



EU policy for textile, clothing and fashion industries

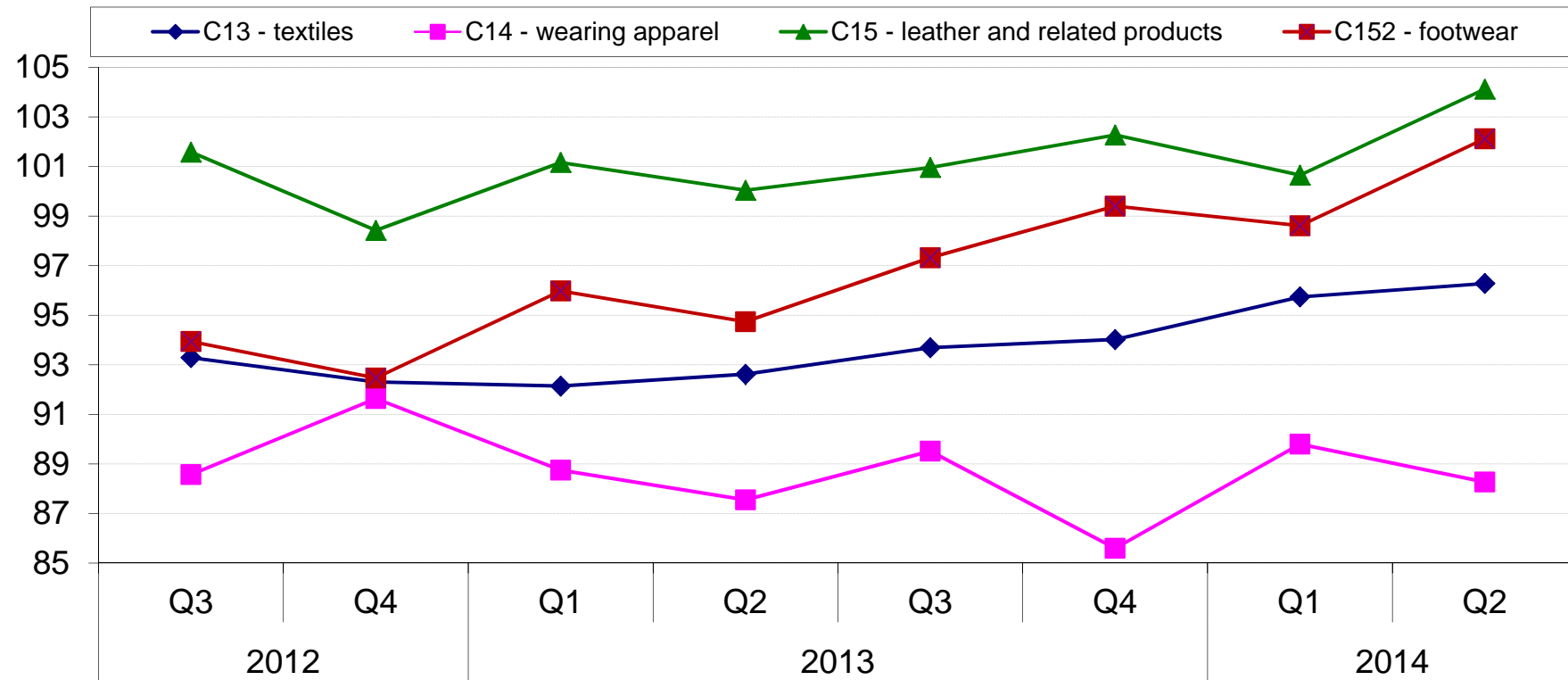
Agnieszka Wojdyr

Textiles, Fashion, Design and Creative Industries

