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AlpTextyles

# ALPTEXTYLES SYNTHETIC HANDBOOK

2023



INTERTWINING CULTURES

SUPPORTED BY THE EUROPEAN UNION THROUGH THE INTERREG ALPINE SPACE PROGRAMME

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## SUMMARY

The textile industry is a major contributor to pollution and has significant potential for reducing carbon emissions. The **Alpine** region has a rich **textile heritage** characterized by **values of circularity and sensitivity to local resources**, such as wool, linen, and dyeing plants.

As consumers become more aware of the environmental impact of globalized value chains and increasingly seek sustainable products, we believe that this heritage can help **re-territorialize Alpine textile value chains**, which have been disrupted by global sourcing and the outsourcing of production. By relocalizing sustainable, circular textile value chains that are sensitive to natural and cultural resources and that meet consumer demand for post-carbon lifestyles, **AlpTextyles** aims to improve **cross-border cooperation**, boost **natural local resources**, project an **attractive image** that can justify higher prices for Alpine products, and foster **regional development and job creation**.



> SUMMARY

To achieve these goals, AlpTextyles will develop a range of **collaborative solutions**, including **orientation guides** for firms seeking to innovate in a heritage-sensitive and circular manner; **toolkits for cultural institutions** to safeguard textile heritage; a **policy brief** addressing the European Union’s strategy for sustainable textiles and forthcoming geographical indications for heritage products; and a **MOOC** (Massive Open Online Course) to raise awareness and build capacity on Alpine textile heritage and its circular future.

The project is innovative in that it brings a relevant, yet neglected, conversation to the table of Alpine cooperation; generates insights on consumer desire for **more carbon-neutral fashion** and willingness to pay for Alpine products; builds a case for cross-border cooperation; and **combines cultural and business expertise** to generate counter-intuitive cross-sectoral **recommendations for agricultural, industrial, and cultural policy**.



## ALPTEXTYLES' INNOVATIVE APPROACHES FOR THE TEXTILE ECOSYSTEM

THREE DIRECTIONS APPROACH

- **Operate at a local geographical scale** –the Alpine Space– usually not considered in the current circular economy and marketing approaches.
- **Prompt a never-before-seen level and extent of collaboration** by intertwining presently fragmented agricultural, industrial, and cultural policies.
- **Consider consumers'** perceived image of Alpine products and increasing **demand for sustainable products** and circular value chains.



## OUTPUTS

THREE DIRECTIONS APPROACH

— **Orientation Guides & Heritage Safeguarding Toolkits**  
On heritage-sensitive and circular Alpine textile value chains

— **MOOC (Massive Online Open Course)**  
On the living heritage of the Alps and its sustainable circular future

— **Policy Briefs**  
On heritage-sensitive & circular alpine textile value chains





# PARTNERS

A group of **12 partner organizations** from Austria (1), France (2), Italy (4), Germany (1), Slovenia (2), and Switzerland (2) collaborates to **encompass the entire Alpine region and textile industry** – including agriculture and agronomic research, industry, crafts, regional development, cultural heritage, circular economy, training, policy, market research, and communication.

Together, they leverage their unique skills and expertise to break down the silo mentality and jointly explore the field, designing and implementing useful solutions such as **concertation meetings, circularity guides, heritage safeguarding toolkits, policy guidelines, and a MOOC.**

The partners' extensive network –comprising SMEs, business support organizations, and cultural actors– ensures that **our results are disseminated and sustainable** while benefiting from our connections to textile fairs and cultural events. AlpTextyles' partnership also aims to create impactful communication activities to disseminate results and scale solutions.



> PARTNERS (1/6)

**POP**  
POLO  
POSCHIAVO  
(PROJECT LEADER)

PoP is an **Alpine competence center for vocational education** and for the creation/coordination of sustainable cross-border territorial development projects.

PROJECT ROLE

PoP coordinates and manages the project in its entirety while actively contributing to the various activities of all WPs.

**ZRC SAZU**  
RESEARCH CENTRE  
OF THE SLOVENIAN  
ACADEMY OF  
SCIENCES AND ARTS  
(ERDF LEAD PARTNER)

ZRC SAZU is **the leading Slovenian research center for social sciences and humanities** with experience in managing and implementing various research and applied projects.

