

# STAND Up!

## 1st Capitalization Event

Barcelona, 5 July 2023



STAND Up!

# Agenda

01

**Program achievements**

02

**Program outputs- Qualitative focus**

03

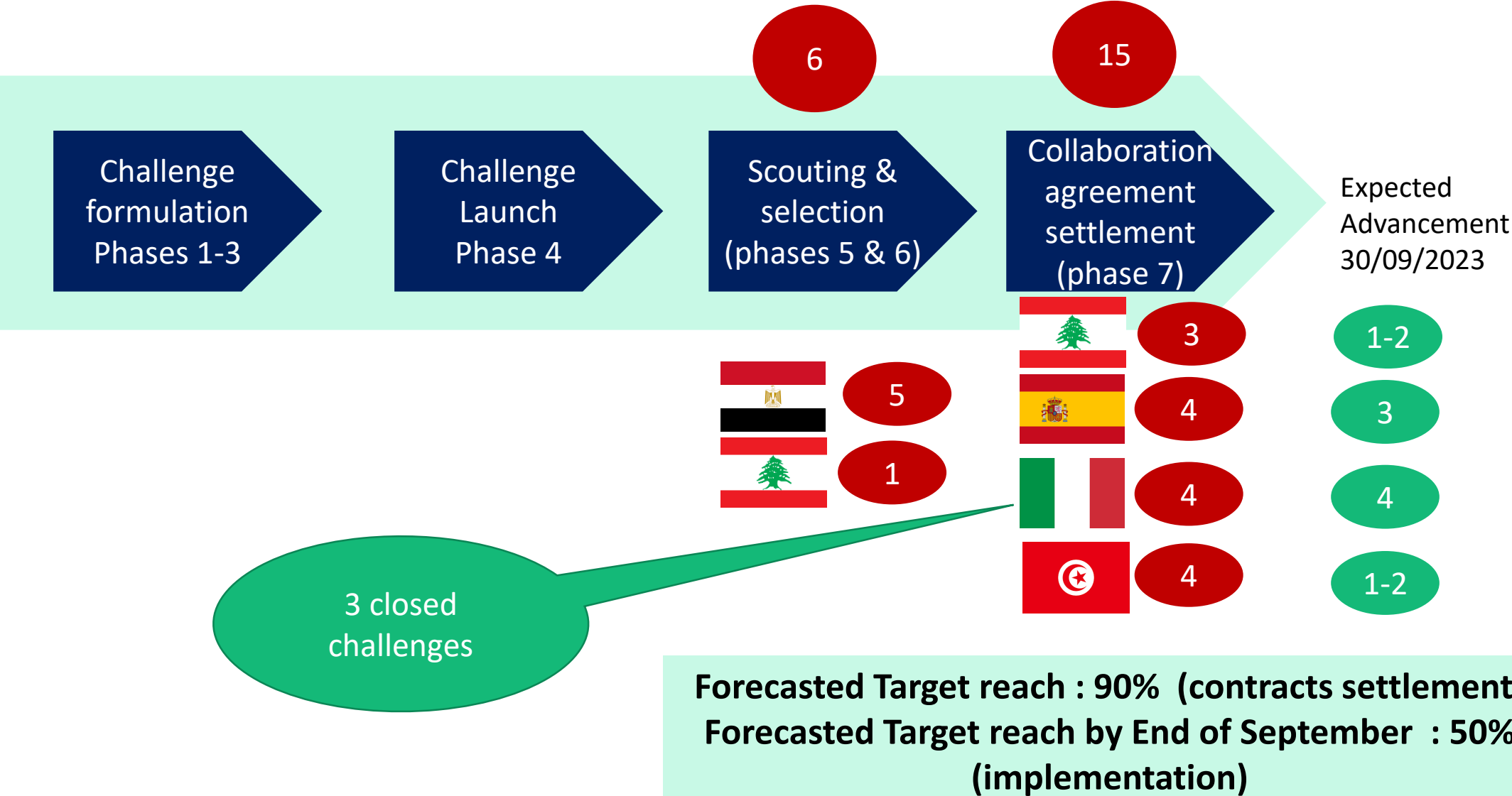
**Lessons learnt : Best practices & OI enhancement proposals**



# Program Advancements



# Program Advancement – June





### Achievements

- 3 achieved solutions out of 15 ongoing collaboration agreements
- 33 matching solutions addressing 27 Challenges
- A pipe of 6 challenges in selection or launch phase ( Egypt, Lebanon)
- Ongoing Tenders managements for providers on boarding

