



ASSOCIATE ENTERPRISES IN TCBL TERRITORIES



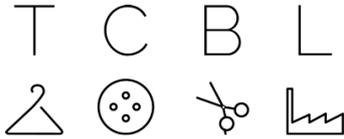
VERSION 1.0, 20 FEBRUARY 2017

INTRODUCTION

This Handbook details the profiles of the selected Associate Businesses/Enterprises in the territories covered by TCBL partners, how they have been approached and supported in submitting an application and what are their specific prospects and plans motivating their participation to TCBL Pilot Systems.

On the basis of the first Pilot Framework and the terms and conditions for the Call, the process of building the initial business ecosystem was carried out primarily at the local level as originally foreseen for the first round of “internal” pilot experimentation. Under the coordination of Task 4.1, partners thus focused on local systems in their “home” territories. This meant the national level for most WP4 partners (EU level for DITF), while Italy is addressed at the regional level, as follows:

- Germany (DITF)
- Greece (MIRTEC and HCIA)
- Portugal (Sanjotec)
- Tuscany (City of Prato)
- Sicily (ARCA)
- Slovenia (eZavod)
- United Kingdom (TCoE)
- Veneto (UCV)



1 GERMANY - DITF

AWARENESS ACTIONS UNDERTAKEN TO RECRUIT ASSOCIATE MEMBERS

Through several activities in both local and international events and seminars, DITF promoted the TCBL project and its objectives to their business ecosystems with whom there is normal and on-going contact. This involved in particular contacts with AFBW, a local Alliance for Fibre-Based in Baden-Wuttemberg, and a range of EU partners from previous projects related to T&C, such as Klaus Zuleeg and Michel Bivoet.

The initial contacts with German SMEs show significant difficulties in conveying the TCBL value proposition, especially at such an early stage in the project. German companies are in fact more likely to act when the potential benefits are already visible.

To support dissemination efforts, DITF thus prepared a detailed brochure in German presenting the issue of business model innovation and the potential business benefits, but the response remained low.

In part to compensate this difficulty, DITF contributed significantly to developing TCBL-related Interreg proposals as a means of engaging their EU research network. This included the “NorthWestWear” proposal for Interreg-NWE and the “DanuWear” proposal for Interreg-Danube program. Through these initiatives, DITF was able to engage interest from many territories that are missing for now in the TCBL partnership: Flanders (BE), Czech Republic, Bulgaria, Hungary, and Romania.

ENLISTMENT

Due to the above specificities of the enlistment process by DITF, most pilot candidates were brought in not directly through Ning or the social media, but by direct personal contact, with registration on the TCBL website occurring afterwards. In this way, 7 Pilot Candidates were enlisted and 5 Application Forms completed.

EVALUATION

DITF participated in the pilot evaluation process with Tobias Maschler participating in Team 7 and Marcus Winkler available as a reserve.

In this process, there was particular interest in two aspects:

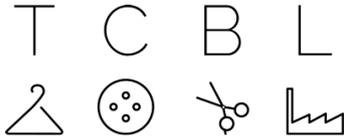
- Trying to define in a clear way, through discussions with team members and across the evaluation panel, what should be considered the minimum requirements for acceptance.
- Experimenting with numerical and graphical analysis to identify scoring differences across team members and possible areas of consensus.

SELECTED ASSOCIATE MEMBERS

The following Associates will be followed by DITF.

ASSOCIATE ENTERPRISES

- **Bivolino (Belgium)**



Bivolino is a B2C clothing business covering the entire value chain offering user-designed made-to-measure shirts and blouses, only via its Internet-based retail platform. Bivolino is very active in the Textile ETP and the EU T&C research environment, and can therefore be a likely lead player in building customer-driven pilot scenarios.

- **Pirin-Tex (Bulgaria)**

Pirintex is a large scale (3,200 employees) clothing manufacturer near Sofia, and closely tied to the Bulgarian Textile Association. Pirintex can offer TCBL access to the Bulgarian T&C industry for a range of possible value chains.

- **Before 7 AM (Berlin)**

This is a young brand driven by Annabel Kleyweg, an international marketing expert in the T&C sector who found TCBL through social media. DITF will follow up with her to establish a retail role in several value chains.

- **Dyckhoff24 (Rheine area)**

This is a manufacturer of terry-cloth items (towels, bathrobes, etc.) very interested in personalisation technologies and approaches.

- **Katty Fashion (Romania)**

This is another industry active both in the Euratex and the Textile ETP environment and at the regional level with the Iasi ERDF Managing Authority. Katty Fashion is playing a leading role building T&C value chains based on the use of hemp, and will develop this effort in the context of TCBL.

ASSOCIATE ADVISORS

- **Pattern Made 4 You (Netherlands)**

This is a small-scale provider of made-to-measure garment patterns, and above all the main reseller in Europe of the Patternmaker/ Macrogen software suite, a frugal made-to-measure pattern design platform identified as having great potential for the TCBL Business Labs. In addition, this company is connected to networks of sewing schools and home sewers in the Netherlands.

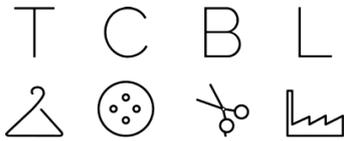
POTENTIAL VALUE CHAINS AND PILOT EXPERIMENTS

The Associates being followed by DITF are likely to build value chains primarily initiated by other TCBL partners, but we can identify a core group in made-to-measure manufacturing. This could include Pattern Made 4 You, Bivolino, and Pirin-Tex.

In addition, the use of hemp as a natural material, has commonalities with Associates in other TCBL regions working on natural fibres such as organic cotton (Greece), silk (Italy), and wool (UK and Italy).

We hope to achieve a better participation of German companies in the following calls, with the possibility of enlistment based on clearer procedures and a validated value proposition. In that context, we foresee the following possible pilot scenarios as being of interest:

- Digital Textile Printing, in particular of small series /lot-size1, best even using custom designs
- Simple and high-quality electronic communication of pattern and designs



- Easy product configuration via Web, e.g. for functional clothes
- General flexibilisation, leading to a better supply of small series, e.g. for yarn or for fabrics, best for individualised (or personalised) textiles and clothing
- General better electronic communication of textile materials and products
- In Germany there is a strong focus to Technical Textiles. It should be discussed if there are special needs that Industry 4.0 should become a subject in TCBL.

2 GREECE – MIRTEC AND HCIA

AWARENESS ACTIONS UNDERTAKEN TO RECRUIT ASSOCIATE MEMBERS

- Telephone / e-mail communication with HCIA's members and other stakeholders (e.g. Silk museum, Athens Retailers Association, other professional organisations)
- Validation of 27 pilot project ideas for factories to be proposed to MIRTEC's clients (mainly Greek factories) followed by telephone / e-mail communication with them
- Visit organised by MIRTEC of Athens' Impact Hub and of Mentis Workshop belonging to Benaki Museum to associate them in the search of TCBL candidates
- Organisation of face-to-face meetings with HCIA's board of directors, the director of the Athens Retailers Association, the director of the Silk Museum, the director of the Greek Fashion Industry Association (based in Thessaloniki)

WORKSHOPS ORGANISED

- Fashion trends workshop, HMA's premises, 7/12/2015
- Athens Xclusive Designers Week, 8-11/4/2016

ENLISTMENT

We managed to have 20 applicants registering on NING as PILOT CANDIDATES, both through personal contact and by providing step by step guidance; in some cases, HCIA's and MIRTEC's personnel had to input some answers directly in the NING platform.

Mails, followed by systematic phone calls and in some cases assistance in completing the questionnaires allowed to get 17 applications.

EVALUATION

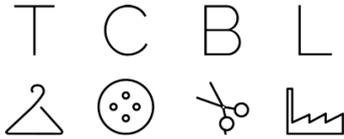
HCIA was Evaluation Team leader and MIRTEC participated to the evaluation both with one Evaluation Team leader and one Member in the Coordination Team. For HCIA and MIRTEC this Open procedure enabled the harmonisation of thinking and classifying the pilots while it also allowed a pre-identification of possible projects between labs and pilots or pilots themselves.

