

FASCINATE's aim is to support the internationalization of **EU textile and fashion SME clusters** that are working towards the development of **circularity** and **sustainability** in these industries.

The partnership will also seek a **cross-sectoral collaboration** with the **technology and footwear sectors**, a initiative generate sinergies towards addressing the needs of fashion companies when deciding to expand and sell to the world.

Connecting Europe's SMEs & the world



5 Strategic Cluster & Business Networks

5 new trans-national value chains

650+ European entities represented (480 SMEs)

More than 170 supporting organizations

Collaboration with 10 international networks

3 international third countries markets targeted

60 SMEs from 4 EU countries to be trained on international, sustainability and circularity

One Joint Internationalization Strategy

15 European strategic partners

and 5 cooperation agreements

A sound sustainability plan towards a future Joint Governance Structure

and...

many synergies with stakeholders

You can follow us or reach us online at:



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Or visit our ECCP web profile



www.clustercollaboration.eu/escp-profiles/fascinate



FASCINATE

Sustainable fashion alliance for international markets

A European Strategic Cluster Partnership – Going International (ESCP-4i)

A Joint Internationalization Strategy for EU textile & fashion SME clusters

#TEXTILE #FASHION #TECHNOLOGY #FOOTWEAR #INTERNATIONALIZATION
#SUSTAINABILITY #CIRCULARECONOMIES #ICT #BLCKAIN #BIGDATA



Consortium Partners:



Lifestyle & Design Cluster
DENMARK

CLUSTER TÊXTEL
tecnologia e moda
PORTUGAL

Clúster Digital
SPAIN

Modacc
cluster consorcio de la moda
SPAIN

BFA
BULGARIAN FASHION ASSOCIATION
BULGARIA



#TEXTILE #FASHION #TECHNOLOGY #FOOTWEAR #INTERNATIONALIZATION



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The CHALLENGES

The textile and fashion industry are one of the most important manufacturing industries in Europe; they are, however, also the second biggest global polluter after the oil industry. The United Nations (UN), in February 2018, described "Fast Fashion" as an environmental emergency.



FASCINATE targets EU SMEs working in the textile and fashion industries, who are shifting towards more sustainable and innovative modes of design, production and recycle.



The OBJECTIVES

- Building an **European clusters & companies network collaboration** related to the development of **circularity and sustainability**, in the fashion, textile and footwear industries.
- To promote **new European value chains** incorporating different cross-sectoral cooperations between **fashion/textile, footwear & technology** by means of **cooperation, exchange of knowledge and good practices**.
- To activate the **internationalization of sustainable EU fashion brands and companies** towards targeted third countries interested in sustainable fashion products.



This is why FASCINATE advocates for:



- Post-consumer textile collection
- Pre-consumer waste upcycling
- Prevent microfiber pollution
- Recycling & reusing fibres
- Water & energy savings
- Eco-design & durability
- New business models

- Increase EU SMEs Competitiveness
- Access to new responsive markets
- Help scaling-up "niche" business
- Access to digital technologies and sustainable recycled materials
- Establish Supply-chain transparency

