



FASCINATE

Selection of offer for Market Study

PROJECT>	FASCINATE
PROJECT NAME>	Sustainable Fashion Alliance for International Markets
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Co-funded by the COSME programme
of the European Union





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CONTEXT

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).

This project **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

MARKET STUDY OBJECTIVE

To develop a market study that consist in 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, considering the previous analysis of the work developed by FASCINATE partnership (results from the survey to European SMEs and partnership SWOT analysis).

All the information about the work to be developed, timeframe, consultancy requirements, evaluation criteria and conditions was detailed in the tender Terms of Reference (ToR) for the market study.

TENDER PROCESS

The first version of the Terms of Reference (ToR) was published on 24th March 2021, to develop a comprehensive diagnosis through 5 possible target markets (Canada, China, Japan, Russia, USA) regarding sustainable fashion/clothing. The proposals were accepted until 7th April 2021 at 17h (CET).

Since no offer was received and potential interested consultancy companies referred that was not possible to perform the market study to the 5 target markets, within the budget available, the FASCINATE partnership decided to re-launch the ToR with the necessary adjustments.

The main modification in the Revision 1 of the ToR consisted in considering 3 target markets (Canada, China, Japan), deemed the most relevant by the SME survey without jeopardise the objective and the key performance indicators of the FASCINATE project and the Grant agreement.

Revision 1 of the ToR was published on 8th April 2021, to develop a comprehensive diagnosis through 3 possible target markets (Canada, Japan, USA) regarding sustainable fashion/clothing. The proposals were accepted until 20th April 2021 at 17h (CET).

Were received 2 proposals for the market study development, according to the conditions defined in revision 1 of the ToR, including the budget range, within the Tender deadline.

TENDER EVALUATION

The evaluation of the 2 proposals received was performed considering the criteria defined in Revision 1 of the ToR (from 8th April 2021), which include the quality of the proposal (60% of the valuation), and the economical analysis (40% of the valuation).

The proposals received were assessed by each of the FASCINATE partners, following the predefined scoring procedure:

- Quality of the proposal (60 points), include:
 - 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)

The selection of the proposal was based on the overall results and final scores (average points of all partners):

Proposal code	Technical Proposal (max. 60 points)	Financial Proposal (max. 40 points)	Overall score
Prop #1	40,4	40	80,4
Prop #2	47,4	37	84,4

The proposal with highest score was selected, that means, Prop #2.