SELECTED ASSOCIATE MEMBERS

Between the Associated Members recruited we count 8 Factories (4 in Textile and 4 in Clothing), 4 Workshops (in Clothing) and 5 Associated Advisors, as follows:

ASSOCIATE ENTERPRISES

- **Calsta Workwear SA:** Workwear and corporate clothing
- **Giannetos SA:** Handmade clothing designers and retail
- **Ioanna Kourbela:** Womenswear - Menswear - Accessories
- **La Stampa:** Women cloths
- **Nafaktos Textile Industry SA:** Production of cotton combed or carded yarns
- **Nota:** Lingerie collection design and trade
- **Print Silk Darvoudis Chrysoula:** Dyeing, Printing and finishing silk and silk blend fabrics.
- **Siamidis SA:** Corporate Protective Garments using technical textiles
- **Thrakika Ekkokistiria S.A.:** Cotton ginning mills
- **Varvaressos S.A.:** Spinning mill producing single, multi-ply ring spun and core-spun yarns



- **Walk LTD:** Sock hosiery and underwear manufacturing company
- **White Box MEPE:** Baby bed linen products using natural raw materials

ASSOCIATE ADVISORS

- **Art of Silk Museum: Experts in silk production**
- **Athens Traders' Association:** Association of retail shops
- **Hellenic Fashion Industry Association (SEPEE):** Apparel Manufacturers Association
- **Piraeus University of Applied Science:** Garment engineering, New materials and technologies for fashion design
- **Technical University of Crete:** Expert in CAD/CAM and Digital Prototyping in T&C

These Associates cover all the T&C value chain (except raw materials), as shown on the following page. N.B.: In the table, a number in boldface indicates an activity that is very well represented, and italics indicate one that is well represented.

Discussions / presentations are under way in HCIA to enrich Athens' TCBL Ecosystem with a number of important additional local stakeholders such as:

- Impact Hub
- Organisation Earth
- Athens Chamber of Commerce and Industry
- Municipality of Athens
- Athens Retailers Association

POTENTIAL VALUE CHAINS AND PILOT EXPERIMENTS

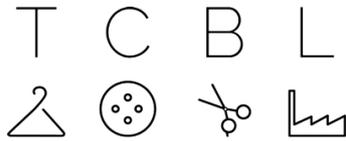
We have identified a number of potential groupings that our associate members / pilots / other stakeholders could cooperate under a common theme.

Two main themes in Textile include the reinforcement of the existing Organic Cotton Value Chain and of the partly broken Silk Value Chain and in Clothing Made to measure and Very small scale production.

Also important interest has been expressed on Environmental, Energy and Social Issues.

Specific demands include a demand for assistance for developing protective clothing for B to C market, from a company specialized in high-tech protective clothing for B to B market and another for introducing new innovative materials and designs in order to launch a new series of products (in particular baby sleeping bags).

Amongst the different offers received we have know-how & assistance in export promotion and an access to a prototype-making workshop which has full cutting and sewing capability.



Phase	Activities	Cases	
Textile Production	Collection design and sampling	5	
	Regeneration	1	
	Spinning	4	
	Finishing	2	
	Dyeing	2	
	Warping	4	
	Weaving	4	
	Knitting	2	
	Drying	1	
	Printing	3	
	Technical (including “smart”) textiles	3	
	Other	4	
	Clothing Production	Collection design	10
		Selection of textiles and accessories	9
Pattern making		10	
Prototyping and testing		9	
Grading and placement		7	
Preparation and cutting		7	
Tailoring		7	
Finishing and/or assembly		8	
Distribution		10	
Retail		8	
Other		3	
Services to the Industry	Marketing	14	
	Logistics	11	
	Distribution	11	
	Legal and regulatory aspects	10	
	Policy and funding opportunities	6	
	Research and development	9	
	Training	8	
	ICT applications and services (transversal)	6	
	Environmental issues (waste, water, recycling)	6	
	Energy-related issues	5	
	Social issues	5	
Business consultancy (incl. process solutions)	7		

Table 1. Sectorial distribution of TCBL Associates in Greece.

3 PORTUGAL – SANJOTEC

AWARENESS ACTIONS UNDERTAKEN TO RECRUIT ASSOCIATE MEMBERS

On 8 of March Sanjotec hosted a public workshop at its facilities aimed at promoting the Call to all potential interested parties. Important regional industrial players were invited and a significant group of representatives of companies from creative industries attended.

ENLISTMENT

The Call was promoted through different channels to get applicants to register on NING, but the emphasis was always on quality over quantity. Therefore, most of the pilot candidates were entrepreneurs/enterprises that Sanjotec knows and recognizes its potential to the TCBL ecosystem. The Call was promoted via Facebook, Sanjotec's web institutional page of Sanjotec and to the mailing list database of companies that were believed to be prospective candidates in textile sectors. However, most of the pilot candidates' registrations were achieved through informal and direct contact.

The pull of interested parties that registered as pilot candidates were then carefully followed by our team, through a series of brainstorm sessions, individual meetings, visits to the factories, and phone calls, in order to guarantee not only its true interest in the project, but also to study the viability and to understand all the possibilities of collaboration and value to be created.

Sanjotec gave full support to the candidates to help them fill the questionnaire. In some cases, the support was more extensive than in others, because the profile of the pilots was very distinct and they had different characteristics, resources, time and understanding of TCBL values.

EVALUATION

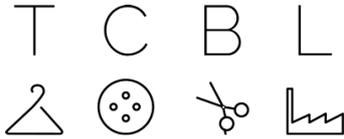
Sanjotec acted as an evaluator in the team in which was included. We were very familiar with the specificities and requirements of the forms because we helped our pilots to fill them.

It was a continuous process of learning as the evaluation required a study of the company besides the form through web searching as well as several talks and discussions with the team and other partners to align points of view and evaluations, but also to get a deep understanding of the big picture and understand what improvements should be made in the future Calls to be launched.

SELECTED ASSOCIATE MEMBERS

As a result of the first Call launched, 9 Portuguese associate members joined the network:

- **Fibrenamics**
platform for development of materials and innovative products based on fibers for various industry sectors including medicine, sports, construction, transportation, architecture, protection, among others.
- **Balutextil**
Non-Woven Garment producer
- **Sonae Retail**
Retail activities in the areas of Fashion, Sports, Consumer Electronics and Food.
- **Moritex**
Producers with a large experience and know how in fashion garments.
- **Daniela.Ponto final**



A Portuguese brand that strives to bring the perfect mix of old fabrics with newest ones creating a young and fresh product, and is proudly handmade with love in Portugal.

- **Feltrando**
Research and production focused on Redesign and Sustainable Design concepts wherein felt is key. Based on the premises of Handmade (restoring tradition and recurring to manual craftsmanship) and of Ecology (reusing industrial textile residue and furniture), outputs results in unique and exclusive items.
- **ERT**
A well-equipped and modern Tier 2, laminating, cutting and sewing all kinds of technical textiles and other flexible materials as leathers and foams. The core business is the development and manufacture for automotive interior components.
- **Heliotextil**
Activity focused on the manufacture of textile products: tapes, rubber bands, badges, textile transfers and promotional items.
- **FEPSA**
Leader in quality felt bodies for the hat industry throughout the world. It aims to improve the future by keeping an innovating mindset, protect the environment by getting greener.

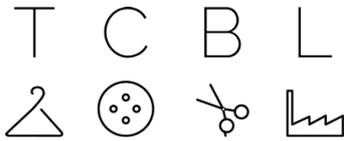
We are expecting that interactions will occur at several levels, not only regionally, but also internationally. The pilots joined the project with the expectation of collaborating with the international partners, joining R&D common projects and developing new products and concepts together.

