



TEX-MED ALLIANCES

TEX-MED Alliances Project: Outline and main Features

Susanna Leonelli, Project Coordinator

Kick-Off Meeting – Barcelona
19th-20th February 2020

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)



الاتحاد العام للصناعات الفلسطينية
Palestinian Federation of Industries

PFI
Palestinian Federation
of Industries
(Palestine)

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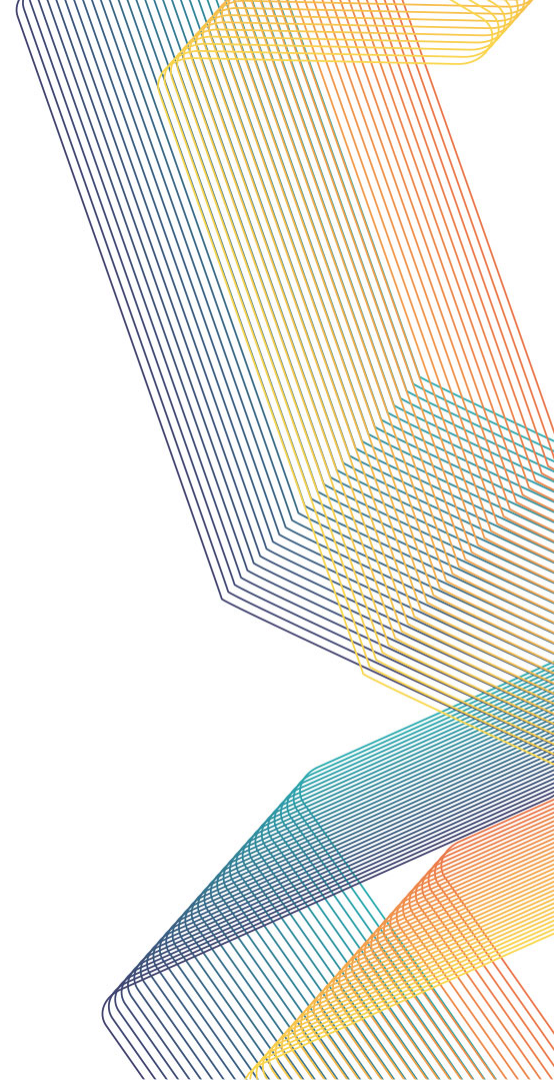
❖ The Project:

- Partnership, Objectives
- The project within the ENI CBCMED Programme
- Programme/Project indicators
- Results & Outputs to be achieved by the Project
- Project Strategy for Implementation
- Project development
- Core of the Project: the Initiatives

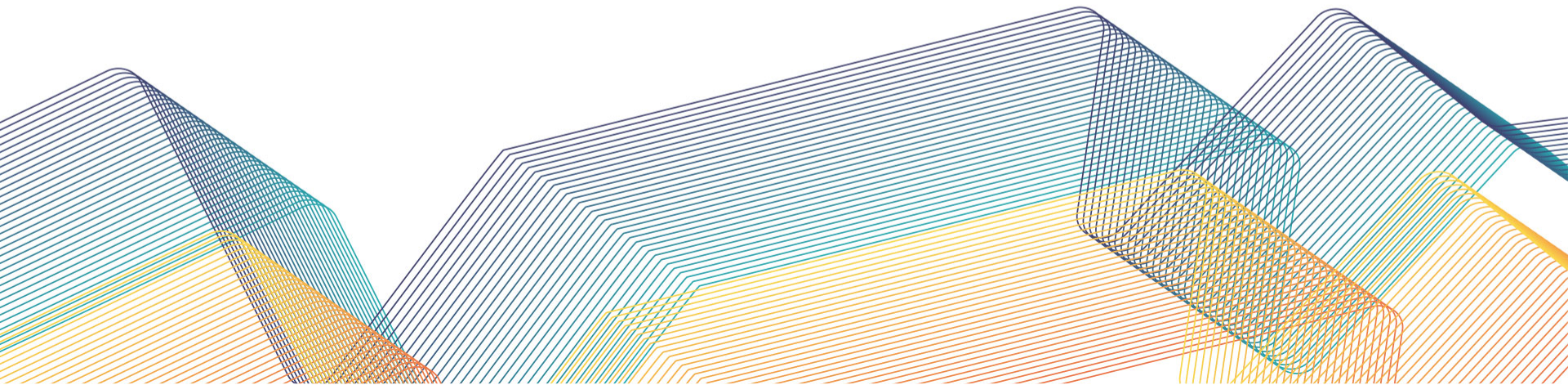
❖ Organization:

- HR and Collective bodies
- Project structure
- WPs Main Outputs

❖ Programme Results and Project's Outputs indicators



The Project



TMC

Partnership/people

Concept of «CBC Initiative»

Sub-grants to participate to fairs/business events

TMA

2 New partners (ACI – PFI)

Preliminary phase for

Business Alliances
(Internationalization/Innovation/
Circular economy)



Sub-grants to support CBC Initiatives

n° Fairs **outside** the Programme area

New Reporting system (MIS)

Budget also per «**OUTPUT**»

Project website/Programme **website**

TEX-MED ALLIANCES:

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



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TEX-MED ALLIANCES

Partnership

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

Partnership



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

OBJECTIVES

1

Design and implement **“Framework initiatives” (FIs)**

*i.e. **Cross Border Cooperation (CBC)** initiatives identified and promoted by the Project Partners - aggregating MSMEs/BROs on strategic topics related to Internationalization (WP4), Innovation (WP5) and Circular Economy (WP6).*

Top-down approach.

2

Select and support **“Third Party Initiatives” (3PIs)**

*i.e. **new CBC project ideas/proposals arising directly from third parties (MSMEs/BROs)** of the regions on areas of interest related to Internationalization (WP4), Innovation (WP5) and Circular Economy (WP6).*

Bottom-up approach.

3

Finalize FIs and 3PIs into **Euro-Mediterranean alliances**

i.e. cross-border consortia, partnerships, networks, clusters.

Consolidation of the two approaches.

The Project and The Programme

Programme: ENI CBC MED

Overarching Objective: Promote economic and social development

3 Thematic Objectives

Support education, technology and innovation

Business and SMEs Development

Social inclusion

Priorities

Support innovative start-up and recently established MSMEs

Strengthen and support networks, clusters, consortia and value-chains

Encourage sustainable tourism initiatives and actions

Projects

TEX-MED ALLIANCES

ENI CBC MED Expected results
Increased number of MSMEs participating in Euro-Med enterprise alliances.



TEX-MED ALLIANCES

Programme/Project Indicators

Thematic Objective:

A.1 Business and SMEs Development

Priority:

A.1.2: Euro-Mediterranean economic clusters

EXPECTED

RESULT

(1.2.1)

**Increased
number of
MSMEs
participating in
EU-MED
enterprises
ALLIANCES**

RESULT

INDICATOR

(1.2.1.A)

**N° of newly
established
business alliances
(at local and
international
level)**

PTV: 90 / **ptv: 22**
**cross border
agreement signed**

OUTPUT (1.2.1.1)

**Quality of consultancy services
provided to SMEs** (marketing, logistics,
internationalization, ICT applications,
governance, clustering, etc.)

OUTPUT (1.2.1.2)

International Business Events/initiatives
aiming at enlarging enterprises activities
to new markets

OUTPUT (1.2.1.3)

New joint products/brands developed in
key sectors or locations, that provide
added value.

OUTPUT INDICATOR (1.2.1.1.a)

**N° of enterprises “substantially
and actively involved” satisfied
with consultancy services and
making requests for follow-up.**

PTV: 120 / **ptv: 26**

OUTPUT INDICATOR (1.2.1.1.b)

**N° of enterprises participating in
cross border business events**

PTV: 120 / **ptv: 34**

OUTPUT INDICATOR (1.2.1.1.c)

**N° of enterprises that share
common knowledge on specific
items**

PTV: 120 / **ptv: 27**



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TEX-MED ALLIANCES

Results & Outputs to be achieved by the Project

**THE KEY PLANNED RESULT of the Tex-Med Alliance project:
22 M-SMEs/BROs being part of new Euro-Mediterranean Alliances.**

Additional **OUTPUTS** on which the project is evaluated by the ENI CBC MED Programme:

- 1. 26 enterprises satisfied with consultancy services received**
- 2. 34 enterprises participating at cross-border business events**
- 3. 27 enterprises sharing common knowledge on specific items**

Therefore the project **MUST**:

- Prepare the ground for the creation of new Euro Mediterranean alliances among MSMEs/BROs
- Select qualified external experts for supporting involved MSMEs
- Organise and promote business events and facilitate the participation to international fairs

Strategy to implement the Project

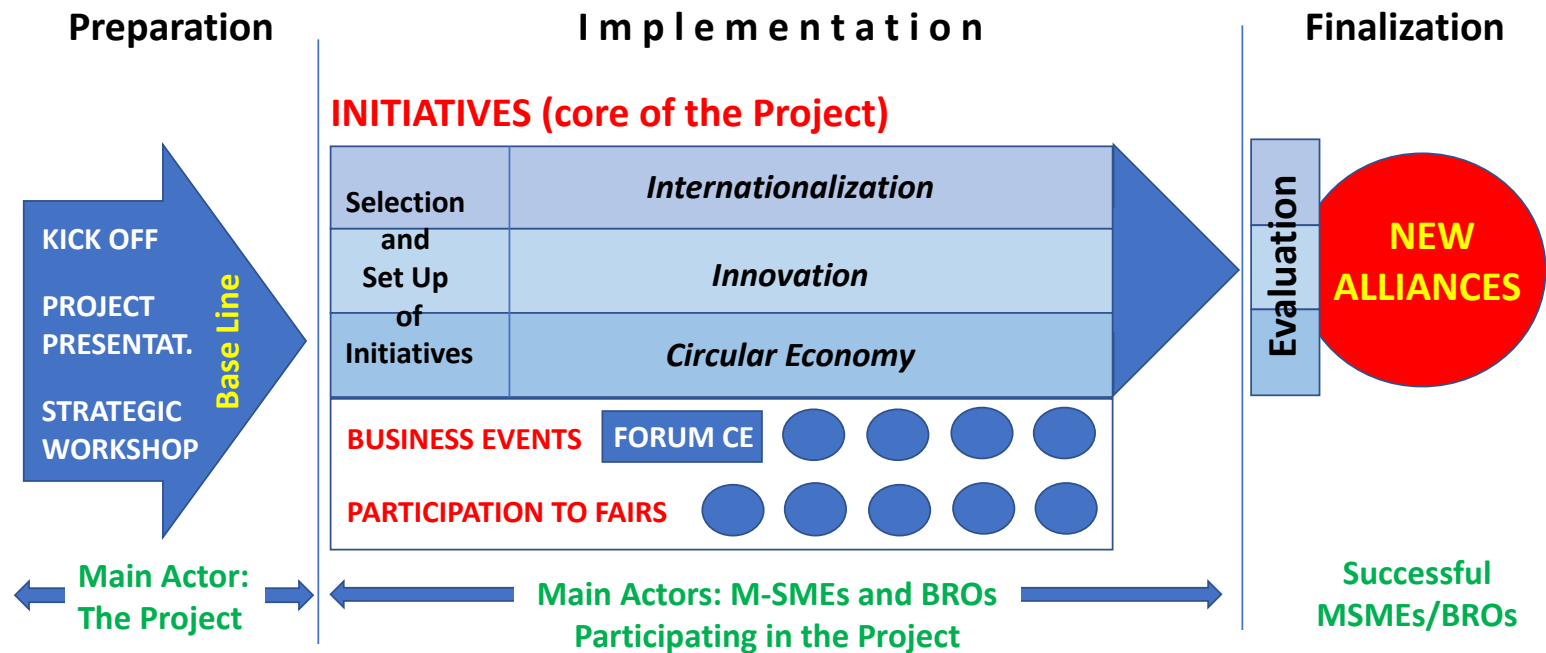
Focus on 3 areas of interests:

1. INTERNATIONALIZATION
2. INNOVATION (PRODUCT-PROCESS-TECHNOLOGY)
3. CIRCULAR ECONOMY

Project idea: Launch CBC Initiatives (FIs and 3PIs) as preparatory phases for Alliances, then:

Turn successful initiatives into “Alliances”

Project development



Core of the Project:

Initiatives

Are preparatory to the establishment of **New Alliances** (Objective of the Project) among MSMEs and BROs of the Mediterranean Basin. Initiatives are of two Types:

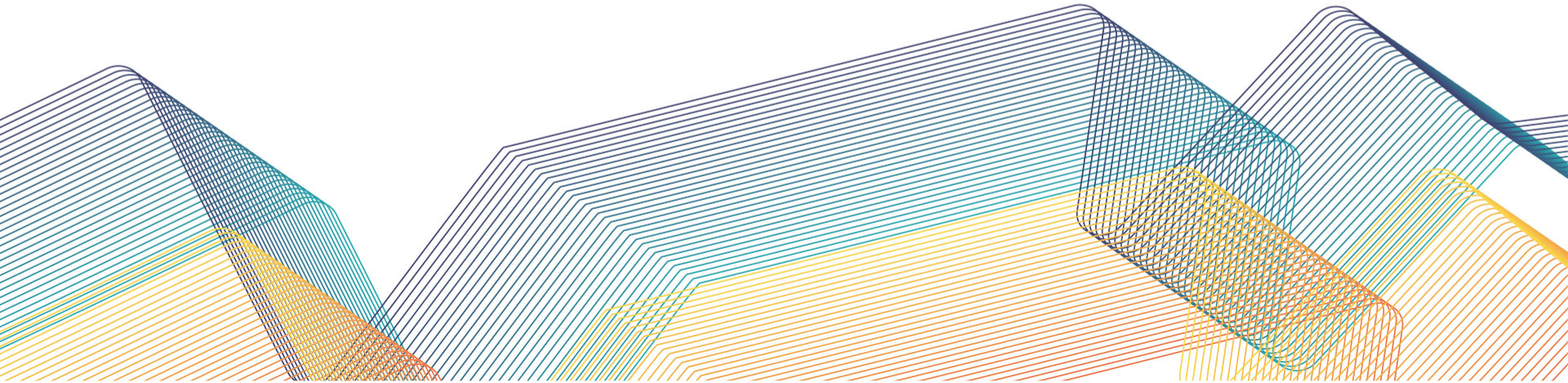
- 1 Framework Initiatives (Fis):** that are **launched and conducted directly by the Project Partners** at the Strategic Workshop in Thessaloniki **(April 2020)**.
- 2 Third Party Initiatives (3PIs):** that are **proposed by MSMEs** and selected through a public call for proposals **(June 2020 on)**.

SUCCESSFUL INITIATIVES ARE TO BE TURNED INTO NEW "ALLIANCES"

Support to the Initiatives:

- **Financial Support (Sub Grants) :** 20.000 € per party (up to 60.000 € per initiative) to :
 - MAIN: Procure quality consulting services, but also
 - Procure inputs for carrying on Initiatives (procurement of researches, tests, ...)
 - Travel costs for meetings, etc linked to the initiative
- **Technical Assistance from the Project Team** (in particular : TAM, FIM and the Project Management Team)
- **Networking potential of the Project Partners**, that are Business Representatives Organizations.

Organization



Human Resources

TEXFOR (BEN)

PROJECT TEAM

Project Coordinator: **Susanna Leonelli**, supported by:
Financial Manager: **Oriana Mazzali**
Communication Manager: **Monica Olmos**
TA Manager: **Francesco Pellizzari**
FIM Expert: **Hani Mourad**

Tasks/responsibilities:

- Overall management, coordination, reporting, monitoring and evaluation;
- Financial Management
- Communication, visibility, dissemination
- Technical Methodologies/Quality control for FIs and 3PIs

