

CLOTH - CLuster Alliance fOr the Transition to green and digital fashIon

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Deliverable 4.1. ClusterXchange programme

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Abstract

The ClusterXchange programme aims to identify target hosting and visiting organisations, the main sectors and value-chains the exchanges will focus on in each country and the objectives and results expected of the different exchanges. The ClusterXchange programme should include a calendar of missions and visits in coherence with the CLOTH activities.

The objectives of the ClusterXchange programme are:

O4.1. Organise minimum 100 short-term exchanges between targeted members of clusters located in other countries.

O4.2. Facilitate the exchanges of experiences and best practices among SMEs and clusters.

O4.3. Create and promote business opportunities in the fashion industry from a cross-sectoral dimension including Fashion value chains, circular economy and digital ecosystem.

O4.4. Facilitate the exchange of knowledge among partners and their members for further cooperation at interregional level.

O4.5. Create synergies among different stakeholders to address the societal and economical challenges into the Fashion sector in the current pandemic crisis.

O4.6. Establish new Cooperation Agreements among SMEs.

O4.7 Strengthen the collaboration among clusters and SMEs.

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1. Description of the Project

The **CLOTH** project - **CL**uster **A**lliance **f**OR the **T**ransition to **g**reen and **d**igital **f**asHion – aims to boost the interregional cooperation through the creation of a cluster alliance within the Fashion sector that promote the necessary conditions to create a favourable ecosystem of relevant stakeholders, from a cross-sectorial perspective, that lead to a greener, smarter and more competitive and innovative European Fashion sector, creating new alliances, business and investment opportunities for the European SMES.

The **CLOTH** project will contribute to promote the competitiveness, sustainability and resilience of the Fashion sector addressing its environmental and social impacts in coherence with the European Green Deal and the Circular Economy Action Plan. To achieve these objectives, the CLOTH project is integrated by a cross-sectorial partnership of 5 partners from 5 European countries (Spain, Bulgaria, Romania, Denmark and France) that are working on different value chains: Fashion and Textile, circular economy, creative industry and Digital.

1.1. CLOTH specific objectives

The scopes of CLOTH project will be achieved through a set of specific, measurable, achievable, realistic and time-constrained (SMART) specific objectives which are fully aligned with the COSME COS-CLUSTER-2020-3-03 call topic scope and objectives. The specific objectives are the following:

Objective 1 – Promote a Common Partnership Strategy and its road map to strengthen the cluster alliance through the definition of common agenda of activities and a long-term collaboration strategy to address together the main Fashion's sector challenges and needs;

Objective 2 – Promote the transfer of innovation, and the green and digital transition of the Fashion's SMES, from a cross- sectorial dimension, that give them a competitive advantage in an involving international business ecosystem;

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Objective 3 – Boost the competitiveness, sustainability and resilience of the Fashion sector addressing its environmental and social impacts in coherence with the European Green Deal and the Circular Economy Action Plan;

Objective 4 – Improve the cluster management capacities and skills through the definition of a Capacity Building programme towards cluster excellence that address the main challenges and needs that are facing the Clusters to become the key drivers of this European Fashion ecosystem that facilitates SMEs competitiveness, innovation, internationalisation and growth;

Objective 5 – Enhance cooperation, alliances and networking among clusters and SMES from the Fashion sector through the definition of a programme of innovative and excellences services addressed to the Clusters' members with the aim to support SMEs towards the transition to a green and digital Fashion sector, promote the creation of new business opportunities and innovative solutions to overcome the challenges of the Fashion sector;

Objective 6 – Support SMES in the digital and sustainable transformation of their businesses, processes and operations and strengthen their skills and competences in management, development, innovation, circular economy, internationalisation and entrepreneurship aligned with market needs; development, innovation, circular economy, internationalisation and entrepreneurship aligned with market needs;

Objective 7 – Promote the exchanges of best practices, know-how and lessons learned along the project to capitalise the project results;

Objective 8 – Contribute to rise-awareness on the clusters activities and COSME Excellence programme disseminating the project results and objectives achieved.

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2. ClusterXchange programme

The consortium worked together to define the content and scope of the ClusterXchange programme, and to plan the calendar of missions and visits, presented below, in coherence with the Cloth activities.

The visits will be organised following specific topics related to the three cross-sectorial ecosystems related to the Fashion Industry: Fashion value chains, circular economy and sustainability and technology/digital.

The organisation of matchmaking and networking activities for the partnership's members, SMEs, and other strategic stakeholders (B2B, B2C, networking activities, peer to peer activities) will contribute to promote the exchanges of best practices, know-how as well as to identify new business and investment opportunities and to reach new collaboration alliances. The organisation of B2B will also contribute to engage SMEs into the project's activities.

