



TEX-MED ALLIANCES

Project Technical Inputs and Methodologies for the implementation of WP3.

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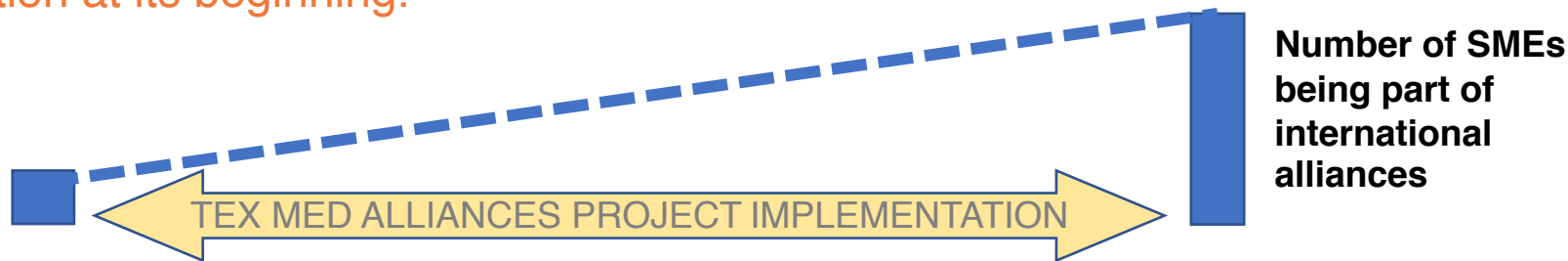


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1. The Base Line

The Base Line describes the situation of the T/C sector in your region/country at the beginning of the project.

The Base Line is needed for evaluating the results/achievements of our project and its contribution to the results of the Programme. **Results will be assessed by comparing the situation at the end of the project with the situation at its beginning.**



Base Line: The T/C sector in your region/country

1. General Information

A) Size

1. Geographical perimeter of the sector
2. Number of enterprises in the T/C Industry
3. Total turnover of T/C Industry
4. Total local employment direct
5. Estimation of Total indirect employment
6. Exports

B) Specialization

1. Core activity of the sector (characterization)
2. Typical or prevailing products
3. Other relevant products
4. Other relevant technologies/processes

Base Line: History and Evolution of the sector-SWOT Analysis

2. History and Evolution

1. Driving forces of the past
2. Subsequent evolution and changes
3. Current situation

3. SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none">• S1• S2• S3•	<ul style="list-style-type: none">• W1• W2• W3•
Opportunities	Threats
<ul style="list-style-type: none">• O1• O2• O3•	<ul style="list-style-type: none">• T1• T2• T3•

Base Line: Characterization and Perspectives

4. Characterization of your T/C sector/region/country

- Distinctive features
- Critical factors and Key Issues
- What Needs
- What Offers
-

5. Perspectives

- On going developments
- Emerging needs and forces
-

Base Line: Key Topics

6 - Key Topics of the TMA project:

- Internationalization
- Innovation
- Circular Economy

7. Key Topics of the ENI Programme:

New International Alliances

*An Alliance includes **consortia, partnerships, clusters, networks** as part or not part of a value chain configuration. It **has to be legally established**, include MSMEs from at **least three countries** and have a **governing body**. Business alliances **can include both MSMEs and BROS**.*

2. The Survey

The Survey completes the Base Line by adding an “on field” research. About 300 Questionnaires are to be cast out with 3 very simple questions

1. Is your firm part of an international alliance?

Rationale: match the ENI Program goal; find out existing alliances.

2. What is the degree of interest of your firm in the issues of:

a) Internationalization ... b) Innovation ... c) Circular Economy ...

Rationale: match the TMA Project focuses; understand the degree of interest

3. Which is the priority issue for investments in the near future?

Rationale: understanding the propensity to participate to the project.

Survey: Targets for Questionnaires

Target for each project partner

TEXFOR	50	SEPEE	30
CTN	50	MFCPOLE	30
GACIC	50	ACI	30
CETTEX	50	FPI	10

TOTAL 300

The Survey ought to be completed at least one week before the SW .

Note: also SMEs of adjacent sectors of T/C are acceptable, in particular when they could be involved in one of the areas of Internationalization (i.e. Agents – Traders, etc.), Innovation (i.e.: technology producers, digitalization of processes, etc.), Circular Economy (i.e. potential suppliers of raw materials and/or customers of T/C waste, leftovers, etc.).



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REGIONE AUTONOMA DE SARDEGNA
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3. The Strategic Workshop (SW)

- It has two main goals:
1. Share the Base Line (the starting point of the project)
 2. Start the Initiatives.

