from each other's mistakes and we will have a fashion show at each of the Southern partners Tex-Med Event</i></p> <p><i>2- what does the partnership consist of: 3 partners are needed for each PP: a) a MSME from the area of the PP, b) a technical textile partner c) A fashion textiles partner.</i></p> <p><i>Or: A fashion textile partner and a consultant from another European partner + the MSME's involved.</i></p> <p><i>Question: How many technical textile partners can we find?</i></p> <p><i>Question: Can we have one partner involved in more than one FI?</i></p>
13	ACI remarks	<p><i>It is mentioned in the objective that new memo will be positioned in the top segment of the market, while this issue needs to be analysed carefully since many women that buy modest fashion are classified also in the middle class and even cover bigger market share as well. Therefore, it is preferable to cover also the middle segment of the market.</i></p>
14.	PC remarks	<p><i>Very interesting to be combined with INN7.</i></p>



CBC INITIATIVE #24

INT7 – Online Commercial Missions

WP4: *Internationalization*

Proposed by: **TEXFOR**

1.	Title of Initiative	Online Commercial Missions
	Subtitle or reason why of the title (if needed)	Within the internationalization opportunities framework, we would like to propose a new way to introduce companies online.
2.	Rationale, Opportunity to Grasp/Need to fulfil	<p>The opportunity offered relies on the lack of dependence on transportation (and all the resources this may require). Companies from different textile ambits can visit potential customers or potential suppliers through online tools.</p> <p>Due to the exponential development of new technologies, nowadays companies can close deals from their own sofas.</p> <p>We want to promote this idea by offering this service to our partners. Now, companies from, for example, Egypt, can set the first meeting with a company from, for example, Spain, through a skype video call. Previous to this first telematic encounter, textile associations who plan the agendas, must ensure the companies that to participate in these commercial missions is completely reliable.</p>
3.	Objective(s)	<p>The Initiative goal is to introduce companies from different textile ambits and from different countries most easily and cheaply. But at the same time, these meetings are aimed at being productive for each part, looking always to accomplish a synergy between them.</p> <p>These telematic meetings will be characterized by:</p> <ul style="list-style-type: none"> • Easiness • Efficiency • Inexpensiveness • Potential Synergy creation



		<p>The project objective is to link different actors of the T/C chain that would like to expand their business beyond their own frontiers. Through this online commercial missions, designers, yarn/fabric producers, finishers, clothing manufacturers and marketing operators can get in touch without expending money in terms of travel costs and other expenses.</p>
<p>4. Description of the Initiative</p>		<p>The textile associations that participate in this project should elaborate commercial agendas for the companies interested in doing telematic missions with potential allies in their country.</p> <p>Let's set an example:</p> <ol style="list-style-type: none"> 1. A cotton producer from Egypt is interested in a marketing operator in Spain, such an agent. 2. The Spanish association, Texfor, starts designing a commercial agenda for the Egyptian company 3. Texfor guarantees that all the agents in this agenda will show up for the video-call meeting at the agreed time. 4. The Egyptian company meets Spanish potential agents through the selected online tool. 5. Ideally a synergy is created from this round of meetings.
<p>5. Critical factors</p>		<p>A critical factor can be resources. The elaboration of this agendas normally consumes several resources, such as time and money. Human resources also have to extra-work for this initiative, and sometimes the cost of the agenda doesn't cover the costs of human resources.</p>
<p>6. Possible needs for supporting the initiative</p>		<p>The main need is the commitment of PPs to the initiative for the:</p> <ul style="list-style-type: none"> • Creation of the agendas • Dissemination of this service among the textile companies in the T/C chain • Fluid communication between the other associations and the companies <p>Also we should highlight that this agendas created for the online missions will have a charge for each company that decide to use them. Of course, they will never be as</p>