DG Enterprise and Industry

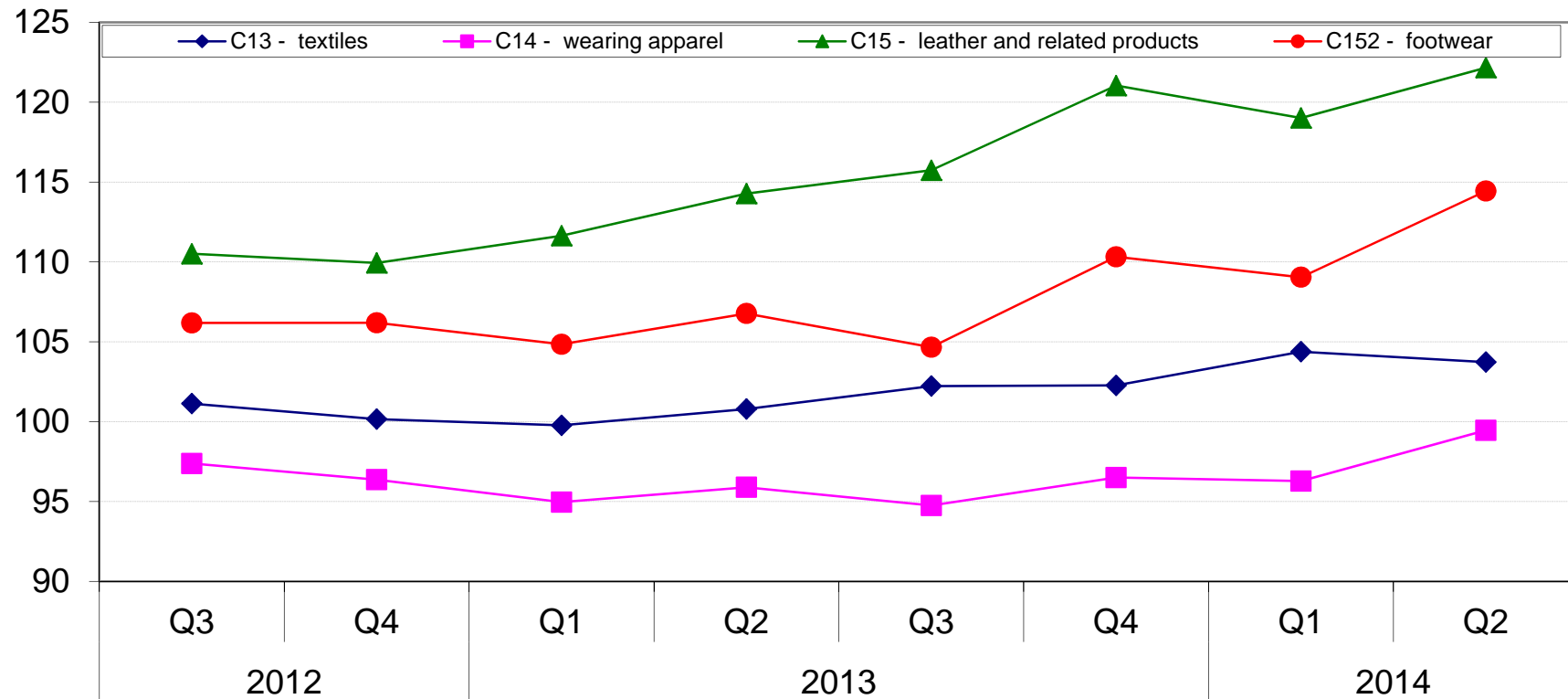
Production trends 2014 Q2 (EU)

Production 4 sectors (100=2010)