PROJECT ROLE

In addition to its role as lead ERDF partner, its main contribution is to represent the cultural heritage sector in the partnership.





> PARTNERS (2/6)

**EARLY MAKERS  
GROUP – EMLYON**

**Emlyon business school** is a higher learning institution with 8,900 students & 171 faculty of professors-researchers. Founded in 1872 by textile entrepreneurs, its mission is to **provide lifelong training & support** to build a society that is fairer, shows solidarity & respects the planet.

PROJECT ROLE

Developing consumer insight, design pilot actions concepts and formats, and contributing to WP3 activities.

**RAS  
DEVELOPMENT  
AGENCY**

The Arts and Crafts Centre serves as a **hub for local craftspeople**, promoting and preserving traditional handicraft skills through documentation, transmission, and development.

PROJECT ROLE

Focusing on cultural heritage, Ras' main contribution is in the testing phase of development to connect academia, practice, and pilot actions.



> PARTNERS (3/6)

**RL**  
LOMBARDY  
REGION

RL experiences are significant in areas such as sustainability, circularity, living heritage and participatory projects involving heritage communities. As a **policy maker**, RL plays an important role in valorizing best practices and cooperating with UNESCO.

PROJECT ROLE

Leading cross-border pilot cases and contributing to the heritage kit offering tools for establishing community competence centers for mountain arts and crafts in small Alpine villages.

**SMI**  
TEXTILE AND  
FASHION  
FEDERATION  
– ITALY FASHION  
SYSTEM

SMI is the **national industrial association that represents the textiles and fashion industry**. Representing 40k companies and 400k employees, it serves as a communication and policy-making body for the industry with the government and regional authorities.

PROJECT ROLE

Map the current state of the Alpine textile value chains, implement one of the pilots for textile companies, develop policy briefs and manage and organize the final event at Milano Unica in 2025.



## BELLISSIMO

Bellissimo is a **communication design studio** based in Turin with 25 years of experience in Italy and Europe in **branding** and strategic communication, creative and graphic direction, editorial products, and events.

### PROJECT ROLE

With its team of graphic designers, editors, copywriters, and art directors, the studio provides a communication-driven approach to the project to ensure territorial impact, participating in all WPs in an editorial role.

## ISTITUTO MARANGONI

IM is **one of the leading institutes offering Higher Education in Fashion, Design, and Art**, with schools in Milan, Florence, Paris, London, Mumbai, Shanghai, Shenzhen and Miami that provide specific know-how in fashion and innovative approaches to technology and circularity.

### PROJECT ROLE

Mapping the traditional Alpine textile heritage know-how for values and aesthetics, supporting partners in pilots for testing solutions and digital technology, and disseminating the project results.



> PARTNERS (5/6)

**TECHTERA**  
ASSOCIATION  
TECHTERA AUVERGNE  
RHÔNE ALPES

Techtera is **the innovation cluster of the French textile industry**. It supports the competitiveness of the industry via collaborative innovation, networking, and business support. It is involved in regional, national, European and international cooperation with long term institutional links at all levels.

PROJECT ROLE

Acting as a link between the project, SMEs in the textile industry, and policymakers in the Alpine region of Europe while being involved in all industry-related actions and leading WP3.

**STAND**  
**MONTAFON**

The Montafon Museum is a **regional museum focused on textile crafts**, with a close connection to the community association "Stand Montafon". It serves as a hub for cultural mediators, producers, and craftspeople, and is involved in regional development efforts.

PROJECT ROLE

On top of the work with the wool of the Montafon stone sheep as a focal point for all activities, SM digitizes and documents the museum's textile collection and oral history archive. It also participates in the project dissemination via its network and cultural institutions.



## MEDIPLANT

MP is an **independent research institute specialized in medicinal and aromatic plants** with over 30 years of expertise. Its R&D center is dedicated to organic Swiss medicinal/aromatic plants and their valorisation and biodiversity preservation.

### PROJECT ROLE

Finding and developing technology for extracting natural pigments from local plants, supervising and educating students on the project, conducting analysis of the produced pigments and collaborating with Techtera to test their use as dyes for alpine natural textile fibers.