POTENTIAL VALUE CHAINS AND PILOT EXPERIMENTS

- Heliotêxtil: be an industrial partner to implement pilot testing of new technologies and products; Its industrial premises have equipment that cover most of the textile processes: warping, weaving, dyeing (products and wires), finishing, printing (advanced screen printing, offset, letterpress,), and also have a quality and colour development laboratory.

Its recent work has been focusing in R&D projects regarding the integration of printed electronics on heat transfers (heating bands, antennas, capacitive sensors and conductive lines). Some of its ideas for pilot experiments are:

- Introduce e-Textiles on mass market, solving the big problem of connections, creating a set of standard connectors for power, signal and communication between the cloths and the exterior and between the devices on the cloth.
- Implement e-textiles totally based on printed electronics.
- New technologies for energy harvesting on textiles, explore amorphous substances that can be printed on textiles to collect energy from the sun.
- Development of amorphous substances that can be printed by silkscreen to implement semiconductor structures.
- Creation of a standardized process between countries to recycle, recollect old cloths.
- Create a new process to transform European agricultural waste on new fibers.
- Feltrando: Promote reusing industrial textile waste and find ways to incorporate it in new products, as it has already been done by the company. Also wishes to help other international partners to open a production and development laboratory to work with felt.
- FEPSA: engagement in the creation of new processes and products.



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- Feltrando + FEPSA: develop, explore and commercialize new felt products to contribute to the international valorisation of this particular high quality and rare material.
 - SONAE: Opportunities to collaborate and innovate in textiles and other areas with applicability in a fashion and sports retail business. The company would like to be a testbed for product innovation to be experimented in its clothing and sports collections, for example in what regards the implementation of high-tech textiles/smart textiles trend.
 - Daniela Ponto Final has plans to reach new international suppliers of raw materials for its production of exclusive and small series handmade clothes with the old and unused stocks of textiles industries. With this approach, it could be possible to reuse leftovers of production (industrial waste) and reuse them by giving new life to these materials.
 - ERT is a leader in incorporation of advanced technology in technical textiles and intends to be a partner in smart technical textile experimentation and to develop partnerships with customers, suppliers and research centers to identify and explore emerging technological opportunities, new materials, products and technologies.
 - Balutextil: wants to develop joint experiences with research communities, being a test bed to the development of studies/experiences. Also has a special concern regarding reduction of material waste.
 - Moritex: Dreams of developing a slow fashion paradigm, by finding alternatives and giving emphasis to recycling and sustainability and long life durability.
 - Fibrenamics: The partner wants to find proposals of collaboration to develop textile innovative solutions for companies, relying on its great know-how in new fibre applications in multiple sectors.

4 TUSCANY – CITY OF PRATO

AWARENESS ACTIONS UNDERTAKEN TO RECRUIT ASSOCIATE MEMBERS

Comune di Prato organized several meetings with associations of textile enterprises, industry representatives, regional government, university, research centres and relevant public companies involved in the industrial processes of the textile district. The purpose of these meetings was to provide an in depth understanding of the project, its objectives and main activities that will be implemented through the engagement of laboratories and pilots. The first call for pilots has been presented, with the first round of discussions about possible initiatives and pilot proposals. The text of the call, together with relevant information about the project was translated in Italian, distributed during the meetings and via email. Right after the first round of meetings interesting ideas emerged and several potential pilots decided to apply with a project proposal on the first TCBL Expression of Interest.

WORKSHOPS ORGANISED

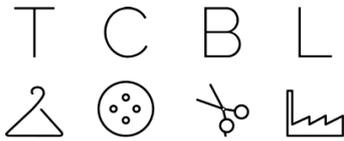
The first Open Call for Pilots was launched publicly during the workshop organized in the Chamber of Commerce on 14th of March 2016. Some 60 people attended this exceedingly stimulating event for the local community. Policy makers from the region and city, EURATEX director Mr Marchi, textile and fashion business people and entrepreneurs, fashion and textile designers, as well as academy and research representatives etc attended the four hour workshop, thereby getting to know about recent developments in T&C European policies, market trends, business models etc. The value proposition of the first TCBL Call for Pilots was brought home to businesses that may want to experiment new pathways by join the TCBL community. The workshop agenda had project's spokesmen Mr. Marsh and Mr. Molinari illustrate the project, its aims and its key tools. The features of the three kinds of Labs (make, design and place) were illustrated by Mr. Ferro, Mrs Cipolla and Mr. Mehmeti respectively. The concept was brought home that labs on one side and businesses on the other constitute the two wings of the project. It is through their interaction that TCBL aims to bring about a revolution in Textile and Clothing. Breakthrough innovations in the business models in fashion, design and other sectors provided stimuli and inspiration for attendees to reflect upon existing business approaches and how they could benefit from fresh ideas emerging from the TCBL labs. Prospected pilots were encouraged to consider reshuffling their business along new experimental pathways.

ENLISTMENT

Potential applicants were individually contacted and the Prato Municipality staff gave continued support both to compile the registration form on the NING platform and to fill in the Questionnaire, either through phone appointments or personal meetings with enterprises and service providers. Questionnaires have been completed mainly in Italian and translated and submitted in English by the Prato project staff.

EVALUATION

The Prato team was involved in several evaluations. At the beginning of the process, some difficulties emerged as regards equalising the evaluation scores of the different evaluation groups as well as within the members of each evaluation group. Since most applicant pilots had received support from the project staff while compiling the forms, most of them have a clear understanding of the TCBL values (which were the basic criteria of the evaluation). This made



for a high acceptance rate, although some applications were written in poor English and for this reason difficult to evaluate.

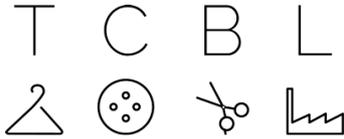
It is suggested that key information of the pilots is given more room and visibility at the next round of the Expression of Interest (e.g. bigger answer fields, more understandable and straightforward questions). Also, applications should be collected as uniformly as possible (e.g. by using the same template to collect both pilots' profiles and applications) on one platform only (e.g. just SurveyMonkey, instead of Ning + SurveyMonkey). Also it would be wise to allow more time for local TCBL partners to tutor pilots while compiling the forms (e.g. to integrate faulty information on the side of the applicants), and to make pilots' information retrieval as easy as possible once the call is closed.

SELECTED ASSOCIATE MEMBERS

Associate members in Tuscany are grouped in Enterprises (8), Advisory associates (9) and a Laboratory (1). The Enterprises are mainly well established and successful enterprises from Prato textile district, ranging from textile, fashion and accessory producers, finishing of products and similar. They are often only a part of the clothing supply chain, delivering textile product to big brands in the fashion industry. Their main interest is to engage in TCBL ecosystem that will put together the whole supply chain with the final consumer, to achieve a more environmental, social, economic sustainability of the sector. The 9 advisory pilots on the other hand gather research centres, laboratories, or other service providers for the district that are interested to widen their services to TCBL pilot factories. The interactions with TCBL associate members in Tuscany are already ongoing, Prato project staff organized already several meetings on the request of some associate members to discuss common activities in following months. An indicative working plan together with Prato Labs has been set up. There is an objective difficulty to make factories engage in the Ning Associate Interest Groups in English and several pilots already asked support in this regard to Prato project staff. We expect that interaction between Prato Associate Enterprises and other pilots of TCBL will become more intense through their interaction with Labs and Advisory associates.

