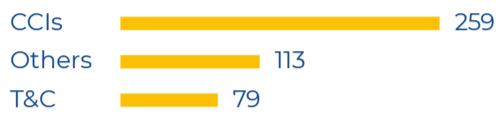


CREATIVEWEAR

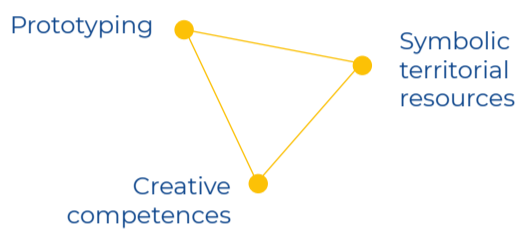
Creative Clothing for the Mediterranean space

Define, boost and evaluate the interactions between the T&C industry and the cultural and creative industries (CCIs) to produce changes in the innovation performance of organisations and the regional innovation system.

Participant sectors



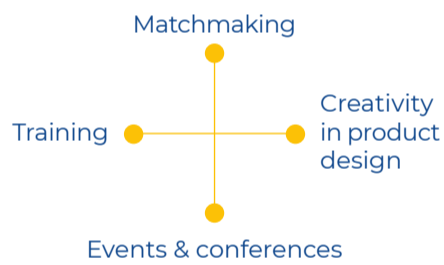
Top ranked roles of creativity on T&C innovation



Most important changes after CreativeWear activities (1-5)



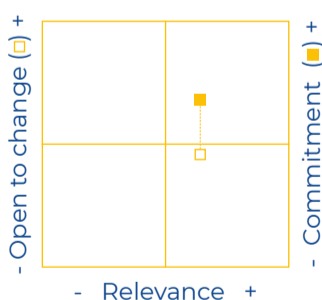
Main services offered by the CreativeWear hub



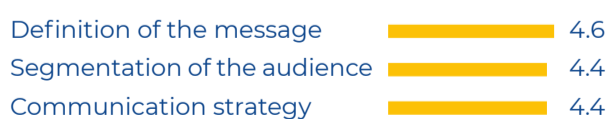
Best roles of pilots leaders (1-5)



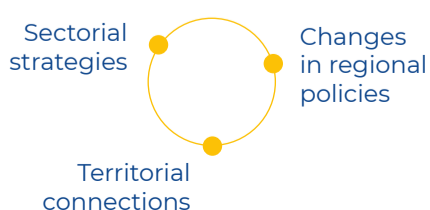
Stakeholder analysis



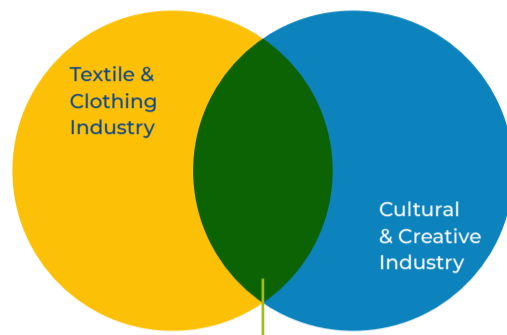
Best communication pilots leaders skills (1-5)



Prospective analysis



CreativeWear is an Interreg MED project (2017-2019) aimed at revitalising the crisis-ridden Textile and Clothing (T&C) industry by tapping into the regional creative potentialities through the involvement of creative communities, the enhancement of cultural heritage and the adoption of customer-oriented value chains. The project attempts to address some of the key issues currently faced by the T&C industry (Textiles ETP, 2016), including production relocation, environmental and social impacts and low levels of digitalisation of the value chain. The T&C industry is a cost-based and labour-intensive sector, which conditions its innovation strategies.



