



Textile  
& Fashion

# Textile and Fashion Sector Group

## Newsletter

May 2021 |



Business Support on Your Doorstep



[een.ec.europa.eu](http://een.ec.europa.eu)

Dear Readers all around the world,

Welcome again to the EEN Sector Group Textile and Fashion's Newsletter. This edition is full of news, events and activities addressed to all the small and medium enterprises, new companies, innovators and curious onlookers with an interest in the fashion and textile industry.

As already mentioned in our latest edition, the Enterprise Europe Network is working hard to provide you with the best actions and services that can help SMEs all around the world to be more resilient and proactive in this period so we have started this new edition with some relevant and concrete European funding actions and opportunities available right now.

You will also find an interesting action called MobiliseSME which is a programme aiming to support people already in employment and wishing to experience cross border mobility in another company for a limited period of time while maintaining the contractual link with their employer. Find out how to register!

Starting from this edition you will also discover a new session on Sustainability where we will insert information, updates and tips regarding this important topic in relation to the fashion and textile industry. On that topic, be aware that we are going to launch a very interesting webinar in June, called Sustainable Fashion with many international speakers, experts and European companies that will share their expertise on circular economy.

Also you will read some feedback from our past events and also the best recent success stories from entrepreneurs who attended our events. By the way we invite you to send to us your stories for future issues! If you successfully attended one of our events and you wish to show and to describe what you achieved thanks to the support of your EEN local office, don't hesitate to reach out to us.

Don't forget to check out our upcoming matchmaking events, organised in the framework of the Enterprise Europe Network, where you will have the opportunity to create international collaborations thanks to the digital pre-scheduled meetings tool.

Finally have a look at the new partnership proposals to find new potential commercial partners and please get in contact with us for any questions or comments.

My best regards to you all!

Federica Leonetti



## Funding opportunities and European Initiatives:

### Ideas Powered for Business SME Fund

The Ideas Powered for Business SME Fund is a 20 million Euro grant scheme created to help European small and medium-sized enterprises (SMEs) access their intellectual property rights.

Supported by the European Commission and the EUIPO, the Ideas Powered for Business SME Fund is aimed at businesses that wish to develop their IP strategies and protect their IP rights, at national, regional or EU level.

Covering IP pre-diagnostic services (IP scan) and/or trade mark and design applications, the Ideas Powered for Business SME Fund can help you power your business.

**Each SME can be reimbursed up to a maximum of EUR 1 500.**

Next window to present request will be : 1st May 2021 - 31st May 2021

More info at: <https://euipo.europa.eu/ohimportal/en/online-services/sme-fund>

### EU Green Week 2021

Will be an opportunity to engage with all stakeholders and interested citizens on how we can work together to make the ambition for a zero pollution and toxic-free environment a reality.

More Info: <https://www.eugreenweek.eu/>

### MobiliseSME:

MobiliseSME is a programme initiated by the EU (EURES, EASI). It aims to help develop skills and capacities of staff of companies (employees, manager and owners or co-owners) by supporting short term cross-border secondments. Building on the successful pilot scheme "MobiliseSME" implemented between 2015 and 2017, this programme aims to support people already in employment and wishing to experience cross border mobility in another company for a limited period of time while maintaining the contractual link with their employer.

Addressed to SMEs , all sectors

Deadline to apply : July 2022

More info at: <https://mobilise-sme.eu/about-mobilise-sme/>

## Sustainability:



### Universal circular economy policy goals - The Ellen MacArthur Foundation

The Ellen MacArthur Foundation has set out five universal circular economy policy goals that provide a framework for national governments, cities and businesses to create a transition that fosters innovation and decouples growth from finite resource consumption and environmental degradation.

#### Benefits of a circular economy

A circular economy can regenerate natural systems and improve resilience, health and wellbeing. It can also help tackle global issues like:

- climate change
- pollution
- biodiversity loss

The circular economy brings health benefits through reduced environmental impacts, improved resource management, and advances in food safety and security. Studies also indicate that a circular economy has the potential to bring an average net employment gain.

