



FASCINATE

FASCINATE

Sustainable Fashion Alliance For International Markets

<i>Reference</i>	<i>FASCINATE Market Study</i>
<i>Subject</i>	Recruitment for market study
<i>Partnership</i>	MODACC; CLDI (Spain) CITEVE/Portuguese Textile Cluster (Portugal) BFA (Bulgaria) LDC (Denmark)
<i>Description of Assignment</i>	To develop a comprehensive diagnosis through possible target Markets (Canada, Japan, USA) regarding sustainable fashion/clothing
<i>Project</i>	FASCINATE - SUSTAINABLE FASHION ALLIANCE FOR INTERNATIONAL MARKETS
<i>Period of Assignment</i>	May 3 rd 2021 to June 30 th 2021
<i>Maximum budget</i>	15.000 €
<i>Revision</i>	Revision 1 (from April 8th 2021)



The proposal must be sent by email to secretariado@clustertextil.pt with the subject FASCINATE ToR before **April 20th 2021 at 17h CET (Brussels time)**.

Applications received after this date will be disregarded.

1. Objectives and scope of the assignment

Objective of the consultancy work to be developed: To develop a comprehensive diagnosis through possible target markets (Canada, Japan, USA) regarding sustainable fashion/ clothing revealing strategic challenges linked to trends, ethics, most valued points, ideals uncovering international market opportunities for sector SMEs.

2. Work to be developed:

Comprehensive study on International Markets Trends

To develop a comprehensive diagnosis through target markets (Canada, Japan, USA) regarding sustainable fashion/ clothing, supported from the previous analysis of the work developed by FASCINATE partnership (results from the survey to European SMEs and partnership SWOT analysis) an analysis of internationalization opportunities for the SMEs should be deployed

In order to guarantee accurate intelligence around potential key international markets, a comprehensive study, specifically for the textile sustainable fashion sector, shall be delivered including: (1) a general economic overview of each market; (2) Commercial agreements between EU and addressed markets; (3) Textile sector in the country and market outlook focusing on sustainable fashion; (4) Textile commercial trade agreements; (5) COVID-19 pandemic effect on the country; (6) Trade fairs, relevant stakeholders and other relevant information. A deeper analysis will be needed focusing on the definition of key relevant partners to be contacted such as: (7) Gap value chain analysis; (8) market needs for sustainable and circular textile products; (9) consumers behaviour and expectations (10) legislation and regulation to be considered, IPR, commercial taxes; (11) strategy and recommendations for market approach.

Quantitative market information, export and import information, regulation, customs and other related information to understand and analyse the opportunity on each country for the SMEs shall be taken into consideration on the study to be provided.

Beside this information, the market study should include profile of the country, socio-economic trends, sectoral trends, distribution channels, rankings, etc.), key players / strategic partners in these countries, robust contacts and entry points in those markets (e.g. clusters or business associations, regional or local development agencies, key SMEs or large companies, technological centres, etc.)

3. Timeframe of the work

The duration of the assignment should respect the following:

- Expected contract start date – 3rd of May 2021
- Expected contract completion date – June 30th 2021

A draft report should be delivered until week 24 (14th to 18th of June 2021) Follow up and final draft of the analysis will be presented by the consultancy firm at a project meeting to be hold virtually in week 25 (21st to 25th of June 2021). The final market study should be delivered until **30th of June 2021**.

4. Requirements from the expert consultancy to be contracted:

- Experience in similar market studies for SMEs internationalization. Additional experience in the specified markets and on Sustainable and Circular Textiles Value Chains will be a plus.
- Years of experience: 5 years.
- Previous projects in the sustainable textile clothing industry.
- Fluent in English compulsory. The final documentation will be delivered in English.
- The company must justify their capability to be contracted for a project funded with public money.
- Experience to address all topics identified in this ToR.

5. Offer and evaluation criteria

5.1. Offer should include at least:

A proposal addressing all the topics described in ToR.

Subcontractor curriculum and team

A detailed workplan, including at least meetings each 2 weeks for the monitoring and coordination of the work with Portuguese Textile Cluster/ CITEVE and FASCINATE project coordinator.

The characterization of the deliverable, specifying the content to be included

The maximum length for the full proposal is 10 pages.

5.2. Evaluation criteria:

The proposals will be evaluated by FASCINATE steering committee based on the quality of the proposal and the expert profile and background in sustainable fashion (60% of the valuation), and 40% the economical proposal analysis (global cost and total work hours to be dedicated).

