



# How the EU supports creativity & innovation in key manufacturing industry sectors for Europe: fashion/clothing/textile/footwear & leather

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*Why the light industry sectors  
fashion/clothing/textile/footwear and leather are  
important to create growth and jobs in Europe?*

*Why creativity and innovation is key for Europe?*

*Textiles and clothing play an important role in the European manufacturing industry*

*employs 1.7 million people and generates a turnover of EUR 166 billion.*

*The main challenge to maintain its competitiveness moving towards products with higher value added.*

- *Manufacturers and makers in fashion and lifestyle consumer goods such as textiles-clothing, footwear, fur, leather and leather products, jewellery, accessories, handbags are a major pillar of EU creative industries.*
- *These industry sectors represent a total annual turnover of approx. € 500 billion and an economic value added of € 150 billion while employing 5 million people across the EU.*

*-The vast majority of enterprises in the sector are SMEs, small business, self-employed, micro-companies and individual craftsmen whose unique competencies, techniques and know-how are often not translated into competitive strengths.*

*-Manufacturing SMEs in the textile/clothing/footwear and leather face difficulties to integrate new technologies, innovative design knowledge and to collaborate with designers and creative minds.*

*On the other hand, Europe is leader in creativity and innovation and has the most creative designers in the world. Still, they often lack practical knowledge related to manufacturing processes and have difficulties in finding EU manufacturers to produce their collections.*



# EU funding programmes 2014-2020

**COSME: Competitiveness of SMEs**

- €2.3 billion

**Creative Europe: cultural and creative industries**

- €1.46 billion

**Horizon 2020: research and innovation**

- €80 billion

**Erasmus+ Education, training, youth**

- 14.7 billion

**European Structural and Investment Funds + EFSI**

# How the European Commission supports design, creativity, innovation and competitiveness in these *industry sectors*?

Through COSME programme – the programme for the competitiveness of SMEs

In many ways... and angles : education, research, and cross-disciplinary collaboration with other industry sectors.

1. Providing financial support to SMEs and starts up for collaborative and innovative concepts/solutions/ideas for market uptake
2. Raising capacities and skills (training/coaching), cross-disciplinary collaboration and fusion between traditional/new skills
3. Promoting entrepreneurship and cross disciplinary thinking
4. Promoting the adoption of new technologies



# Call for direct support to SMEs: Design-based consumer goods

- encouraging scaling up of innovative solutions by design-led industries in these manufacturing sectors
- Bridging the gap between research/ innovation and the market



# Design-based consumer goods for SMEs

- SMEs covering different sectors of creative industries (fashion/ lifestyle and design based consumer goods) linked to the light industry sector clothing/textile/footwear and leather
- By introducing innovative solutions within the value chain





## **Skills : fusion traditional/new skills**

An European Campaign to attract new talents in the sector

Blueprint for sectoral cooperation on skills: showcasing careers in the textile/clothing/leather/footwear sectors

- To attract young talent and create employment
- Through the fusion between traditional skills and digital cross disciplinary, technical and engineering skills

The textile/clothing/leather/footwear (TCLF) sector hire more than 2 million people in the EU. This industry faces increasing challenges, such as aging workforce. Education programmes are not fit to provide the skills and competences which are required by the employers ("skills gap").