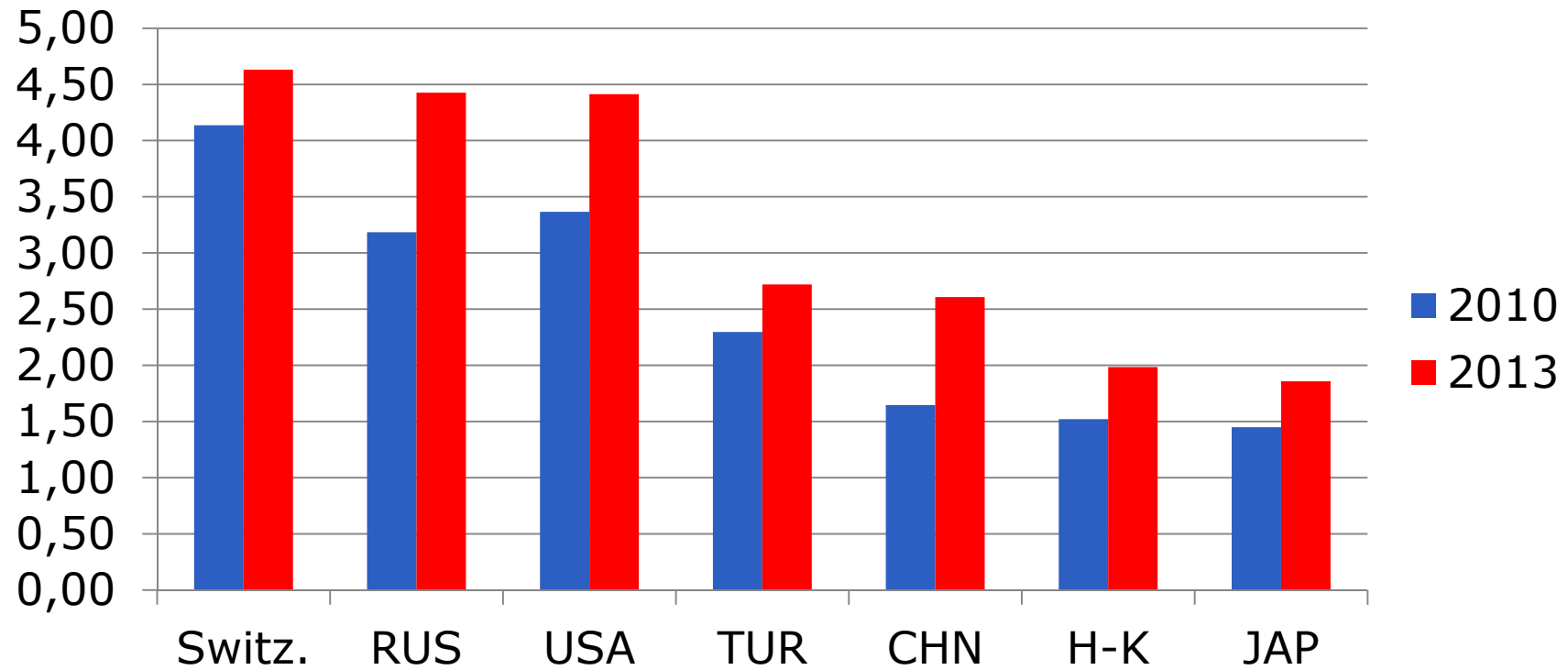


Turnover 2014 Q2 (EU)

Turnover 4 sectors (100=2010)



Value of EU textile and clothing exports in 1 billion EUR



Fashion & high-end: importance

	2009	2011
employment	5 million	4.9 million
companies	827 000	805 000
turnover	524 billion	570 billion
% EU GDP	4.4%	5%

