



**STAND Up!**

# 1st Capitalization Event - STAND Up!

**5 July 2023 | 9.00 - 14.45**

**Barcelona, Maritime Museum**



Hosted by:



Project partnership:





## About the STAND Up! project

**Sustainable Textile Action for Networking and Development of circular economy business ventures in the Mediterranean** (or STAND Up!) is a project under the ENI CBC Med Programme implemented **Egypt, Italy, Lebanon, Spain and Tunisia**. STAND Up! addresses the pressing need for a transition to an environmentally and socially responsible circular model in the textile sector, a traditional key industry in the Mediterranean with an undoubtful cross-border nature. The solution to accelerate this transition is innovative entrepreneurship, which, in addition to its positive environmental benefits, will generate employment in the region. STAND Up! intends to support textile entrepreneurs and eco-innovative ventures in these 5 countries and help them seize the business opportunities that the green evolution is generating. To achieve this ambitious goal, the project undertook many actions in training, financial grants, market stimulation, technology transfer, IPR protection, etc.

## About the ENI CBC Med Programme

The ENI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation (CBC) initiative funded by the European Neighbourhood Instrument (ENI). The Programme objective is to foster fair, equitable and sustainable economic, social and territorial development, which may advance cross-border integration and valorise participating countries' territories and values. The following 13 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, and Tunisia. The Managing Authority (MA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French. For more information, please visit: [www.enicbcmmed.eu](http://www.enicbcmmed.eu)

## Objectives of the Capitalisation Event

- To make the knowledge, the outcomes and the tools of STAND Up! widely accessible and exploitable
- To spread innovative approaches and methodologies as drivers of eco-innovation
- To help building know-how by raising awareness and improving communication of results in the specific field (T&C thematic cluster) at local, regional, national, Mediterranean and European level
- To boost cross-border synergies and exchanges between project's stakeholders
- To support policy-oriented innovations and development by fostering the mainstreaming of good practices into local, regional, national and Euro-Mediterranean public policies

# Programme

- 09:00 – 09:30** Arrival of participants and registration
- 09:30 – 09:40** **Official Opening**  
**Isaac Peraire**, Director, MedWaves, the UNEP/MAP Regional Activity Centre for Sustainable Consumption and Production – Agència de Residus de Catalunya  
**ENI CBC Med Programme Representative** (tbc)
- 09:40 – 10:00** **Keynote speech**  
**Orsola de Castro**, Co-founder of Fashion Revolution and Esthetica fashion
- 10:00 – 10:15** **About the STAND Up! Project**  
**Anna Ibañez de Arolas**, Coordinator of STAND Up! at MedWaves
- 10:15 – 11:00** **Training and support services for eco-innovative clothing and textile entrepreneurs**  
Activities, results and lessons learnt from the circular business development support activities.
- **Elise Sfeir**, Berytech Foundation (Lebanon)
  - **Laura Fernandez**, Co-founder Deleitewear (Spain)
  - **Sarra Boucharreb**, Founder of Green Weaving (Tunisia) (tbc)
  - **George Issa**, Founder of Climber Space (Lebanon) (tbc)
  - Wethic Lab (tbc)
- 11:00 – 11:30** **Coffee-break**
- 11:30 – 12:15** **Increasing the demand of circular solutions through Open eco-innovation**
- Results and lessons learnt from launching Open eco-innovation challenges with already established companies
    - **Anis Daoud**, consultant at **Centre International des Technologies de l'Environnement de Tunis CITET (Tunisia)**
  - Experience from an Open eco-innovation enabler
    - **Fadhel Gassab**, **CITET's expert (Tunisia)**
  - Intellectual Property protection of eco-innovations
    - **Houcine Beltaief**, consultant at **Centre Technique du Textile CETTEX (Tunisia)**
  - A case study from Italy, by **FIBART and Moebeus**



**12:15 – 13:15** **Roundtable – Which are the barriers and opportunities for textile and fashion eco-innovators to develop their projects?**

**Moderator: Filippo Guarini**, Prato Textile Museum Foundation

- **Leena Ramadan**, Founder of Hoopoo (Egypt)
- **Mireia Cañellas**, Sustainable Development Responsible at General Sub-Directorate of Information and Promotion of Sustainability - General Directorate of Environmental Policies and the Natural Environment
- Industry representative (tbc)
- **John Rbeiz**, Ahla Fawda (Lebanon) (tbc)

**13:15 – 13:30** **“Eco-innovators On Board – Mapping new routes in Textile & Clothing”  
Presentation of the Campaign**

**13:40 – 13:45** **Closing words**

**13:45 – 14:45** **Lunch & networking**