In order to maximise the project's resources and to reduce the footprint of the project's activities, the B2B events will take place during the organisation of the ClusterXChange programme and where possible during important European trade fairs and events, contributing to create different common spaces specifically addressed to SMEs during all the lifetime of the project. It is expected that each partner organises at least one B2B event.

2.1. B2B events topics

The B2B events will focus on specific thematic according to the main trends and challenges:

- **Technology and digitalisation.**

- New collaborative models that are possible thanks to technological disruption
- Smart production and logistics: industry 4.0
- Unique positioning in the consumer: Omnichannel
- Anticipation of needs of consumers
- Smart logistics models
- Traceability management
- Digital printing on textile

- **New business models and experience of consumer.**

- Direct to Consumer Subscription model
- Service Models Retail as a Service
- Rental models Platform Models
- B2B sales model second hand Model "Share your Closet"
- Multi-brand On-line
- More flexibility and efficiency
- Sales channel management
- Customisation of products

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- **Sustainability and circular economy.**

- Sustainable model in terms of resource consumption: materials, energy, water, chemicals, etc.
- Increase of the consumer interest in more sustainable products
- Creation of new business models to focus on circular economy and new solutions that protect the environment.
- Development of New Materials
- Resource efficiency

At the end of each matchmaking event, partners will elaborate a Report of Results to analyse the impact of this activity.

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3. Indicative calendar of missions and visits during the ClusterXchange programme

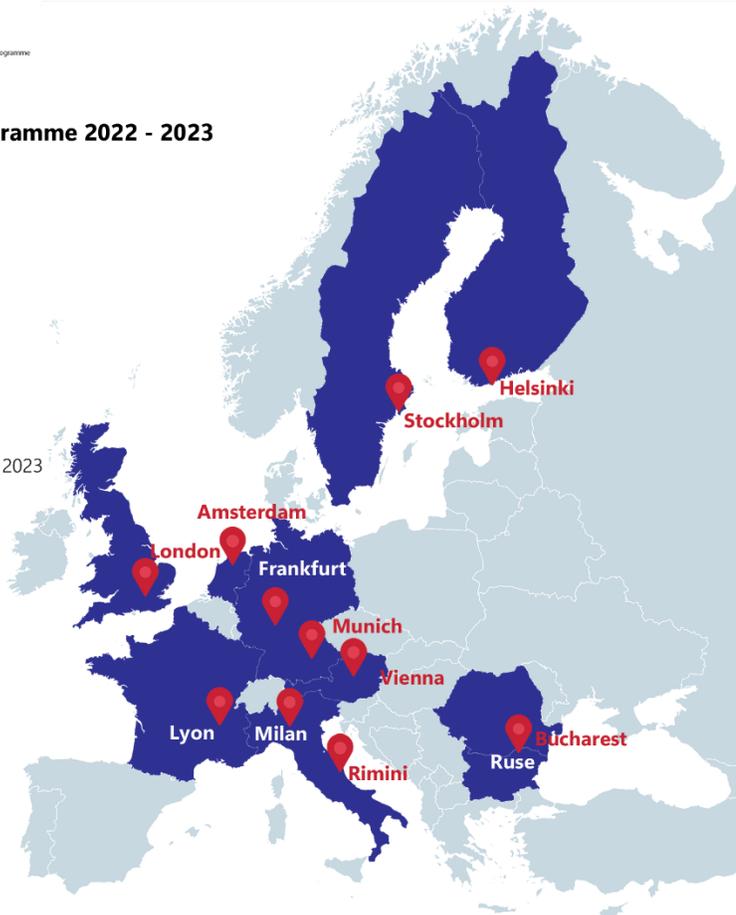


CLOTH ClusterXchange Programme 2022 - 2023

- London, UK** - 28-30 June 2022
- Netherlands** - 27-29 September 2022
- Rimini and Ancona, Italy** - 8-10 November 2022
- Munich, Germany** - 28-30 November 2022
- Frankfurt, Germany** - January 2023
- Milan, Italy** - 1-3 February 2023
- Ruse, Bulgaria and Bucharest, Romania** - March-April 2023
- Vienna, Austria** - May 2023
- Stockholm, Sweden** - August/September 2023
- Helsinki, Finland** - 8 – 17 September 2023
- Lyon, France** - 10-13 October 2023

Eligible visiting organizations:

- Clusters organisations: **10**
- SMEs: **75**
- Scaling-Up support organisations: **5**
- Large companies: **5**
- Public companies: **5**



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3.1. ClusterXchange in LONDON, UK

Dates: 28-30 June 2022

Voucher for 3 days: 500€

Host: The Hunter

OBJECTIVES:

To learn and share knowledge about the:

- to provoke the eye and encourage learning, focusing on growth spaces and new generations, focusing on potential business opportunities
- environmental impacts of fashion
- to visit the largest dedicated showcase of sustainably and responsibly-produced fabrics and materials for the fashion industry

AGENDA

DAY	LOCATION	ACTIVITIES
28th	London	11:00-13:00 Guided Visit of future Fabrics Expo. 13:00-14:00 Lunch (1h) 13:00-18:00. Free visit of Future Fabrics Expo (5h) 19:00-21:00 Networking dinner
29th	London	10:00-12:00 Visit of fair (2h) 12:30-13:30 Networking lunch (1h) 14:00-15:00 Welcome to the scouting by the hunter 15:00-19:00 Scouting in London Scouting to the city of London from the facilitated itinerary. Coffee break stop integrated in the itinerary. Focus on mainstream and early adopter spaces. Neighborhoods: Kings Cross, Mayfair, Belgravia, Knightsbridge, Covent Garden. 19:00-19:45 Strategy/capacity building

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<p>30th</p>	<p>London</p>	<p>09:00-9:30 Ethnographic session Ethnographic session to experience reality in the first-person cultural life of London residents.</p> <p>9:30-10:00 Debrief Scripted strategic work session to analyse conclusions, learn and identify opportunities</p> <p>10:00-13:00 Scouting in London with a focus on emerging communities & retail propositions. Neighborhoods: Shoreditch, Hoxton, Hackney (Dalston, London Fields)</p> <p>13:00-15:00 Closing Lunch & Conclusions, best learnings</p>
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3.2. ClusterXchange in THE NETHERLANDS

Dates: 27-29 September 2022

Voucher for 3 days: 415€

Host: Pending

OBJECTIVES:

To learn and share knowledge about the:

- Circular economy
- Industrial plants for the classification, sorting and recycle textile waste
- Public-private initiatives for the textile waste recovery
- New business models around the circular economy.

AGENDA (Draft version)

DAY	LOCATION	ACTIVITIES
27th	Deventer	- Arriving to Deventer - Activities pending.
28th	Deventer <i>Cirkel Waarde Area</i>	- Municipality waste agency - Visit classification plant (social economy) - Reshare
	Wormerveer	- Visit classification digital plant – Fibersort
	Amsterdam	- Arriving to the hotel

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29th	Amsterdam <i>House of Denim</i>	<ul style="list-style-type: none">- Visit projects:<ul style="list-style-type: none">- Texplus- Reflow- Race Against Waste- Matching B2B
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3.3. ClusterXchange in RIMINI AND ANCONA, ITALY

Dates: 8 – 10 November
Voucher for 3 days: 450€
Host: Pending

OBJECTIVES:

To learn and share knowledge about the:

- Textile industry in Italy
- Sustainable solutions for the textile industry
- What can policy makers do to improve the industry?

AGENDA (Draft version)

DAY	LOCATION	ACTIVITIES
8th	Rimini	<ul style="list-style-type: none">- Arriving to Rimini- Activities pending.
9th	Rimini <i>ECOMONDO</i>	<ul style="list-style-type: none">- Attend ECOMONDO: the reference event in Europe for the ecological transition and the circular and regenerative economy. <p>Special agenda on the 9th on textile industry problematics. Attendance to the session „Textile waste prevention and circular textiles: the role of cities and regions and the potential of regional policies”</p>
10th	Ancona	<ul style="list-style-type: none">- Visit cluster (to be determined)- Matching B2B- Fly to home

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3.4. ClusterXchange in MUNICH, GERMANY

Dates: 28-30 November 2022
Voucher for 3 days: 415€
Host: Pending

OBJECTIVES:

To learn and share knowledge about the:

- The current innovations in the sector of sports textile
- New materials
- Meet international distributors

AGENDA

DAY	LOCATION	ACTIVITIES
28st	Munich	<ul style="list-style-type: none">- Arriving to Munich- Visit to ISPO Munich fair. ISPO Munich gathers actors of the sports industry from all around the world, with a special focus on innovation and sustainability.
29th	Munich	<ul style="list-style-type: none">- Matching B2B
30th	Munich	<ul style="list-style-type: none">- To be set up depending on companies' needs.