ASSOCIATE ENTERPRISES:

- **Nonsololana** – The company has a knitwear collection for both man and woman with brands Knit Lab and Fabio Frati, 100% made in Italy. Nonsololana produces also a 100% cashmere collection based on the quality of the yarn and the innovation of the models.
- **Bini Franco - LDS** – The company produces synthetic leathers, fabrics heddles, knitted fabrics - jersey, bonded fabrics, man-made / artificial mixed fibers, artificial / synthetic fabrics, stretch fabrics, fabrics in noble fibers, woven wool / mixed / cashmere, fancy / jacquard fabrics, synthetic fabrics / synthetic blends, coated fabrics, technical fabrics, plain fabrics, yarn dyed fabrics.
- **Serena Rosati – Lineaessee** – The company operates in Collection design and sampling, Finishing, Dyeing, Technical (including 'smart') textile experimentation , Bonding / Lamination
- **Piero Pierini** – Designer, experimenting with innovative materials and use of fabric as a design element, mixing traditional materials and innovative ones, like combination of fabrics with rubber and epoxy resins
- **Francesco Viti - TRIS & CO. Srl** is a company that operates as a commercial dry with continuous and discontinuous machines and makes processes of textile ennoblement and post treatment for third parties



- **Lanificio Faliero Sarti** – The company has specialized in producing fine quality fabrics for haute couture and prêt-à-porter. Each Faliero Sarti product, from textiles for major fashion houses to their own scarf creations, is made of natural fibers such as wool, cashmere, angora, silk and linen.
- **Simone Paci - La Fonte** – The company has a long time experience in washing and finishing textiles.
- **Tommaso Gori - Beste spa** - Beste is a fabric producer. The company has an internal plant for preparation, dyeing and finishing. The company has also a garment department for development and production of small batches of outerwear garments.

ASSOCIATE ADVISORS:

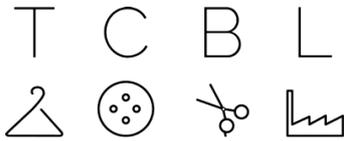
- **Martina Gheri – Cleviria** – A software house developing web applications that allow enterprises to digitally recreate relationships between companies, working together day to day, sharing common goals.
- **4 sustainability** - Fashion products' Laboratory and sustainability network to consult and support brand and supply chain to achieve sustainability levels in social, economic and environmental development fields.
- **Maurizio Catalano** - Management Consulting, focused on Social Responsibility and Social Accountability
- **Giacomo Tazzini** - Erre Quadro applies the fundamental research on the relationship between Intellectual Propriety and Innovation.
- **Roberto Pagliocca - Programma Ambiente** – the company specialized in waste management of the production process
- **Associazione Insieme per il Fondo Santo Stefano - “Santo Stefano fund”** supports access to (micro) credit and the development of small business initiatives.
- **G.I.D.A - Gestione Impianti Depurazione Acque** – The company engages in environment-related research (waste and water reduction, recycling, etc.), experimenting with new forms for reusing treated water in the industrial, plant nursery and landscaping
- **Stefano Panconesi** – Long term consultancy in natural dyes and organic textile.
- **Next Technology Tecnotessile** - National research company implementing research and technological innovation in the textile and textile machinery sectors

ASSOCIATE LABORATORY:

- **Laura Conti** – fabric designer and creative product (garment) developer who has been working in fashion and textiles company

POTENTIAL VALUE CHAINS AND PILOT EXPERIMENTS

Almost all Prato associate members expressed their need and interest to work towards the complete environmental sustainability in all textile and clothing supply chain. This represents a very important commitment for the textile enterprises of the Prato district as the industrial association, Confindustria Toscana Nord has embraced the Greenpeace project Detox, aiming to zero discharges of all hazardous chemicals into the environment and reducing and maintaining complete supply chain priority resource use within equitable and planetary limits associated with the making and using of all products companies produce and / or sell by no later than 01 January 2020. At the moment, nearly 30 textile companies have adhered to the Detox project. They represent various parts of the textile manufacturing chain, including



companies producing yarns, fabrics and raw materials, dyeing and finishing of yarn and fabrics, manufacturers of chemicals for the textile industry etc. Many other T&C companies are interested to join the Detox protocol prior investigations on the technical feasibility concerning the delivery of all aspects of this commitment. In this framework, TCBL has been proposed to experiment with the pilots on new responsible business models for the T&C industry.

The associates proposed several solutions and pilot experiments under this theme, going from the actions to raise collective awareness on sustainability among final consumers, explore ways to reduce or eliminate the use of chemical products in productive processes, find solutions to achieve transparency of the T&C supply chain. Through TCBL they want to become a part of the ecosystem that involves the final customer and the entire supply chain getting from one side the education on the products and on the other side the education on transparency and sustainability of the business. Some additional proposals included experimentation on data analytics providing information on the T&C market trends, fair trade practices, building of skills of human resources in the industry etc.

One of the proposed experimentation for enterprises is the treatment of several production phases with the Multiple Laser Surface Enhancement (MLSE) process developed by TCoE. MLSE significantly reduces the environmental impact of materials processing in a sector that traditionally uses high levels of water, energy and chemicals. The technology could be of particular interest to all pilots that want to experiment on sustainability issues.

5 SICILY - CONSORZIO ARCA

AWARENESS ACTIONS UNDERTAKEN TO RECRUIT ASSOCIATE MEMBERS

ARCA organized several meetings with associations, industry representatives, university, research centres, policy makers, associations of artisans, media. The purpose of these meetings was to provide an in depth understanding of the project, its objectives and main activities that will be implemented through the engagement of laboratories and pilots.

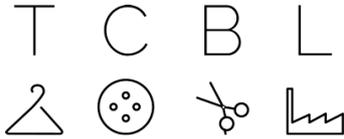
One of the first formal and strong engagement we have in Sicily is that "Confcommercio Palermo" (the Palermo branch of the Italian General Confederation of Trade Enterprises) decided to sign a Memorandum of Understanding with ARCA in the framework of TCBL project in order to build bridges between TCBL and their enterprises. The first call for pilots has been presented, with the first round of discussions about possible initiatives and pilot proposals. The text of the call, together with relevant information about the project was translated in Italian, distributed during the meetings and via email. Right after the first round of meetings interesting ideas emerged and several potential pilots decided to apply with a project proposal on the first TCBL EoI.

WORKSHOPS ORGANISED

The first Open Call for Pilots was launched publicly during the workshop organized in the Chamber of Commerce on 2nd of March 2016. During the opening session, Mrs Patrizia di Dio, President of Confcommercio Palermo introduced speakers and welcoming industries and fashion designers joining the workshop. Then Mrs Daniela Cocco, President of fashion entrepreneurs, introduced the memorandum of understanding signed last December, by her Association and Consorzio ARCA with the aim of strengthening TCBL impact on territory. During the first session a presentation was given by Mr. Jesse Marsh, TCBL project manager, presenting the overall framework of TCBL and benefits given by the project to SMEs. This session includes also a presentation by Fabio Maria Montagnino, Director of ARCA, which illustrated the innovation ecosystem built in the territory by ARCA and how this contributes to the developing ecosystem of TCBL. Furthermore, Mr. Luca Leonardi, from Consorzio ARCA, presented concepts, framework, evaluation procedures and timeline of TCBL Call for Associates. The presentation stressed that pilots will be evaluating in respect of principles of openness, fairness, and transparency with no maximum limit for the number of Associate Businesses to accept. Presentations started a fruitful and intense debate between speakers and entrepreneurs that convey sentiment of good perception of TCBL principles and framework. Last section was dedicated to Mrs Anna Sangiorgi, from Consorzio ARCA that presented general services delivered by Enterprise Europe Network for entrepreneur and services dedicated to future TCBL pilots.

On 17 March 2016, Consorzio ARCA organized a second open seminar with the title of Innovation, Technology and New Business Models for Textile and Fashion. This meeting was organized to create more awareness about the first Open Call for pilot and devoted to local communities of artisans and entrepreneurs.

The seminar, hosted by GAME Living Lab (within the Palermo Modern Art Gallery) intends to present to local community of artisans and young innovators the opportunity to join a European network which aims to transform the industry of textiles and clothing through the environmental and social sustainability of production, using cutting-edge technologies to reinvent traditions and local knowledge, testing innovative business models. The workshop agenda saw an introduction by Fabio Mario Montagnino on the importance of being part (through TCBL project) of a European networks maintaining local identities and traditions, Mr. Marsh the project's spokesmen illustrate the project, its aims and principles. Mrs Maria Adele Cipolla illustrated



Labs concepts and presented Palermo Place Lab and shown to audience the possible interactions between future pilots and Labs. Mr. Luca Leonardi introduced the First Pilot Open Call after a short reflection on the meaning of the word innovation for small artisans. Last section was dedicated to Mrs Anna Sangiorgi presented general services delivered by Enterprise Europe Network for entrepreneur and services dedicated to future TCBL pilots and Fablab @ school with the services ready available for TCBL future pilots. Breakthrough innovations in the business models in fashion, design and other sectors provided stimuli and inspiration for attendees to reflect upon existing business approaches and how they could benefit from fresh ideas emerging from the TCBL labs. Prospected pilots were encouraged to consider reshuffling their business along new experimental pathways.

