INNOMED-UP

3rd Steering Committee

1st Session:
Research Findings for Prato, Italy

Municipality of Prato PP02

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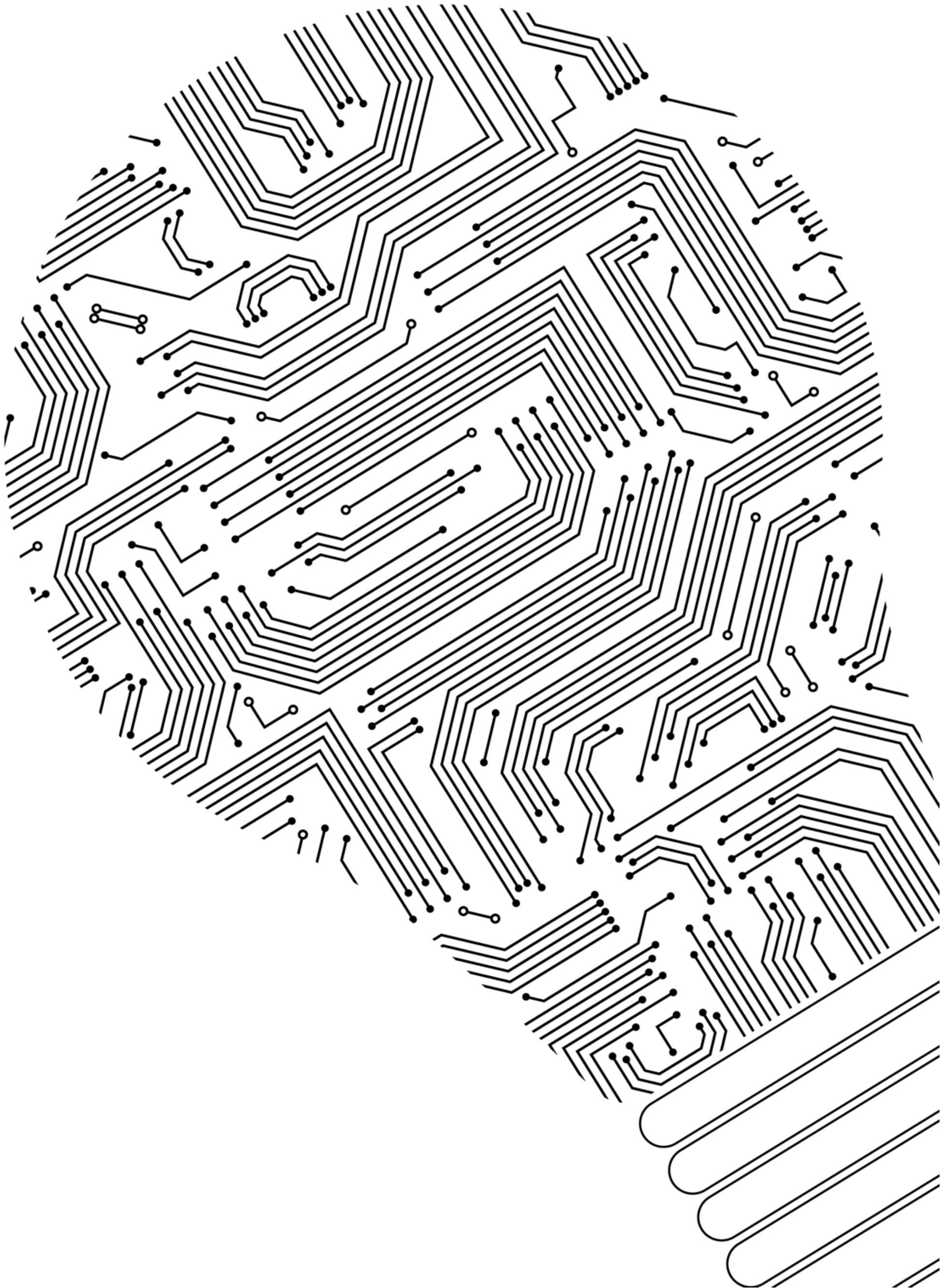

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Research Methodology

The Municipality of Prato has organized the survey through an online questionnaire circulated among SMEs that have participated in the INNOMED-UP SWOT PEST workshop held in 2020 plus other SMEs that had been involved in former sustainability projects (mainly H2020 TCBL and Interreg MED CreativeWear)

The questionnaire was the one provided by BEN NTUA covering the following main areas of investigation:

1. **General Data**
2. **Location and Networking**
3. **Value Chain**
4. **Circular Economy**

30 SME replied to the questionnaire with the support of the MoP The sample was selected among the most responsive ones, particularly those that were involved in former surveys

Strategy design at local level

Prato aims to accelerate the circular economy by creating new circular models that are increasingly systemic and integrated.

