



ANNEX A:

Description of the Framework Initiatives

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Framework Initiative

“FASHION RESTART”

(Project Area: Internationalization)

1. Background.

Covid-19 is having a very negative impact on the fashion industry. Early estimations indicate that a drop of business in 2020 is around 50% with cases up to 70%. The crisis is severely hitting also SMEs and subcontractors. The Project therefore focuses on such segment of the industry trying to help companies to grab the opportunities that are always hidden in any crisis.

2. Description of the Initiative

Fashion Restart will foster local SMEs, retailers and designers to join forces to develop an innovative offer that may better fulfil the specific requirements of the Mediterranean consumers (in particular women). The idea is to launch collections designed by having in mind the climate, the colours and the culture of the Mediterranean. Therefore, light fabrics with appropriate technical performances (transpiration), soft touch and a design that includes collection for the so called “modest fashion”. We point out that the modest fashion is a huge segment not yet fully taken by international companies and not yet fully explored by fashion.

“Fashion restart” is composed by four “specific initiatives”:

1. Local Regional Brands
2. Fashion Hubs Network
3. Technical Textiles for Mediterranean/Modest wear
4. New Mediterranean/Modest collections – “New MeMo”

“**Local Regional Brands**” is the backbone of the Framework Initiative. Many SMEs are subcontractors, while the retail trade is still in the hands of a very big number of small, family owned shops, in particular in Southern Mediterranean Countries. They are struggling to survive and are unable to propose the same quality of design or colour scales to their clients, similar to the international brands. This leaves a market gap that must be addressed. The possibility of turning this Covid-19 crisis into an advantage lies in creating an alliance between those who are good at producing with those who are good at selling. The catalyst in the equation is local designers/product developers.

“**Fashion Hubs Network (Fashion Trends Services)**” has an ancillary role. Once fully developed it will set up a network of hubs that will use fashion trends forecasting tools; develop specific training courses and focused presentations. Initially, this initiative will be implemented by Thematic Seminars concerning style, fashion trends (megatrends and short term/seasonal trends). Such seminars will test the real usefulness of the envisaged services as well as provide inputs for their final design.

“Technical Textiles for Mediterranean/Modest Wear” is a specific initiative for creating comfortable summer wear garments. Modest wear is mentioned here because the usually black long coats made in polyester are very difficult to wear in the hot summer days. However, the idea can be applied in any spring/summer collection.

“New Memo”, will drive the successful business models stemming out of Fashion Restart into a common asset: a new shared brand.

The “Brand” could have the following features:

- ✓ Top design/style
- ✓ High comfort
- ✓ Natural or recycled materials
- ✓ Green or sustainable processes

3. Objectives.

The main objective of Fashion Restart is to grasp the opportunity of weakened mega retailers, to access marketing “gaps” left by the multinational retailers in the MPCs (Partner Mediterranean countries). The initiative aims to create new market opportunities to Mediterranean SMEs, designers and local retailers.

4. Tentative Timing and Duration.

- End of September 2020 launch of the Framework Initiative.
- October 2020 presentation of the Initiative in all Project countries (Spain, Italy, Greece, Tunisia, Egypt, Palestine and Jordan).
- November/December 2020 start of the selection of SMEs participating to the Initiative (Memorandum of Understandings) and first disbursement of grants (call for subgrants).
- Spring 2021 start of implementation.
- June 2022 evaluation of achievements.
- July-August 2022 turning the project Initiative into Alliance among participating SMEs.

Timing is tentative because of the Covid-19 circumstances. The plan can move towards digital solutions if necessary.

5. Leader of the FI.

The FI “Fashion Restart” is under the responsibility of Project Partner Amman Chamber of Industry (ACI) which is also in charge of the disbursement of subgrants to SMEs.

The Project Fashion International Marketing Expert (FIM) will lead the implementation of the Framework Initiative.

New Framework initiative

“HEALTH EMERGENCIES”

(Project Area: Innovation)

1. Background.

Covid-19 showed that national health systems were totally unprepared to quickly respond to a sudden epidemic. The dramatic shortage of protection devices such as masks and aprons caused a large diffusion of the disease starting from doctors and nurses with enormous negative consequences.

Additionally, the initial general rush for producing in a very short time masks, gloves, aprons and other protection devices did not ensure the compliance of such items to minimum quality standards as well as to required certifications.

The Health Emergency Initiative aims to give a structural response to the above problems.

2. Description of the Initiative

The Framework Initiative for Health Emergencies is composed of four Specific Initiatives which are complementary:

1. *“New Textile Preventive Materials for sanitary emergencies”.*
2. *“Structuring a framework for the production, testing and labelling of community cloth face coverings”.*
3. *“Wearable technologies for health distant monitoring with the context of pandemic disease”*
4. *“Creating a Mediterranean Clusters of qualified SMEs of the T/C sector for Quick Response to Health Emergencies.”*

The first Initiative has the purpose of providing technical information to SMEs to enable them to develop textile materials and final products for health use complying with the national and European standards. Health items need different certifications according to their use. The Initiative shall take into consideration the end-of-life of such products for their environmental impact. The Initiative has the goal of promoting the production of washable, durable and recyclable devices.