## FAU FRIEDRICH- ALEXANDER- UNIVERSITY ERLANGEN- NUREMBERG

The team of Prof. Chilla is highly experienced in **socio-economic and geographical analyses** of the Alpine Space.

### PROJECT ROLE

Providing diverse mappings of the textile sector to highlight economic linkages and potentials as well as sustainable development in support of the project's pilot actions and policymaking.



# ABOUT THE PROJECT

## OVERALL OBJECTIVE

AlpTextyles aims to **create a sustainable textile industry in the Alpine region**, one that is rooted in its textile heritage and meets the increasing demand for environmentally friendly products. To achieve this goal, we will develop innovative solutions that promote the **use of local resources**; showcase **novel agricultural practices**; advocate for **cross-sectoral policy changes**; bring together a range of stakeholders from the business, cultural, and educational sectors; and establish **transnational textile value chains**. By doing so, we hope to foster regional development and create **new job opportunities** while addressing the need for post-carbon lifestyles.



## RELEVANCE & CONTEXT

### THE COMMON TERRITORIAL CHALLENGES

The end of the Multi-Fibre Arrangement and the Agreement on Textiles and Clothing (T-C) in 2005, and the elimination of import quotas on T-C products, have had a significant impact on the T-C value chain in the Alps and the rest of the European Union. **Companies have outsourced lower-value manufacturing activities** by delocalizing production to Asia and the Mediterranean region, **leading to** two main outcomes: **environmental impacts and disruption of the value chain in the Alps**, which are home to many small and medium-sized enterprises (particularly in Italy, France, and Germany), and a **lack of availability of raw materials, finished products, technologies, and competences**.

In turn, these new “**gaps**” **need to be addressed** to establish sustainable and circular value chains and the **higher cost of sustainable products from more local/regional circular value chains must be justified** to consumers who have become accustomed to lower prices from fast fashion retailers. There is an additional **gap between the demand and supply of natural fibers for new uses** such as composite materials, transportation, and aerospace.





> ABOUT THE PROJECT

However, the rich textile heritage of the Alps, with its traditional knowledge of fiber crops and animal farming, production methods, and product aesthetics, can provide a cultural resource that adds value to circular Alpine T-C value chains if it is appropriately safeguarded and valorized.

### THE PROJECT'S INNOVATIVE APPROACH

The AlpTextyles project focuses on creating sustainable circular T-C value chains in the Alpine region by

**promoting locally made products.**

The regional approach is the structuring principle for establishing cross-border sustainable circular T-C value chains and an attractive image for consumers. It is based on various **mapping activities, pilot actions**, and the development of **orientation guides** for firms and heritage safeguarding **toolkits** for cultural institutions.

This approach is innovative in that it operates on a **larger geographical scale** (the Alpine Space); involves a **close collaboration among agricultural, industrial, and cultural policies**, which are typically fragmented; and takes into account **consumers' perceptions of local products** – including their willingness to pay higher prices and level of trust in circularity and sustainability labels that are little-known and sometimes misinterpreted as greenwashing.



### TRANSNATIONAL COOPERATION SECURES ACHIEVING PROJECT OBJECTIVES

Regional and **national authorities** often support the **relocalization or circularization of value chains within their borders**, which can hinder cross-regional or cross-border collaboration and lead to a lack of coordination and the development of duplicative initiatives with lower impact. Due to **administrative barriers or a lack of awareness**, raw materials may be shipped to domestic business partners farther away rather than sourced from partners across the border. **Transnational cooperation** can bring together policymakers, businesses, and heritage actors to **establish more efficient and environmentally sustainable value chains** that are resilient, resource-sensitive, and circular, such as at the Alpine scale. Labeling products as being produced in a specific region can help foster cross-border cooperation, **strengthen a sense of belonging to a common cultural identity**, and offer an attractive image to consumers. This approach could serve as a model for other value chains and European Union macro-regional strategies.