Fashion and high-end: policy

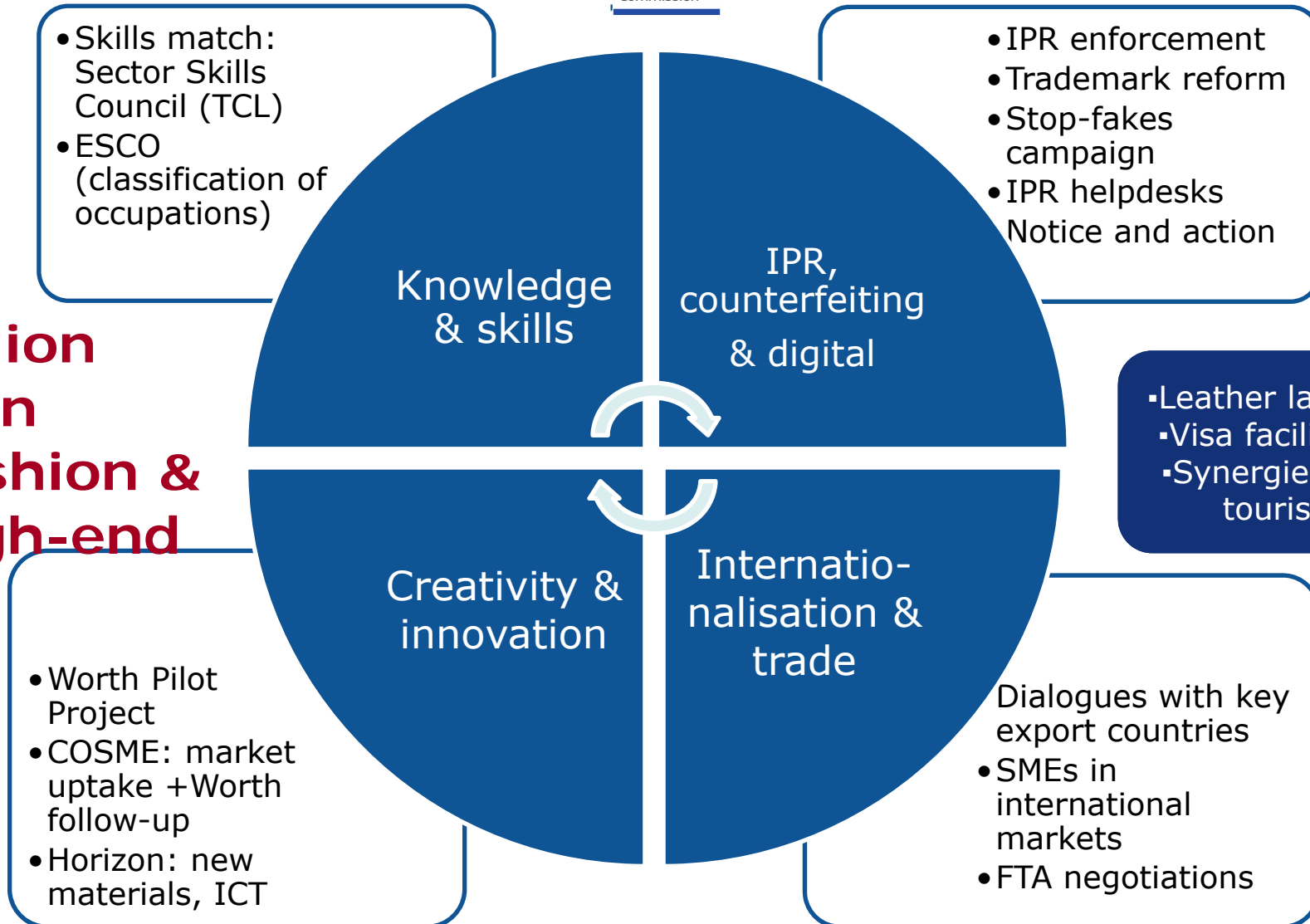
Communication cultural and creative sectors (Sept 2012) EAC+ENTR

SWD competitiveness of fashion industries and SWD high-end industries (Sept 2012)

Action Plan for fashion and high-end (Dec 2013)

Industrial Renaissance Communication (Jan 2014): SWD + reference to Action Plan

Action Plan Fashion & High-end





WORTH Pilot Project (CIP)

