

CONCORDi 2021: Industrial innovation for competitive sustainability

EARTO Part 1 - Technology Infrastructures:

Key enablers for the transition to a sustainable and digital industry



Esther Hurtós

R&I Policy and Funding Programmes,
EURECAT



Esther Hurtós: R&I Policy and Funding Programmes
Eurecat Technology Centre | esther.hurtos@eurecat.org

reimagine

TEXTILE

THE 21ST CENTURY TEXTILE INDUSTRIAL REVOLUTION

A project lead by:



Technology Infrastructure web:

<https://reimagnetextile.com/en>

Fab lab booking platform

<https://reimagnetextile.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:

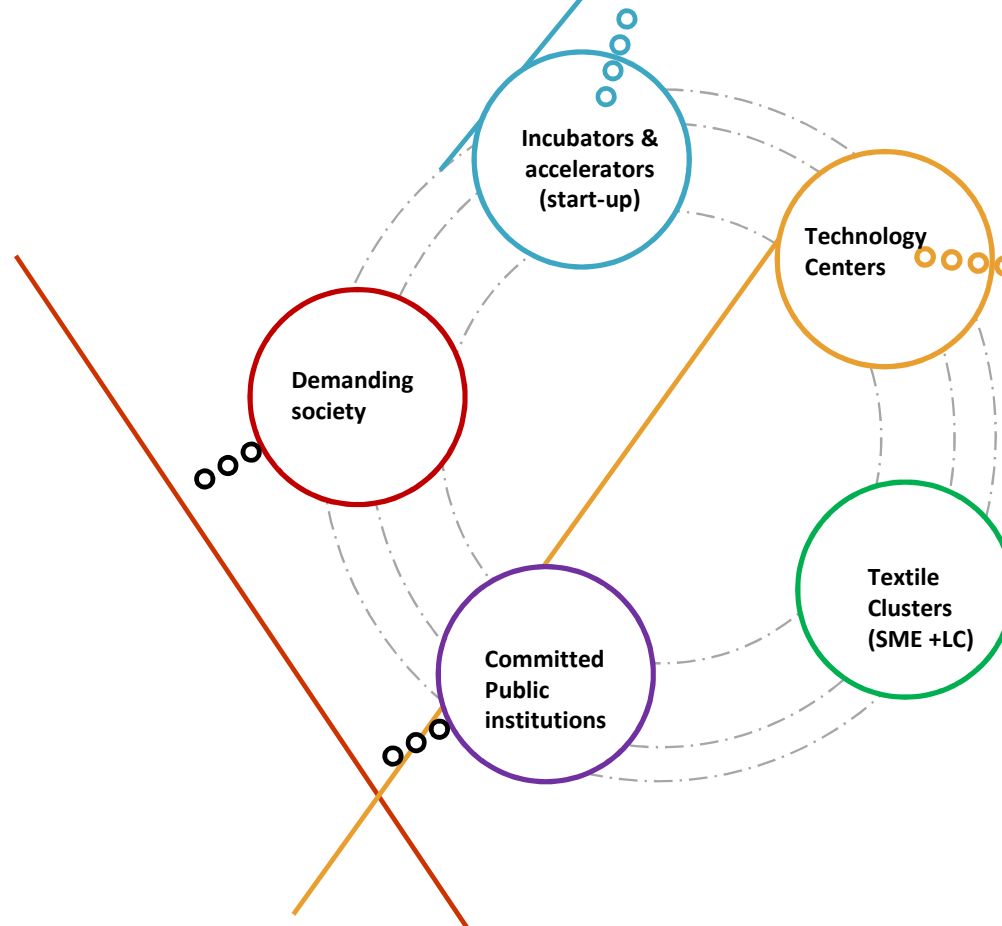
- **Own funds** from Eurecat and Tecnocampus.
- **Public funding** Regional (ACCIÓ), Local (Diputació de Barcelona) and European.
- **Ecosystem companies**: projects, annual subscription fees and occasional services.

→ **2017-2021**: 75% public funding, ERDF + 25% own funding.

→ **2022 -** : New phase towards self-sustainability begins: private income generated by bringing value to companies.