		expensive as having to travel to the potential client country.
7.	Foreseen actors (if any)	<ul style="list-style-type: none"> - Textile associations (PP's) - T/C sector value chain actors
8.	Potential Alliance	This is a clear case of a "vertical alliance along the value chain"
9.	Future sustainability of alliance	<p>Sustainability of the initiative can be controlled and measured by:</p> <ul style="list-style-type: none"> • The number of alliances created by using this initiative for the first encounter among the two parties. • Strength of the alliance (punctual, sporadic, long term...) • Increase in the sales (from the P/L account)
10.	Other remarks	
11.	TAM remarks	<i>Any "initiative" should be conducted and managed by MSMEs or BROs (not PPs) and that it must be finalized to an Alliance. It is to clarify in what consist the alliance.</i>
12.	GACIC remarks	<p><i>There is definitely a lot of potential that could come up from this initiative, specially during the tough times we are passing through. In this context I would to add that I have come across an Egyptian portal: http://www.egytex.com/main/ that works for almost the same goal and maybe it could be possible to integrate them? We are also used to organizing delegation missions and B2B events and moving them to "online" is from my point of view also doable.</i></p>
13.	PC remarks	<i>Interesting at the current times. Not clear to me how to transform these services in an alliance among SMEs/BROs. But it be developed as an alternative TOOL to implement project activities (such as B2B meetings) and paid with project budget (instead of sub-grants)</i>



CBC INITIATIVE #25

INT8 – Permanent Exhibition in Europe

WP4: Internationalization

Proposed by: ACI

1.	Title of Initiative	A Special Store - Permanent Exhibition for Clothing in Europe
	Subtitle or reason why of the title (if needed)	To enhance the export of clothing to European countries through reducing lead-time and costs, also providing the opportunity to increase the production in order not to be limited up to a storage space.
2.	Rationale, Opportunity to Grasp/Need to fulfil	<p>The store will provide an opportunity for owners of companies and factories not to adhere to a limited storage space, and to be able to increase production capacity, without having to worry about where the products will be stored. The storage space can be used to increase production capacity better and thus provide abundant quantities to meet customer demands.</p> <p>It also allows keeping all products in one convenient central and strategic location to be selected according to a specific criteria, to receive new orders, store and then later distribute the goods from the same base, which makes the process more systematic, organized and simple.</p> <p>The warehouse provides industrial companies the opportunity to reduce the risk of damage and theft of goods, as it guarantees a high level of safety.</p> <p>It can also benefit from this initiative by merging a number of export operations to more than one source and not shipping the items individually, which means sharing the costs of transportation abroad with other people who also transport their goods to a similar destination. In addition to providing many logistics services.</p>
3.	Objective(s)	The initiative's goal is to reduce transportation, freight and storage costs, and to enhance the export lead-time, which will enhance competitiveness and explore more business opportunities.



		The existence of the store encourages the SMEs working in the clothing sector to utilize this opportunity to increase exports, and for those who have not exported before, to find new opportunities to enter the European markets.
4.	Description of the Initiative	<p>Mainly, the initiative will focus on development of a feasibility study and business model of such proposed store on a rent basis taking into consideration the following:</p> <ol style="list-style-type: none"> 1.It is targeted to have a store of a big warehouse at which the clothing sector’s exports are stored to take advantage of the available distribution channels already existing in the target European countries in order to reduce transportation, freight and storage costs. 2. The location of the store needs to be selected on a specific criteria carefully say to be close to major European ports and airports, to receive new orders, and store and then later distribute the goods from the same base, which makes the process more feasible and organized.
5.	Critical factors	<ol style="list-style-type: none"> 1. Professional Feasibility and Business Modelling 2. Selection of the store’s location
6.	Possible needs for supporting the initiative	<ol style="list-style-type: none"> 1. Specialized expertise for such projects. 2. Promotion by PPs to attract interested investors among exporters and importers. 3. Financing, legislative and legal advice.
7.	Foreseen actors (if any)	<ol style="list-style-type: none"> 1. Textile Associations. 2. Chambers of Industry & Commerce. 3. Interested investors to either invest or benefit from the services of such store; either exporters or importers and trading companies working in the clothing sector.
8.	Potential Alliance	It will depend on the results of the feasibility study and business modelling in addition to promotion of the project to the target investors
9.	Future sustainability of alliance	Sustainability of the initiative will be realized through investment and establishment of the store project based on the business feasibility and attracting enough number of interested investors, in addition to attracting exporters, importers and trading companies to benefit from the store’s services on a rent basis.
10.	Other remarks	



11.	TAM remarks.	<i>The proposed initiative is a logistic platform for distribution in Europe (Northern Europe to be interesting for Spanish, Italian, Greek exporters). The needs are very diverse according to the distance of the markets. Pls note that from Barcelona or Tuscany or Central Macedonia, Germany can be served in 24/36 hours.</i>
12.	PC remarks	<i>Difficult to implement. Not very appealing for EU enterprises</i>



