

## Creativity-based innovation in Textile and Clothing

### Call for Expressions of Interest.

For new creativity-based hubs to join the CreativeWear project network

#### 1. Overview of the CreativeWear Call for EoI

The **CreativeWear** project proposes to define a model that addresses territorial, cultural and creative potentials towards a sustainable Textile and Clothing (T&C) sector in the Mediterranean Regions. To do that, it has set up five local Hubs in five Mediterranean regions based on the integration of enterprises in the Cultural and Creative Industry (CCI) and Textile and Clothing (T&C) developing both local strategies and transnational cooperation. **CreativeWear** is also an extension of the ongoing **H2020 TCBL project** (Textile and Clothing Business Labs, <https://tcbl.eu/>), which is exploring new business models for the T&C sector across the European Union.

This Call for EoI aims to integrate new territorial hubs into the network of these two projects to develop local strategies and to cooperate with the CreativeWear Hubs and TCBL Labs.

#### 2. Purpose of this call for Expressions of Interest (EoI)

The purpose of this call is to identify new creative, territorial hubs to extend the network of **CreativeWear** Hubs and **TCBL Labs**. To qualify, a potential new CreativeWear Hub should be led by an intermediary organisation that develops a strategy to connect local CCIs and T&C enterprises, provide services and infrastructures, and operate in coordination with the international networks of CreativeWear and TCBL. To this end, it is expected that a candidate new CreativeWear Hub partner with an existing TCBL Business Lab, or alternatively apply to become a TCBL Business Lab (see <https://labs.tcbl.eu/new>) in parallel with the application as a CreativeWear Hub.

Successful applicants will receive guidance for the development of their local strategy and will be invited to international events on the TCBL and CreativeWear agendas, including VESTINO 2018 Fair in Palermo (October 2018) and at the CreativeWear Final Conference, which will be held in Prato (April 2019).

#### 3. Who can participate?

This Call is open to intermediary organisations that propose to lead a regional hub of services that help develop local creativity-based processes to improve innovation in the T&C sector based on the integration of CCIs and T&C enterprises: This can include:

1. Public administrations
2. Associations of T&C enterprises
3. Local T&C research centers
4. Cultural associations
5. Creative incubators
6. Other private or public organisations

#### 4. What is the proposal?

To apply, the intermediary organisation, as described above, shall propose a service hub with the following features:

1. Connect CCI in their broadest definition (from design to arts) to T&C enterprises at a regional level to explore creativity-based innovation strategies.
2. Provide services both to T&C and CCI stakeholders to facilitate the process. These services include the connection between CCI and T&C; the definition of CCI services to T&C and the facilitation of the institutional, technological and/or logistical infrastructures required to develop the process.
3. Bridge the process to the rest of the innovative ecosystem by connecting with stakeholders including other economic sectors, institutions, universities, research centres and civil organisations.
4. Cooperate with the other hubs and labs that constitute the **CreativeWear** and **TCBL** network in events, meetings and communications, among other aspects. A connection, ongoing or expected, with nearby [TCBL labs](#) is needed.

It will be a priority but not a requirement that the proposed Hub be located or operate in one of the eligible regions of the INTERREG-MED programme (see <https://interreg-med.eu/explore/the-cooperation-area/>).

The proposal will explain how to develop the strategy and cover aspects like:

#### 4.1. Structure of the hub:

An intermediary organisation coordinates the operation of the hub. It must promote interactions at the micro level, between the different T&C and CCI stakeholders; the meso level, with the other territorial agents; and the macro level, with the other hubs that make up the network of CreativeWear hubs and TCBL labs.

#### 4.2. Type of local cultural and creative actors:

Individual or collective agents from the cultural and creative sector, covering a wide scope:

1. Core arts like music, visual arts, publishing or theatre
2. Creative industries like design, advertising, artisans
3. Initiatives that are not necessarily part of the CCI, such as social organisations, creative spaces, makers, tailors, sewing groups or fashion activists

#### 4.3. Role of external stakeholders:

**CreativeWear** hubs work in connection with local agents. This is especially important to add value to the process and generate impacts in the territorial innovation ecosystems of innovation at the organizational, regional and transnational level. Therefore, the proposal must include the type of academy, governmental institution, civic organisation, economic sector or cultural agents that are expected to participate in the project and the extent of their participation.

### 5. Selection criteria:

1. Originality in the type of innovation: level of response of the proposal to the innovative trends in T&C. Level of suitability of CCI to these needs and trends.
2. Adequacy of CCI to the objectives of the CreativeWear network.
3. Level of integration of CCI
4. Level of connection with the territorial innovation ecosystem
5. Clarity and suitability of the proposed services.

## 6. Calendar:

### **Proposal submission period:**

Launching of the call: 06<sup>th</sup> April

Deadline for submissions: 31<sup>st</sup> July 2018

### **Announcement of new hubs included:**

10<sup>th</sup> August 2018

## 7. Budget

Selected hubs will receive funds to cover mobility expenses related to their participation in international meetings over the course of the project, including the VESTINO 2018 Fair in Palermo (October 2018) and at the CreativeWear Final Conference, which will be held in Prato (April 2019).

## 8. About the CreativeWear project

The Textile and Clothing sector in the European MED Regions is going through a deep crisis. Competition based on cost reduction has led to the relocation of production to regions that have suffered serious environmental and labour impacts.

On the other hand, as a response to the crisis, the T&C industry has shown a high innovation capacity represented by a multiplicity of initiatives covering a wide range of aspects, from the core concepts associated to industrial and productive aspects such as technology, product, organizational structure, marketing or process, to more recent ones including those related to the arts, design, and social innovation.

The MED Regions have a great creative potential, as demonstrated by their historic textile tradition and the role of design in the last century. The CreativeMED project (see <http://www.creativemed.eu/>) demonstrated that the base for a Mediterranean way of innovation is closely connected to cultural heritage, social capital and local creative resources.

**CreativeWear** is an Interreg MED-funded project aiming to revitalise the crisis-ridden T&C sector by drawing attention to creativity, personalised design and artisan and small-scale production for territorially specific value chains in customer-driven business models.

**CreativeWear** is also an extension of the on-going H2020 **TCBL** project that attempts to include creative clusters in the MED space, integrating them into the broader TCBL ecosystem. **CreativeWear** aims both to recover and enhance the value of the design heritage and tacit “making” knowledge of T&C in Mediterranean cultures and to inject new energy into the creative T&C clusters by reinforcing their creativity-based innovation capacity and integrating their activity into emergent transnational value chains.

**CreativeWear** aims to define a creativity-based cluster model for the T&C sector in the MED Regions, testing it in 5 regional pilots and extending it to 3 additional hubs.

**CreativeWear** tests an adaptation of the **TCBL** network model (which combines Design, Making and Place Labs with Business Pilots in innovative value chain scenarios) to existing creative clusters such as museums, creative hubs, fashion schools, design centres, volunteer organisations, etc.

### CreativeWear Principles

- T&C transformation from cost-based to knowledge-based competitive advantage.
- Ecological, social and economically sustainable T&C sector.
- Territorial culture and creativity as a base for new types of innovation in the MED T&C sector.
- Hybrid types of innovation (Technological and social, artistic and product)

### Further information:

CreativeWear: <https://creativewear.interreg-med.eu/>

TCBL: <https://tcbl.eu/>

TCBL Labs: <https://tcbl.eu/labs>