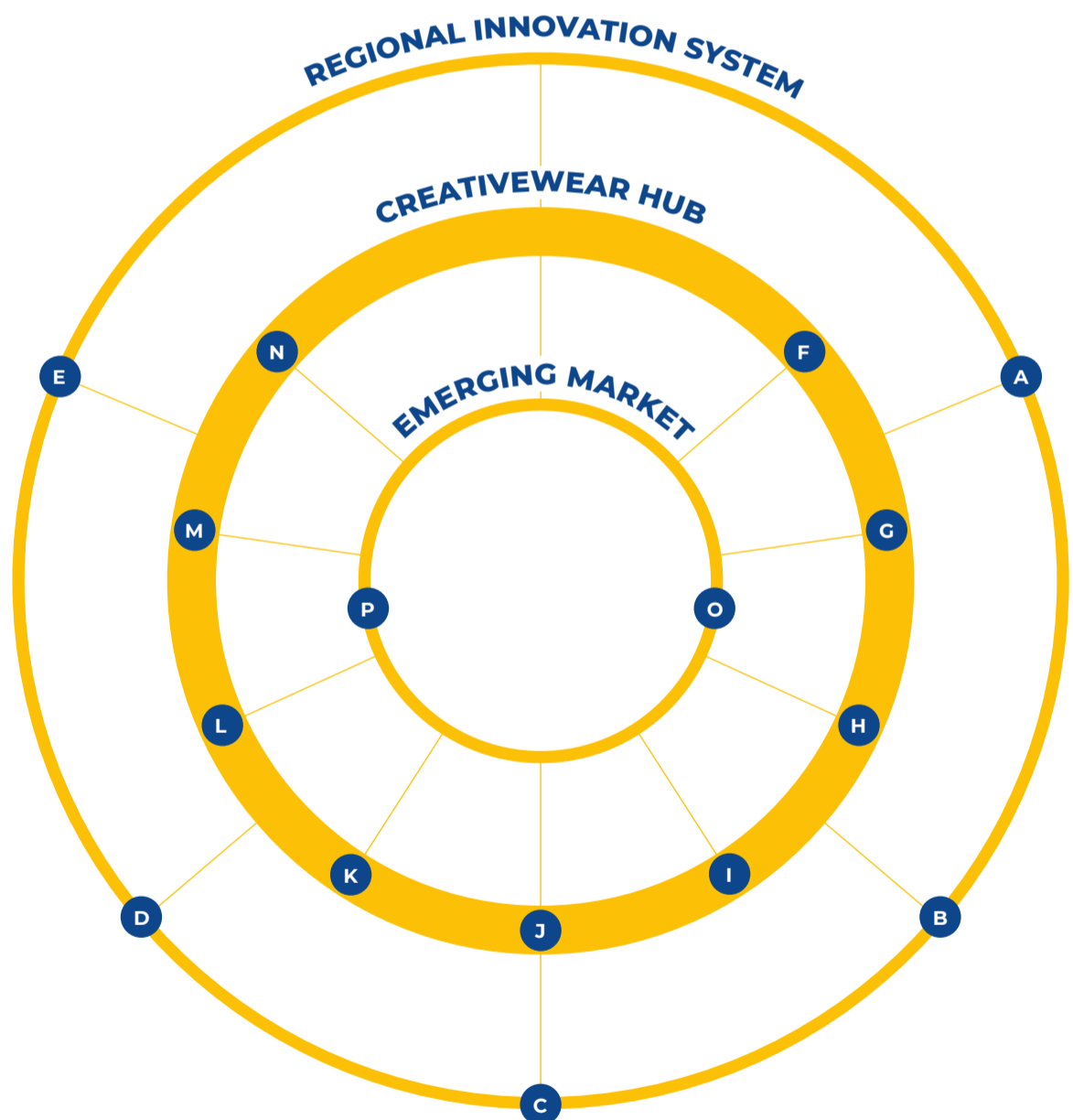
Sector interaction to change the innovation performance

The project is carried out through the implementation of five regional pilots to explore the effects of culture and creativity on T&C innovation in different socioeconomic contexts and territories within the MED regions.

The objective is to evaluate the activities and outcomes of these five pilots and test their capacity to become regional hubs capable of introducing changes into creative and textile organisations, the regional innovation ecosystem and the transnational cooperation strategies.



The CreativeWear hub emerges as a key element of change in the dynamics of innovation that links both parts of the market (supply and demand), develops activities to overcome the stakeholders' resistance to change, promotes new policies within the innovation ecosystem and facilitates regional and international interactions.



REGIONAL INNOVATION SYSTEM

- A. Innovation policies
- B. Internationalisation
- C. Legal framework
- D. Funding
- E. Structural challenges

FUNCTIONS OF A CREATIVEWEAR HUB

CREATIVEWEAR HUB

- F. Intermediation and governance functions
- G. Prescription of Supply-Demand services
- H. Facilitator
- I. Communication
- J. Resources and infrastructure
- K. Coordination of stakeholders
- L. Evaluation and gathering of evidence
- M. Sensitisation: Documentation
- N. Funding and benchmarking

EMERGING MARKET

- O. T&C innovation demand
- P. Supply of creative services