



PLUSTEX.EU

A European Platform to innovate Public Policies in
Textile & Clothing Territories

Terrassa International Textile Conference
“Weaving the future with the yarn of innovation”
2nd October 2014





Scenario

Significant decline of market and productivity

European T&C territories are at a turning point in their history.

In 2011 a group of ACTE partners gave birth to the PLUSTEX Project.

T&C has to find innovative ways to grow and stay competitive.



The PLUSTEX Project

PLUSTEX is an interregional cooperation project with the aim to exchange Good Practices among T&C stakeholders.

It involves regional and local authorities, transfer centers and development agencies, design schools and business clusters from T&C districts in eight countries all over Europe.

The project is led by the Municipality of Prato and funded by the Interreg IVC Programme within ETC objective.





partnership

1. Municipality of Prato - IT (Lead Partner)
2. Lille Metropole - FR
3. PRATO TEXTILE MUSEUM FOUNDATION - IT
4. Agency for regional and economic development - Vratsa - BG
5. Lodz Region - PL
6. KTU Regional Science Park - LT
7. University of Southampton - UK
8. Pannon Business Network Association - HU
9. AMAVE - Vale do Ave Municipalities Association - PT



Objectives

To foster the exchange of policy experience between the partner territories

and thereby

✦ identify and adopt the best innovation models implemented by the partners to face the crisis of the T&C industry.



Approach

Policy Learning Cycles (workshops, study visits, analysis, surveys) focusing on six policy themes:

- ✦ young entrepreneurship and innovative business models;
- ✦ high-quality, high-tech textiles and niche products;
- ✦ art, design and creativity;
- ✦ clustering and internationalization of SMEs;
- ✦ eco-innovation and social responsibility;
- ✦ incubation and start-ups.