CBC INITIATIVE #26

INT9 – Health Emergency Cluster

WP4: Internationalization

Proposed by: TAM/TEXFOR

1	Title of Initiative	MediTex Emergency
	Subtitle or reason why of the title (if needed)	Creating a Mediterranean Clusters of qualified SMEs of the T/C sector for Quick Response to Health Emergencies.
2	Rationale, Opportunity to Grasp/Need to fulfil	The COVID-19 crisis demonstrated serious weaknesses in various countries for the quick supply of medical items during the emergency. Very basic and rather simple items (such as chirurgical masks, protective masks, protective cloths, etc.) were unavailable not only for the common citizens but for the workers of the national health systems. Doctors, nurses, cleaning personnel, people working in or with hospitals (suppliers of food, laundry ...) were obliged to work in unsafe conditions. Indeed, a large number of these workers were hit by the disease so greatly reducing the overall capacity of the health system to fight against COVID-19. The primary need is to ensure a quick capacity to respond to health emergencies occurring during epidemic/pandemic infections and/or in other catastrophic events: earthquakes, fires, wars, massive and sudden immigrations, etc.
3.	Objective(s)	The main objective is to set up an alliance of companies that can provide a quick response of critical items (certified) in any country of the Mediterranean basin.
4.	Description of the Initiative	<ul style="list-style-type: none"> • Identification of relevant items • International product Specifications or Certifications to comply with • Identification and involvement (MoU) of SMEs • Assessment of export/import rules for such items (EU-MPC)



		<ul style="list-style-type: none"> • Presentation of the Alliance to institutional bodies and procurement authorities (National Ministry of Health and or Hospitals....) in order to define a supply emergency plan (protocol)
5.	Critical factors	Large number of SMEs trying to grasp the opportunity, risk of administrated/state controlled prices, quick scenario change once the pandemic over (overcapacity).
6.	Possible needs for supporting the initiative	Cooperation with the health system and/or with selected hospitals would be necessary and unavoidable to identify the critical factors to tackle
7.	Foreseen actors (if any)	SMEs, PPs and National/regional health system, selected hospitals of first aid units, actors of different kinds of emergencies (infectious/not infectious)
8.	Potential Alliance	The Alliance would be possible and operational only if approved/appointed by the potential customers and supervising authorities(institutional bodies)
9.	Future sustainability of alliance	Sustainability depends on the relationships built up with the Authorities
10.	Other remarks	The Project Initiative may have a “demonstrative” objective; that is: to show that it is possible to set up a more reliable and efficient supplying system.
11.	GACIC remarks	<i>This initiative will be easier to do after the mapping survey that is currently conducted. Concern is that the producing companies may not be in the eligible regions.</i>
12.	PC remarks	<i>Due to the gained visibility, we must carry on with an articulated initiative related to COVID-19 emergency. Possible combination with INN5, INN9, INN11</i>



CBC INITIATIVE #27

INT10 – Trade Facilitation Services

WP4: Internationalization

Proposed by: ACI

1.	Title of Initiative	MED - Trade Facilitation Services
	Subtitle or reason why of the title (if needed)	
2.	Rationale, Opportunity to Grasp/Need to fulfil	<p>1. Jordan, Palestine, Tunisia and several other South Mediterranean countries have Association Agreements with the EU28 countries that enable them to export clothing duty free.</p> <p>2. The average tariff rate imposed by EU28 on clothing is 12%, which calls for using such opportunity of duty free access provided by the association agreements.</p> <p>3. Furthermore, Jordan signed a “relaxation of rules of origin” agreement with the EU in July 2016, which provides even more opportunities in terms of fabric sourcing. Yet, the export volume is still so limited when comparing it with the huge market size of EU28.</p> <p>4. Increase of labour wages and production cost in China, in addition to the COVID-19 pandemic will drive European importers to change their sourcing policies gradually towards countries other than China and in closer proximity to Europe.</p> <p>5. Research reports recommend that there are several groups of products with high potential for export to the EU28 such as sportswear, outerwear, work wear and modest wear.</p> <p>4. Despite the above mentioned factors and opportunities, many South PPs SMEs exporters, who have a high level of export readiness, lack experience in the EU markets: this lack appears in the following issues: exploring export opportunities, targeting niche markets, distribution channels, middle market segments, promotion, and building partnership with counterpart European SMEs importers and trading companies. In addition, competitive sourcing of fabric and accessories from European countries are critical issues.</p>