Quality of the proposal (60 points)

- Technical quality of the proposal. Work methodology, project planning and deliverables: 25 points
- Curriculum of the subcontractor and designated team and background on market studies for SMEs internationalization: 20 points
- Match between the tasks to be developed and the objectives of the project: 10 points
- Additional experience in the specified markets and on Sustainable and Circular Textiles Value Chains: 5 points

Economical analysis of the proposal (40 points)

- Best value for money (40 points to be evaluated compared with the minimum quotation received).
- Unsustainable offer with 20% lower than maximum budget proposed will not be considered.
- Any offers received above the maximum budget will be automatically excluded from the evaluation procedure.

Steering Committee:

Lidia Morcillo (MODACC)
Joan Puate (CLDI)
Ana Ribeiro (CITEVE)
Silvia Todorova Kabaivanova (BFA)
Christian Chapelle (LDC)

6. Budget and payment conditions

The maximum budget allocated to this contract is fixed at 15.000 € (fifteen thousand euros) The offer has to have all costs included. Travel expenses and other additional expenses must be in the quotation. Additional taxes, retention tax or bank transfers, will be responsibility of the subcontractor.

Economical offer cannot be below a reasonable cost for a quality consultancy work. Any offer that could be considered unsustainable will be rejected.

Payment conditions:

1st payment, equal to 30% will be paid upon signature of the contract.

2nd payment, equal 30%, will be paid with the draft report deliverable (after approved by the partnership).

3rd payment, equal 40%, will be paid with the final deliverable (after approved by the partnership).

Terms of payment: 30 days net from date of invoice.

The proposal must be sent by email to secretariado@clustertextil.pt with the subject **FASCINATE ToR** before **20th April 2021 at 17h CET** (Brussels time). Applications received after these dates will be disregarded.

7. About FASCINATE project

The SUSTAINABLE FASHION ALLIANCE FOR INTERNATIONAL MARKETS (Fascinate) is an 18-month project financed by the COSME programme of the European Commission. It aims to support the internationalization of EU textile and fashion SME clusters that are working towards the development of circularity and sustainability in t The SUSTAINABLE FASHION ALLIANCE FOR INTERNATIONAL MARKETS (Fascinate) is an 18-month project financed by the COSME programme of the European Commission. It aims to support the internationalization of EU textile and fashion SME clusters that are working towards the development of circularity and sustainability in these industries. Besides the

textile and fashion industry, this partnership will also seek a cross-sectoral collaboration with the technology (digitalization) and footwear sectors.

The project contributes directly to the overall objective of the COSME programme, by fostering the creation and development of a European Strategic Cluster Partnership – Going International (ESCP-4i) in the textile/fashion sector and related industries (footwear and technology) based on circular economy and sustainability principles, which is oriented towards increased internationalization and strengthened sustainability of European SMEs.

The Specific Objectives of the project are:

- To build a European clusters and companies network collaboration (the ESCP-4i), related to the development of circularity and sustainability, in the fashion, textile and footwear industries.
- To promote new European value chains incorporating cross-sectoral cooperation between fashion/textile, footwear, and technology, by means of cooperation, exchange of knowledge and good practices among the members of the project consortium.
- To build a joint internationalization strategy for sustainable fashion brands and companies in Europe, geared towards markets outside of the EU interested in sustainable fashion products (to consolidate shared objectives and define a relevant action plan for the participating clusters and the companies they represented).

<https://www.linkedin.com/company/fascinate-eu/>

<https://clustercollaboration.eu/content/sustainable-fashion-alliance-international-markets>

Partnership:

MODACC - Agrupacio Catalana del Textil i de la Moda – Project coordinator

CLDI - Associacio Cluster Digital de Catalunya

Portuguese Textile Cluster / CITEVE - Centro Tecnológico das Indústrias Têxtil e do Vestuário de Portugal

BFA - Sdruzhenie Balgarska Modna Asotsiatsia

LDC - Den Erhvervsdrivende Fond Development Centre Umt

Disclaimer

“This Term of Reference is part of the project FASCINATE which has received funding from the European Union’s COSME (951192).

The content of this Term of Reference represents the views of the author only and his sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises or any other body of the European Union. The European commission and the agency do not accept any responsibility for use that may be made of the information it contains”.

Privacy Policy

The Portuguese Textile Cluster/CITEVE and the FASCINATE consortia inform you that FASCINATE partners complies with all the requirements established by data protection regulations and with all the technical and organizational measures necessary to guarantee the security of personal data.

By replying to this tender you confirm you are informed that FASCINATE will keep information about you in its database register. The information is used solely in connection with the activities that FASCINATE performs for me as a member or participant.