PROJECT PARTNERS

PPs STAFF

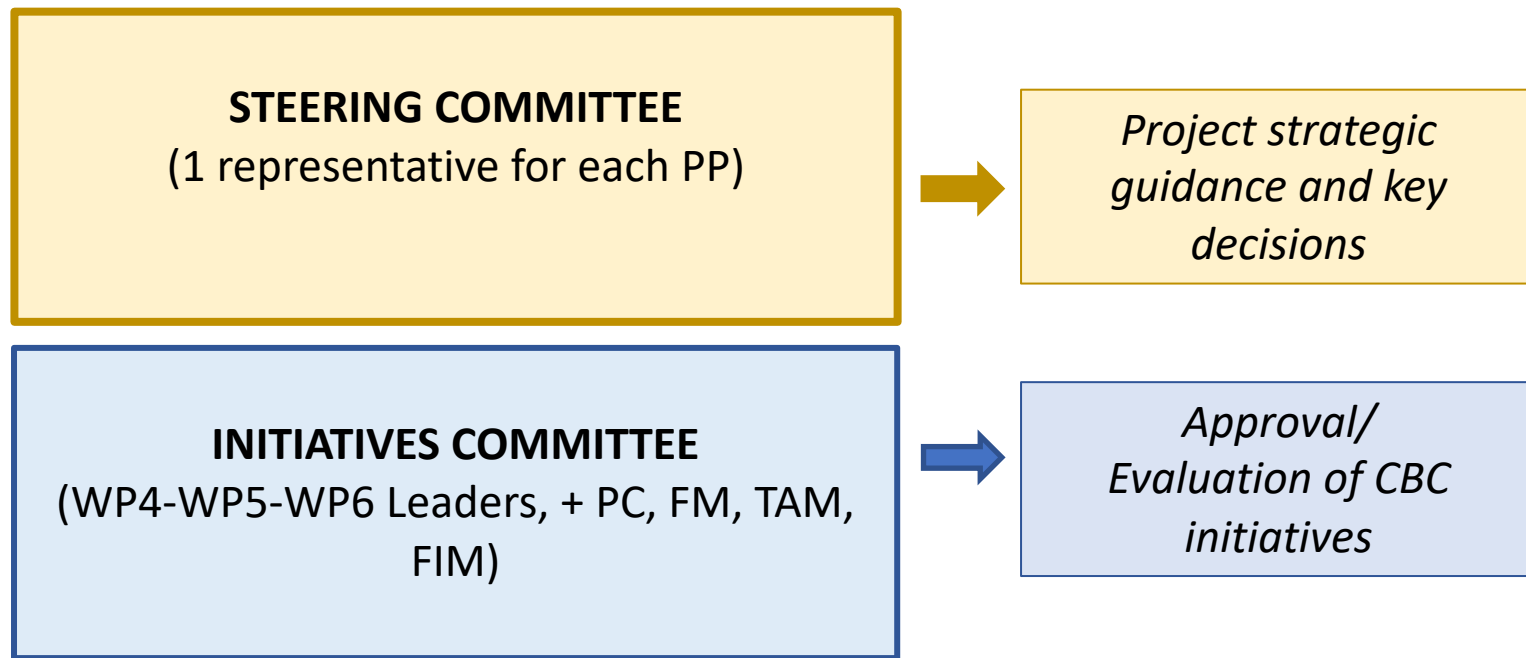
Local Project Managers
Local staff for Admin/finance
Local staff for Communication
Local staff for Technical Implementation

Senior HR
Junior HR

Tasks/responsibilities (local level):

- Activities management and implementation
- Financial accounting
- Communication, visibility, dissemination
- CBC Initiatives Technical implementation and quality control

Collective bodies



Project structure

WP1: Project Management (WP Leader: TEXTFOR)

WP2: Project Communication (WP Leader: TEXTFOR)

WP3: Technical Assistance (WP Leader: GACIC)

WP4:
INTERNATIONALIZATION
(WP Leader: ACI)

WP5:
INNOVATION
(WP Leader: mfcpole)

WP6:
CIRCULAR ECONOMY
(WP Leader: CTN)

*Each “WP” contains some of the **35 Outputs** and **50 Activities** to be executed during the project implementation period.*

Main Outputs (WP1/2/3)

WP1 Management

- 1 Project Technical Manual
- 10 Project Management Meetings
- 42 progress Reports
- 2 Collective Bodies (SC and IC)
- 2 Recruitments (TAM & FIM)
- **1 Procurement of Digital printing**
- **1 Call for proposals for 3PIs**

WP3 Technical Assistance

- **1 Project Baseline**
- 1 Methodology for Framework Initiatives
- 1 Methodology for third Parties Initiatives
- **1 Strategic workshop (Thessaloniki)**
- TA to CBC Initiatives
- 1 CBC Initiative Final Assessment
- Project Know-how Reservoir