### Practice & Knowledge sharing

- Collaboration agreements adaptation
- Launch event

### Concerns & Support requests

- Challenging implementation timeline (End of September)
- Difficulties in Solutions scouting ( Egypt)
- Financial settlement delays ( Spain, Lebanon)
- Legal issue in one collaboration agreement ( Lebanon)
- Change in Tenders managements due to Items reallocation
- Delay in Collaboration agreement settlement (Tunisia, Italy )
- Implementation slowed by procurement restrictions (provider out of Med Regions)

### Next steps

- Collaboration agreement implementation ( Spain , Italy , Tunisia, Lebanon)
- Selection closing and collaboration settlement ( Lebanon and Egypt )

**Program  
outputs:  
qualitative focus**





# Qualitative focus

- A portfolio of **+36 challenges** launched by **20 companies** mainly in **Recycling & Eco-Design** (new eco-friendly processes and materials)
- **Water challenges** launched in Tunisia & Egypt
- A stimulated open innovation process with local ecosystems (Textile, Environment, Startups & innovation)
  - **+65 solutions received** in response to **+27 challenges**
- **Response Quality : ~50% of received solutions are valuable and matching with challenges**



# +33 solutions addressing 27 challenges

|  Challenges  |  Challenges   |
|--|--|
| <ol style="list-style-type: none"> <li>1. <b>Recycling,</b></li> <li>2. <b>Post consumption</b> way,</li> <li>3. <b>Wool sub-chain</b> ( manufacturing &amp; traceability)</li> <li>4. <b>New bio based</b> materials</li> </ol> | <ol style="list-style-type: none"> <li>1. Circular As Well As Innovative <b>Reuse Of The Textile Waste</b></li> <li>2. A <b>traceability process</b> for the 'Made in Italy' value chain</li> <li>3. Stimulating the response to the growing demand for sustainable and recyclable textile fibres by developing a 100% pure, 100% sustainable <b>hemp viscose yarn</b></li> <li>4. Circular and creative reuse of <b>tons of leather waste from the landfill</b> in Tuscany, Italy.</li> </ol> |

|  Challenges  |
|---|
| <ol style="list-style-type: none"> <li>1. <b>Stocks Management</b> platform,</li> <li>2. <b>Producing sustainable fabrics</b></li> <li>3. <b>Recycling</b> of donated clothes,</li> <li>4. <b>Fabrics positive</b></li> </ol> |

|  Challenges  |
|---|
| <ol style="list-style-type: none"> <li>1. <b>High quality Cotton Textile</b></li> <li>2. <b>Recycled cotton fabrics</b> for toys</li> <li>3. <b>Energy saving in Cotton Manufacturing</b></li> <li>4. <b>Organic chemicals</b> management</li> <li>5. <b>Textile Waste water</b> treatment</li> </ol> |

|  Challenges-<br>Water, Energy & pollution   |
|--|
| <ol style="list-style-type: none"> <li>1. <b>RO concentrate salinity</b> reduction</li> <li>2. <b>Ro concentrate</b> recycling</li> <li>3. <b>Drying by solar energy</b></li> </ol>  |
|  Challenges-<br>Waste Management  |
| <ol style="list-style-type: none"> <li>1. <b>Cotton organic waste</b> recovery</li> <li>2. <b>2nd choice upcycling</b></li> <li>3. <b>Dryer's waste</b> management</li> <li>4. <b>Sludge Recovery into combustible/ cobblestone</b></li> </ol> |
|  Challenges-<br>Eco-friendly Process & materials  |
| <ol style="list-style-type: none"> <li>1. <b>Automatic Optic Fabric</b> inspection</li> <li>2. <b>Carbon Footprint</b> calculation</li> <li>3. <b>Natural resources</b> consumption automatic monitoring</li> </ol>                            |

# A comprehensive portfolio in Recycling



Recycled Cotton Fabric for  
Toys - Egypt



Upcycling fabric waste  
and old stocks - Lebanon



Texpro Corp challenge N1:  
2nd choice upcycling



Sitex challenge N3 :  
Cotton organic waste  
recovery



Circular and creative  
reuse of tonnes of leather  
waste from the landfill in  
Tuscany, Italy. BISBAG and  
Museo del Tessuto di Prato



Stimulating the response  
to the growing demand for  
sustainable and  
recyclable textile fibres by  
developing a 100% pure,...



