

## Presentation of Framework Initiatives

TEX-MED ALLIANCES Project is launching Mediterranean Cross-Border Cooperation Initiatives bringing together micro, small, medium enterprises and starts-ups and other business organizations from Spain, Italy, Greece, Tunisia, Egypt, Palestine and Jordan and join forces to help recovering from the current Covid-19 pandemic crisis.

### 1. Fashion Restart

**Fashion Re-start** Framework Initiative concerns the fashion/apparel sector. Covid-19 pandemic is forcing the restructuring of the industry at global level: large retailers are closing many outlets; on-line sales are soaring and consumers are changing their behaviour. These changes hide opportunities for those SMEs that are prepared to modify their business model.

Tex-Med Alliances Project helps SMEs to grasp these opportunities by providing financial and technical support.

Fashion Restart aims at identifying innovative business models by the development of alliances among manufacturers, designers, and retailers for inspiring new collections fit for the Mediterranean markets, designed by having in mind the climate, the colours and the culture of the Mediterranean. Therefore we are looking for designers, clothing manufacturers and local retailers interested to implement it.

Participation will provide several advantages:

- Cooperation with eight strong organizations (project partners) for international networking, public relations and institutional marketing.
- Inclusion in a group of cooperating enterprises supported by project experts and external consultants
- A financial contribution up to 10.000 euros for selected costs

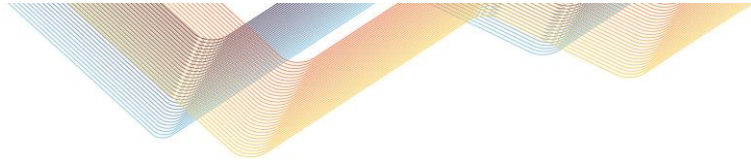
Now it is the right time express your interest to take part to this initiative because the deadline to submit applications is 7th December 2020.

The Initiative will be implemented from January 2021 to June 2022. Its final outcomes will be new opportunities and Euro-Mediterranean alliances for SMEs for fashion restart.

Get further details and information on [www.texmedalliances.eu](http://www.texmedalliances.eu) . In our website you can find the contact point for each country or contact us by email: [hani@texmedalliances.eu](mailto:hani@texmedalliances.eu) (English, French and Arabic).

### 2. Health Emergencies

**Covid-19** demonstrated how important and critical are textiles for health protection. All countries are now aware that a quick and quality supply of masks, aprons and other medical



devices are a prime necessity either for normal citizens as well as for professionals, those exposed to the virus.

Therefore Covid -19, beside drops in the “normal” demand for clothing, it offers also new opportunities in health specialized segments

Our Health Emergencies Framework Initiative helps enterprises to grasp such opportunities. It will assist participants in the field quality standards, tests and certifications for product of health protection.

The final objective of the Initiative is the establishment of a Mediterranean Health Textiles Cluster for providing an effective, quick and tested/certified supply of health devices in the Mediterranean countries. The Cluster will support common marketing strategies and also it will foster innovation for wearable technologies, in particular in the field of quick diagnosis and alert tools. The cluster aims to become an international leader in this field.

We are looking enterprises and organizations that are interested to participate to the creation of the Health Textile Cluster and contribute to its development. Start by adding your company in our project data base!

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The Initiative will be implemented from January 2021 to June 2022. Its final outcomes will be a strong new Mediterranean Alliance specialized in health textiles.

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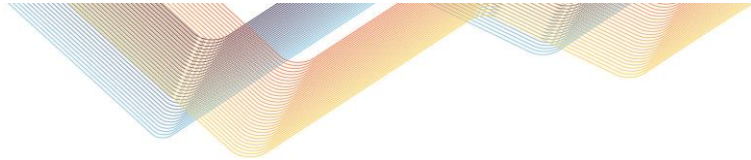
### **3. Dyeing Small Batches**

The Dyeing Small Batches Initiative aims at helping micro and small enterprises in the dyeing and finishing phase of small quantities, small items or accessories, in order to improve the added value of their products.

All enterprises participating in the Initiative can personalize colours or performances of their products by using a new dyeing and finishing equipment that will be installed at CETTEX Technological Resource Centre in Monastir, and take advantage of the technical competences of the centre to develop new skills and master dying techniques. The use of equipment is free of charge for the companies participating in the Initiative.



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The initiative has the final objective to upgrade knowledge in dyeing and finishing by developing a network of SMEs (“Alliances”) that cooperate in this field and is complementary to the development and the finalization of the other project’s Framework Initiatives.

The dyeing small batches equipment will be available to enterprises participating in the initiative during the first Semester 2021.

Participation will provide several advantages:

- A financial contribution up to 10.000 euros for selected costs for travels to Monastir and for consumable for dyeing.
- Training sessions and advise of experts in dyeing and finishing
- Inclusion in a group of enterprises sharing similar needs
- Cooperation with eight strong organizations (project partners) for international networking, public relations and institutional marketing.

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#### **4. Circular Economy in the T/C sector**

This Framework Initiative has the goal of raising awareness on Circular Economy and the practical objective of stimulating innovative practises for recycling of fibres, fabrics and remnants of manufactured products.

The Initiative Develop waste to Sub-products portfolio, and provide an “informative pool” on the Circular Economy applied to the T/C industry;

In November, the Project will launch an online Open Forum for Circular Economy as a tool to share up-to-date knowledge and best practices implemented in the textile and clothing sector. The Forum will be enriched for the entire duration of the Project till September 2022 with new international best practices and cases.

The Initiative has set up a “Virtual market place” where sellers of fashion fabrics and yarns can offer their products in stock and the clothing manufacturing buyers can buy high quality raw materials at affordable prices. A similar tool is going to be implemented for second-hand machines and equipment. Furthermore, the Initiative will launch the creation of sustainable collections by using fashion remnants of large companies as inputs for garments.

Participation will provide several advantages:



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