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reimagine TEXTILE

THE 21ST CENTURY TEXTILE INDUSTRIAL REVOLUTION

A project lead by:

eurecat TecnoCampus

Technology Infrastructure web:

https://reimaginetextile.com/en

Fab lab booking platform

https://reimaginetextile.simplybook.it/v2/

WHAT AND WHY REIMAGINE TEXTILE

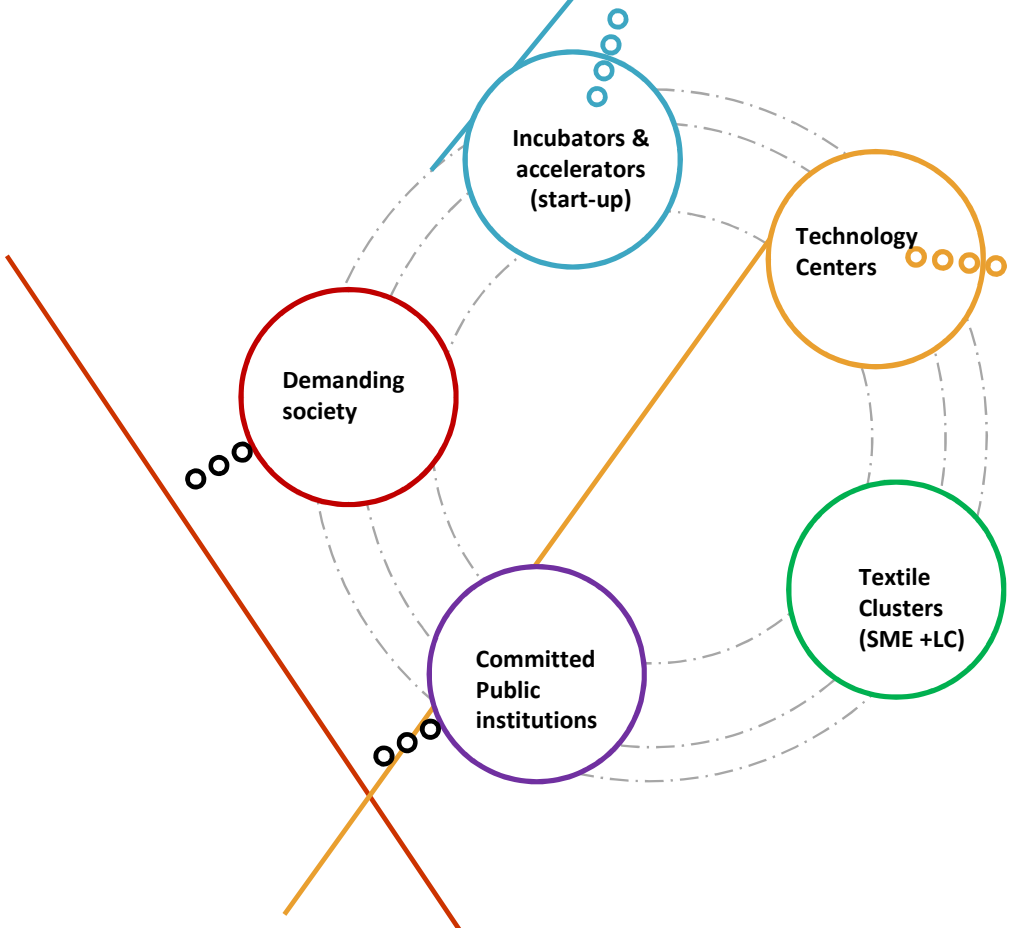
→ **Textile Sector figures**:
  → 2019 in Europe = 198.000M€ (1,5% GDP, mainly SMEs), employing 1,9M people
  → 2019 in Catalonia = 7.000M€ (3% GDP reaching 15% in towns such as Mataró or Igualada)
  → Textile = 1 of the 14 strategic sectors as identified by the EC, heavily affected by the 2009 crisis (-37% in the fashion sector) and the COVID crisis (sales dropped 35 - 55%)
  → CHALLENGE 2021-25: **green** (separate textile waste collection obligatory by January 2025) and **digital** transformation

→ **Reimagine Textile** started in **2013** in Mataró by CETEMMSA, now EURECAT, to bring the tech offering close to the sector.
After, Tecnocampus entered with a 50% co-ownership of the trade mark.
Scope: to recover the Textile catalan sector competitiveness and to promote a high added value re-industrialisation.

→ **Funding Model: public-private financial architecture with 3 levels:**
- **Own funds** from Eurecat and Tecnocampus.
- **Public funding** Regional (ACCIÓ), Local (Diputació de Barcelona) and European.
- **Ecosystem companies**: projects, annual subscription fees and occasional services.