Budget
€ 1 million

Share knowledge & competences between SMEs & designers

Promote design in value chains for fashion goods

Upgrade & create higher value-added products



Launched end
2013

Duration 2 years

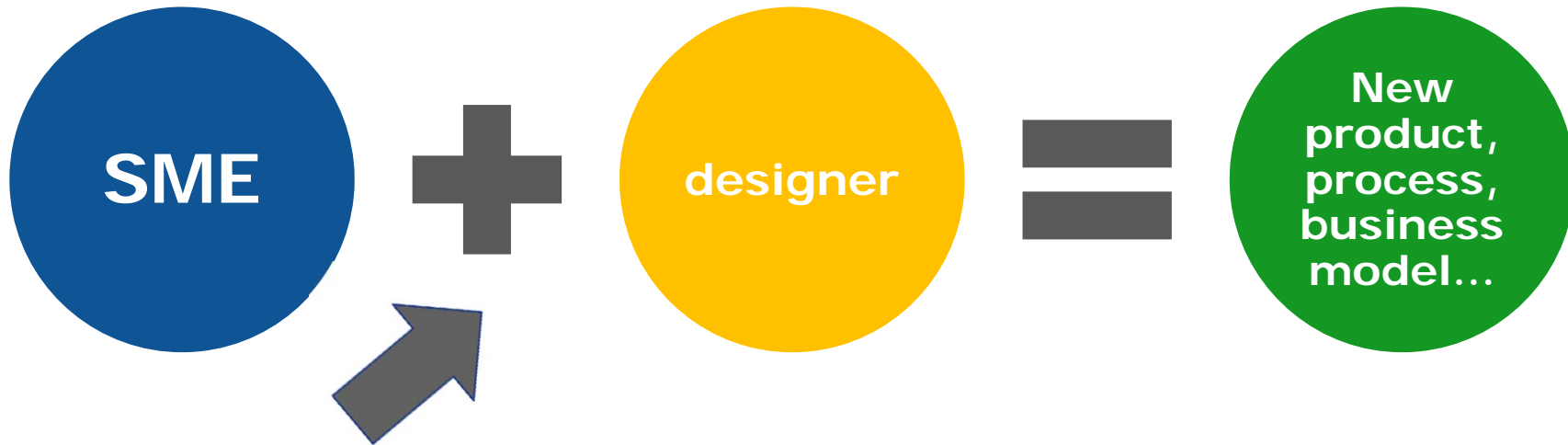
Evaluation 2015



IfM INSTITUT FRANÇAIS DE LA MODE

CFE CENTRE FOR FASHION ENTERPRISE

Worth Pilot Project



Coach/expert

30 trans-national partnerships



COSME: WORTH Market Uptake 2015

subject to approval

- Encouraging market uptake of new and creative solutions by fashion-led industries
- Many promising solutions exist but often do not reach the market due to commercialisation obstacles and risk linked to scaling up



Bridging the gap between
research/innovation and market



WORTH Market Uptake 2015

- Inspired by Eco-innovation market replication projects
- Budget approx. € 11 million
- Typical project size € 1.5 million, EU contribution 50%
- Targeting SMEs in the fashion industries
- One company can apply but mostly consortia



COSME

Competitiveness of Enterprises and SMEs

Budget €2.3 billion, 2014-2020

- financial instruments: loan guarantees, equity facility
- Access to markets: Enterprise Europe Network (business support, over 50 countries), IPR helpdesks
- Supporting entrepreneurship: e.g. Erasmus for Young Entrepreneurs
- Projects defined yearly: e.g. YOTA Mediterranean Talent (call open), tourist routes for jewellery or perfumes