WP2 Communication

- 1 Communication Plan
- 1 Final Conference (Alexandria)
- 1 Capitalization Forum (Alexandria)
- Promotion of 30 Project events
- 200 Press Articles/videos/interviews
- 15,000 Online Communications
- **7 Local Project presentations**
- **7 Promotions of CBC Activities in the countries**
- 7 Dissemination meetings

Main Outputs (WP4/5/6)

WP4 Internationalization

- **CBC Initiatives for Internationalization**
- **4 B2B CBC Business Events**
- **Guided visits to Fairs**
- **1 Closing meeting** for the establishment of **Alliances** (Alexandria)

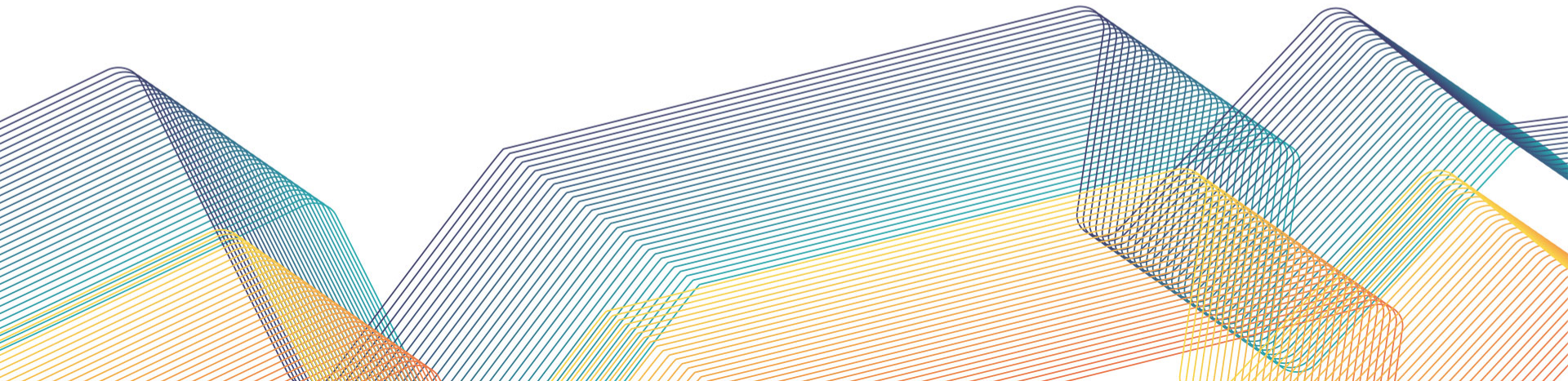
WP5 Innovation

- **CBC Initiatives for Innovation & Tech upgrading**
- **Sharing Knowledge on Digital printing**
- **Guided visits to fairs**
- **Match-making meetings** for Innovation
- **1 Closing Meeting** for the establishment of **Alliances** (Alexandria)

WP6 Circular Economy

- **CBC Initiatives for Circular Economy**
- **1 Open forum on Circular Economy** (Prato)
- **1 Closing meeting** for the establishment of **Alliances** (Alexandria)

Programme Results and Project's Outputs indicators



PROGRAMME Expected result	PROJECT Outputs	WP	PROJECT Output indicator	PROJECT Target Value	PROGRAMME Target Value
Increased number of MSMEs participating in EU-MED enterprises ALLIANCES	4 B2B CBC Business events	WP4	N° of enterprises participating in cross border business events ptv: 34	12	120
	Guided visits to Fair for internationalisation	WP4		10	
	Guided visits to fairs for Innovation	WP5		6	
	Match-Making meetings for Innovation	WP5		6	
	Technical Assistance to CBC Initiatives	WP3	N° of enterprises satisfied with consultancy services. ptv: 26	5	120
	CBC Initiatives for internationalization	WP4		9	
	CBC Initiatives for Innovation	WP5		12	
	Sharing knowledge on Digital printing	WP6	N° of enterprises that share common knowledge on specific items PTV: 120 / ptv: 27	12	120
	CBC Initiatives for Circular Economy	WP6		12	
	Open Forum on Circular Economy	WP6		3	



Thanks for your attention



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TEX-MED ALLIANCES