The second Initiative is focused on a critical device in pandemics: community masks or mask that ordinary people wear in their normal life activities to protect others and themselves from infections. It has the objective of enabling SMEs of testing capacities with the tutorship of a qualified laboratory for the production of such masks. This Initiative complement the first one. The selected laboratory will also provide the scientific support for the dissemination actions as well as the accompanying scientific and technical literature (guidelines).

The third initiative has a robust innovative content. It will explore the possibility to add advanced performance to health protection items using new technologies. The objective is to make such products able for distant monitoring and the early detection of viruses.

The fourth Initiative targets a re-shoring in the Mediterranean basin of the production of medical and health items that are “simple” but “essential” for fighting any pandemic. The Covid-19 experience taught that a quick response is the key success factor for limiting the impact of a pandemic. Therefore, it is very risky for any state/country to depend on far away suppliers. Ensuring a quick mobilisation of the “right” (certified) productions is the sought outcome of the Project. The first step in such direction is the setting up of a data base of Mediterranean SMEs operating in the field of health textiles.

The four Specific Initiatives combined in a Framework Initiative make the Project able to cover the entire process from knowledge upgrading, tests and certification of samples, organization of a system for quick and qualified supply.

3. Objectives.

The Initiative Health Emergencies has the final objective to set up a Mediterranean cluster of specialized SMEs in health and protection textiles able to:

provide a “quick” mobilization of production of “certified” or “tested” items

and to foster a combined, cooperative effort among Mediterranean SMEs/BROs (including research and innovation centres) to develop innovative products for epidemics. In particular, the effort will not be limited to the protection devices but also to the early diagnosis of the virus

New Framework initiative for Health Emergencies has the ultimate goal of setting up and establishing a “Textile Mediterranean Cluster for Emergencies” (TMCE).

The cluster will be composed of selected and certified companies (SMEs) of the health textile value chain. The backbone of the TMCE is represented by SMEs suppliers of final products such as masks, aprons, etc. However, it is also important that producers of raw materials and fabrics, finishers, test and certification labs, machinery and equipment producers and research and innovation centres are part of the TMCE. Only with diversified actors of the value chain, the TMCE can be based on a strong, self-sustainable Alliance.

4. Tentative Timing and Duration.

- End of September 2020 launch of the Framework Initiative.
- October 2020 presentation of the Initiative in all Project countries (Spain, Italy, Greece, Tunisia, Egypt, Palestine and Jordan).
- November/December 2020 start of the selection of SMEs participating to the Initiative (Memorandum of Understandings) and first disbursement of grants (call for subgrants).
- February-March 2021 start of implementation.
- June 2022 evaluation of achievements.
- July-August 2022 turning the project Initiative into Alliance among participating SMEs.

Timing is tentative because of the Covid-19 circumstances. The plan can move towards digital solutions if necessary.

5. Leader of the Framework Initiative “Health Emergencies”.

Mfcpole (Tunisia) is leading the Framework Initiative, it is also responsible of the disbursement of subgrants to participating SMEs. Mfcpole will lead the implementation together with Texfor of Spain that is in charge of the data base of producers and the technical assistance manager (TAM) of the Tex-Med Alliance project.

CBC Initiative

DYEING SMALL BATCHES

(Project Area: Innovation)

1. Background.

Mediterranean micro, small and medium companies have to cope with several constraints because of their limited size and capacity. In particular:

1. hard access for small orders of raw materials (fabric in particular) at reasonable prices.
1. difficulties of adding value to their products by a good quality of finishing because of the small size of their batches (cost and technical constrains) as well as the low competence in the field of dyeing (tests and production).

Therefore, the need to meet is to provide them with appropriate equipment, expertise and facilities to overcome these weaknesses.

2. Description of the Initiative.

This initiative is based on specific equipment to be purchased and installed by the CETTEX “Technological Resource Centre” (CRT) in Monastir, managed by CETTEX resources with the support of experts.

The new “small batch dyeing unit” will serve all SMEs participating to the Initiative within the framework of the Project. The equipment will be used for small quantities and for testing. Tentatively all tests and dyeing activities will be done free of charge or at a minimum reimbursement cost. SMEs shall provide consumables. Cettex and CRT own the right technical competences to provide the support to SMEs (final beneficiaries) for developing new skills and for mastering dyeing techniques.

This Initiative is synergic to the development and the finalization of the Framework Initiative “*Fashion Re-start*”.

3. Objectives.

Make a number of SMEs manufacturing “small items” (such as: beach wear, underwear/lingerie, accessories like foulards, scarves, hijabs, niqabs, etc.) be able to produce high quality dyed items. This may allow them to add value, be independent from strong suppliers of raw materials and give a better market position to their brands.

Training SMEs for colorimetric development by the use of hand-on tools.

Support for companies that are already in demand and have dyeing activities (piece dyeing, yarn dyeing, etc.) with cutting-edge dyeing expertise.