> ABOUT THE PROJECT

AlpTextyles

STAKEHOLDERS (1/2)

<p>1</p> <p>SMEs</p>	<p>Farmers producing natural fibers and textile-clothing firms (90+% SMEs), particularly in IT, FR, DE</p>
<p>2</p> <p>ENTERPRISES, EXCEPT SMEs</p>	<p>Large textile groups and fashion brands, often operating in high-quality and luxury segments</p>
<p>3</p> <p>BUSINESS SUPPORT ORGANIZATIONS</p>	<p>Regional, national, and EU organizations of the T-C industry or sectors of it</p>
<p>4</p> <p>REGIONAL PUBLIC AUTHORITIES</p>	<p>Regional authorities of Alpine countries (Agriculture, Industry, and Culture departments)</p>
<p>5</p> <p>EDUCATION/TRAINING CENTERS &amp; SCHOOLS</p>	<p>Schools and vocational training centers for textile-clothing jobs, including fashion design</p>



## STAKEHOLDERS (2/2)

6 HIGHER EDUCATION & RESEARCH ORGANIZATIONS	Higher education and research organizations in Fashion, Cultural heritage, and Management of culture
7 INTEREST GROUPS, INCLUDING NGOs	Alpine and mountain development organizations (e.g., Euromontana)
8 INTERNATIONAL ORGANIZATIONS, EEIG	Alpine Convention, UNESCO (2003 Intangible Cultural Heritage Convention), FAO Mountain Partnership
9 OTHER	Museums, heritage & craft centers, cultural actors, natural parks, tourism & civil society associations



ALPTEXTYLES' CONTRIBUTION TO EUSALP AND OTHER RELEVANT STRATEGIES (1/6)

STRATEGY	CONTRIBUTION
<p>1. <b>EUSALP</b> EU STRATEGY FOR THE ALPINE REGION STRATEGY</p>	<p>Emphasize the sustainable use of Alpine natural resources and increase the innovation / competitiveness of T-C value chains</p>
<p>2. <b>EGD</b> EUROPEAN GREEN DEAL STRATEGY</p>	<p>To agriculture: research how the crops / animal breeds used for food production can generate textile resources (e.g., wool, hemp)</p> <p>To the industry: foster circularity and a resource-efficient economic system</p> <p>To the environment: increase biodiversity &amp; foster natural fibers requiring limited water &amp; pesticides (e.g., hemp)</p> <p>To climate change: reduce transport-related carbon emissions from globalized textile chains</p>



ALPTEXTYLES' CONTRIBUTION TO EUSALP AND OTHER RELEVANT STRATEGIES (2/6)

STRATEGY	CONTRIBUTION
<p>3. TERRITORIAL AGENDA 2030 STRATEGY</p>	<p>Foster a more balanced territorial development and greater territorial cohesion by:</p> <ul style="list-style-type: none"> <li>— putting peripheral rural mountain areas at the center, leveraging the preserved agricultural &amp; cultural heritages</li> <li>— reversing some of the territorial inequalities linked to globalized T-C value chains</li> <li>— helping SMEs in rural areas transition to the circular economy based on local natural &amp; cultural resources</li> </ul>
<p>4. EU STRATEGY FOR SUSTAINABLE TEXTILES</p>	<p>Develop insights on policy conditions and incentives to fill the gaps in resources, semi finished products, technologies and competences hindering the establishment of fully-circular, cross-border sustainable value chains — in consideration of consumers' perception of sustainability labels and origin certifications.</p>



> ABOUT THE PROJECT

AlpTextyles

ALPTEXTYLES' CONTRIBUTION TO EUSALP AND OTHER  
RELEVANT STRATEGIES (3/6)

STRATEGY	CONTRIBUTION
<p>5. <b>CEMP 2020</b> CIRCULAR ECONOMY MASTER PLAN 2020</p>	<p>Provide innovative approaches and solutions to bolster CEMPS' actions including:</p> <ul style="list-style-type: none"> <li>— empower consumers and public buyers</li> <li>— normalize sustainable production</li> <li>— make circularity work for people, regions, and cities</li> <li>— lead global efforts on circular economy</li> </ul>
<p>6. <b>CAP</b> COMMON AGRICULTURAL POLICY</p>	<p>Highlight how supporting stronger links between farmers &amp; textile producers can help tackle the challenges of climate change, biodiversity loss, and the management of natural resources</p>





> ABOUT THE PROJECT

AlpTextyles

ALPTEXTYLES' CONTRIBUTION TO EUSALP AND OTHER RELEVANT STRATEGIES (4/6)

