



# STAND Up! - Final Capitalization Event

19 September 2023

Tunis, Sheraton Hotel



Hosted by:



Project partnership:





## About the STAND Up! project

**Sustainable Textile Action for Networking and Development of circular economy business ventures in the Mediterranean** (or STAND Up!) is a project under the ENI CBC Med Programme implemented in Egypt (Sekem), Italy (Prato Textile Museum Foundation), Lebanon (Berytech), Spain (MedWaves) and Tunisia (CETTEX and CITET).

STAND Up! addresses the pressing need for a transition to an environmentally and socially responsible circular model in the textile sector, a traditional key industry in the Mediterranean with an undoubtful cross-border nature. The solution to accelerate this transition is innovative entrepreneurship, which, in addition to its positive environmental benefits, will generate employment in the region.

STAND Up! intends to support textile entrepreneurs and eco-innovative ventures in these 5 countries and help them seize the business opportunities that the green evolution is generating. To achieve this ambitious goal, the project undertook many actions in training, financial grants, market stimulation, technology transfer, IPR protection, etc.

## About the ENI CBC Med Programme

The ENI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation (CBC) initiative funded by the European Neighbourhood Instrument (ENI). The Programme objective is to foster fair, equitable and sustainable economic, social and territorial development, which may advance cross-border integration and valorise participating countries' territories and values. For more information, please visit: [www.enicbmed.eu](http://www.enicbmed.eu)

## Objectives of the Capitalization Event

- To make the knowledge, the outcomes and the tools of STAND Up! widely accessible and exploitable
- To spread innovative approaches and methodologies as drivers of eco-innovation
- To help building know-how by raising awareness and improving communication of results in the specific field (T&C thematic cluster) at local, regional, national, Mediterranean and European level
- To boost cross-border synergies and exchanges between project's stakeholders
- To support policy-oriented innovations and development by fostering the mainstreaming of good practices into local, regional, national and Euro-Mediterranean public policies

# Programme

## 19th September, Sheraton Tunis Hotel

- 09:00 – 09:30** Arrival of participants and registration
- 09:30 – 09:50** **Official Opening**
- M. El Mohsen Missaoui**, General Director of Textile Technical Center (CETTEX)  
**Mrs. Kmaira Ben Jannet**, General Director of International Center for Environmental Technologies of Tunis (CITET)  
**M. Alessandro Miraglia**, Manager at MedWaves, the UNEP/MAP Regional Activity Centre for Sustainable Consumption and Production – Agència de Residus de Catalunya  
**M. Haythem Bouagila**, President of Tunisian Textile and Clothing Federation (FTTH)
- 09:50 – 10:15** **About the STAND Up! Project**
- STAND Up! Video presentation
- 10:15 – 11:00** **PANEL 1. Increasing the demand of circular solutions in the textile sector through Open eco-innovation and Marketplace**
- Moderator: Fadhel Gassab*
- Companies launching challenges (Tunisia): **SITEX** and **SARTEX**
  - Start-up solving a challenge (Tunisia): Mrs. Afef Bohli, **DigiSmart**
  - Start-up solving a challenge (Tunisia) : M. Bassem Seddik, **ViZmerald**
  - Eco-Innovation Marketplace Presentation: M. Mohamed Chebbi, Expert ( Tunisia)
- 11:00 – 11:20** **Coffee-break**
- 11:20 – 12:00** **PANEL 2. Protecting the Intellectual Property of Eco-innovations/entrepreneurs**
- Moderator: Mrs. Malek Channoufi*
- Activities, results and lessons learnt from the IPR: Mrs. Manel Ben Saida, CETTEX Expert (Tunisia)
  - IPR Community presentation: M. Mohamed Chebbi, Expert (Tunisia)
  - IPR Voucher presentation: Mrs. Malek Channoufi, Expert (Tunisia)
  - Start-up benefiting IPR Voucher (Tunisia)
- 12:00 – 12:30** **PANEL 3. Soft-landing vouchers**
- Moderator: TBC, MedWaves*
- Activities, results and lessons learnt from WP3:
- Start-up benefiting Incubation: **WhyteGold**, Mrs. Sarah Salem (Egypt)
  - Start-up benefiting A2F: **Ohoskin**, M. Alessandro Scudieri (Italy)



- Start-up benefiting soft-landing voucher: **GREEN FASHION**, M. Amgad Moustafa (Egypt)

#### PANEL 4. WeMed Awards

12:30 – 12:50

- Winner Start-up NorthMed – **SEPIIA**
- Winner start-up SouthMed – **GRADE A+**, Mrs. Jocelyne Saade

12:50– 13:20

#### PANEL 5. Dissemination of the National Policy papers to support start-ups

*Moderator: TBC, TEXTOR*

- Opening & EU New Legislation framework : M. David Allo, TEXTOR Expert ( Spain)
- Circular economy in Tunisia : strategies and recommendations : M. Anis Daoud, Expert (Tunisia)
- M. Abbas Ramadan, Expert (Lebanon)

13:20 – 13:30

#### Closing words:

- M. El Mohsen Missoui, CETTEX General Director

13: 30

Lunch