Moving to a circular economy is essential for delivering **Sustainable Development Goal (SDG) 12** on responsible consumption and production. It can also deliver benefits across the other 11 SDGs such as SDG9 on industrial development, and SDG13 on climate action amongst others.

View and download the full paper, executive summaries (several languages) or a one pager, and all the supporting assets below to help make the policy goals happen:

<https://policy.ellenmacarthurfoundation.org/universal-policy-goals>

## **CIRCULAR FASHION AND CIRCULAR ECONOMY RESOURCE EFFICIENCY**

On line Webinar and b2b – **October 2021 \_dates TBC**

### **Objective:**

1 international E-Talk with Speakers from India and Europe + B2B session on Sustainability in the Fashion Industry.

### **Addressed to:**

Sustainable oriented Textile and Fashion SMEs / brands / fashion designers

The Sector Group Textile and Fashion (SGT), in the framework of the [Enterprise Europe Network](#), will realise an interesting *Virtual Knowledge Exchange Webinar* on **CIRCULAR FASHION AND CIRCULAR ECONOMY RESOURCE EFFICIENCY** across India and Europe, that will be realized during the next edition of the b2b Torino Fashion Match, in October 2021.

The event **will combine** an international [Webinar session](#) with relevant speakers and experts and [a b2b session](#).

The initiative is managed, in collaboration with the EEN-India partner **Global Business Inroads** (GBI) by:

**Unioncamere Piemonte** (Regional Union of Chambers of commerce in Piedmont Region, Turin-IT), **CNA Lombardia** (National Confederation of Crafts and Small and Medium Enterprises), Milan- IT) and **Innovate UK EDGE** (UK).

The link to register will be available very soon.

### **For more information:**

- Unioncamere Piemonte (IT) : [f.leonetti@pie.camcom.it](mailto:f.leonetti@pie.camcom.it)
- CNA Lombardia (IT): [progetti@cnalombardia.it](mailto:progetti@cnalombardia.it)
- Innovate UK Edge (UK): [mark.heal@emc-dnl.co.uk](mailto:mark.heal@emc-dnl.co.uk)
- Global Business Inroads (INDIA): [lthomas@globalbusinessinroads.com](mailto:lthomas@globalbusinessinroads.com)

## **EUROPEAN COMMISSION LAUNCHES ACCES2MARKETS TO SUPPORT TRADE BY SMALL BUSINESSES**

The European Commission has launched the Access2Markets online portal to help small and medium-sized firms trade beyond the EU's borders. The new portal responds to requests from stakeholders to better explain trade agreements and help companies ensure their products are eligible for duty discounts. It will serve companies that already trade internationally and also those only starting to explore opportunities in foreign markets:

<https://trade.ec.europa.eu/access-to-markets/en/content>

The portal allows companies to look up the following details for imported and exported goods in just a few clicks - tariffs, taxes, rules of origin, product requirements, customs procedures, trade barriers, trade-flow statistics.

## Past and Upcoming events:

### B2B EU FASHION MATCH AMSTERDAM EDITION 10.0

25 and 26 January 2021 the KVK team Enterprise Europe Network organized EU Fashion Match Amsterdam 10.0. This edition is virtually organised and supported by the Sector Group Textile and Fashion and her co-organisers from Lithuania, Belgium, Spain, Italy, Spain, Turkey and from more countries. European programs ELLIT and Latin America Helpdesk joined the matchmaking. 7 different virtual workshops are provided, to help entrepreneurs in the fashion during the challenging Covid times. The virtual workshops of the EU Fashion Match Amsterdam 10.0 are online available: <https://fashionmatch-10thedition.b2match.io/page-3831>



More the 600 companies registered for the matchmaking from 46 countries. 688 meetings are realised. Entrepreneurs quoted their experience about the EU Fashion Match Amsterdam 10.0:

- Jelmezzart Ltd: "Great meetings, wish there were more similar contacts. I hope we will have further co-operations with the people met during the event".
- Vilnius University of Applied Science: "It was the first time that I have participated in such an event. Mainly I have attended the workshops, which were very inspiring and highlighted more clearly my future plans in business. Such events are very needed and I will absolutely participate in the next ones. Thank you very much!"
- Erincs Global Trade Consultancy: "It was very effective 3 days. EU Fashion Match Amsterdam shows all around the world that if you want there is no obstacle even in whole world pandemic".
- Alex Rose fine tailoring: "We are a B2C company promoting British tailoring to export markets and therefore not really applicable to us. However, I thought your concept and presentation was really amazing and look forward to participating in the future".