STRATEGY	CONTRIBUTION
<p>7. THE EUROPEAN CULTURAL HERITAGE STRATEGY FOR THE 21ST CENTURY</p>	<p>To concertation tables via safeguarding actions and toolkit; to the territorial &amp; economic development via orientation guides &amp; policy guidelines; to knowledge via educational modules</p>
<p>8. THE EUROPEAN COMMISSION'S STRATEGY FRAMEWORK FOR THE EU'S CULTURAL POLICY + THE NEW EUROPEAN AGENDA FOR CULTURE</p>	<p>To priorities 1 (sustainability in cultural heritage), 3 (an ecosystem of supporting artists), and 6 (culture as a driver for sustainable development)</p>
<p>9. ALPINE CONVENTION &amp; 2019 DECLARATION OF INNSBRUCK</p>	<p>To the activities of the Mountain Agriculture Pathways of the Alpine Climate Board's Climate Action Plan 2.0</p>



ALPTEXTYLES' CONTRIBUTION TO EUSALP AND OTHER RELEVANT STRATEGIES (5/6)

STRATEGY	CONTRIBUTION
<p>10. <b>UN AGENDA</b> FOR SUSTAINABLE DEVELOPMENT</p>	<p>To various Sustainable Development Goals (SDGs) including responsible production &amp; consumption and climate action, and the Conscious Fashion Campaign and Network</p>
<p>11. <b>EU STRATEGY</b> FOR THE ALPINE REGION STRATEGY</p>	<p>AlpTextyles supports the EUSALP Presidencies of Switzerland 2023 and Slovenia 2024</p>
<p>12. <b>SLOVENIAN ALPINE CONVENTION PRESIDENCY 2024</b></p>	<p>AlpTextyles is relevant for the Slovenian Alpine Convention Presidency 2024 in the framework of AC's Climate Action Plan 2.0 Pathway for Mountain Agriculture</p>



ALPTEXTYLES' CONTRIBUTION TO EUSALP AND OTHER RELEVANT STRATEGIES (6/6)

STRATEGY

CONTRIBUTION

13.  
REGULATION ON EU-  
WIDE PROTECTION  
OF GEOGRAPHICAL INDICATIONS  
FOR NON-AGRICULTURAL  
PRODUCTS

Our policy brief will address how territorial, heritage-based textile clusters and heritage communities could benefit from geographical indications



> ABOUT THE PROJECT

AlpTextyles

THE SYNERGIES ALPTEXTYLES WILL USE WITH PAST OR CURRENT EU PROJECTS OR INITIATIVES (1/3)

PROJECT / INITIATIVE	SYNERGY
ALPFOODWAY	Carry out mapping activities consistent with the UNESCO and intangiblesearch.eu approach; develop pilot actions and solutions building on AlpFoodway’s logics
100% LOCAL	Broaden 100% Local’s model from the local/regional to the Alpine scale
TRICK	Adopt Trick’s Blockchain-based product information management systems on AlpTextyles’ online matching platform; provide Trick with AlpTextyles’ mapping on consumer perception on sustainability
CIRCULAR 4.0	Integrate the circular assessment tools developed by the project into AlpTextyles’ mapping activities.



> ABOUT THE PROJECT

AlpTextyles

THE SYNERGIES ALPTEXTYLES WILL USE WITH PAST OR CURRENT EU PROJECTS OR INITIATIVES (2/3)

PROJECT / INITIATIVE	SYNERGY
EUSALP	Build on the project’s workshops on territorial branding to develop new cross-border forms of territorial branding in textiles (e.g., “Wool of the Alps”)
LANATURA	Build on the project’s cross-border network of breeders and artisanal wool processors to develop pilot actions between Italy and Slovenia
INDUCULT 2.0	Use the project’s findings on industrial heritage and networks of industrial sites, cultural routes, and festivals to carry on AlpTextyles’ pilot actions and communication activities
ETNOFOLK	Integrate the project’s textile heritage elements into AlpTextyles’ mapping activities



> ABOUT THE PROJECT

AlpTextyles

THE SYNERGIES ALPTEXTYLES WILL USE WITH PAST OR CURRENT EU PROJECTS OR INITIATIVES (3/3)

