

951163 — TEXGLOBAL COS-CLUSINT-2019-3-01



“European innovative TEXTiles go International: Innovative Global Value Chain Creation and
textile GLObal MarketsExploration”

Selection of offers for the coaching

Publication date: April 14th 2021



1. Background and context

The general objective of the TEXGLOBAL project is to support the growth, the competitiveness and industrial modernisation of European Textile enterprises in long run by enhancing its innovation capacity.

SMEs of European Textile sectors have to confront daily with an increasing competition. SMEs have to increasingly integrate their activities into global value chains by mean of new cooperation. A partnership composed of main Textile clusters in Europe will allow to provide SMEs with specialised business support services such as specific and strategical contacts from the target market, the organisation of international study visits, partnering missions, matchmaking events and incoming events.

The activities of TEXGLOBAL project will support European SMEs to identify growth opportunities worldwide, raise their excellence and innovation capacities in a global ecosystem. Textile industry sustainability is based on the innovation process that bring to new products, applications, markets, production processes and services, and in this project will be transferred to SMEs the importance and, then the methodology, to find a right partner to develop, prototype and produce an INNOVATIVE GLOBALLY COMPETITIVE MATERIAL, PRODUCT OR SERVICE.

The TEXGLOBAL internationalisation strategy for SMEs address the following countries: Mexico, USA, Vietnam.

The expected results of TEXGLOBAL are:

- Collaboration activities with international partners in targeted markets (missions to technological centres, universities, innovative industries; matchmaking events; pilot operational collaboration project to further develop of innovative products)
- Cooperation agreements between partnership members and international partner of targeted market
- Business agreement to develop innovative solutions in strategic thematic areas
- Generation of new innovation, technology transfer and business models, by the transnational exchange of textile based solutions and innovation process theories and best practise.



2. Objective and scope of the coaching

The objective the coaching intended is to provide cluster staff with the necessary knowledge and tools to carry and assure the success of the internationalization activities within the project.

In particular, the specific objectives defined for this coaching are:

- To facilitate the co-creation of the objectives of joint internationalization missions
- To co-create a strong communication plan to engage cluster members to participate in the internationalization missions.
- To co-create joint internationalization agendas and strategies to reach out and engage international stakeholders with a strong value proposition
- To reinforce strategies for follow-up joint missions and generate value for cluster members.

As regards coaching topics, those needs to build on joint internationalisation, the following contents has to be considered for each session of the coaching.

The coaching topics are divided into four days:

Day 1 – To facilitate the co-creation of the joint internationalization mission’s objectives.

Day 2 – To co-create a strong communication plan to engage cluster members to participate in the internationalization missions.

Day 3 – To co-create joint internationalization agendas and strategies to reach out and engage international stakeholders with a strong value proposition.

Day 4 – To reinforce strategies for follow-up joint missions and generate value for cluster members.



3. Summary of the tender process and evaluation

A first version of the terms of reference was published on March 1st 2021 with deadline on March 25th at 17th CET 2021.

Since no offer was received within the deadline during the first terms of reference, the TEXGLOBAL partnership decided to re-launch it with some minor modifications to make it more attractive on March 26th 2021 with deadline February 12th at noon CEST.

Key changes during the second version of the terms of reference were:

- increased the budget availability from 3k€ to 4k€
- adding flexibility on the coaching dates

All the information about the terms of references, evaluation and conditions was detailed in the tender **Terms of Reference v2**.

In total 5 offers were received before the deadline of the tender.

The offers received were scored by each of the TEXGLOBAL partners following harmonized scoring procedure. All proposals were on budget and, therefore, evaluated.

With the overall results and final scores (average among all partners), we now award the coaching to the provider with highest score.

Summary of final scores after average among all TEXGLOBAL partners

Offer code	General qualifications	Technical proposal	Financial proposal	Overall score
TEXGLOBAL1	14.0	37.6	17	68
TEXGLOBAL 2	16.6	48.6	20	85
TEXGLOBAL 3	16.6	44.4	17	78
TEXGLOBAL 4	16.6	52.0	15	84
TEXGLOBAL 5	15.6	42.8	17	75

The tender has been awarded to the offer "**TEXGLOBAL 2**", obtaining the highest score. All parties submitting a proposal have been notified by email with their score. The partners will follow-up with the contract signature with awarded provider.





This project was funded by the European Union's COSME Programme.

DISCLAIMER:

© 2020-2022 TEXGLOBAL Consortium Partners. All rights reserved. TEXGLOBAL was funded by the European Union's COSME programme under grant agreement no. 951163. All contents are reserved by default and may not be disclosed to third parties without the written consent of the TEXGLOBAL partners, except as mandated by the European Commission contract, for reviewing and dissemination purposes. All trademarks and other rights on third party products mentioned in this document are acknowledged and owned by the respective holders.

The information contained in this document represents the views of TEXGLOBAL members as of the date they are published. The TEXGLOBAL consortium does not guarantee that any information contained herein is error-free, or up to date, nor makes warranties, express, implied, or statutory, by publishing this document. The information in this document is provided as is and no guarantee or warranty is given that the information is fit for any particular purpose. The user thereof uses the information at its sole risk and liability.

The content of this document represents the views of the author only and is his/her 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 (EASME) 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.