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## SUSTAINABLE FASHION AND TEXTILES MISSION BETWEEN FRANCE AND THE NETHERLANDS 2020



On 18 and 19 of November 2020, a virtual company mission about sustainable fashion and textile was organised between France and the Netherlands. This was held alongside the 18<sup>th</sup> edition of the Erasmus-Descartes conference focusing this year on '*sustainable fashion, sustainable materials*'.

Around the 5 R's rule (Refuse, Rethink, Reduce, Reduce and Recycle), roundtables and conferences have been organised to increase circularity in the fashion industry, targeting especially two clothing types: professional outfit and jeans.

France excels in fundamental research in materials development and mechanical recycling of textiles. The Netherlands fosters in applied research and chemical recycling, with a strong inch on innovative designs. Cross fertilization of areas of expertise was thus of interest for both countries.

During the matchmaking, 44 B2B meetings took place involving companies, universities, governmental agencies and R&D institutions, hence enabling new connections between participants.

### 5/6/7 OCTOBER 2021 - B2B & TALKS @Torino FashionMatch 2021

Unioncamere Piemonte (EEN Italy, Turin) in collaboration with the EEN Sector Group Textile and Fashion will organize the 6th Edition of the International brokerage event **Torino Fashion Match** addressed to emergents fashion designers, innovative brands, textile manufacturing companies, retailers and e-commerce platforms. In addition to the b2b a sectoral **TALK session** will be organised dedicated to relevant issues on #textile #fashion #innovation #technology #sustainability.

The event will be released during the 6th edition of the format **Torino Fashion Week** that will be organised in digital version, from the 3rd - 9th October 2021. The format includes 7 days of international catwalk shows with brands from all over the world in addition to the talks and b2b sessions. There will also be the launch of a **NEW SOCIAL PLATFORM** as a virtual store, addressed to SMEs and fashion designers that will have the opportunity to showcase, sell, interact, create new collaborations and posts videos to promote collections and productions from the same place.

#### INFO:

TFW 2021: you can enquire at [timoda@outlook.it](mailto:timoda@outlook.it) for details on how attend the Torino Fashion Week 2021

B2B: You can contact the organiser: [f.leonetti@pie.camcom.it](mailto:f.leonetti@pie.camcom.it) (more details will be released very soon)



A banner image showing rolls of fabric in a factory setting, overlaid with a purple gradient. The text 'Textile Connect Virtual Matchmaking 1-4 June' is written in white, bold, sans-serif font.

## Textile Connect Virtual Matchmaking 1-4 June

Textile Connect is the online platform that connects companies/designers looking for production partners with manufacturers, service providers and suppliers within the textile and footwear industry. For the second time, we arrange an online matchmaking event that will organise buyer-supplier meetings. This year the matchmaking will be held between the 1-4 June.

Feedback from last year's matchmaking Textile Connect 2020:

*"Due to the world health situation, these virtual events represent a great opportunity to continue with the networking and the project dissemination. The virtual meetings have worked perfectly, and the wide range of time spots for meetings make it easier."*

*"I praise this excellent initiative, free and with real present and future perspectives of partnerships and international businesses."*

*"Very smooth and intuitive system. I like the virtual meetings because they are time efficient, the schedule is flexible and you can get to the point in a very short time, without neccessity to travel and spend time on communiting, etc."*

As soon as we know what you are looking for we can help you find your future business partner!

Register today: <http://textile-connect-2021.b2match.io/>

Questions? Don't hesitate to contact:

[therese.carlbrant@almi.se](mailto:therese.carlbrant@almi.se) +46(0)36-30 65 27

[ingrida.braziuniene@chamber.it](mailto:ingrida.braziuniene@chamber.it) (+370) 633 744 31

## Find International partners in the Textile & Fashion industry:

### Color & Care - research project on natural dyes and medicinal virtues in France



In the era of industrial fashion, chemical dyes have replaced natural dyes and are a major source of pollution. In order to offer a more sustainable and healthier alternative, the Color & Care research project wishes to develop plant dyes that would combine the coloring and healing properties of plants. Especially relevant with this covid pandemic.