Main results

9# Policy Learning Cycles

52# Good Practices
analyzed

19# Good Practices
validated

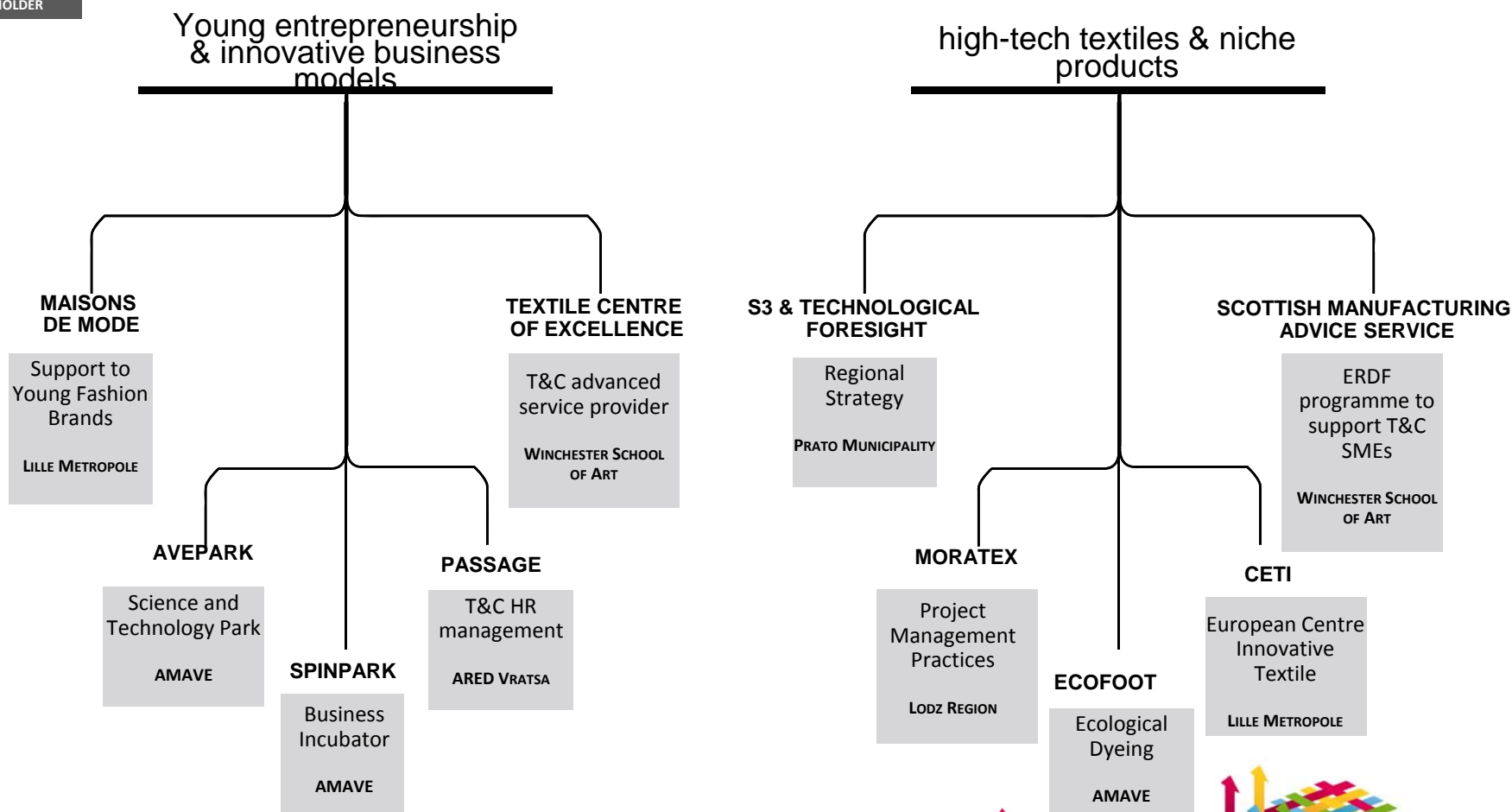
9# Good Practices
selected for
transfer

8# Implementation Plans adopted



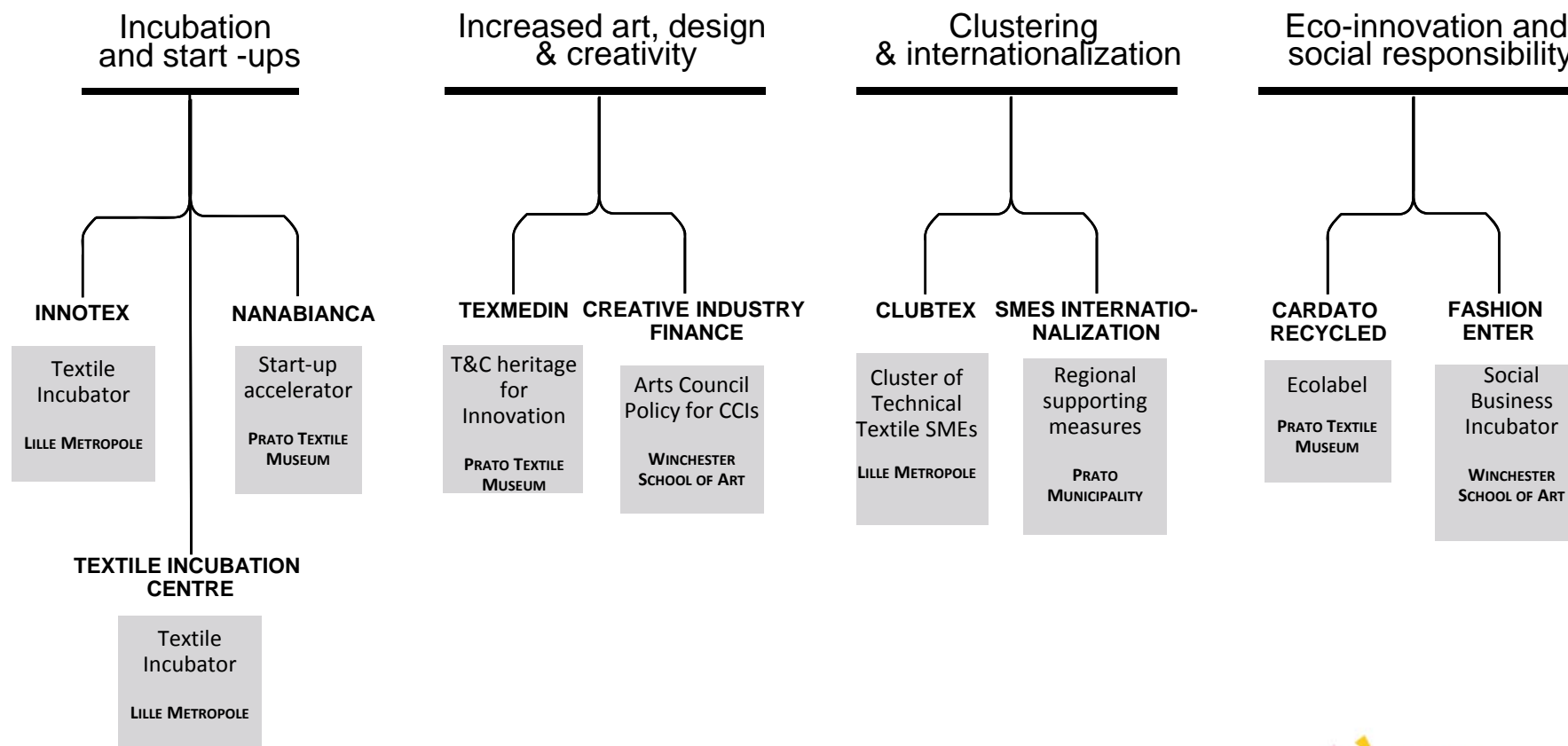
Legend
Policy Theme
GOOD PRACTICE
Short Description
POLICY HOLDER

