

Textile, footwear and leather: EU-funded CRE@CTIVE project to boost Mediterranean traditional sectors

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Last December the CRE@CTIVE Project (“Innovation for bringing creativity to activate traditional sectors in Mediterranean area”) kicked off.

It is an EU-funded project with a total budget of €3.2 million, aimed at activating traditional Mediterranean industry sectors by boosting creativity as a key for increasing economic opportunities for MSMEs. Design talents from international organizations, creative hubs, fashion schools, design centres will be linked with MSMEs fostering a creativity and innovation process with impacts on value chains and business alliances across the Mediterranean.

Due to the COVID-19 restrictions, the kick-off event had to be held online. All partners introduced their institutions, the project team and the role they will play within the project. The lead partner introduced in detail the project with its different work packages and outputs and gave an introduction to the management procedures and financial management guidelines for all partners.

The official institutional meeting and press conference of CRE@CTIVE will be held in March.

Read more

[Press release](#)

CRE@CTIVE project fiche