









# Training and Support services to Eco-Innovative Textile and Clothing Entrepreneurs in the Mediterranean

5

Mediterranean countries (Spain, Lebanon, Tunisia, Egypt, Italy) 200

Entrepreneurs supported to develop their green business model

20

Entrepreneurs incubated: green business plan, technical assistance, ecodesign support

50

Entrepreneurs get Investment readiness support: capacity building and matchmaking with regional investors



20

Ventures supported to grow their market share and access international markets via a soft-landing voucher













# Forming a Circular Textile Ecosystem for the Mediterranean!



#### Outreach Platform Events

Mobilizing entrepreneurs, experts, a cademia, tech providers, professionals, stakeholders to empower a sustainable and circular textile industry through outreach campaigns, webinars and networking events



Capacity Building & Incubation

- Train of trainers program for experts (Switchmed methodology)
   Capacity building & incubation to support in
  - Capacity building & incubation to support in market validation, commercialization internationalization, access to markets, fund raising
- Technical assistance & industry expertise
- Access to green and ecodesign support & platform



**Support Vouchers** 

 Ecoinnovation voucher: call to develop innovation s/solutions
 IPR Voucher: financial supportin order to

protect

**IPR** 



Investment Readiness

- Financial capacity building & preparations
   Investment Pitch
- Investment Pitch decks
   Pitching events
- Pitching events matchmaking & Linkages with investors



Access to International markets

- Go-to-market coaching
- Soft-landing vouchers
- Visibility services
- Events, networking & exposure
- Access to a regional network of innovation and industry stakeholders
- Building a circular textile community & marketplace for the Mediterranean.













**Call for Application! STAND Up! GROWING INNOVATION PROGRAM** 











## **Program Phases and Timeline**



October 2021-January 2022 Access to market vouchers

November 2021-April 2022















- Innovation in textile, clothing or fashion (product, service, technology, process, business model)
- o Circular & Eco-impact model
- Team expertise & commitment
- Economic viability & scalability



Young entrepreneurs at the idea stage



Researchers & university students working on novel research projects



SMEs & Industry professionals working on spin-off projects



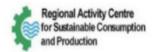








### Interested in boosting the circular textile sector in the Mediterranean? Join this experience & Apply now!





































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