Several one to one meetings were organized and keep on going in order to create awareness and reinforce TCBL ecosystems.

ENLISTMENT

Potential applicants were individually contacted and ARCA gave continued support, ARCA organized working sessions with laptop in their premises in order to assist them in filling in the registration form on the NING platform and to answer the Questionnaire. Half of the questionnaires have been completed in Italian, translated and submitted in English.

EVALUATION

ARCA was involved in several evaluations. At the beginning of the process, some difficulties emerged as regards equalising the evaluation scores of the different evaluation groups as well as within the members of each evaluation group. Since most applicant pilots had received support from the project staff while compiling the forms, most of them have a clear understanding of the TCBL values (which were the basic criteria of the evaluation). This made for a high acceptance rate, although some applications were written in poor English and for this reason difficult to evaluate.

The next round of the Expression of Interest we expect to unify the template with part A with basic information about the candidate (contact address, web sites, Facebook, description of production or skills and a part B with a questionnaire. The first part will be visible on NING the second only by evaluators. Also it would be wise to allow more time to local TCBL partners to tutor pilots while compiling the forms (e.g. to integrate faulty information on the side of the applicants), and to make pilots' information retrieval as easy as possible once the call is closed.

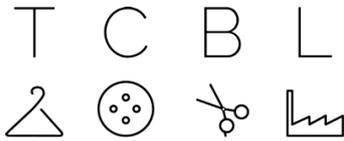
SELECTED ASSOCIATE MEMBERS

Associate members in Sicily and Calabria are grouped in Enterprises (16) and one Advisory associates. The Enterprises are mainly small enterprises devoted to high quality artisanal production of clothes, shoes and fashion accessory.

Their main interest is to engage in TCBL ecosystem to lower raw materials costs, find new business model to develop their brands and create or recreate a supply chain close to them.

It is important to underline that the majority of our pilot, before TCBL, didn't know each other and even if few of them knows the respective activities there was no interaction.

Arca already organized a first kick off meeting at the beginning of July in order to discuss about common activities in following months but also to present each other and their activities. An indicative working plan together with Arca Labs has been set up and the kick off meeting ended



with asking to them to report in September projects and ideas for the creation of new TCBL ecosystem in Sicily.

There is an objective difficulty to make associate engage in the Ning Associate Interest Groups in English and several pilots already asked support in this regard to ARCA. For this reason we will send them a “who is who” of the whole TCBL network.

ASSOCIATE ENTERPRISES:

- **Alice Salmeri** Retail and tailor-made clothes. We project tailor-made clothes also using recycle materials that come from our production waste or used clothes.
- **BarbaraDress** Shoes designer and fashion shop in Palermo. A history of 25 years of shoes production in particular décolleté shoes.
- **By Ciuro srl** ByCiuro would like to participate in and contribute to TCBL project to explore new application fashion application for computerized embroidery machines and using recycled fabrics and garments for embroidery applications.
- **Daniela Cocco** The company takes its name from its designer Daniela Cocco, and specializes in the production of wedding dresses and ceremony for over 15 years
- **MAD di Marzia Donzelli** Established in 2007 by the Donzelli sas, MAD is a fashion design firm specializing in clothing and fashion accessories. Accessories and cloths are mainly devoted to travel, cruise and holidays: over pants, kaftans and dresses with flowing lines made with the softest silks and comfortable linens define a style characterized by a strong identity. The business is developed around a creative headquarter and a national network of professionals.
- **MORE di Morena Fanny Raimondo** Atelier of haute couture and bridal, where the tradition of a tailoring job is combined with communication technology, tradition and innovation for a contemporary product.
- **MV by Marianna Vigneri** MV was originally created as a niche handcrafted producer and specialises in personalising items through recycling waste fabrics and re-using the offcuts and scraps of the fabrics used to produce the item itself.
- **Orange Fibre** We have developed and patented a process to create a sustainable textile using citrus juice leftovers, valuing just in Italy more than 1 million tons a year. We transform this byproduct in innovative yarns and textiles for fashion and we want to replicate the model in every country where citrus juice is produced. Our textile represents a valid and more sustainable alternative to cellulose fibre from wood, which demand is estimated to increase in the next years (due to oil and cotton price volatility). We have already started a due diligence process for our product with a number of top fashion brand to test the possibility of using our textile and we expect to enter the market within 2016.
- **Nido di Seta** A group of young people who decided to take a very specific challenge, to come back and stay in Calabria. Our keywords are the protection of the environment and landscape and local and sustainable development. Resuming the ancient chain of the silk and mulberry growing as our main business, we build day by day a melting pot of handicraft, tradition and innovation. We follow the whole process starting from the ground up to the production of silk.
- **Sartoria Crimi** The Sartoria Crimi of Palermo (bespoke men suit) is a tailor's shop founded in 1970 by Carmelo Crimi that, after a long and fruitful apprenticeship with the most famous Italian fashion houses, decides to give birth to an important point of reference for lovers of art and fashion, in the center of the city. From more than 45 years the Crimis draw, design, cut, sew, according to the oldest rules of the best

tradition of Italian tailoring. Their line is able to fully satisfy a prestigious, demanding, sophisticated and increasingly international clientele.

- **SIESTAS** Siestas Srl is made up of a group of professionals with international experience and coming from different sectors: IT, Logistics, Business Consulting, Marketing. They produce a water proof bag.
- **Simona La Torre** Slow and artisanal production of women's apparels
- **SPAZIOiF** Fashion design steps into Sicilian "botteghe", to rediscover the value of handmade work. Irene Ferrara's bags and accessories are created by skilled men and women who have succeeded in halting the passing of time. The designer Irene Ferrara, is a business woman who transferred her knowledge and passion to the girls who work in her laboratory-Atelier.
- **Vitussi** propose bags designed for an "elegant and ironic woman". It was presented in Milan fashion exhibitions has caught the attention of the Press and of the opinion leaders for its remarkable originality and refers to the past with an unusual irony. The metal working, such as: brass, silver and gold, which is typical of Palermo craft shops, is so revised and enhanced from an artistic and a modern point of view. Vitussi also uses the resined and coloured prickly pear and turns it into very special modern details.
- **Vuedu Factory srl** Behind the VUEDU brand there is Daniela Vinciguerra, a Sicilian architect and fashion designer. The clothes she designs always tell something about the woman who wears them, determination and careless of trends and fashion. The company prefers exclusively Italian raw materials and entrusts the labour of its clothes to expert hands of Sicilian tailors.
- **Zavi Group** Working in companies operating in the market of the industrial production of menswear for over sixty years, the Zavi Group Srl originated from the technical, entrepreneurial and trading experience acquired by Zambitos family. The project consists of the realization of direct sales and franchise menswear outlets (total look) having the Sailor mark. In the global market Sailor is a well known brand name thanks to the accuracy of the corporate image policy and to the full satisfaction of the customers who love the "Made in Italy" style. The finest Sailor offers is the "Made to Measure" service which allows the customer to personalize his own image and to choose fabrics, colours and patterns, even embroidered initials.

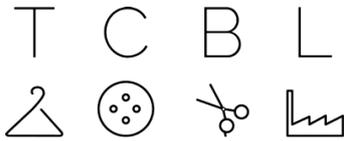
ASSOCIATE ADVISORS:

- **Al Revés** Al Revés is a cooperative company that offers creative and occupational paths to people in need through the "Social Tailoring"

POTENTIAL VALUE CHAINS AND PILOT EXPERIMENTS

The majority of ARCA group of associate has common value chain and supply chain that is typical to fashion industry with textile producers, façonistas or inner production (or a mix of two), designers and at the end the final consumer with a brick and mortar business model.

