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.

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.

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**

<table>
<thead>
<tr>
<th>Sector</th>
<th>CCIs</th>
<th>Others</th>
<th>T&amp;C</th>
</tr>
</thead>
<tbody>
<tr>
<td>CreativeWear</td>
<td>259</td>
<td>113</td>
<td>79</td>
</tr>
</tbody>
</table>

**Top ranked roles of creativity on T&C innovation**

- Prototyping
- Symbolic territorial resources
- Creative competences

**Most important changes after CreativeWear activities (1-5)**

<table>
<thead>
<tr>
<th>Change</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify creative potentialities</td>
<td>4.49</td>
</tr>
<tr>
<td>Explore new trends in T&amp;C</td>
<td>4.47</td>
</tr>
<tr>
<td>Interactions with international actors</td>
<td>4.00</td>
</tr>
</tbody>
</table>

**Main services offered by the CreativeWear hub**

- Matchmaking
- Training
- Creativity in product design
- Events & conferences

**Best roles of pilots leaders (1-5)**

<table>
<thead>
<tr>
<th>Role</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>4.42</td>
</tr>
<tr>
<td>Clarity of the objectives</td>
<td>4.33</td>
</tr>
<tr>
<td>Events, workshops, etc.</td>
<td>4.08</td>
</tr>
</tbody>
</table>

**Stakeholder analysis**

- Open to change: +
- Commitment: +
- Relevance: +

**Best communication pilots leaders skills (1-5)**

<table>
<thead>
<tr>
<th>Skill</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definition of the message</td>
<td>4.6</td>
</tr>
<tr>
<td>Segmentation of the audience</td>
<td>4.4</td>
</tr>
<tr>
<td>Communication strategy</td>
<td>4.4</td>
</tr>
</tbody>
</table>

**Prospective analysis**

- Sectorial strategies
- Changes in regional policies
- Territorial connections

**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.**

**Functions of a CreativeWear hub**

- Regional Innovation System:
  - CREATIVEWEAR HUB
    - A. Innovation policies
    - B. Internationalisation
    - C. Legal Framework
    - D. Funding
    - E. Structural challenges
  - EMERGING MARKET
  - O. T&C innovation demand
  - P. Supply of creative services

- 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

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**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.**