MFcpôle challenge N 2:  
Sludge Recovery into  
combustible/cobblestone



King+ challenge: cutting  
waste management

# Examples of winning solutions

## Recycling

### Challenge

- Reuse of the cotton wastes from the pre-treated selvages from Texia



### Solution

- Very scalable to other sectors for several applications, such as suitcases

## Traceability

### Challenge

- A traceability process for the 'Made in Italy' value chain



### Solution

- Blockchain driven solution

## Water

### Challenge

- Water consumption monitoring



### Solution

- IOT platform

### Challenge

- Automatic fabric inspection



### Solution

- AI driven solution

## Digital enabled

### Challenge

- Stock Management module



### Solution

- Intelligent solution to prevent over production

# Lessons Learnt : Best Practices & Enhancement proposals



# Challenges Identification, formulation & Value proposition



# Phases 1-3 - Challenges Identification, formulation & Value proposition

- **Activities :**
- Communication & Information – Info sessions & events
- Companies expression of interest & engagement
- Assistance to companies in the challenge formulation ( Problem Statement, Challenge definition, selection criteria, Timelines, Impact qualification)
- Value proposition definition

ENI CBCMED  
Cooperating across borders  
in the Mediterranean

Project funded by the  
EUROPEAN UNION

REGIONE AUTONOMA DI SARDEGNA  
REGIONE AUTONOMA DELLA SARDEGNA

CETTEX

MedWaves  
the UNERMAP Regional  
Activity Centre for SCP

**STAND Up!**

**50 challenges identifiés issus des premiers ateliers (Octobre)**

مركز تونس الدولي للتكنولوجيا البنية - المصنعة الجديدة  
14 17 أكتوبر 2022

Vous êtes une entreprise du secteur du textile, de l'habillement et de la mode  
Vous cherchez des solutions innovantes et personnalisées à vos défis environnementaux pour optimiser votre empreinte écologique et se préparer aux nouvelles pressions du marché  
Vous souhaitez promouvoir votre image d'entreprise éco-responsable et innovante  
Vous souhaitez entrer en relation et concrétiser une première collaboration avec une startup  
Ce programme est pour vous !  
Nos experts vous accompagnent dans la formulation de votre besoin et cherchent pour vous les meilleures solutions.  
Pour s'inscrire à cet événement : <https://forms.gle/1KtE8mG4WjE3JA>

ENI CBCMED  
Cooperating across borders  
in the Mediterranean

Project funded by the  
EUROPEAN UNION

REGIONE AUTONOMA DI SARDEGNA  
REGIONE AUTONOMA DELLA SARDEGNA

**STAND Up!**

Atelier de travail sur le programme d'eco-innovation ouverte dans le secteur du textile, de l'habillement et de la mode.

Date 28/10/2022 Heure 08:30-13:30 Hôtel Amir Palace Monastir

Inscription:

ENI CBCMED  
Cooperating across borders  
in the Mediterranean

Project funded by the  
EUROPEAN UNION

REGIONE AUTONOMA DI SARDEGNA  
REGIONE AUTONOMA DELLA SARDEGNA

CETTEX

MedWaves  
the UNERMAP Regional  
Activity Centre for SCP

**STAND Up!**

Atelier d'information sur l'eco-innovation ouverte dans le secteur du textile, de l'habillement et de la mode.

Date 28/10/2022 Heure 08:30-13:30 Hôtel Amir Palace Monastir

Inscription:

ENI CBCMED  
Cooperating across borders  
in the Mediterranean

Project funded by the  
EUROPEAN UNION

REGIONE AUTONOMA DI SARDEGNA  
REGIONE AUTONOMA DELLA SARDEGNA

CETTEX

MedWaves  
the UNERMAP Regional  
Activity Centre for SCP

#FTTH

Vous, Karim Said, Rym Charraï et 15 autres personnes

2 commentaires, 5 partages

[Like](#) [Commenter](#) [Partager](#)

**#STANDUp**

# Best practices

- Info Sessions & Physical **Match Making Events** 
- On Boarding **other related Stakeholders** 
- Collaboration agreement **template** 
- Expression of interest / **MoU**   
- Workshops for challenges identification and prioritization 
- **Rountables with companies**    



# Return on experiences

- **Challenging start** : OI is not a common practice and needs communication boosting
- **FAQs by startups and companies** about
  - IP protection,
  - Program timelines,
  - Collaboration agreement engagements
  - Financial process / Procurement procedure
- The **public sector procedures** slow the program rollout
- Need to define explicitly the **eligibility criteria** for early stage ventures (legal set up, access to R&D centres, groupment, cross countries,..)