4. Tentative Timing and Duration.

- End of September 2020 launch of the Framework Initiative.
- October 2020 presentation of the Initiative in all Project countries (Spain, Italy, Greece, Tunisia, Egypt, Palestine and Jordan).
- October-December 2020: procedure for procurement of equipment
- Late Spring 2021: installation of equipment
- July 2021: start of operations
- July 2022 evaluation of achievements.
- July-August 2022 turning the project Initiative into Alliance among participating SMEs.

5. Leader of the Initiative “Dyeing Small Batches”.

Project partner CETTEX (Tunisia) is responsible of the operation concerning the Initiative. CETTEX will act under the supervision of PP 4 mfcpole who is responsible of the disbursement of subgrants to participating SMEs.

New Framework Initiative

“CIRCULAR ECONOMY IN THE T/C BUSINESS”

(Project Area: Circular Economy)

1. Background.

Circular Economy is not only an approach that “saves the planet” but is a way to save money. The implementation of best practises as well as the identification of new opportunities of collaboration among SMEs of the Mediterranean is the mission of this Framework Initiative because a reduction/reutilization of textile waste may give a substantial contribution for the preservation of our beloved sea.

2. Description of the Initiative

The project will start the Initiative by an “Open Forum on Circular Economy” (online) at the beginning of November 2020.

The Framework Initiative “Circular Economy in the T/C Business” stems from the combination of four CBC Specific Initiatives:

1. *“From waste to Sub-products portfolio”*
2. *“Leftovers”*
3. *“Second-hand machines”*
4. *“Patchwork”*

The four proposals are complementary.

The first (From waste to Sub-products portfolio) is an “informative pool” aiming to outline a possible perimeter of Circular Economy applied to the T/C industry. Within this perimeter, specific initiatives, targeting different goals of the Circular Economy, can take different directions. The main instrument of this Specific Initiative is the “Open Forum for Circular Economy” that will provide the updated “state of the art” of the Circular Economy. The Forum will start with an online event and will be continued throughout the project duration with additional contributions by experts and by the description of cases/best practises implemented within the Tex-Med Alliance project.

The Second Initiative (Leftovers) of Tex-Med Alliance project intends to start a virtual positive circle by a very simple action: unload stocks of fashion raw materials (fabrics and yarns) to the benefit of apparel manufacturers that may get high quality inputs at low prices. The implementation of such action will be supported by a “virtual market place” hosted by Facebook. The seller will be helped by the project in the digitalization of its items, the buyer by having a privileged access to the items on sale.

The intention is to replicate and extend/improve the positive experience of the previous Tex-Med project (Tex-Med Clusters 2014-2015) by adding updated facilities consistent with the new circumstances.

The third Specific Initiative “Second-Hand machines” complements the above by addressing the problem of obsolete equipment in the Micro and Small Enterprises. This problem not only reduces but hamper the quality of manufacturing. Since a discarded machine of an advanced/innovative enterprise may be more efficient than a machine still in use, this Specific Initiative may be very useful for the weakest production units.

Also, the “Second-hand machine” Initiative will benefit of an online tool.

The Fourth Initiative (Patchwork), intends to use samples that generally are thrown away after the preparation of collections, as inputs for apparels and other clothes. There are tons of fabrics in the world that are cut into samples by fabric manufacturers; normally all those “sample hangers” and other sample pieces as big as one meter are wasted after fairs or after the season is over. We want that TEX-MED ALLIANCES partners producing fabrics collect these pieces for us from their members, to supply Micro enterprises working in design for creating collections out of them.

The resulting outcome of Leftovers + Second-Hand + Patchwork is intended to provide support to the most vulnerable enterprises that are at risk of survival because of the Covid-19 pandemic.

3. Objectives.

The general objective is to upgrade the practises of Circular Economy in the Mediterranean T/C sector. Within this general objective, the project has the specific objective to support Micro- Small Enterprises by supplying them with inputs of little or no value for suppliers but have still value for such Micro-Small Enterprises. The cooperation between these enterprises is conceived to generate mutual advantages. One side (suppliers) can get a minimal value for items that, otherwise, would bring no-value or even costs for waste; the other side (Micro and Small Businesses) can procure valuable (for them) raw materials, equipment and services of a good quality at a very low cost.

The practical objective is to create a long-term cooperation and Alliance endowed with technical facilities for such transactions.

4. Tentative Timing and Duration.

- End of September 2020 launch of the Framework Initiative.
- October 2020 presentation of the Initiative in all Project countries (Spain, Italy, Greece, Tunisia, Egypt, Palestine and Jordan).
- Beginning of November 2020 inception of the “Open Forum for Circular Economy”
- November/December 2020 start of the selection of SMEs participating to the Initiative (Memorandum of Understandings) and first disbursement of grants (call for subgrants).
- February 2021 start of implementation.
- June 2022 evaluation of achievements.

5. Leader of the Framework Initiative “Circular Economy”.

Project partner Confindustria Toscana Nord – CTN (Italy) is leading the Framework Initiative, it is also responsible of the disbursement of subgrants to participating SMEs. CTN will organize and manage the Open Forum for circular economy.