PROJECT / INITIATIVE	SYNERGY
SY_CULTOUR	Build on the project’s guidelines for managing cultural values in rural areas to implement pilot actions in Slovenia on the reintroduction of flax
UNESCO MOOC	Follow UNESCO MOOC’s methods and tools for safeguarding intangible heritage on AlpTextyles’ own MOOC on the Living Heritage of the Alps
TEXTILWERK MONTAFON	Implement Montafon’s competences (e.g., on documenting traditional textile crafts) in AlpTextyles’ mapping (WP1) and pilots (WP2)
DUO KUNSTHANDWERK	Implement the project’s solutions (e.g., for safeguarding and transmitting craft knowledge)



> ABOUT THE PROJECT

AlpTextyles

### BUILDING ON AVAILABLE KNOWLEDGE

AlpTextyles aims to develop **solutions for heritage-sensitive innovation and marketing** in the textile and fashion industry. It builds on existing knowledge of **safeguarding intangible cultural heritage from the 2003 UNESCO Convention**, which recognizes commercialization as a potential threat. However, textile and fashion designers are often not aware of the intellectual property rights of heritage communities and may be accused of cultural appropriation. Additionally, while the project draws upon **place-based marketing and consumer preference** for origin-based products, it aims to extend this to cross-border branding and **establish circular, attractive products** with a strong “Made in the Alps” image.





# WORK PLAN

AlpTextyles develops its activities over the course of **36 months** through **3 Work Packages** (WPs) as follows:

	WP 1	WP 2	WP 3
<b>FOCUS</b>	<p>Map the Alpine textile heritage and circularity</p> <p>-</p> <p>Map textile heritage and circularity in Alpine textile value chains to prepare pilots and solutions</p>	<p>Test and evaluate heritage-sensitive circular solutions</p> <p>-</p> <p>Work with textile stakeholders to test and evaluate circular and heritage-sensitive solutions</p>	<p>Transfer solutions into the textile ecosystem</p> <p>-</p> <p>Transfer circular and heritage-sensitive solutions to the textile ecosystem</p>



> WORK PLAN

	WP 1	WP 2	WP 3
<b>OVERALL DESCRIPTION</b>	<p>Carry out a preliminary mappign of the traditional Alpine textile heritage, know-how, and aesthetics</p> <p>Map the current state of Alpine textile value chains, including training and certifications, labels and traceability</p> <p>Map consumers' perceptions and expectations for sustainable Alpine products</p>	<p>Design and implement cross-border pilot actions leading to new concepts and formats for safeguarding and digitizing the Alpine textile heritage</p> <p>Develop heritage-sensitive &amp; circular textile products from cross-border value chains, promote them effectively to consumers</p> <p>Train youth, students, and professionals</p>	<p>Develop orientation guides for SMEs, heritage safeguarding toolkits &amp; policy briefs and organize numerous dissemination activities &amp; multiplier events</p>



> WORK PLAN

AlpTextyles

WP 1	WP 2	WP 3
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**ACTIVITIES**  
(1/2)

<ol style="list-style-type: none"> <li>1. Map the traditional Alpine textile heritage knowledge, know-how, values, and aesthetics</li> <li>2. Map the current state of Alpine textile value chains</li> <li>3. Map consumers' expectations and perceptions of circular, sustainable products from Alpine textile value chains</li> <li>4. Conduct a research day on The Living Textile Heritage of the Alps: The Roots of a Circular and Sustainable Future</li> </ol>	<ol style="list-style-type: none"> <li>1. Test solutions for developing new heritage-sensitive and circular craft &amp; industrial products through cross-border matchmaking</li> <li>2. Test solutions for raising awareness of and building capacity on Alpine textile heritage and circular design in the new generations of industry professionals</li> <li>3. Test digital technology for documenting and broadening access to Alpine heritage textiles for the young generations</li> <li>4. Make autochthonous Alpine dyeing plants available for artisanal and new industrial textile product development</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop an Orientation Guide for SMEs on how to establish circular and heritage-sensitive Alpine textile value chains</li> <li>2. Develop an Alpine Textile Heritage Safeguarding Toolkit</li> <li>3. Develop a Policy Brief with recommendations on developing heritage-sensitive, circular, cross-border textile value chains for EUSALP and regional authorities</li> <li>4. Meet with the EUSALP Action Groups &amp; Youth Council</li> <li>5. Organize an AlpTextyles Final Event at Milano Unica fair</li> </ol>
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> WORK PLAN