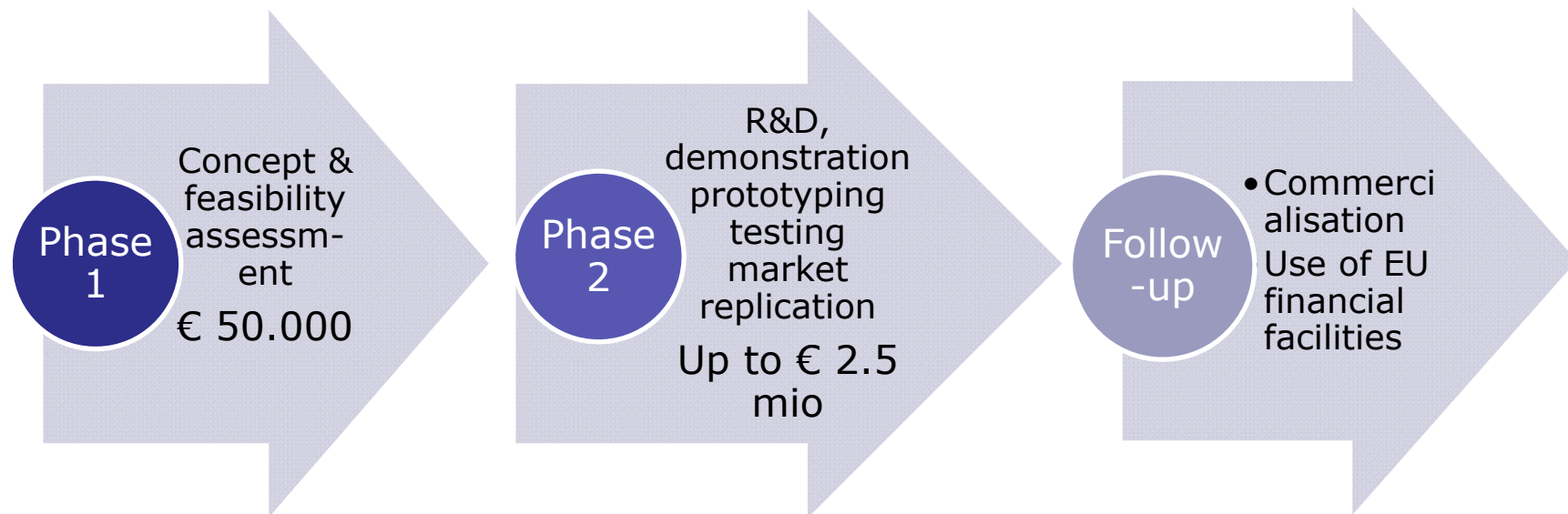


Horizon 2020

Budget €80 billion, 2014-2020

- LEIT (Leadership in enabling and industrial technologies)
 - Public-Private Partnership (Factories of the Future)
 - Nanotechnologies, Advanced Materials and Production
 - ICT for creative industries (fashion)
 - New materials and material-based solutions for creative industries, prize for cooperation between a designer and a material scientist
- SME innovation
 - clusters for new industrial value chains

Horizon 2020: SME instrument



Used in Societal Challenges and Leading and Enabling Technologies (LEIT)



Research and innovation

- **European Technology Platforms**
 - Future Textiles and Clothing ETP
 - Design-based Consumer Goods Cross ETP (Prosumer.net)
 - Define research and innovation priorities, advise the Commission on research and innovation needs and strategies
- **Technical textiles:** study on perspectives for the EU businesses in certain important markets: Brazil, Korea, Japan and the US (call October/November 2014)

Textile labelling

- 2011 Regulation on textile fibre names
- 2013 Commission report on possible new labelling requirements e.g. origin, harmonised care labelling, uniform size labelling, an indication of allergenic substances, etc.
 - **conclusion – no need for new labelling at this stage**



'Made in' proposal

- February 2013 Commission proposal: Consumer Product Safety Regulation includes Article 7 which introduces mandatory marking of origin
- EP in favour of the 'made in'
- Council divided – in favour: mostly southern MS (IT, ES, PT, FR, GR...), against: central and northern MS (AT, DE, DK, FI, HU, NL, SE, UK...) (PL is flexible).
- **No compromise was found up-to-date**



The way forward

New Commission:

- Commissioner for Internal Market, Industry, Entrepreneurship and SMEs (portfolio of DG Enterprise + part of DG Internal Market)
- New way of working: teams e.g. 'New boost for jobs, growth and investment', 'Digital single market'
- EP hearings → formal appointment of the Commission (indicative date 1 November)
 - ✓ **Implementation of the Action Plan + Multi-Stakeholders Forum**



Links

Fashion SWD and High-end SWD

http://ec.europa.eu/enterprise/sectors/fashion/documents/index_en.htm

Action Plan for fashion and high-end

http://ec.europa.eu/enterprise/sectors/fashion/documents/index_en.htm

Worth Pilot Project www.worth-project.eu

Contact:

Agnieszka Wojdyr agnieszka.wojdyr@ec.europa.eu