



STAND Up!

Séminaire de Capitalisation et de clôture du projet STAND Up!



19 SEPTEMBRE 2023



HÔTEL SHERATON À TUNIS



www.enicbcmed.eu/projects/stand-up



About the STAND Up! project

Sustainable Textile Action for Networking and Development of circular economy business ventures in the Mediterranean (or STAND Up!) is a project under the ENI CBC Med Programme implemented in Egypt (Sekem), Italy (Prato Textile Museum Foundation), Lebanon (Berytech), Spain (MedWaves) and Tunisia (CETTEX and CITET).

STAND Up! addresses the pressing need for a transition to an environmentally and socially responsible circular model in the textile sector, a traditional key industry in the Mediterranean with an undoubtful cross-border nature. The solution to accelerate this transition is innovative entrepreneurship, which, in addition to its positive environmental benefits, will generate employment in the region.

STAND Up! intends to support textile entrepreneurs and eco-innovative ventures in these 5 countries and help them seize the business opportunities that the green evolution is generating. To achieve this ambitious goal, the project undertook many actions in training, financial grants, market stimulation, technology transfer, IPR protection, etc.

About the ENI CBC Med Programme

The ENI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation (CBC) initiative funded by the European Neighbourhood Instrument (ENI). The Programme objective is to foster fair, equitable and sustainable economic, social and territorial development, which may advance cross-border integration and valorise participating countries' territories and values. For more information, please visit: www.enicbcmed.eu

Objectives of the Capitalization Event

- To make the knowledge, the outcomes and the tools of STAND Up! widely accessible and exploitable
- To spread innovative approaches and methodologies as drivers of eco-innovation
- To help building know-how by raising awareness and improving communication of results in the specific field (T&C thematic cluster) at local, regional, national, Mediterranean and European level
- To boost cross-border synergies and exchanges between project's stakeholders
- To support policy-oriented innovations and development by fostering the mainstreaming of good practices into local, regional, national and Euro-Mediterranean public policies



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PROGRAMME

- ▶ **09H00 – 09H30** — **Arrival of participants and registration**
- ▶ **09H30 – 10H00** — **Official Opening**
 - M. El Mohsen Missaoui, General Director of Textile Technical Center (CETTEX)*
 - Mrs. Valeria Cibrario, Project Manager at ENI CBC Med Programme*
 - Mrs. Kmaira Ben Jannet, General Director of International Center for Environmental Technologies of Tunis (CITET)*
 - M. Haythem Bouagila, President of Tunisian Textile and Clothing Federation (FTTH)*
 - M. Alessandro Miraglia, Manager at MedWaves, the UNEP/MAP Regional Activity Centre for Sustainable Consumption and Production – Agència de Residus de Catalunya*
- ▶ **10H00 – 10H15** — **About the STAND Up! Project**
 - **STAND Up! Video presentation**
- ▶ **10H15 – 11H00** — **PANEL 1. Increasing the demand of circular solutions in the textile sector through Open eco-innovation and Marketplace**
 - Companies launching challenges (Tunisia): **SITEX and SARTEX**
 - Start-up solving a challenge (Tunisia): **Mrs. Afef Bohli, DigiSmart**
 - Start-up solving a challenge (Tunisia) : **M. Bassem Seddik, ViZmerald**
 - Eco-Innovation Marketplace Presentation: **M. Mohamed Chebbi, Expert (Tunisia)**
- ▶ **11H00 – 11H20** — **Coffee-break**



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- ▶ **11H20 – 12H00** — **PANEL 2. Protecting the Intellectual Property of Eco-innovations/entrepreneurs**
 - Activities, results and lessons learnt from the IPR:
Mrs. Manel Ben Saida, CETTEX Expert (Tunisia)
 - IPR Community presentation: **M. Mohamed Chebbi, Expert (Tunisia)**
 - IPR Voucher presentation: **Mrs. Malek Channoufi, Expert (Tunisia)**
 - Start-up benefiting IPR Voucher,
ComptiTechnology, M. Mohamed Kharrat (Tunisia)
 - Start-up benefiting IPR Voucher, **Ligne13 Denim, M.Fahd Hannechi (Tunisia)**

- ▶ **12H00 – 12H30** — **PANEL 3. Activities to support green and circular textile initiatives**

Moderator: Clara Mallart, MedWaves

Activities, results and lessons learnt from Work Package 3:

 - Start-up benefiting from the Soft landing voucher and Green Business Model training: **Ohoskin, M. Alessandro Scuderi (Italy)**
 - Start-up benefiting from the incubation program: **Green Fashion, M. Amgad Moustafa (Egypt)**
 - Start-up benefiting from Green Business Model training:
WhyteGold, Mrs. Sarah Salem (Egypt)

- ▶ **12H30 – 12H50** — **PANEL 4. WeMed Awards**
 - Winner Start-up NorthMed – **M. Federico Sainz de Robles SEPIIA**
 - Winner start-up SouthMed – **Mrs. Jocelyne Saade GRADE A+**

- ▶ **12H50– 13H20** — **PANEL 5. Dissemination of the National Policy papers to support start-ups**

Moderator: TBC, TEXTFOR

 - Opening & EU New Legislation framework : **M. David Allo, TEXTFOR Expert (Spain)**
 - Circular economy in Tunisia : strategies and recommendations :
M. Anis Daoud, Expert (Tunisia)
 - **M. Abbas Ramadan, Expert (Lebanon)**

- ▶ **13H20 – 13H40** — **Closing words:**
 - **M. El Mohsen Missoui, CETTEX General Director**

- ▶ **13H40** — **Lunch**