AlpTextyles

WP 1

WP 2

WP 3

**ACTIVITIES**  
(2/2)

6. Organize an AlpTextyles Dissemination event for textile SMEs in Lyon and Kranj
7. Organize an AlpTextyles Dissemination Event for Cultural Institutions & Heritage Communities
8. Develop and launch “The Living textile heritage of the Alps and its sustainable circular future” Massive Online Open Course (MOOC)
9. Develop and launch “The Living textile heritage of the Alps and its sustainable circular future” Metaverse



> WORK PLAN

	WP 1	WP 2	WP 3
<b>PROJECT-SPECIFIC OBJECTIVE</b>	Develop preliminary interdisciplinary knowledge and insights on the living heritage and current state, resource sufficiency, and circularity of Alpine textile value chains	Build capacity, stimulate transnational collaboration in pilot areas, and develop new concepts and innovative formats for establishing circular, heritage-sensitive Alpine textile value chains while engaging the new generations	Develop and disseminate solutions for safeguarding the Alpine textile heritage and establish circular & heritage-sensitive, sufficiency-oriented textile value chains built on consumers' desire for post-carbon lifestyles
<b>COMMUNICATION OBJECTIVE</b>	Given the preparatory nature of WP 1, communication will start in period 3, disseminating deliverables through newsletters, social media content, and a research day	Increase knowledge, build skills, and change the behavior of textile SMEs, craft and cultural centers, and other target groups in pilot areas. The pilot actions are the basis for subsequent communication activities (newsletters, social media, innovation workshop, ...) to raise awareness and generate positive attitudes toward sufficiency-oriented value chains	Facilitate the dissemination of project outputs and the adoption of the solutions developed. Provide policy recommendations through target group-specific communication activities



> WORK PLAN

AlpTextyles

**WP 1**

**WP 2**

**WP 3**

**COMMUNICATION OBJECTIVE**

These activities will raise awareness about & generate a positive attitude towards sufficiency-oriented textile value chains rooted in the Alpine textile heritage project and build on the consumers’ desire for post-carbon lifestyles among higher learning institutions, regional authorities, SMEs, and business support organizations

Build innovative online tools: MOOC and Metaverse for textile students & professionals Organize impactful multiplier events in France, Italy, and Slovenia for policymakers, SMEs & business support organizations and cultural institutions, including participation in Milano Unica (the world leading textile fair), a textile biennale and a meeting for EUSALP AGs & YC



# PROJECT RESULTS

## CLIMATE NEUTRAL SOLUTIONS FOR SMES

The solutions in the Orientation Guides will be disseminated through WP 3 events/activities. SMI, Techtera, emlyon, MP & business-oriented observers will take up and upscale them to Alpine business support organizations & SMEs. This will promote the use of **indigenous resources** and facilitate the creation of **sufficiency-oriented transnational textile value chains** with reduced CO2 emissions, thus fostering sustainable regional development and greener jobs.



## SAFEGUARDING TOOLKITS FOR CULTURAL INSTITUTIONS AND HERITAGE COMMUNITIES

The Safeguarding Toolkits will be distributed to cultural institutions and heritage communities through the activities of WP3. ZRC SAZU, PoP RAS, RL, SM, and observers will then **adopt and expand on these solutions for Alpine cultural institutions, heritage communities, and international organizations such as WIPO and UNESCO.** In turn, this will lead to the **documentation, digitalization, revitalization, and valorization of the Alpine textile heritage.** It will also promote a shift towards post-carbon lifestyles in Alpine territories and make them more appealing to future generations.





## POLICY RECOMMENDATIONS

The policy recommendations will provide regional authorities and the EUSALP AGs 2-3-6 with **insight into the current status and potential of the Alpine textile industry**, pointing out opportunities for current policies. It will **support multilevel and cross-sectoral actions** to address the climate crisis, decrease CO2 emissions, highlight the value of local resources and heritage, aid small and medium-sized businesses in transitioning to a circular and post-carbon economy and support cross-border value chains. Ultimately, this will foster sustainable regional development and job creation.