		<p>5. It is worth to mention that many European SMEs / importers and trading companies are not aware of the above mentioned opportunities. However, such opportunities call for extra and dedicated efforts to facilitate business matchmaking for mutual benefit, which goes far beyond what could be provided and achieved by using electronic platforms and/or visiting/participating in exhibitions only.</p> <p>This initiative aims to build up mechanisms that provide professional trade facilitation services for South-PPs SMEs of high export readiness in order to facilitate and develop cloth and textile trade between Mediterranean Countries for mutual benefit. This can be achieved by appointing and contracting (2) European business development specialists. These specialists need to have long and specialized experience in the clothing business development and in marketing, best case in selected European priority markets to explore business and export opportunities, in addition to exploring niche markets, promoting and facilitating business partnerships and matchmaking between exporters and importers. Whenever required, such specialists will also provide specialized guidance and advice to South-PPs SMEs in order to uncover and eliminate existing gaps, building the basis to develop competitiveness, for example especially also by providing thorough and intelligent market information which can be fully utilized.</p>
3.	Objective(s)	<p>Facilitate and push clothing and textile trade between Mediterranean countries, covering the following main areas:</p> <ol style="list-style-type: none"> 1. Promote and develop export of clothing from South-PPs Countries to EU28 Countries. Such cooperation is targeted to be based on true Co-Partnership and not on a sub-contracting partnership only. 2. Promote and develop import of fabric from EU28 to South-PPs Countries. 3. Promote Med joint investment in retail outlets to be established and be based in European countries.
4.	Description of the Initiative	<p>The main tasks and services that need to be provided by the European business development specialists will be as follows (non-exhaustive):</p>



1. General assessment and gap analysis of the export readiness of the South-PPs SMEs exporters applicants.
2. Select the exporters with highest export readiness and provide them with professional advice to cover any existing (minor) gaps and to develop and strengthen their competitiveness.
3. Explore niche markets, export and business opportunities that fit with the selected exporters.
4. Meet with counterpart European SMEs / importers and trading companies in order to introduce and promote exporters profiles, samples as well as facilitate matchmaking and appointments between counterparts.
5. Develop and submit reports on market trends, competition situation and opportunities analysis that can guide the planning process for different exporters, as well as build the awareness on the markets (“market intelligence”).
6. Provide trade facilitation services to the European SMEs.

The main phases of this initiative will be as it follows:

1. Desk research and consultation in order to define and target (2) priority European countries as a result, where the European Business Development Specialists are required to be based and very much knowledgeable in order to conduct and fulfil the required tasks.
2. Define the required experience and skills needed for the European Business Development Specialists.
3. Announce a call to recruit the European specialists through specialized magazines and online platforms.
4. Select and recruit the best suitable (2) European specialists among the applicants.
5. Announce the available services provided by the initiative to South-PPs SMEs manufacturers and exporters.
6. Design and develop an online export readiness assessment tool, where applications by South-PPs SMEs need to be submitted.
6. Receive applications and select the exporters with the highest export readiness in cooperation with the European Specialists, while defining also a certain ceiling for a number of exporters to be served.
7. Contracted European specialists will conduct their tasks as mentioned above and provide the services to the selected SMEs exporters.



		8. The renewal of the annual contracts for the recruited European Business Development Specialists will be based on their performance and the impact achieved for the SMEs, together with their annual outlook reports containing suggestions how to further proceed in the upcoming year(s).
5.	Critical factors	<ol style="list-style-type: none"> 1. Selection of the qualified and professional European business development specialists with the needed experience and skills in order to provide the required professional services, while also understanding and properly considering the situation of the SMEs in the participating countries. 2. Export readiness of the South-PPs SMEs applicants. 3. Commitments of the selected South-PPs SMEs.
6.	Possible needs for supporting the initiative	<ol style="list-style-type: none"> 1. The initiative can be enhanced by input of FIM and TAM through different planning and implementation phases. 2. Project partners to promote and facilitate linkages with their members. 3. Integration and exchange of services from other initiatives in the area of internationalization. 4. Incorporation of “lessons learnt” from other and relevant initiatives.
7.	Foreseen actors (if any)	<ol style="list-style-type: none"> 1. South-PPs SMEs manufacturers and exporters of clothing. 2. European SMEs / importers and trading companies specialized in clothing. European fabric providers. 3. European business development specialists.
8.	Potential Alliance	Will be based on and derived by achieving a value added impact and results for SMEs through matchmaking, successful business deals and partnerships in addition to success stories.
9.	Future sustainability of alliance	Establishment of a cluster joined by interested South-PPs SMEs, European SMEs and by stakeholders such as Chambers of Industry & Commerce in addition to Clothing Associations. The cluster will play the role of providing business development and trade facilitation services as requested by the members joining the cluster. The services will be provided by contracting European business development specialists, but also through exhibitions and matchmaking events. In