FRAMEWORK INITIATIVES

- I. Identification
- II. Goals
- III. Coordinator

THIRD PARTY INITIATIVES

- I. Area of interest for the Call for proposals
- II. Key Inputs for the call (i.e. objectives)

and *(after a homework before the SW)*:

- IV. Draft Concept Note
- V. SMEs team
- VI. Kind of External Expertise needed
- VII. Action Plan

Home work for the preparation of the identification Framework Initiatives (FI)

The goal is to bring at the SW proposals for Initiatives that may be of interest for your organization, for your member MSMEs and/or your region/country... and for the others as well.

1. Map all projects, initiatives, policies, programs, etc. in the field of Internationalization, Innovation and Circular Economy that your organization is actually carrying on (itself and/or in team with other organization, bodies, institutions ...
2. Assess/Select if they could be combined with the Tex-Med Alliances Project
3. Envisage how the project could be strengthened/improved by the combination

Hone work: Advantages for your organization

Evaluate possible side-advantages for:

- **M-SMEs** that may be included in the Initiative (international partners know-how, actual results)
- **BROs** and supporting institutions that may be involved
- **External Experts** you can rely on
- **Funding of activities**: tests, meetings, visits.

Fls Mentioned in our Proposal

INTERNATIONALIZATION

- “Made in Med”: a fashion brand for the Med culture including also Modest Fashion
- Online sales: how to jointly approach e-commerce platforms
- Advanced co-contracting: co-delivery of advanced industrial services

INNOVATION

- Finishing and surface treatments (including digital printing)
- Technical textiles (selected applications)
- Cotton Improvements (biotech and crop)
- Digitalization (e-commerce, industry 4.0).

CIRCULAR ECONOMY

- Stocks and Leftovers management
- Re-cycled cotton
- Water waste management and recycling
- T/C waste as supplier to other value chains (paper, building materials, etc.)
- T/C value chain as user of other industries waste.



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SW for the Third Party Initiatives (3PIs).

Third Party Initiatives are Initiatives proposed by SMEs and selected by the Project through a public call.

**3PIs are supposed to meet needs (or goals) of SMEs.
Their scope should be restricted or specific.**

The SW has to identify:

1. a broad area of possible interest encompassing needs/goals of the SMEs as input for the Guidelines of the Call for proposals
2. Some key specifications for the outlining the Call (minimum number of SMEs for application, inclusive or not of external consultancy ...)

Home work for the preparation of the Call for 3PIs.

Having in mind MSMEs/BROs of your region/cluster and the three areas of Internationalization, Innovation and Circular Economy , **try to envisage some possible themes.**

Consider also **experts, external consultants** that can be positively involved.

Select specific MSMEs/BROs **that are particular active** in the above three areas and inquire them about specific issues they are dealing with.

Bring your ideas to the SW and share them with other PPs.

Project Know-how Reservoir (PKR).

The Project Know-How Reservoir is the **library that assemble all documents of technical and scientific nature** produced by the Project or are collected by the project from external sources however having an interest for the project. The Library is on the project website.

1. Primarily, the PKR will be fed by the technical presentations of TAM, FIM, PPs and by external experts invited to project seminars, meetings and other events
2. The PKR will also include all technical reports of TAM, FIM and other HRs of the project
3. PPs should add any document of any kind (reports, researches, studies, videos, tutorial, etc.) that, despite having a limited scope (either technical as geographical) may be interesting for other PPs. Documents may be in any language (an abstract in English and/or French would improve their use, not compulsory).

FINAL TARGET: 50 DOCUMENTS UPLOADED IN THE PROJECT KNOW-HOW RESERVOIR.



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Human Resources WP3.

Technical Assistance Manager (TAM) – Francesco Pellizzari
Fashion International Marketing Expert (FIM) – Hani Mourad

Francesco and Hani, were hired by a “centralized procedure” because they will serve all or several PPs in order to get the best achievements for the project and for all project partners.

Allocation of Man/days according the financial strength of each PP.

Please confirm that your organization can pay invoices of Francesco and Hani on the basis of a centralized contract.

Lead Beneficiary



TEXFOR
Spanish Textile Industry Confederation
(Spain, Catalunya)

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

Partnership



CTN
Industrial Association
of Northern Tuscany
(Italy, Tuscany)



SEPEE
Hellenic Fashion
Industry Association
(Greece, Kentriki Makedonia)



CETTEX
Textile Technical Center
(Tunisia, Ben Arous)



MFCPOLE
Monastir El Fejja
Competitiveness Pole
(Tunisia, Tunis)



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



ACI
Amman Chamber
of Industry
(Jordan, Amman)



PFI
Palestinian Federation
of Industries
(Palestine)

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