Plustex Good Practices



Legend
Policy Theme
GOOD PRACTICE
Short Description
POLICY HOLDER

Plustex Good Practices



capitalisation

EXPERIENCES
STRATEGIES
POLICIES
GOOD PRACTICES

Policy Learning Cycles + Implementation Plans

INNOVATIVE STRATEGIES
MORE EFFECTIVE POLICIES
INCREASED EXPERTISE AND
EXPERIENCE
TRANSFER OF GOOD PRACTICES
BETTER METHODOLOGIES & TOOLS
IMPROVED HUMAN CAPITAL





capitalisation

**Good
Practices**

**Identification, Analysis, Selection
Networking, Dissemination, Training
Adaptation, Integration, Transfer**

**Mainstreaming
Regional
Operative
Programmes**





capitalisation

MAISON DE MODE

Prato municipality &
Prato textile Museum

univas Technical Univers

INNOTEX

annon Business Network
Association

Lodz Region

ARED Vratsa

TEXTILE CENTRE OF
EXCELLENCE

annon Business Network
Association

amave





capitalisation

CETI

Prato municipality &
Prato textile Museum

SPINPARK

Lille Metropole

SMES
INTERNATIONALIZATION

annon Business Network
Association





capitalisation

CREATIVE INDUSTRY
FINANCE

PASSAGE

NANABIANCA

annon Business Network
Association

Winchester School of ar

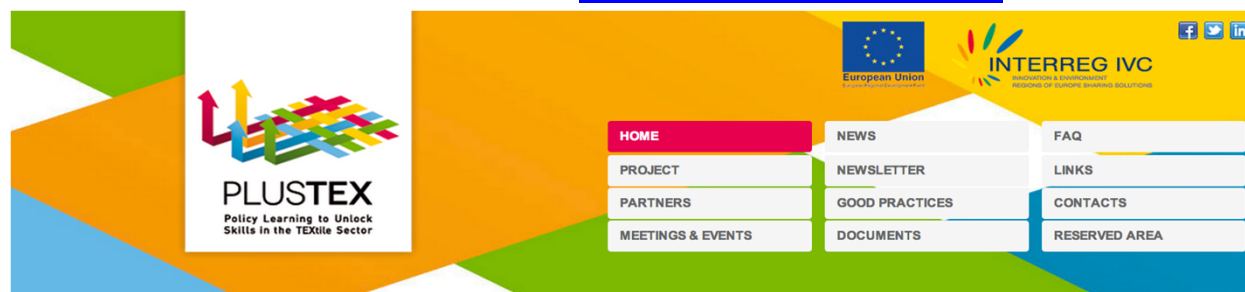
annon Business Network
Association





Further information

Please visit www.plustex.eu



plustex.eu



Project
Thursday, July 26, 2012



YouTube





Further information

Alessandro Fontani

Municipality of Prato

European Policies & Economic Promotion Department

T. (+39) 0547 1835984

F. (+39) 0574 1837356

a.fontani@comune.prato.it

info@plustex.eu





Join us at the PLUSTEX Final Conference

Tourcoing, 9 October 2014

CETI CAMPUS

A vertical poster with a colorful geometric design. At the top, it says '9th October 2014' in white on a black background. Below that, 'SAVE THE DATE' is written in large, bold, pink letters. The main title 'PLUSTEX' is in bold black, followed by '(Policy Learning to Unlock Skills in the TEXTile sector)' in smaller text. Below that is 'Final Conference' in bold black, and 'Textile and Clothing 2020 - Smart strategies for Regional Development' in bold black. A paragraph of text describes the conference as a one-day event to present results and discuss opportunities. At the bottom, a box contains the venue information: 'venue: CAMPUS CETI (Centre Europeen des Textiles Innovants) - Tourcoing (FR)'. The footer has a pink background with the text 'For more information please see www.plustex.eu info@plustex.eu'. Logos for the European Union and INTERREG IVC are in the top right corner, and the PLUSTEX logo is in the middle right.