		<p>addition to the provision of services to SMEs, the European Business Development Specialists will provide Capacity Building/training about their proceeding within the project to stakeholders such as Chambers of Industry & Commerce and associations in the countries participating in the cluster, enabling leverage-effects beyond the running period of the project.</p> <p>Annual services fees by members will be needed to sustain the cluster financially.</p>
10.	Other remarks	
11.	TAM remarks	<p><i>The Project plan foresee several match making meetings (Act. 4.2.1) that may check the initial interest and the viability of the Initiative. B2B meetings are planned in Spain, Greece, Egypt and Jordan.</i></p>
12	PC remarks	<p><i>The idea exceeds the concept of "initiative". The Project itself foresees activities to match enterprises for commercial purposes</i></p>



CBC INITIATIVE #28

INT11 – Virtual Exhibition

WP4: Internationalization

Proposed by: ACI

1.	Title of Initiative	Virtual Exhibition (Online Exhibition)
	Subtitle or reason why of the title (if needed)	It is exhibition where the factories and commercial companies specialized in clothing and textile are displayed based on the sub-sector and the products of the factory \ company are displayed in an attractive and clear way.
2.	Rationale, Opportunity to Grasp/Need to fulfil	<p>The idea of the initiative and its foundation depends on the orientation toward globalization and trade openness, especially after the Corona Virus (Covid 19). It is expected that there will be wider usage of the electronic commerce and transactions more than before on the individual level as well as on the SMES especially in the sectors which have little experience in online transactions.</p> <p>Note: Even before Corona virus the whole world was oriented on online basis, which reduces the dependence on the traditional ways for example in payments, shopping ..etc</p>
3.	Objective(s)	<p>The goal of this initiative is to decrease the costs, which is necessary to exhibit at a traditional clothing and textile exhibition for example: flight tickets, hotels reservations, transportation, etc. and to increase the potential matchmaking opportunities and therefore the increase of export opportunities in the textile sector.</p> <p>This initiative could really help to increase exports, decrease export promotion cost, and get to know the need of international markets better and matchmaking platform.</p>
4.	Description of the Initiative	The virtual exhibition will be similar to the real exhibition, where the factories and commercial



		<p>companies are displayed based on the sub-sector of the clothing and textile, so the products of the factory/ company are displayed in an attractive and clear way so that when entering the market all the angles related to each factory display and its products are displayed clearly showing the sizes for each piece, lengths, colours and other details of interest to the importer in 3D, in addition to having all information related to these factories/companies and their contact infos, and a comprehensive and detailed description of the factory products.</p> <p>The virtual market / exhibition also allows the possibility of requesting a special design or a change in the shape of the design proposed by the manufacturers.</p> <p>The virtual market also provides a guide that clarifies the mechanism of commercial exchange between countries, the technical rules of the country in a simple and easy way, and a mechanism to access such procedures or legislations and the bodies responsible for them.</p>
5.	Critical factors	<p>The need for a very good infrastructure and the differences in time around the world.</p> <p>The need for special production material based on seasonal collections.</p>
6.	Possible needs for supporting the initiative	<p>Technical and financial support to establish, sustain and promote the virtual exhibition.</p> <p>Training and awareness activities to ensure better understanding of this exhibition and the best way to exhibit using VIRTUAL EXHIBITION.</p>
7.	Foreseen actors (if any)	<p>Clothing & Textile Associations Clothing & Textile Factories Importers Associations</p>
8.	Potential Alliance	<p>The countries, the factories and the third party The number of visitors to the exhibition in addition to the results and deals realized for the exhibitors.</p>
9.	Future sustainability of alliance	<p>Sustainability of the initiative can be controlled and measured by:</p> <ol style="list-style-type: none"> 1. Running the site, continuous technical follow up in addition to professional promotion of the initiative.



