



Euro-Mediterranean CRE@CTIVE Observatory

CRE@CTIVE project boost creativity as a key aspect for increasing economic opportunities of the MSMEs by creating links between the traditional sectors and the creative industries. As key result, creative innovation will upgrade the products and will improve their positioning, making them more competitive in the global markets.

CRE@CTIVE strengthens transnational innovation networks, clusters and value chains, having as impact the creation of new jobs, driving efficient resource use and accelerating the process of generating, diffusing and applying innovative ideas, concepts and business models.

CRE@CTIVE project objectives will foster value chains and business alliances among MSMEs in Mediterranean textile, footwear and leather sectors in order to encourage the creation of new products and business growth, by building bridges between these sectors and the creative industry. Concretely, thanks to CRE@CTIVE, 16 new business alliances will be supported directly to establish new market opportunities; and, at least 24 new direct long-term jobs will be created through direct participation in the project pilot start-ups, via sub-grants that will give the opportunity to set up new businesses based on innovative approaches.

CRE@CTIVE main achievements are: 48 enterprises participating in cross-border business events, 6 business labs models that will favor new and innovative business ideas, models and services, 16 new business solutions will be created, 1 governance model developed to strengthen the traditional sectors and provide innovative business support to enterprise and start-up to better compete on the markets, 6 cooperation exchange seminars for civil servants, public authorities and economic stakeholders, and the global contribution to policy-making.

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CRE@CTIVE partners are working in the definition and creation of an Observatory for traditional sectors in each country to improve and establish policies and programs for financing innovation. These Observatories have as strategic objectives the following:

- provide networking and exchange platforms for stakeholders of the textile and clothing industry, and other traditional sectors;
- provide a comprehensive knowledge-base on policies and programmes supporting innovation projects for SMEs;
- liaise efforts between different actors in the sector to facilitate financing tools for SMEs in traditional sectors; and
- contribute to the formulation and development of industrial policies and strategies.

in summary, the Industry Competitiveness Enhancement, identifying areas where the industry can improve, promoting innovation, supporting technology transfer, fostering collaboration between academia and industry, and facilitating access to financing and market opportunities.

CRE@CTIVE partners, to achieve these objectives are committed to carry out some activities in common, as:

1. provide training and capacity building opportunities on digital transformation of business processes
2. establish continuous dialogue between traditional sectors stakeholders, such as government agencies, industry associations, research institutions, and international organizations, on financial solutions offered to them
3. provide information and advice to the SMEs to stay updated with emerging trends, technologies, and practices within the observed field
4. improving the creation of business units oriented towards new markets, while maintaining traditional production lines
5. provide support for the development of project proposals by SMEs and R&D partners

With these background in mind, CRE@CTIVE partners start deploying Observatories in their territories as key instrument to involve all the stakeholders in the achievement of these objectives. National and Regional Observatories will integrate an Euro-Mediterranean Observatory to better support this goal in a transnational perspective.

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Euro-Mediterranean CRE@CTIVE Observatory, agreed in this Final Event, is open to other Organizations working in the same area with the same objectives.

This Manifesto comes into effect as of the date of the signature by the Parties. Its duration will be three years. After this period, it may be renewed, for a period of other three years, on the basis of a tacit agreement between the Parties, unless notice of termination is given.

Amman, September 20, 2023

CRE@CTIVE partnership signatories

<i>Research Textile Institute AITEX - Spain</i>	
<i>Municipality of Prato – Italy</i>	
<i>Monastir El Fejja Competitiveness Pole "MFCPOLE" – Tunis</i>	

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<i>Leaders Organization – Palestine</i>	
<i>Higher Council for Innovation and Excellence – Palestine</i>	
<i>Confederation of Egyptian European Business Associations – Egypt</i>	

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