



PRESS RELEASE

Launch of the **STAND Up! Project: new opportunities for eco-innovative enterprises of the Mediterranean region**

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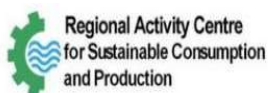
Textile Technical Center (CETTEX) is happy to announce its participation to the new EU-funded project *STAND Up! Sustainable Textile Action for Networking and Development of circular economy business ventures in the Mediterranean*

STAND Up! Project in brief

- STAND Up! is a new project funded by the European Union under the ENI-CBC MED Programme focusing on the support to eco-innovative entrepreneurs and enterprises within the textile and clothing sector.
- The project will provide a wide range of innovative solutions and tools - such as trainings, technical and design expertise, financial support, market opportunities, technology transfer solutions – with the aim to stimulate the creation and growth of enterprises and provide employment opportunities in the area, while reducing the environmental footprint of the sector.
- Mediterranean countries involved: Egypt, Italy, Lebanon, Spain, Tunisia.
- Around 200 start-ups and recently established companies will be directly involved in activities and benefit from the support of this project. Equal opportunities for women and young entrepreneurs (25-35-years-old) will be ensured.
- Project activities started on 28th and 29th July 2020 within a partners' kick-off meeting held online due to the developments in the Covid-19 pandemic.

The framework

Over the last 3 decades, numerous Mediterranean countries have emerged as textile and garment producers and exporters. Nowadays, the garment lifecycle closely links the regions of the Mediterranean Sea Basin, where textiles are produced, clothing manufactured and consumed and then disposed of or recycled.



The clothing industry has become strategic to the process of economic development of the area but serious concerns have been raised in terms of social and environmental side effects. It is one of the planet's biggest polluters; the current system creates more greenhouse gas emissions than international flights and maritime shipping combined. The issue is doomed to get worse: global clothing production has doubled in the past 15 years and according to current forecasts, it will increase by another 63% by 2030.

Despite the priority given to sustainable consumption and production (SCP) in the policy agenda of the Mediterranean, various market and social challenges continue to hinder the shift towards more sustainable market patterns and to unlock economic opportunities along the value chain locally and nationally.

In light of these challenges and the opportunities a transition to SCP offers, the Sustainable Textile Action for Networking and Development of circular economy business ventures in the Mediterranean (STAND Up!) was created.

According to STAND Up! partners, the solution lies in innovative entrepreneurialism, start-ups and recently established enterprises that have a pivotal role in the sector's transition to SCP and environmentally and socially responsible circular model.

The Action

In order to support entrepreneurs and eco-innovative ventures in Egypt, Italy, Lebanon, Spain and Tunisia, STAND Up! will:

- Deliver a programme of training, technical and eco-design support to enable ventures to develop and grow.
- Offer ventures financial support via a series of innovative voucher schemes.
- Aggregate and stimulate the market for eco-innovative products and services via an open innovation platform.
- Aid technology transfer to action solutions via a marketplace.
- Support the protection of intellectual property rights via the creation of a virtual community.
- Trigger policy change.
- Launch an awareness campaign about the importance of sustainable consumption and production and an eco-innovation prize.

Expected results

STAND Up! Project will stimulate the creation and growth of enterprises of the textile and clothing sector, providing fair employment opportunities and reducing the environmental footprint in the Mediterranean region.

In terms of green jobs created, 200 ideation-stage ventures will be supported to grow their business ideas and 20 early and growth stage ventures will be supported maintaining stable employment and creating new direct jobs.

Particular attention will be given to the inclusion of young entrepreneurs (25-35-year-old) and women.

The creation of new ventures and the growth and development of existing SMEs will help facilitate the transition of the region towards SCP in the textile and clothing industry.

Supporting new business models and eco-entrepreneurship will reinforce the regional community of change-makers and innovators advancing cross-border integration, aggregating the textile and clothing value chain of the area.

Figures

Activity period: 01/07/2020 – 31/12/2022 (30 months)

Total budget: Euro 3.693.986,68

EU contribution: Euro 3.324.588,68 (90% of the total budget)

Main source of funding: European Union (ENI CBC Med Programme)

Partners

Lead Applicant, Spain: [ARC-SCP/RAC Regional Activity Centre for Sustainable Consumption and Production](#)

Partner 1, Spain: [TEXFOR Textile Industrial Confederation](#)

Partner 2, Lebanon: [BERYTECH Foundation](#)

Partner 3, Egypt: [SEKEM Development Foundation](#)

Partner 4, Tunisia: [CETTEX – Centre Technique du Textile](#)

Partner 5, Italy: [Fondazione MUSEO DEL TESSUTO di Prato](#)

Partner 6, Tunisia: [CITET - Centre International des Technologies de l'Environnement](#)

Project keywords

SME and entrepreneurship, Start-Ups, Circular Economy, Green technologies, Social inclusion and equal opportunities, Mediterranean

Further info about the EU funding Programme

[ENI-CBC MED PROGRAMME](#)

Info and contacts

Interested in following the STAND Up! Activities Programme and in receiving more information?

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Disclaimer

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