Born in Madagascar in 2017 where the tradition of traditional dyes from medicinal plants still exists, the Color & Care project aims to develop stable dyes from plants and verify that their curative potential is indeed active in the textile, via the skin. Then, it aims at developing solid and reproducible colors retaining the benefits of the plants and integrating them into the clothing sector.

The project is led par Ms Delphine Talbot, teacher and researcher in color and sensory design at the University of Toulouse in France. It gathers a network of researchers, artisans and designers in France, Japan and Greece. The team already studied the use of two plants long known for their curative virtues as care dyes: eucalyptus and onion.

In order to further researches, the project wishes to find laboratory and financial partners to conduct comparative studies on the molecule chemistry from coloring plants regarding their dyeing potential and healing effects. Also, to create PhD and post-doctoral positions and to find industrial partners to launch the first textile productions.

Please contact Estelle Hainry [e.hainry@occitanie.cci.fr](mailto:e.hainry@occitanie.cci.fr) for further information.

Partners sought with expertise in technical textile materials for developing fully biodegradable alternative to elastane with application in sport clothing

POD Reference TRNL20201105001

<https://een.ec.europa.eu/tools/services/PRO/Profile/Detail/2a10efc2-9e3e-423c-b163-b51d782614a5?Orgald=nl00024>

A Dutch company specialized in water-free dyeing with supercritical CO2 is looking for manufacturers in the textile industry

POD Reference TONL20200325001

<https://een.ec.europa.eu/tools/services/PRO/Profile/Detail/7acca2d4-65af-4eea-91a0-5e9b1e644844?Orgald=nl00024>

A Lithuanian premium and high fashion womenswear manufacturer is offering its manufacturing and subcontracting services

POD Reference BOLT20210331001

<https://een.ec.europa.eu/tools/services/PRO/Profile/Detail/cc1f42df-ef2e-4233-8a04-a3a5243a68c7>

Italian company involved in the production of handmade jewels and watches is looking for investors abroad to stipulate a financial agreement

POD Reference BRIT20210329001

<https://een.ec.europa.eu/tools/PRO/Profile/Detail/ec822f87-1039-4df7-b254-1626fe286c5e>

British brand of technical and fashion-based cycling clothing seeks agents and distributors in East & Southeast Asia

POD Reference BOUK20201118001

<https://een.ec.europa.eu/tools/PRO/Profile/Detail/b576e380-24f5-4a0c-8ea5-6b70c03a027f>

A Belgian fashion designer is offering design services to fashion manufacturers under outsourcing agreement

POD Reference BOBE20210204001

<https://een.ec.europa.eu/tools/PRO/Profile/Detail/119bfd44-e411-4850-a5f7-d126bca30414>

A Serbian company specialized in sewing clothes is looking for a partner through manufacturing agreement

POD Reference BORS20210115001

<https://een.ec.europa.eu/tools/PRO/Profile/Detail/4940aacd-8fd7-4733-a775-1c31cb9d2d0c>

A Turkish manufacturer of ready-to-wear offers to produce fashion wear in Turkey under a manufacturing agreement

POD Reference BOTR20210120002

<https://een.ec.europa.eu/tools/PRO/Profile/Detail/4c5eb484-d0bb-4e40-a21b-a6b651f0fe02>

## Stories from entrepreneurs in the fashion industry:



### **Innovative bag brand Minois took part in EU Fashion Match Amsterdam: “I learned not only to focus on the product, but also on entrepreneurship”**

Simone Tertoolen was a designer at Tomtom when she decided to combine her knowledge of technology with fashion. Out of her own frustrations, she designed bags with interior lighting and a phone charger. Because she wanted to deepen her knowledge about the fashion industry, she attended an international matchmaking event of KVK a year ago, during the Modefabriek in Amsterdam. This set in motion a series of developments.

