

## CREACT4MED Mapping: Best Practices

Application Number:

1. Basic info*	
Email Address	<a href="mailto:aibaneza@gencat.cat">aibaneza@gencat.cat</a>
Title of the Best Practice	StandUp! - Sustainable Textile Action for Networking and Development of circular economy business ventures in the Mediterranean
Name of the Applicant	Anna Ibañez De Arolas
Is the BP a registered legal entity?	Yes
Website	<a href="https://www.medwaves-centre.org/project/stand-up/">https://www.medwaves-centre.org/project/stand-up/</a>
Country	Spain
Subsector	Design
Category	Cultural and creative entrepreneurship
Year of establishment and duration	2020-2023
Target group of the BP	Designers and Entrepreneurs, local authorities, sector aggregators, academic and research institutions and relevant intellectual property agencies. Designers includes product designers, fashion designers, interior designers, etc. These are creative individuals who can develop innovative products and design solutions that align with the principles of the circular economy. Also, projects associated with the circular economy, initiatives designed to reduce resource waste and promote sustainability throughout the life cycle of a product.
1. Best Practice Characteristics	
Problem Statement	Sustainable Textile Action for Networking and Development of circular economy business ventures in the Mediterranean. There is a pressing need for 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.
Mission Statement & Value proposition	StandUp provides business development support, incubation supporting startups to develop their business plans, access the market, and secure financing.  We had intended to support textile entrepreneurs and eco-innovative ventures in 5 countries and help them seize the business opportunities that the green evolution will generate. To achieve this ambitious goal, the project will undertake many actions in training, financial grants, market stimulation, technology transfer, IPR protection, etc. As a result, the SMEs of the textile and clothing sector will be more competitive and, at aggregate level, the value chain will be strengthened, and new Mediterranean cross-border linkages established.
Results and growth	400 ideation stage entrepreneurs trained (at least 50% women and young people) received support, including a soft-landing voucher scheme of up to €9,000 granted to 50 early and growth stage entrepreneurs. Additionally, an online Open Innovation platform was developed. Moreover, an eco-innovation voucher scheme was granted to 20 entrepreneurs to fund technology, product, and service innovations. Three national policy papers on sustainable textile and clothing national roadmaps were drafted. Prizes worth €50,000 were awarded for solutions to textile manufacturing and clothing industry challenges, and a trademark and patenting vouchers scheme was granted to 40 ventures.

Strategy to be financially sustainable	StandUp has worked with 7 partners, all of whom are experts in the textile sector or in helping startups develop their businesses. This means that the business model is closely linked to the business model of these organizations. Together, with their expertise, they have helped develop the project, which will be capitalized to benefit the ecosystem for business creation
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**2. Impact (please complete at least 3 of the 6 sub-sections)**

Economic significance	
Replicability and Scalability	Regarding replicability: in the Standup project, a specific module on circularity in the textile sector was developed and integrated into the Business Model Development methodology. Medwaves is preparing a project proposal in which this module will be used. Start-ups or entrepreneurs who have benefited from the project have also been contacted for future activities
Employment generation	Promoting sustainable and inclusive employment practices, the project successfully created 120 new job positions. Also, StandUp increased the share of youth/women staff in managerial in companies recently established (since 2011) that access and develop innovative markets domestically and/or in other MED countries to 8 professional opportunities. In addition, the number of new products and services sold on domestic and foreign markets reached 122 units.
Inclusiveness	The project was specifically focused on women and individuals under the age of 35, with the aim of promoting active participation of these demographic groups in the entrepreneurial ecosystem. To ensure inclusion and gender equity, a minimum requirement of 50% female participation was established in all startup support activities. This measure was implemented to promote equal opportunities and reduce entry barriers for women in the business world.
Social impact	
Innovation	<a href="#">A platform for open innovation</a> has been developed with the aim of facilitating the development of innovations in response to environmental challenges for textile companies. This platform has a marketplace for transferring technology solutions and sustainable innovations in the textile sector.
Environmental sustainability	Support for environmental assessment has been provided by StandUp, resulting in a reduction in the use of resources and materials for clothing design through eco-design implementation. This has led to a decrease in the amount of waste ending up in landfills, thanks to support for start-ups that reuse and recycle post-consumer waste. Additionally, the project has supported start-ups by developing artificial intelligence-based technologies, allowing for traceability from material to end-product. These efforts reflect StandUp's commitment to environmental sustainability.

**3. Challenges and lessons learned**

Challenges	The project has faced several challenges. In Egypt, Tunisia, and Lebanon, there is no clear regulation or enforcement at the level of environmental management, circularity, etc. In contrast, European legislation creates a more uniform regulatory environment. There is also a lack of local capacity at the organizational level and no clear system for protecting intellectual property, which could hinder the development of a circular economy.
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	Additionally, there is a lack of economic incentives and enforcement, as well as an absence of a supportive ecosystem for start-up development. The project has identified these issues and is seeking solutions through policy reports.
Lessons learned	Importance of working with textile experts in each country. Each country has a different context, so it's essential to consider the needs, circumstances, and social context at all times. For example, in Lebanon, the textile industry is almost non-existent, so support activities and strategies focused on what to do with consumer waste.
<b>4. Demographic Information</b>	
Is the organization led by a woman?	Yes
What age is the lead of the organization?	40