Almost all ARCA associate members expressed their need and interest to work towards the development of innovative commercial solutions for their production (branding, marketing, new business models). They also feel a sort of territorial seclusion and the need to be a part of an European network. Other strong interest is to recreate the artisanal abilities to produce clothes, avoided them to produce out of Sicily with increasing costs. As they produce in small lots they also need to be supported in finding small lot of raw materials (i.e. textiles)



They proposed some experimentation: one, coming from an associate pilot present to the first annual meeting in Huddersfield, is the textile treatment with the Multiple Laser Surface Enhancement (MLSE) process developed by TCoE. Others are strongly interested in using sublimation printers for highly customized clothes. Others are interested in developing new models to use innovative machines already used by associate.

6 SLOVENIA – EZAVOD

AWARENESS ACTIONS UNDERTAKEN TO RECRUIT ASSOCIATE MEMBERS

The following actions were implemented in the period January – April 2016:

- Meetings with potential labs and dissemination through labs existing networks
- Information campaign through web site and Facebook
- Personal information through social channels

WORKSHOPS ORGANISED

- Interactive meeting in Hiša sadeži družbe with potential pilots

ENLISTMENT

A minority of applicants was able to register on NING and fill in questionnaire by themselves.

A majority of applicants were able to register in NING, but were unable to fill in data (problems with language, ICT complications, too much work).

Questionnaire was managed similarly as NING. However, having questionnaire on a separate platform posed additional misunderstandings and difficulties in the process.

EVALUATION

eZavod participated to the process with two evaluators. Evaluation was based on the clear methodological guidelines and was clear and understandable for evaluators. The system for evaluation of pilots was a good-working one, and do not need to be changed it in future.

SELECTED ASSOCIATE MEMBERS

From Slovenia 7 Associates were selected. We are expecting different levels of cooperation and inclusion in the project. We expect some international cooperation with international outputs.

ASSOCIATE ENTERPRISES

- **BIZMUT:** Textile bags from recycled materials
- **Jazon - Social Enterprise:** Recycling and supply of materials including textile with past experience in corporate clothing.
- **Novi Armal:** Workers cooperative involved in social entrepreneurship
- **Slovenska filantropija:** Association promoting voluntary work
- **Tatjana Kalamar M.:** Fashion and product design
- **VIRAL:** Production of washable cotton nappies for Babies

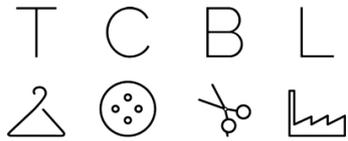
ASSOCIATE ADVISORS

- **Titera technically innovative technologies ltd.:** Expert in wearable electronics

POTENTIAL VALUE CHAINS AND PILOT EXPERIMENTS

Pilots are mainly producers and designers of textile and clothing.

Common identified topics are strong connections with social innovation and social entrepreneurship, weak marketing skills, interest in international cooperation and financial difficulties.



We will assist them in development of pilot/innovative products by supporting them by flexible means. Ultimate goal will be to reach innovative products, processes or business models.

Additional value that will be explored will be to encourage possibilities for international cooperation between pilots in different countries.

7 UK - TEXTILE CENTRE OF EXCELLENCE (TCOE)

AWARENESS ACTIONS UNDERTAKEN TO RECRUIT ASSOCIATE MEMBERS

The TCoE identified early in the project a community of interest likely to benefit from TCBL. Meetings to be held at the Centre were arranged in the last quarter of 2015 with a mixture of local businesses (textiles and other), representatives from Huddersfield University and local government. A number of new TCBL associates signed up on the TCBL website as a result. Activities in 2016 saw an official launch of TCBL at a meeting on 29th January. The meeting, attended by Jesse Marsh, project manager for TCBL, was notable for providing advance notice of the call for pilots that was issued in the same quarter. Ruth Farrell was instrumental in following up with the audience from this meeting and she contacted them to discuss future participation or identify potential pilots. Other potential applicants were identified through networking opportunities created through discussions with contacts of designers and manufacturers known to the Centre.

WORKSHOPS ORGANISED

We continually work with local businesses and schools through our Stitching academy. Regularly we hold workshops in our Design and Make labs with our existing or potential TCBL members. This will be ongoing throughout the life of the project and beyond.

ENLISTMENT

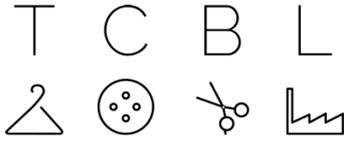
Initially by visiting our community of interest to explain the project and engage individuals and organisations, such as local Universities and member companies. This was followed by further promotion through our hosting of the TCBL kick off meeting, leaflets, newsletter with and links from the TCoE website. During the Conference on 29th January we gave out question and contact leaflets that we collected at the end. Subsequently we spoke by email or telephone, followed by a meeting and consultation and further regular help and guidance where needed.

The completion of the Application Form was managed by face to face meetings and liaison over the phone. We had been in constant contact with our TCBL members and the potential Pilots prior to this. Some applicants required more assistance than others; most were able to articulate their business ideas or needs but needed assistance in framing this in the context of the TCBL values. Three completed the questionnaire essentially without needing support.

EVALUATION

Members of the TCoE helped form part of the evaluation teams put in place to read through the pilot applications, score them and discuss their findings. This took place over a period of weeks via small group and group skype calls. A number of observations can be made:

- Not all evaluators read through the guidance notes fully before undertaking their evaluations
- The scoring system allowed for scores between 0 and 5 but asked for a default starting score in the mid-range unless there were negative comments in the text of the application. This may well have confused some evaluators.
- Some evaluators used whole numbers, others used decimals.
- The evaluation process was quite cumbersome and time consuming given that very few applications were declined and a number had scores increased where their applications provided insufficient detail or context but their local partners could appreciate their potential value to TCBL.



- Some applicants were supported by a TCBL partner to complete their applications, others were not. Probably, this led to differences in understanding where answers were required to relate to the TCBL values.

Overall, we considered the application and selection process for the pilots to have been 'over-engineered'. There was a lack of clarity surrounding the selection criteria/values which were somewhat abstract in their description and too obvious in some cases, which applicant would not suggest that they would be open or collaborative? The fact that many were supported by partners clearly stated that those partners believed they were worthwhile and genuine prospects, and any rejection by a panel of other partners who didn't know them and had not worked with them was clearly not going to be acceptable. The scoring and consultative process became cumbersome and there was such a high degree of subjectivity. As an exercise, however, the scoring worked well, though the value of the exercise is questionable and the approach, and maybe the offer to applicants in subsequent rounds needs to be reviewed.

To be sure to be open minded and understand that there are many routes to new situations and outcomes! That it is best to gain as much information about the applicants where-ever possible because answers may be short or limited on forms. Thus possible useful experience and expertise could be potentially missed.

There is no direct financial contribution available to applicants therefore TCBL might take a positive view of those applying and expect that collaboration will be forthcoming if any gain is to accrue. Together with space to complete an application in more detail, this might remove or reduce significantly the level of evaluation in future calls.

A useful part of the exercise was the creation of an additional body of applicants – the business consultant associate – for this type of entry. This was a more positive outcome than might have been gained from a rejection as not wholly relevant and might allow for greater areas of collaboration.