#### **International network of the KVK with Enterprise Europe Network**

Tertoolen saw the Modefabriek primarily as a trade fair for brands looking for retailers. She had not yet reached that stage with Minois, but thanks to an invitation from entrepreneurial advisor Fatma Sener of the KVK she went anyway. The Enterprise Europe Network (EEN) with KVK - a professional network of 600 organizations in more than 60 countries - organized for the eighth time a matchmaking meeting for fashion entrepreneurs at the fair, the EU Fashion Match Amsterdam 8.0.

## **Worth project**

The designer spoke with several coaches during that event, but when she was introduced to Zicri Montiel from the Worth project, she was immediately interested. Worth is a project with an EU subsidy to support fashion brands and a party they work with in the further development of their company. After an application and selection procedure, 152 partnerships from 34 countries were chosen to participate in this project.

Tertoolen signed up together with its Italian partner. This is a bag workshop in Italy that also produces for Prada, Dolce & Gabbana and Gucci. Together with its partner, Tertoolen developed a new way of production to ensure that the technology is processed in the bags in a beautiful way.

"I immediately thought the Worth project was a great fit for Minois, because Worth is about all aspects of starting a business. It's also great that you had to sign up with a partner and that I could do this together with my Italian manufacturer", tells Tertoolen.

## **Subsidy and coaching**

Like the other Worth participants, Tertoolen was given a small budget for a study. This allows both partners to invest more in product innovation and in production innovation. In addition, the participants also received a coach. "Many participants wanted help developing their products and making prototypes, but I already had that. That's why I asked for a coach who could help me with marketing," says Tertoolen.

Thanks to the contacts of the EU Fashion Match Amsterdam, Tertoolen has a better idea of how the fashion industry works, how it works with purchasing, how much margin goes where. In addition, she has made valuable contacts, such as retailers, who are going to sell her bags. Tertoolen: "I even have contact with someone from Milan Fashion Week."

Fatma Sener of the Chamber of Commerce, who has been assisting entrepreneurs in the field of international cooperation for more than ten years, thinks Tertoolen is a good example of an innovative entrepreneur. "She is a real techie and was not known in the fashion industry. That is why I am happy that she participated in the EU Fashion Match Amsterdam".

## **Alex Rose Tailoring Shifts Made-to-Measure Online**

Alex Rose Tailoring is a client of Daniel Houchen from EEN partner Bradford MDC in the UK and introduces Managing Director Harold Rose, who has some fascinating tales and experiences to tell after working in the clothing industry for more than 50 years. Harold became MD of Alexander Rose Ltd in 1972, taking over the company his father had founded just after the Second World War.

From a small factory just behind the Grand Theatre in Leeds, the business quickly spread to three sites across West Yorkshire. The market for made-to-measure was particularly strong: Alexander Rose supplied nearly 40,000 suits per year to more than 350 retailers.

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Harold sold the factories in the 1980s and went on to run a corporate clothing company, supplying tailored uniforms for public-facing staff at hotels, travel companies and more.

For the last 20 years, however, he has returned to his roots in made-to-measure tailoring, travelling across Europe to conduct fittings with clients who value British luxury, quality and craftsmanship. His company still bears his father's name, celebrating the brand's heritage.

"I'm one of the last veterans of the old Leeds clothing industry", Harold smiles. "I've been in clothing all my life, and I still enjoy the thrill of fitting people in beautiful clothes".



The Alexander Rose factory in 1951

Demand for tailoring has been seriously impacted by the global pandemic, as working from home has become commonplace and events such as weddings and races have been postponed. But while faced with a unique set of challenges, Harold believes his experience left him well-positioned to innovate as he adapts to these new conditions.

The [new Alex Rose website](#) offers a custom jacket fitting service, where clients can input their measurements and select from a range of personalisations.

From the number of buttons to the position of pockets and embroidered monograms, almost every aspect of an Alex Rose jacket can be customised to the wearer using the digital interface – including a selection of fabrics from West Yorkshire's world-renowned heritage mills.

## ENGLISH BLAZER



GALLERY

**English Blazer**

Complete the options below to customise your jacket. Be sure to select your known jacket size and enter your exact measurements so we can create a tailored fit.