# HORIZONTAL PRINCIPLES

## SUSTAINABLE DEVELOPMENT

The project directly addresses **environmental challenges in the textile industry** and promotes environmental, social, and economic sustainable development.

The project will **facilitate adopting sustainable solutions** which:

- aim to **promote climate-neutrality for small and medium enterprises** (SMEs) to reduce CO2 emissions and support sustainable regional development;
- document and **revitalize the Alpine textile heritage** and make it attractive for future generations;
- provide policy recommendations for **regional authorities to deal with the climate emergency** and support SMEs in transitioning to a circular, post-carbon economy.

All **project activities** (meetings, events, publications) will be developed and organized to be **eco-friendly** and as little impactful as possible.



> HORIZONTAL PRINCIPLES

## EQUAL OPPORTUNITIES AND NON-DISCRIMINATION

AlpTextyles will involve stakeholders from the entire program area and the **activities will be accessible to everyone** regardless of their social, religious, racial or cultural background.

## EQUALITY BETWEEN WOMEN AND MEN

Women and men will be **treated equally** within every Project Partner and while interacting with target groups and the general public. AlpTextyles will maintain gender balance in all activities and encourage **equal accessibility and participation** for everyone.



# LONG-TERM PLANS

## OWNERSHIP

All Project Partners:

- **will receive financial and institutional support** for the outputs and deliverables developed by the project, as indicated in the budget plan. The deliverables for **WP1** are an essential component of the research efforts of FAU, ZRC SAZU, emlyon, IM, and MP. The pilot actions for **WP2** will be incorporated into the work of emlyon, RL, PoP, SM, RAS, MP, SMI, Techtera, Bellissimo, and ZRC SAZU, and will also receive institutional support from some observers, including Tessitura di Valposchiavo, Tessanda Val Müstair, Scola Industriala Val Müstair, and Biosfera Engiadina Bassa;
- **will provide financial and institutional support for the deliverables and outputs of WP3**, together with several textile clusters and federations, the Alpine Convention, the Ministry of Agriculture, Forestry and Food of Slovenia, the Autonomous Province of Trento, the Consortium of Arts and Crafts Centres of Slovenia, UnionCamere Lombardia, Euratex, Città Studi Biella, ComfTech, Museum of Lyon, Bewusst Montafon, Agroscope, and WIPO.



## DURABILITY

### SMEs / LARGE ENTERPRISES/BUSINESS SUPPORT

ORGANISATIONS will use Deliverables of Activities 1.1-2-3 (mapping), Outputs O2.1-2-3 & particularly Output O3.1 (orientation guides)-O3.3 (MOOC) to upgrade skills in heritage-sensitive marketing & circular innovation. This will increase the sourcing of regional input, competitiveness & environmental performances.

### CULTURAL INSTITUTIONS & HERITAGE COMMUNITIES

will use Deliverables of Activity 1.1, outputs O2. 1-2-3 & particularly output O3.1 (toolkit)-O3.3 (MOOC) to upgrade their skills & learn about best practices in safeguarding the Alpine textile heritage. This will facilitate new interventions, transmission to the next generation, and greater accessibility.

REGIONAL PUBLIC AUTHORITIES will use Deliverables of Activities 1.1-2-3 to develop cross-sector policy in support of textile value chains.

SCHOOLS & HIGHER LEARNING INSTITUTIONS will be particularly interested in the deliverables of activities 1.1-2-3 & Output O3.1-3 as teaching/ research resources.



## TRANSFERABILITY

All project activities are designed to target the needs of relevant target groups (TGs). A research day will provide early visibility to WP1 preparatory deliverables. WP2 outputs will be developed by upgrading the skills of local TGs, with enduring regional/national impacts after the end of the projects, and integrated into WP3 outputs. Awareness of the latter will be achieved through impactful WP3 multiplier events/ initiatives.

Specifically, **Orientation Guides** will be sent to business support organizations and firms. **Heritage toolkits** will be sent to cultural institutions, international organisations, and experts in intangible cultural heritage. The **MOOC** (as well as the **Metaverse**) will be made available by IM after the end of the project and further promoted to schools, higher learning institutions, and relevant experts/ organisations. PPs will disseminate the elements of outputs/deliverables through academic publications & presentations at academic/professional conferences.







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