

texmedin

T&A Euromed heritage for innovation

Textile and Clothing (T&C) is a major economic sector in the Mediterranean area. This mostly SME-based industry accounts for a significant share of value added, employment and export revenue for many regions in this area. Over the last few years, this sector has undergone a series of radical transformations due to a number of factors, including increasing production costs, tighter environmental constraints and the onset of strong international competition. The competitive advantages of the sector are found in a focus on quality and design, innovation and technology, and high value-added products. The falling-off of the manufacturing sector in the European countries towards the development of new extra-European industrial poles, is driving the enterprises to invest more and more on the design and the intrinsic qualities of their products and on the marketing, necessary to communicate these values to exigent and aware costumers.

TEXMEDIN, standing for TEXTile and apparel EuroMEDiterranean heritage for Innovation, is a transnational project cofinanced by the European Regional Development Fund (ERDF) in the framework of the European Territorial Cooperation objective by the MED Programme.

The overall objective of TEXMEDIN is to create a transnational cluster to increase the competitiveness of the partners' territories in Textile and Clothing sector by fostering the focus on quality, design and innovation.



Texmedin Objectives

The project's specific objectives are:

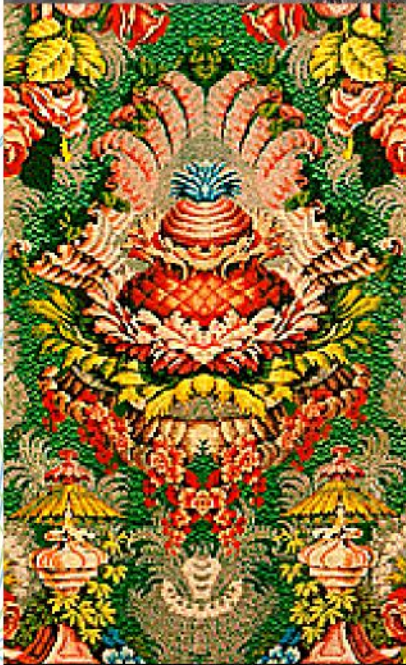
- to identify, share and exploit the partners' T&A knowledge-base of productive know-how and creative heritage as a driver for innovation and inspiration source for the production of new high added-value and environmental friendly T&A products;
- to create a transnational cluster combining the partners economic, technological and creative resources in order to integrate R&D, fashion and design know-how in the productive chain, support the interaction between emerging designers, textile museums, training and research centres and T&A SMEs, and facilitate the creation of new enterprises in the T&A sector.

Project Components

The project is structured into four components. Apart from the two "classical" components dedicated to "Communication" for the effective and efficient dissemination and promotion of the projects' activities and results and "Management" that provides the organisational, financial and administrative structure to the project, the other two components "Integrated Knowledge-base" and "Inspiring Lab Cluster for Innovation" will develop and implement the real technical contents and activities.

The "Integrated Knowledge-base" component aims to implement the assessment and sharing of the partners' T&A knowledge-base (know-how and creative heritage), whereas "Inspiring Lab Cluster for Innovation" Component aims to draw inspiration from the knowledge-base developed by C3 to design and implement innovative measures to enhance the competitiveness of the partners by integrating R&D, fashion and design in their T&A clusters and by improving the interaction between designers, T&A museums, research centres and SMEs in the T&A sector.





Partnership

The project involves nine partners from six regions belonging to the Mediterranean area, all with a long-established vocation on T&A productions and a significant tradition in design and creativity. Coherently with the nature of the project the partnership is composed by local authorities, T&A museums, organizations supporting T&A businesses and technological and innovation centres.

In detail the partnership includes the Lead Partner *Municipality of Prato* (Italy), *Prato Textile Museum Foundation* (Italy), *Hellenic Clothing Industry Association* (Greece), *Foment of Terrassa* (Spain), *Documentation Centre and Textile Museum of Terrassa* (Spain), *Clothing Textile and Fibre Technological Development Company - CLOTEFI* (Greece), *French Institute Textile Clothing – IFTH* (France), *Peloponnesian Folklore Foundation* (Greece) and *Carpiformazione* (Italy).

Duration and budget

TEXMEDIN has formally started in April 2009 and will terminate by the end of September 2011. The total budget amounts to 1.901.750,00 Euros, with a 1.426.312,50 Euros ERDF contribution by the European Commission, corresponding to a 75% co-financing rate.

MED Programme

The MED programme is a transnational programme of European territorial cooperation, promoting transnational partnerships on the Northern part of the Mediterranean (involving coastal and Mediterranean regions of nine EU Member States) by financing projects working on fields pointed as priorities for the area. It is financed by the European Union as an instrument of its regional policy for the 2007-2013 programming period, continuing the tradition of the European programmes for cooperation previously named Interreg.

According to Lisbon and Goteborg strategies and to the priorities of the programme four priority axes have been determined (each one composed of several specific objectives):

- 1) *Strengthening innovation capacities;*
- 2) *Environmental protection and promotion of a sustainable territorial development;*
- 3) *Improvement of mobility and of territorial accessibility;*
- 4) *Promotion of a polycentric and integrated development of the Med space.*