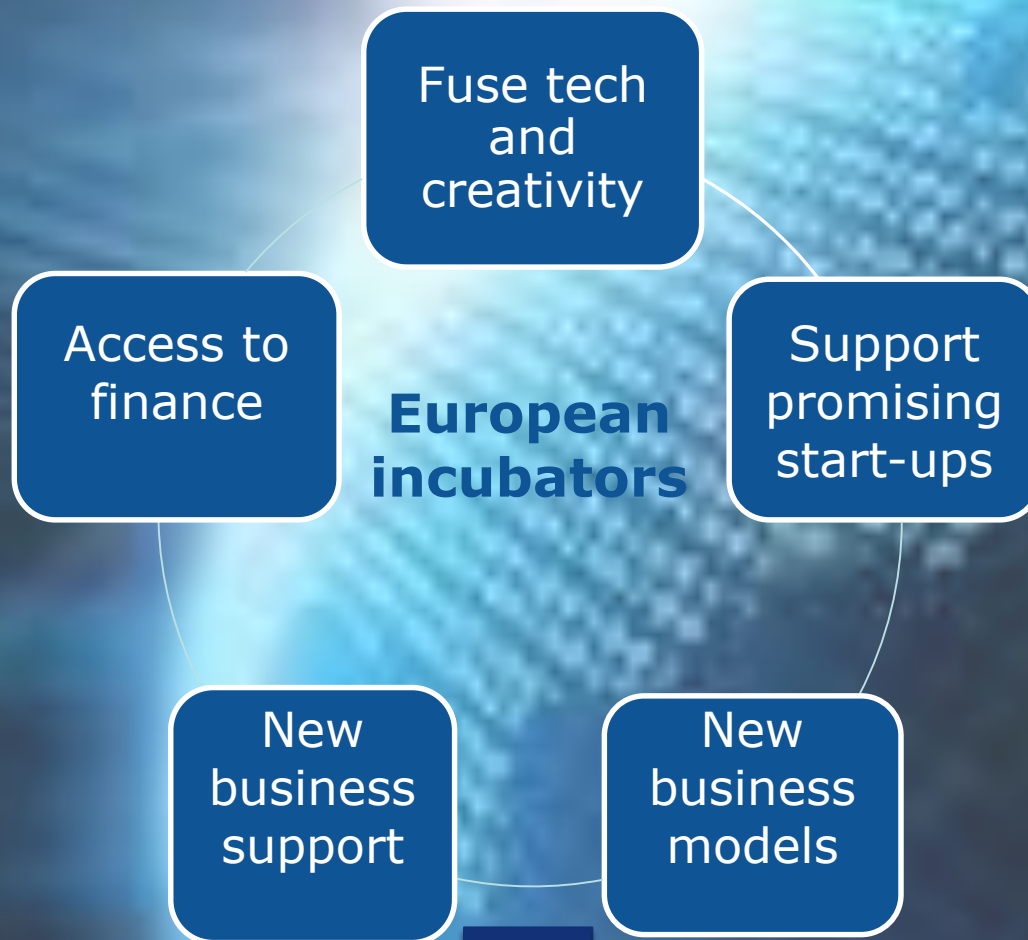


## European Incubation Networks for creativity-driven innovation

- to support creation, incubation and scaling-up of companies in cultural and creative industries (CCIs) through cross-national, incubators-driven action focusing on innovation and development of new business models by a fusion between creative, art and design skills with technology, science and other relevant expertise.
- **An specific network focussing on FashionTech – DEFINE project – includes the light industries clothing/textile/footwear/leather**



# Creativity + technology = EU network of incubators



# WORTH Partnership Project - <http://www.worthproject.eu/>

Supporting creative minds  
to develop innovative  
products by adopting new  
techniques and processes





## WORTH Partnership Project

- The core belief is that creative industries (SMEs and start-ups) are key drivers of economic growth in Europe.
  - supports collaborations between SMEs and start-up fashion designers, manufacturers and technology firms to create innovative and design-driven products and ideas.
  - encourages exchange of knowledge and skills between fashion designers, traditional and digital craftsmanship and the manufacturing industry.
  - The goal is to help small companies integrate creativity and innovation into the way they produce goods and provide services so that they remain competitive and grow.

## **WORTH Partnership Project –**

- The partnerships are formed by partners from SMEs/innovative start-ups, fashion-designers, crafters and technology firms operating in following sectors: fashion/textile, footwear, leather, jewellery, accessories, furniture and home decoration.



## WORTH Partnership Project – 4 years and 150 partnerships



Trans-national partnerships  
€10,000 + coaching and support

strong focus on deploying new technologies (ICT, IoT and digital) in manufacturing SMEs and micro-enterprises.



## WORTH Partnership Project

- What in it for the Fashion SMEs/companies/designers/startups ?
- Partnerships receive financial and capacity building support to exchange knowledge and skills between manufacturing, creativity and technology companies with:
  - A small amount of seed money
  - Individual coaching and advice on product market positioning and branding and IPR
  - Participation in two of the top international industry fairs and exhibitions,
  - Networking and cross-sector collaboration, and product development



# Thank you

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