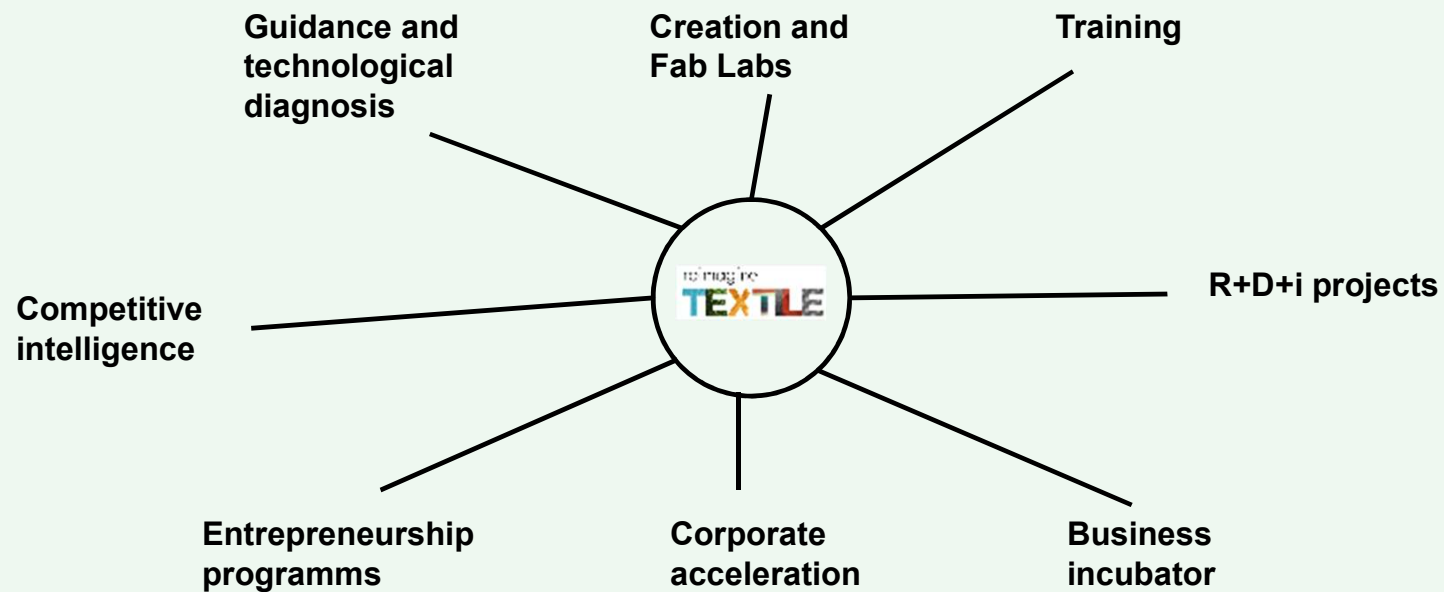


THE TEXTILE INNOVATION ECOSYSTEM



SERVICE OFFERING

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



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

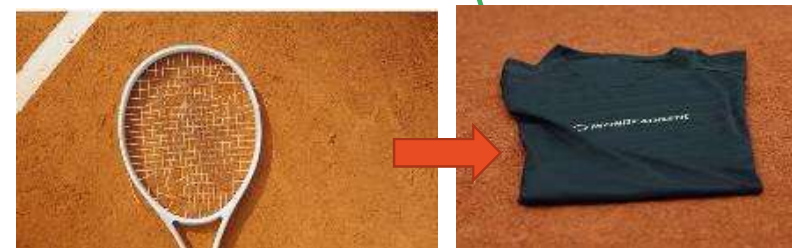
Infinite Athletic converts used tennis racket strings into fully recyclable tennis shirts.

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 CO2 emissions by 70%, when compared to a conventional polyester.

<https://infiniteathletic.com/>

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



STRATEGIC AXES 2022-2025



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



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



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



Opening to
Internationalization
of the Hub and its
companies.



Esther Hurtós

R&I Policy and Funding Programmes – Eurecat Technology Center
esther.hurtos@eurecat.org