Prato sees the urban system as the interconnection of several physical and non-physical domains where citizens, artisans, businesses, the university and public institutions must cooperate to co-design new models of inclusive and sustainable economic activities.

Participatory approaches, innovative social and cultural activities, inter-sectoral and cross-domain symbiosis, and increasing circular awareness are supported at all levels of the city, among different stakeholders, and across different value chains.

Basic Info of Survey

The survey aimed to gauge the knowledge, practices and interest to endorse/adopt the circular economy among 30 enterprises from the T&C sector working at different productive phases of the value chain.

It covers general data about the enterprises, production, activities, location, networking, tools and materials used in the production and waste produced.

The survey asks about the future possibility of adopting/ enhancing circular economy principle within the production, and also enquires about what incentives could help in this regard.

The analysis of the data helps achieving the project goals, by evaluating the range of knowledge and capabilities of the enterprises as regards the potentialities and requirements for adopting the circular economy.

Location and Networking – Survey results

In this regard, the main outcomes of the survey are as follows:

- **mostly owned space of establishment of the enterprise, which is is either a factory or a workshop or an office, ranging between 80 and 2000 sqm**
- **most firms are historical enterprise (established before the 2007-2008 crisis), very few are recent undertakings**
- **main advantages of the present location are: synergies and networking with other firms and suppliers / efficient distribution networks / promotional opportunities**
- **main disadvantages are: poor visibility, high operating costs non-optimal supply networks, lack of space**
- **most enterprise appreciate the advantages of their geographical location mostly in terms of access to technology, information and knowledge, finance, clients and promotion (in this order)**

Value Chains and Circularity – Survey results (1/4)

In this regard, the main outcomes of the survey are as follows:

- **most firms undertake the following productions phases: product development, purchase of raw material, yarns (mainly wool and cotton) textile production, warehousing, promotion and selling – distribution,**
- **most firms work with other SMEs on the various stages of the production process,**
- **some firms, in collaboration with the customer, develop new products by studying new processes, building ad hoc machines and taking care of their optimization,**
- **research and testing is also part of the production process**

Value Chains and Circularity – Survey results (2/4)

- **the following are the most crucial professional activities for the SMEs:**

1) **Textile and Clothing Designers,**
2) **Suppliers/producers of raw materials (yarns and textiles),**
3) **Textile technicians,**
4) **Textile finishers,**
5) **Sales and commercial agents**

- **most firms (27/30) collaborate horizontally with other SMEs, at the city level, mainly in:**

1) **Joint participation in trade fairs, specialised marketplaces and promotional activities**
2) **Collaboration in the phase of the material processing (like combing, washing)**
3) **Collaboration in the phase of finishing (dyeing)**
4) **Purchase of raw materials (yarns and textiles)**

Value Chains and Circularity – Survey results (3/4)

- **all participants would like to receive support for expanding their networks, in order to:**

1) opening to new markets and business opportunities
2) discover new market opportunities
3) discover new suppliers of raw materials
4) maintain the same production levels throughout the year

- **most assess the very important role of technology & digitalization at all production stages**

- **the following are the most used materials: Wool, Cotton, Polyester, Linen, Nylon or Acrylic**

- **and waste produced: Textile waste, Plastic, Paper / cardboard, Wood, Metal**

- **according to existing legislation, a special waste management company collects the waste from the companies**

Value Chains and Circularity – Survey results (4/4)

- **most firms (28/30) envision the possibility to embrace the circular economy principles, mainly through the following incentives (in this priority order):**

1) **Financial support**
2) **Networking with experienced firms**
3) **Promotion of CE products**
4) **Innovative equipment**

- **and by overcoming the following obstacles:**

1) **Lack of knowledge/ expertise**
2) **Lack of institutional support**
3) **Operational difficulties during the transition**
4) **Lack of interest for CE products from the consumers' side**

Thank You!

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