JACKET STYLE:

Single Breasted - 1 Button

JACKET BACK (CLICK AN OPTION):

Services

The Alex Rose website offers a range of customisation options on each jacket

To maintain the personal connection that comes with a visiting tailor, Harold offers style and fitting consultations over Zoom. That relationship, he says, is part of the appeal of a made-to-measure service.

“Some websites allow you to input your measurements, but there is no personal connection”, says Harold. “I wanted to be able to get the right fit digitally at the same time as giving clients an opportunity to buy into the heritage and tradition that come with British materials and tailoring”. Avoiding travel restrictions while meeting demand from global customers, Harold has seen an increase in his international contact list in markets such as Russia, Scandinavia, the USA and Japan. At the same time, he has found a new route to market that offers a wealth of opportunities.

“I’ve realised now how much time you actually lose as a visiting tailor!” he laughs. “You can spend hours travelling to London and then waiting between appointments. It’s labour intensive and there’s only so much you can do with your day”.

“This model of working completely online has freed up so much of my time that I now have scope to grow, without the massive overheads that can be a barrier for any business”.

As the new service grows Harold plans to expand the website, sharing his knowledge and experience through videos on topics from the history of tailoring to how to dress for a promotion.

Each year he mentors a student from a Leeds college or university and is passionate about using his skills to support the future of Yorkshire’s clothing industry.

Harold hopes that embracing lean, made-to-order, digitally-enabled, customisable tailoring will help to futureproof the business through the pandemic and beyond.

“Experience breeds resilience”, he says, “and you learn to adapt as the industry shifts around you. I’ve always believed in and had hope for the future, and I hope that with this new venture I’ll be able to ride out the storm”.

## CASC8's Innovate methods of transforming and recycling our post-consumer waste for a greener and cleaner future



An interesting sustainable brand highlighted by Helle Bagger Nielsen from Erhvervshus Sjælland in Denmark is **Casc8** <https://www.casc8sac.com/> which was founded in 2018 by Sara Amilie Terp. Born of a desire to be part of a positive contribution to the increasingly serious plastic waste reality around the globe CASC8 is collaborating with NGO organization Khamir in Gujarat, India – whose initiative is to collect plastic waste polluting the land shape and transform it into a useful material through a process of handweaving.

It is a project that helps sustain the environmental ecology as well as the culture of local craftsmanship. The socio-economic initiative was started by local artisan women who could see the possibilities in transforming the easily available plastic waste into a material.

The initiative enables the local artisans to generate their own income from highly skilled craftsmanship.

It is a project which creates income on different levels from collecting the plastic to weaving it.

After the plastic waste has been collected it is washed and cut into strips to be hand woven in traditional wooden looms from the weavers homes. Everything in the process of creating the upcycled plastic textiles is handcrafted. No machines or electricity is being used.

The materiel is primitively exquisite, full of storytelling. The artisans weave the designs of Cassc8 info plastic sheets. The finished upcycled plastic materiel is made into refined and high quality bags in Verona, Italy.

The Italian factory is likewise a place where craftsmanship is practiced in the highest form. All the supplementary elements of the production of the bags are produce and made in Italy. The material is made info more simple designs of tote bags from the CASC8 studio in Copenhagen.



## News from our Textile and Fashion Sector Group members:

Here is an update from Denmark from our colleague Helle Bagger Nielsen from Erhvervshus Sjælland:

### **FASCINATE Project interesting international project with Bulgaria and Spain**

Unprecedented alliance between fashion, footwear, and digital technology industries to access international markets...

- The sponsors of the Fascinate project are Modacc, Denmark's Lifestyle & Design Cluster, the Bulgarian Fashion Association, the CITEVE technological institute in Portugal, and the Clúster Digital de Catalunya.
- Funded by the European program COSME, this project will benefit 650 European SMEs.

For the first time, the textile and fashion industry and digital technology industry have set to work side by side to determine how they can use the digital sphere to address the needs of fashion companies when they decide to sell to the world.