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3.5. ClusterXchange in FRANKFURT, GERMANY

Dates: January 2023
Voucher for 3 days: 415€
Host: Pending

OBJECTIVES:

To learn and share knowledge about the:

- Sustainable fashion
- Design education
- New business models

AGENDA (Draft version)

DAY	LOCATION	ACTIVITIES
	Frankfurt	Visit to Neonyt - one of around 60 textile events worldwide that actively integrates the Sustainable Development Goals (SDGs) and incorporates them in various formats. Neonyt is our synonym for the fundamental transformation process of the textile and fashion industry.
	Frankfurt	Visit to a Design school on sustainable fashion Matching B2B
	Ahrensburg	Visiting SOEX on sorting used garments

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3.6. ClusterXchange in MILAN, ITALY

Dates: 1-3 February 2023

Voucher for 3 days: 450€

Host: Pending

OBJECTIVES:

To learn and share knowledge about the:

- Sustainable textiles
- Sustainability in fashion education and possibilities for internships
- Fashion trends Spring/Summer 2024
- The Pointex cluster and identify the potential of joint actions

AGENDA (Draft version)

DAY	LOCATION	ACTIVITIES
1st	Milan	Visit to Milano Unica - the trade show showcasing the excellence of apparel textiles and accessories bringing together companies and fashion professionals dedicated to the Spring/Summer 2024 collections , along with trends, novelties and suggestions for high-end fashion and sustainability.
2nd	Biella	Visit to Biella - The Biella textile district is one of the most important areas in Italy, where fabrics and yarns are produced. Visit to Pointex cluster Visit to textile producers Matching B2B
3rd	Milan	Visiting Milano Fashion Institute /Raffles Milano– Learning about the specialty MASTER IN FASHION DIRECTION: PRODUCT SUSTAINABILITY MANAGEMENT and possibilities for internships in fashion companies Exploring Milan fashion

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3.7. ClusterXchange in BULGARIA AND ROMANIA

Dates: March-April 2023
Voucher for 3 days: 280€
Host: Bulgarian Fashion Association

OBJECTIVES:

To learn and share knowledge about the:

- Modern technologies in clothing production
- Circular economy - textile recycling
- Digitalization - sublimation printing on textile
- Customisation of products
- Trends in wedding fashion

DAY	LOCATION	ACTIVITIES
	Bucharest, Romania	<ul style="list-style-type: none">- Arriving to Bucharest- Visiting Marriage fest – a wedding trade fair- Matching B2B
	Ruse, Bulgaria	<ul style="list-style-type: none">-Visits of local manufacturers – depending on the interests of the visiting companies – women’s and men’s garments, socks, made-to-measure shirts and suits producers;- Demonstration of sublimation printing on textile
	Gabrovo, Bulgaria	<ul style="list-style-type: none">- Visiting a textile recycling company - www.m-texx.com

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3.8. ClusterXchange in VIENNA, AUSTRIA

Dates: May 2023

Voucher for 3 days: 450€

Host: Pending

OBJECTIVES:

To learn and share knowledge about the:

- New technologies, digitalisation and green solutions for the fashion industry
- New business models
- Strategic interregional collaboration

DAY	LOCATION	ACTIVITIES
	Vienna	<ul style="list-style-type: none">- Arriving to Vienna- Visit to the Austrian Fashion Association
	Vienna	<ul style="list-style-type: none">- Matching B2B
	Vienna	<ul style="list-style-type: none">- To be set up depending on companies' needs.

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3.9. ClusterXchange in STOCKHOLM, SWEDEN

Dates: August/September 2023

Voucher for 3 days: 475€

Host: Pending

OBJECTIVES:

To learn and share knowledge about the:

- Circular economy - fiber-to-fiber recycling
- Fashion trends
- Learn about new business models

ACTIVITIES:

- **Stockholm fashion week**
- **Renewcell** recycling plant Sundsvall
- Borås design school/other
- Matching B2B

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3.10. ClusterXchange in HELSINKI, FINLAND

Dates: 8th – 17th September 2023
Voucher for 3 days: 475€
Host: Pending

OBJECTIVES:

To learn and share knowledge about the:

- Circular economy - bio-based raw materials and smart technologies, circular design especially fiber-to-fiber recycling
- Trends in contemporary design
- Learn about new business models

ACTIVITIES:

- **Helsinki Design Week**
- **VTT (Telaketju project)**
- **Infinited Fiber**
- **Rester**
- **Pure waste**
- Aalto Uni
- Matching B2B

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3.11. ClusterXchange in LYON, FRANCE

Dates: 10-13 October 2023
Voucher for 3 days: 450€
Voucher for 5 days: 900€
Host: Ea éco-entreprises

OBJECTIVES:

To learn and share knowledge about the:

- History of textile in Lyon region
- Learn more about innovations on energy efficiency and environmental challenges (water management, waste management, contaminated sites & soils, air quality etc)
- Attend **Pollutec Lyon** fair

AGENDA (Draft version)

The agenda of the CXC in Lyon will be organised once the programme of the POLLUTEC LYON fair is public.

B2B event can be organised on the premisses.

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