SELECTED ASSOCIATE MEMBERS

ASSOCIATE ENTERPRISES:

- **Charles Davy, Davy Textiles Ltd/Member company.** Davy Textiles Ltd are traders and recyclers of textile fibres. We have been recycling textile fibers since 1895. Nowadays, we specialize in trading and recycling technical fibres. We purchase fibres in many forms of redundant stocks or production wastes, processed and unprocessed, pure or contaminated and we trade to a global client base. We deal with a wide spectrum of fibres from high performance fibres; Meta Aramid, Para Aramid, PBO, PBI, Preox, Carbon, to wool threads and yarns to delivering to the saddle industry. The company originally worked with natural fibers, Wool, Cashmere, Bamboo and Silk but now undertakes commission processing of these fibers mostly in tops, tows and bumps for precision cutting. We have experience of working with huge range of fibers and materials. The vast majority of our technical fibers are sold to the spinning and nonwoven industries. Our processing division, mostly undertakes work for the company itself. However, we do offer commission processing. Davy Textiles Ltd has facilities to regenerate textile waste from many forms. We have facilities for the following processes; sorting, precision cutting, random cutting, opening and pulling, scouring, garneting and carding.
- **David Morrish, Business, Designer, Tailor. Kingfly Tailoring** – Tailored to suit you – Fit for a King. Kingfly Tailoring aims to offer a mobile design and manufacture service of

personalised menswear suitings focusing on high quality, detailing, fit and style. Adopting a user centered format, Kingfly will co design garments to exceed customer expectations and needs, thus developing an emotional attachment to the products, creating a sense of longevity and care. The Kingfly experience is just as important as the finished product itself, focusing on validation, authenticity and personal attention throughout the design and manufacturing process. Kingfly Tailoring is underpinned by luxury through the whole design and make process. The “Young Turk” customer is not age specific nor do they fit into a specific demographic or character profile. They will however demand something original, personalised, moving away from the status quo and not afraid to be noticed. Kingfly Tailoring is a Yorkshire based company and is keen to keep manufacture in the local region where possible, but willing to source nationally if need be. Respecting traditional craftsmanship skills and British Heritage, Kingfly will work with manufactures and artisans, while embracing new technologies and processes, particularly those addressing digital printing on worsted cloth and personalised weaving. Kingfly will look at the user centered experience from a design and communication perspective and also the designer to manufacture communication experience in an attempt to create a very personalised business model fit for the modern man, blending digital and physical environments.

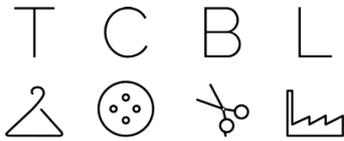
- **Jeannie Hamblett, Business, Designer, Tailor. Pattern Cutter** - Garment Technologist - Lecturer / Trainer of all aspects of the Technical Design Realisation process for Apparel and other textile based stitched product. Currently engaged in developing a private business and also Lecturing in Practical and Theoretical Pattern cutting + Modern Manufacturing Construction techniques as an Associate Lecturer to BA Hons Fashion Design Students with Leeds Beckett University and also with Sheffield Hallam University. As a compliment to the teaching and training appointments that I undertake, she is working to develop an E-commerce business, marketing and selling 'Sewing Patterns' and 'Stitched Craft 'Kits' to the growing market of 'Home Sewers', 'Designer Makers' and 'Crafters'.
- **Adam Hainsworth/Enterprise, AW Hainsworth.** As a specialist textile company, AW Hainsworth has been an unrivalled market leader for over 230 years. Abimelech William Hainsworth started manufacturing woollen cloth in Yorkshire in 1783, investing in local people and building strong partnerships with customers and suppliers. The proposed project is likely to be undertaken in partnership with Leeds Beckett University. The company aims to refurbish 100,000 square feet of previous manufacturing and warehouse space, developing new, purpose-built 'innovation incubator' spaces. Candidates working within each space will be able to work autonomously as well as interact with likeminded creatives around them. People entering the space will be able to draw on the many years of experience and Industry knowledge of the Hainsworth family and their employees. There will also be the opportunity to work with the Hainsworth own skilled machine operators and technicians to develop and bring new ideas to fruition. From which new business models and ground breaking Designs and processes could be achieved. Likewise the Hainsworth business stands to find new concepts and potential new products that hopefully could become firm commercial enterprises. Each proving to interlock University training with Industry and Industry best practices and production processes.
- **Hannah Harris, Lecturer/researcher Plymouth college of Art.** Plymouth College of Art are in the process of establishing a Cut, Make and Trim facility within Plymouth. Based on national and international research we have identified a need for this type of facility in order to support existing and new start businesses within the fashion and

textiles industry. We are working in partnership with a local social enterprise and have already secured the first round of funding to get the project feasibility underway.

- **Nicholas Morley, Business, Researcher.** Faering Ltd is an innovative digital print business. They print on garments and pieces with high quality inks. They mainly print on knitwear, but also on wovens. They are interested in personalisation and customisation or products; to produce denim-effect material together with customised distressing effects. They have been a sustainable innovation consultant and researcher for twenty years, most recently on textile recycling and reuse and more materially circular business models, and still consult in this area. Nicholas's technical background is in polymer chemistry, waste management.
- **Simon McMaster of footfalls and heartbeat, Entrepreneur and innovator.** Knitting, Technical (including 'smart') textile experimentation. Footfalls has completed several public funded projects on time and on budget. The most recent was with Innovate UK and a university research team. The project delivered all milestones on time and in fact is continuing to implement the ideas in a world leading medical device.

ASSOCIATE ADVISORY:

- **Robert Dewhurst/member company, Business, Designer, Researcher.** An MBA qualified entrepreneurial, highly successful and experienced Director with global strategic business skills in manufacturing, research & development and new product development gained mainly in textiles. He is chairman elect of the Textile institute.
 - Developed (AVAILABLE NOW) and developing partially/fully orientated textile products to reduce labour, logistics, duty and waste.
 - Developed (AVAILABLE NOW) zero discharge of hazardous chemicals (ZDHC) that are PFC free, stain and water repellent on woven textiles by using Nano technology.
 - Researching zero discharge of hazardous chemicals (ZDHC) on flame repellent and bacteria repellent textiles.
 - Working in collaboration with UK Universities to utilise existing product and develop new and unique fabrics for specific markets.
 - Using non-chemical methods to creating high TOG, waterproof and thermal reactive textiles for diverse global markets.
 - Researching the contribution phase change materials and infra-red fibre technology (inter alia) has on the thermal stability and physical well-being of garments on individuals.
- **Andrew Filarowski, Society of Dyers and Colourists,** Interested in a collaborative EU approach to build a new models for textile manufacturing from large innovative factories to local small scale manufacturing which creates interaction with the public so influences and informs them of where their clothing comes from and therefore changes the way we manufacture, purchase and use/ reuse our textiles. Seeing the re shoring of textiles as a start for positive social change.
- **Sean Hillman,** Has managed the Colour Standards Laboratory since 2006. Thrives in chaotic environments where a combination of smart, nimble processes and a human touch keep the wheels turning and keep his staff, colleagues and customers happy. He's equally at home developing new production techniques and products, in the field meeting people to develop new business, or managing a growing production environment. He's passionate about helping 'customers' businesses and helping colleagues succeed in their jobs.



POTENTIAL VALUE CHAINS AND PILOT EXPERIMENTS

Groupings of associated members having common value chains identified:

- Fabric or fibres from recycling
- Colour specialists
- Digital printing to offer long lasting printed garments with minimum environmental impact.
- Technical and performance jersey fabric manufacturers and CMT units
- Sustainable, eco-friendly fabrics and processes
- Transparency in the supply chain
- Customer co-design opportunities

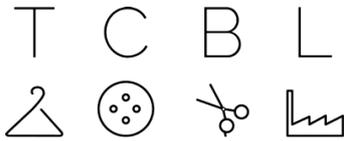
Common themes which could group them in working groups:

- Need for Digital printing on Worsteds and other uncommon fabrics, they will help to experiment and trial in this area.
- We are already working with them so that the fibres and fabrics from the recycling companies can be used for our TCBL members and Associates clothing Brands
- Technical performance wear
- Further experimentation using the MLSE machine

All our Associates are keen to establish sustainable environmentally friendly product. Utilising the newest techniques and processes wherever possible as well as valuing existing heritage skills. Throughout they believe it important to be able to exhibit transparency of their supply chain. We continue to work with them on this endeavour. Wherever possible we connect our Associates and community of interest. Since the beginning of the TCBL project we have been engaged with our Associates and Members to guide and offer practical support to enable them to reach their goals. Through this we hope to gain responsible new business models for the T&C sector:

A few examples of our recent involvement are as follows:

- Kingfly Tailoring:
Through MTIX, We have pre-prepared lengths of our worsted fabric using the MLSE machine to enable to see how effective this was. We then had the fabric digitally printed at one of our associate companies. Unfortunately the first trial was not as successful as we would have liked, thus we will experiment further on this. We are also going to further discuss this with Labs/Associates in Prato for we believe they may be further advanced in this procedure. We have also linked this company with our member company C&J Antich to enable David to start business on his made to order suit offer. We have liaised with David to help him to establish his offer with the view to him allowing the customer freedom to co-design. I also took a pattern from a jacket and waistcoat that A had previously sold to allow me to change the lining on both for their Customer as the previous lining was not performing well. I did this as it helped by investigating to enable me to advise why there was an issue.
- Dairy Clothing TCBL member:
We have worked with Dairy in a number of ways and there are still many possible future collaborations and possible experiments. Dairy are working with our Associate Charles Davy, using their fabric from recycled plastic. They are digitally printing onto this. We also connected Dairy with our other Pilot AW Hainsworth, so that Dairy can utilize their



waste fabric for their equestrian clothing. I am also working with Dairy to help them cut and make sales samples in our Make lab. Dairy are interested in working with Hemp fabric thus we will help them to source and experiment in this field. Dairy are hoping to travel around Europe in the near future, thus it is our hope that we will be able to help to plan their itinerary so that they can visit and collaborate with some of our TCBL partner's labs and associates.

8 VENETO - UNIONCAMERE DEL VENETO

AWARENESS ACTIONS UNDERTAKEN TO RECRUIT ASSOCIATE MEMBERS

Unioncamere del Veneto (hereinafter UCV) prepared an awareness campaign dedicated to the TCBL project and the first Call for Pilots in cooperation with the 5 provincial Chambers of Commerce and their Special Agencies. UCV translated the content of the Call into Italian and prepared an ad hoc information pack, which was distributed to companies belonging to the T&C sector through mailing. Moreover, UCV searched in the web for interesting initiatives implemented in Veneto in line with TCBL vision and afterward directly contacted the people involved, sending the information pack about TCBL and the first Call.

WORKSHOPS ORGANISED

Beside the promotion campaign of the first TCBL Call, UCV also decided to organize a workshop to provide further information and clarifications to companies and interested parties. In UCV experience, direct contacts are crucial elements for engaging people, especially businessmen.

The workshop was organized in Treviso in the evening of 31st March at the premises of “Confartigianato Imprese Treviso” (local craftsmen association). The project Lead Partner was invited on that occasion, to provide an overview of the project, its vision and goals. UCV, on the other hand, illustrated the Call criteria, how to register on NING and the steps to follow to become a Pilot Candidate. 7 out of the 8 companies participating in the workshop, decided later to become TCBL Associate Members.

ENLISTMENT

Some of the companies who were not able to attend the workshop, were contacted by UCV by phone and/or mail. Also the companies who attended the workshop in Treviso have been supported by UCV both in the registration phase and in filling in the questionnaire.

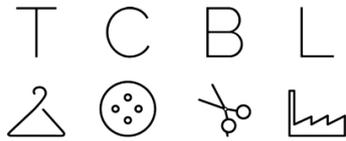
UCV offered all companies the opportunity to provide a first questionnaire draft in Italian (as most of the companies met difficulties in expressing themselves fluently in English). Their answers were then translated into English by UCV. In case of poor answers, UCV staff also contacted the company in order to have further inputs. A few questionnaires were submitted directly in English through the Ning, without asking any support. In some cases, nevertheless, UCV contacted the applicants who provided poor contents or seemed not to have fully understood some of the questions. Questionnaires were accordingly revised in cooperation with these applicants. Generally it has been hard for companies to combine the project needs and deadline with their actual business activity. The support provided was crucial in order to recruit Associate Members.

EVALUATION

UCV coordinated the Evaluation Team no. 4 and assessed 15 applications. In many cases it was essential finding out more about the applicant through a Google search or through the Ning platform. Some of the answers were too short or general to have a clear and complete idea about the applicant.

Scores were used in a different way by team members: some used the highest score to evaluate an application in a positive way, others used lower scores. Nevertheless the definition of a neutral value helped to achieve consensus on most of the applications.

Evaluation guidelines and the comparison among different teams were also essential.



SELECTED ASSOCIATE MEMBERS

16 associated members were selected in Veneto region: 4 consultants, 3 factories, 9 laboratories.

ASSOCIATE ENTERPRISES

- **A.MA di Collodel Mara - Produced brands St.Georges and Georgette:** Clothing design and production using wool and mohair for winter and viscose and cotton for summer collections
- **Confezioni Sartena:** Tailoring of coats
- **De Caro sas di Dalla Pasqua B. & Co:** Recycling and reuse waste in designer products
- **Empresa Lana Di Fanny:** Production of scarves and hats using local wool and silk
- **Giuliano Secco:** Tailoring and finishing workshop
- **I Lavori Di Penelope Di Palla Milena:** Production of woven products by hand using local wool
- **Lana E Dintorni:** Creations using felt and knitted wool of the local sheep
- **Marzotto Group:** Leading textile fashion company
- **Mob-Vintage:** Clothing and vintage accessories
- **Slow Clothing Srl:** Tailor-made female luxury Italian dresses production, made on customer measures.
- **Tessitura La Colombina:** Silk mill, weaving of wool and fashion products producer
- **Zanetti Moda Srl:** Women's shirts production since 1965

ASSOCIATE ADVISORS

- **Anyway S.R.L.S.:** Experts in intellectual property, patents, trade marks
- **ARIT - Associazione Reti D'impresa Italiane:** Experts in Business Networking
- **Centro Consorzi:** Experts in the promotion and reconstruction of local supply chains, involved in local wool chain
- **Seta Etica:** Silk value chain experts rebuilding this value chain in Italy

Some of these businesses already know each other and have been involved in a territorial development project in the last years (see the wool laboratories in the Belluno area). UCV intends to support getting them acquainted, by organizing an ad hoc meeting.

POTENTIAL VALUE CHAINS AND PILOT EXPERIMENTS

Most of the Associate in Veneto are interested in natural and eco fibres and manufacturing process innovation. Some of them are already experimenting new product concepts (mainly made to measure and value-driven) and they all agree with the importance of raising awareness and changing the behaviour of final consumers.

At the moment UCV is not proposing any pilot experiments, but is focusing on supporting its Associates to get familiar with TCBL platforms and services, as well as start interactions within TCBL Network.

DOCUMENT INFORMATION

REVISION HISTORY

This document is based on TCBL Deliverable 4.1, “T&C Business Systems: Setup”, v6 of 05.08.2016. Authors: Athanase Contargyris (MIRTEC), Matteo Castagno (ISMB), Lorena Vidas (Prato), Michela Bergamin (UCV), Darko Fercej (eZavod), Ana Sampaio (Sanjotec), Maria Adele Cipolla (eZavod), Ruth Farrell (TCoE), Luca Leonardi (ARCA), and Dieter Stellmach (DITF). In particular, it is based on Chapter 4 “Pilot Systems in Partner Territories”, authors Athanase Contargyris (MIRTEC), Michela Bergamin (UCV), Darko Fercej (eZavod), Ana Sampaio (Sanjotec), Ruth Farrell (TCoE), Luca Leonardi (ARCA), and Dieter Stellmach (DITF).

REVISION	DATE	AUTHOR	ORGANISATION	DESCRIPTION
Version 1	30.10..2016	Richard Axe	TCoE	Excerpt based on D 7.1

STATEMENT OF ORIGINALITY

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ACKNOWLEDGEMENTS

The TCBL project has received funding from the European Union's Horizon 2020 Programme for research, technology development, and innovation under Grant Agreement n.646133.