# Return on experiences

- The **financial process delays** disturbs the program rollout
- Few cash value propositions has been registered
- Need to adapt the OI framework and consider **public sector requirements** ( Public communication, prioritization, procedures,..)



# OI Enhancements proposal

- **Standardized template and info memo** about the collaboration agreement and parties engagements from the process start
- **Anticipate the scouting phase : to be “** from the program kick-off”
- Adaptation to **public sector requirements**
- **Financial process** review and acceleration
- **Cross-countries** challenges



# Challenges launch





# Best practices

- Digital Marketing



- Short Videos



- Post per challenge



- Radio podcast – in startups oriented program



- Challenge Notebook



- Marketing Departement involvement





# Return on experiences

- The launch process in the platform needs fine tuning :
  - Solution extraction, validation process, shared info about the criteria and valuation criteria, eligibility control
- The interaction between startups and companies is not explicitly defined
- Not optimized setup for service providers in Tunisia: program management, communication & helpdesk
- The challenge launch waves are also due to financial process constraints
- The delay in logistics disturbed the communication plan ( Tunisia case)



# OI Enhancements proposal

- **OI platform fine tuning** : solutions extraction and monitoring, additional info, submission controls, eligibility criteria, admin Roles
- Explicit budget for **communication Ads**
- Clarify the possibility of **startup – companies interaction** during the launch phase
- **Standard Marketing & Dissemination Materials**
- **Stream & vendor grouping** : project management, communication, helpdesk



# Solutions scouting and selection



# Phases 5-6 – Solutions scouting & selection

- **Activities :**
- Scouting campaigns in Startups & innovation ecosystems
- Communication & Info
- Selection process definition and setup
- Solutions assessment
- Solutions pitching
- Final selection



# Best practices

- Setting up variable selection committee composition involving the companies, the program management and other experts and related stakeholders



- Anticipated scouting in Digital info sessions and matchmaking events



- Targeted mailing to startups support organizations (SSOs) and innovation ecosystem



- Proposed selection criteria by companies concerned by the challenges



# Best practices

- Involving the Companies in the first pre-selection of the solution received



- Definition of the selection process including a first pre-selection regarding the solutions matching with the launched challenges



- Setting up Amended solution Scoring matrix with a second level of qualification criteria



- Possibility of site visits & meeting with companies and Pitch Day organization



# Return on experiences

- Non quality ( not detailed solutions) – All
- Difficulties to find solutions : 5 solutions received for 5 launched challenges
- The valuation matrix is not so detailed
- Some well ranked solutions eliminated due to 1 winning solution constraint
- The restriction of groupment of ventures should be reviewed
- The OI platform use need fine tuning to facilitate solution extraction and assessment



# OI Enhancements proposal

- **Detailed Assessment matrix**
  - Second level Criterias
- **OI Platform fine tuning :**
  - solutions extraction, quality controls , assessment template
- **Sites visits and meeting with the companies** before final solution pitching
- Possibility of complementary **solutions groupment**







# Collaboration agreements settlement



# Phase 7 – Collaboration agreement settlement

## Best practices

- **Activities :**
- Solution implementation plan definition
- 3 Parties engagements draft
- Collaboration agreement settlement
- Communication & Dissemination

- Collaboration template 
- Review and adaptation of collaboration agreement template by external legal expertise 
- Launch event 
- Local adpatation regarding public sector requirement and procedures 

# Return on experiences

- Miss interpretation of the OI and Joint-development concepts led to legal concern
- 3 Parties engagements should be explicitly presented at the start of the program to on-board both startups and companies and to clarify engagements after the end of program
- FAQ by start-ups regarding the solutions non disclosure and protection ( at all phases)
- Procurement procedure slowing the implementation
- Short timeline considering End Of Program Timeline ( End of September)



# OI Enhancements proposal

- Standardized template
- Enrichment of IP protection clauses for joint-development cases
- Contracts extension
- Direct procurement rules enhancement
- Link with other program components such IP support





# THANKS

Juin 2023



STAND Up!