Can technology like blockchain make it easier to track products? Can artificial intelligence help optimize stocks? Which tools help anticipate what the consumer wants? And which ones help reduce the industry's effects on the environment? These and other questions are at the heart of the European project Fascinate (Sustainable Fashion Alliance for International Markets), which will put forward a joint internationalization strategy between the fashion, footwear, and digital technology industries to access international markets, focusing on sustainability and circularity.

The Fascinate project, funded by the EU, is jointly sponsored by five European clusters: the Catalanian fashion cluster Modacc, the leader of the project; the Bulgarian Fashion Association; Denmark's Lifestyle & Design Cluster; the CITEVE technological institute in Portugal; and the Clúster Digital de Catalunya. Since September, the five institutions have been working to establish a joint strategy to access new international markets in the next 18 months using new technology.

A total of 650 companies, most of them European SMEs in the fashion and footwear industries, will benefit from this project, which will allow them to access new markets through digital tools never before used in the fashion industry, such as blockchain or artificial intelligence, essential for product tracking, thus creating new value chains based on circularity and sustainability.

The project aims to create a medium- and long-term business model, meaning that the collaboration among the various institutions that make up the Fascinate project will last over time and the work done will continue. The sum of the companies' expertise in the fashion industry and technology and the interaction between the textile and digital worlds should lead to the emergence of a series of efforts in which the digital environment helps the textile industry address its problems and needs, such as cost optimization, reducing operating expenses, and sustainability. The first joint work sessions have focused on identifying these needs, seeing what technology can provide and how.

## **New task force to make Danish fashion and textiles even greener**

In the coming years, the fashion and textile industry will meet more sustainable demands from authorities and potential customers. The new task force must therefore strengthen the green transition.

Taskforce for sustainable conversion of Danish fashion and textiles and green certification of SMEs must start strengthening exports and sustainable conversion across the industry. Among other things, the task force will promote the competitiveness of small and medium-sized enterprises through sustainability certifications and circular business models.

One of the tasks is to develop courses that will help fashion companies comply with sustainability requirements from partners such as Zalando and Copenhagen Fashion Week.

## **Collaboration between Zadkine Fashion college (The Netherlands) and Institute Superior Color Image Design, University of Toulouse (France)**



Mrs Ellen HAESER



Mrs Delphine TALBOT

News on an exciting collaboration fostered by our EEN colleague Estelle Hainry at CCI Occitanie, Blagnac in France. Ms. Ellen Haeser of Zadkine Fashion College and Ms. Delphine Talbot of Color Image Design Superior Institute (University of Toulouse) have met each other in November 2020 at a virtual matchmaking meeting during the sustainable fashion and textiles mission between France and the Netherlands.

Mrs. Ellen Haeser as educational expert is developing a new program "Fashion in transition" for the first-year students (creators, tailors and junior product coordinators). It aims at introducing innovation, internationalization and sustainability in textiles to students. The benefit of this innovative program is to prepare fashion students to change and to make them feel comfortable in the international professional practice of the fashion industry.

The expected collaboration between Zadkine and the University of Toulouse is to share ideas, knowledge and experience in order to raise sustainable practices among the next professionals of the fashion industry. Thus, the partnership aims at promoting exchanges between students and teachers from both schools.

This new educational program is to be implemented in June 2021.