		<p>2. Take into consideration the feedback by the factories.</p> <p>3. Fees paid by the exhibitors.</p>
10.	Other remarks	
11	TAM remarks	<i>As for any other initiative concerning a “digitalization” of activities (market place, data base for agents, virtual exhibitions) it is hard to envisage an Alliance complying with the requirements of the ENICBCMED Programme</i>
12.	PC remarks	<i>The idea could be valuable but, again this is more a TOLL than an initiative that brings to alliances. . I have not idea of the technical way to implement it and about costs.</i>



CBC INITIATIVE #29

INT12 – Re-Shore in the Mediterranean

WP4: Internationalization

Proposed by: SEPEE

1	Title of Initiative	Promote the Mediterranean Supply Chain
	Subtitle or reason why of the title (if needed)	Reshoring from China and other Asian far away countries.
2	Rationale, Opportunity to Grasp/Need to fulfil	<p>Apparel companies have faced various shifts over the last couple of years, causing them to rethink their supply chains. The Covid-19 virus is the latest of a number of shocks that have occurred in the apparel supply chain. It started well before the virus when China began to shift a lot of production from being oriented towards export to being oriented towards Chinese consumption. When that happened, a lot of apparel manufacturers began to move out of China into places like Vietnam and Bangladesh.</p> <p>Over the years apparel has moved from country to country, but it's moved rather slowly because of the need to have everything as close as possible. One of the things that's coming out of the COVID-19 situation, is that retailers are rethinking their whole supply chain and asking themselves if they should move closer to Europe.</p> <p>The old model that's been used in apparel forever is that you send orders to Asia and 120 – 180 days later, a container load of stuff shows up and you put it on the shelves. If it sells, great. If it doesn't sell, sometimes it's discounted, sometimes you sell it off to discounters, or in some sad cases, they actually burn the goods.</p> <p>This model of apparel sourcing is broken. European retailers are starting to ask: How do I get closer to Europe? How do I shorten lead times? How do I think about smaller loads instead of buying container loads of stuff and hope it sells? It's environmentally more sensitive with less waste and it's closer, so there's less transportation.</p> <p>Environmental sustainability movement has really woken up.</p> <p>One day retailers will have on their website, not just the delivery options, but also the carbon footprint options.</p>



		<p>A radical rethink of how we do manufacturing bringing much closer to Europe, manufacturing for smaller groups of people with smaller runs.</p> <p>In the TEX MED Alliances project there are areas that meet the needs of fast delivery, small quantities, close to markets, sustainability etc like Central Macedonia (apparel), Cataluña (Textiles), Tunisia (technical textiles).</p>
3.	Objective(s)	To identify, register and promote the advantages of the Mediterranean Textile & Apparel supply chain to the European retailers
4.	Description of the Initiative	<p>The Initiative should include the following stages:</p> <ul style="list-style-type: none"> - Identify and register local sourcing companies in the Med area - Identify local textile companies and clothing manufacturers willing to produce small lots - Register other necessary services for local proximity, i.e. transportation, logistics, cross-border cooperation, taxation, etc. - Develop an online matchmaking environment that enables the above mentioned groups to present their advantages/capacities and to identify and match with specific needs. - Widely promote the service to major buyers in Europe (and elsewhere)
5.	Critical factors	<ul style="list-style-type: none"> - Generate considerable interest from the industry - Identify matching tool providers / developers - Use effectively social media for promotional purposes
6.	Possible needs for supporting the initiative	<ul style="list-style-type: none"> - Company that will develop matching tool
7.	Foreseen actors (if any)	<ul style="list-style-type: none"> - Business Support Organisations in TC sector in order to identify local companies and service providers - Marketing / promotional experts
8.	Potential Alliance	TCBL ecosystem
9.	Future sustainability of alliance	The on-line service could be organised as a service with potential income in order to be self-sustained
10.	Other remarks	
11.	TAM remarks	<i>Very important issue. Initiative that has to be engineered as an Alliance to be consistent with the project</i>
12.	PC remarks	<i>The idea is good. How to transform it into a possible alliance?</i>