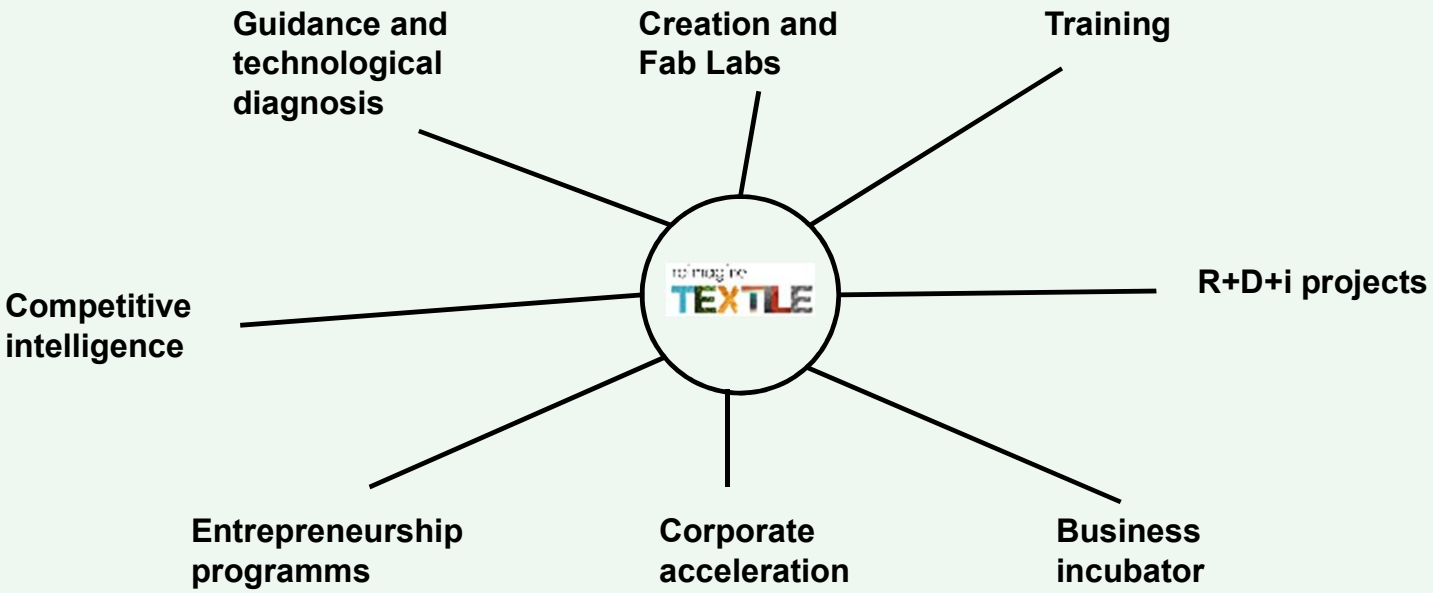
→ **2017-2021:** 75% public funding, ERDF + 25% own funding.
→ **2022 - :** New phase towards self-sustainability begins: private income generated by bringing value to companies.

THE TEXTILE INNOVATION ECOSYSTEM



SERVICE OFFERING

Reimagine Textile services for the textile sector, with a focus on entrepreneurs, start-ups and SMEs.



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IMPACT SO FAR

+60	Textile startups created in the last 3 years
+100	Jobs created
+150	Technological consultancy services
+1000	Attendees in workshops, tours, and transfer programmes
+75	Fab Lab users
+15	Entrepreneurial collections and samples

SUCCESS STORY

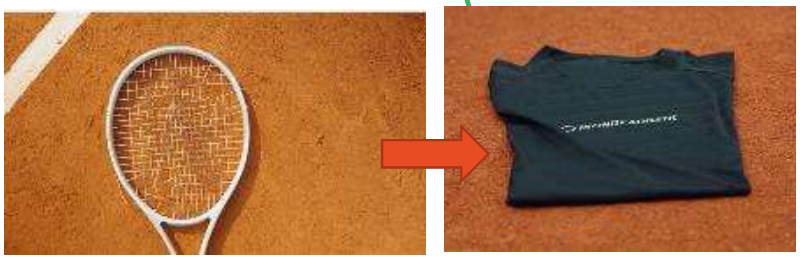
InfiniteAthletic

Infinite Athletic converts used tennis racket strings into fully recyclable tennis shirts.
It is a 100% Polyester monofilament with great tenacity that provides high durability to the clothes.

By recycling and adding color during the extrusion of the yarn, there is a reduction in water consumption by 80%, energy consumption by 60% and CO_2 emissions by 70%, when compared to a conventional polyester.

https://infiniteathletic.com/

On Media: TV3: https://bit.ly/3nrOyiv



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STRATEGIC AXES 2022-2025

1

Promoting a **Future Textile Innovation and Entrepreneurship Ecosystem.**

2

Fostering **competitiveness and digitalization** of the Textile industry.

3

Pin-pointing **Sustainability and circular economy** as a key to differentiator.

4

Opening to **Internationalization** of the Hub and its companies.

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