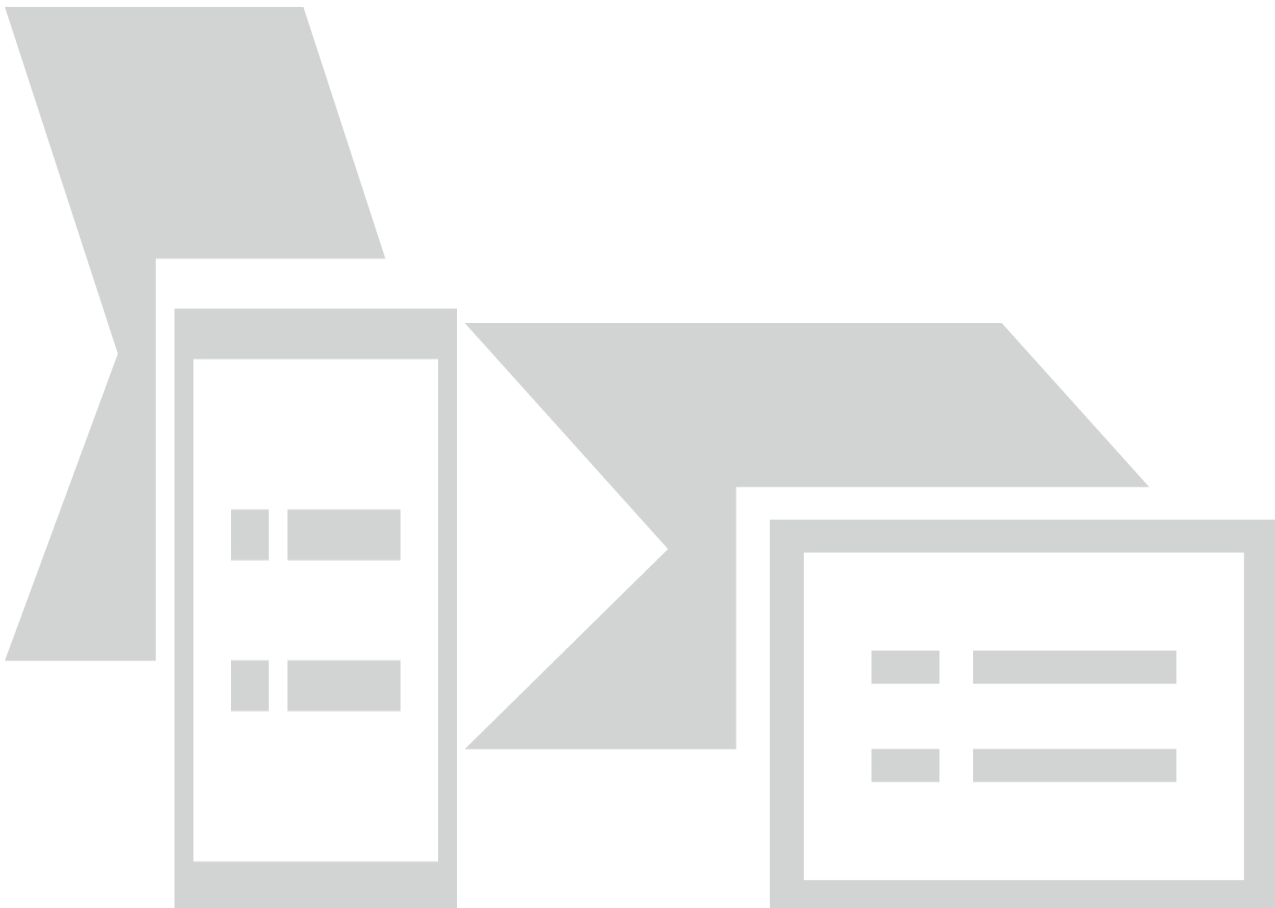
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## Social Media Updates:

Social media has become the most influential and important virtual space where the platform is not only used for social networking but is also a great way of digitally advertising the brand. Having an online presence as a business on any of the social media forums like Facebook /Instagram or LinkedIn is a great way to interact with our audience and to really connect with them on a professional level.

It has become a vital part of how the business world operates and communicates particularly over the last 12 months so please take a moment to follow the Textile & Fashion Sector group platforms to make sure you don't miss out on any news, events, initiatives, funding and collaboration opportunities on offer...

1. Facebook: <https://www.facebook.com/TextileFashion/>
2. Instagram: <https://www.instagram.com/sgtextileandfashion.official/>
3. Linked-In: Connect with our communications group:  
<https://www.linkedin.com/in/daniel-houchen-b1107636/>  
<https://www.linkedin.com/in/federica-leonetti/>  
<https://www.linkedin.com/in/bc-dipl-betriebswirtin-fatma-sener-0229802b/>  
<https://www.linkedin.com/in/emilija-andonova-9b6441a3/>





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# MIR FOUNDATION



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Sector group: Textile & Fashion:

<http://een.ec.europa.eu/about/sector-groups/textiles>

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