

# CirCoAx by CircularInnoBooster

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# GENERAL INFORMATION



**1.128.000 €**  
budget

**75%**  
EU financial  
contribution

**2 years**  
(Start date: 15/01/21)

**CircularInnoBooster** is a COSME project with a duration of 2 years and a budget of 1,128,000€. Led by IED, together with the Finnova Foundation, Texfor, Circulab and The Circular Project with HumanNation, it seeks to transform the highly polluting fashion and textile industries through innovation and fostering entrepreneurship, generating business models based on the circular economy. To do this, CircularInnoBooster creates CirCoAx.



**CirCoAx** is an accelerator for SMEs, Start-ups and entrepreneurs in the fashion and textile sectors, through which 30 beneficiaries can receive mentoring, as well as technical and financial assistance to promote best practices that contribute to achieving these sustainability and circularity goals.

# ABOUT THE PROJECT



**CircularInnoBooster** is a project of the **COSME program** of the European Union. **Led by the Istituto di Design (EID)**, it is an international consortium made up of the **Finnova Foundation, Texfor, Circulab** and **The Circular Project with HumanNation**. With a duration of **two years**, it has a budget of 1,128,000€, co-financed in a 75% by the European Union.

The project applies a progressive and innovative approach, taking into account a holistic and systemic perspective of the **circular economy** based on regenerative business design principles, human process designs and community participation models. The aim is to use circularity in its broadest sense, balancing the **environmental, social and economic dimensions**. It also takes a cross-border perspective to implement interregional and cross-border cooperation, assisting companies in transferring knowledge and best practices of sustainable and circular fashion and textiles.

Its participants are from **self-employed professionals** in the industry to innovative **start-ups** and **SMEs** that want to transform their companies. CircularInnoBooster has expert partners from the fashion industry who will help organize capacity development and support activities for SMEs, designers and industry start-ups. This way, the aim is to fully cover the value chain from raw material to the final product, including its use once its useful life has ended. Thus, the circle of the value chain is closed.

The circular design is innovative and demand-driven, engaging community advisory groups to co-create and participate in project outcomes. In this way, companies become innovative, drive the emerging market and **create a new sustainable fashion and textile economy**. To achieve this goal, **CircularInnoBooster will launch an accelerator program, CircCoAX**. This accelerator will provide expert mentors and a business support scheme. This accelerator will include technical and financial support to assist the beneficiaries in the development and implementation of innovative applications, products, processes, new business models, new brand building strategies, and sustainable circular fashion and textile concepts. The CircCoAX accelerator will provide services to 30 entrepreneurs or start-ups in the industrial and textile sectors.



# OBJECTIVES

- Use circularity in its broadest sense, balancing the environmental, social and economic dimensions in the textile sector.
- Implement interregional and cross-border cooperation, helping to transfer knowledge and best practices in the textile sector.

# STRATEGIES

Launch of the pioneering collaborative platform CirCoAx made by experts and mentors in entrepreneurship and sustainability of business support to promote the transition of SMEs, designers and Startups in the fashion and textiles industry towards a sustainable, circular and regenerative business model.



# ABOUT CIRCOAX



**CirCoAx is the circular collaborative and cooperative co-design accelerator for SMEs, start-ups and entrepreneurs in the fashion and textile industry.**



After opening the call, **30 companies** will be selected to receive support and financing to carry out their innovative proposals, socially responsible and with business models in line with the circular economy.

The selected projects will receive funding of € **12,000** to develop their idea.



## Istituto Europeo di Design (IED)

*Project Coordinator*



The Istituto Europeo di Design is an academic institution that operates in the fields of education, training, and research in the disciplines of design, fashion, visual communication, and management, covering professional, vocational, and business design training. IED has branches across Spain (Madrid, Barcelona), Italy (Milan, Rome, and 5 other cities), and Brazil (São Paulo, Rio de Janeiro). It operates across several EU and COSME countries through collaborations and agreements with institutions, business support organizations, professors, experts, and mentors with whom it has established relationships. IED draws on a broad network of connections in the F&T sector specifically for this project, drawing on R&D in the areas of fashion design, product design, interior design, visual arts, communications, and management.

## **TEXFOR**



TEXFOR is the reference textile association in Spain with 400 members. Founded in November 2010 and located in Catalonia, it groups companies of the whole textile value chain, from yarns to fabrics including accessories, finishing processes, printing and dyeing for the apparel industry, home textiles, and technical/industrial applications. Texfor has specialization and experience, having worked on important EU-level expert committees: University and Vocational Training, Financial capacity building, Cross-Sectoral collaboration, R+D+I promotion, specialized services, and sustainability leadership focused on the circular economy.

## **FINNOVA**



FINNOVA is a foundation that works for the promotion and development of innovation and entrepreneurship at the EU level. With headquarters in Brussels, it operates through collaborations and partnerships across EU countries. FINNOVA expertise in leading communication and dissemination activities for EU projects is coupled with strong proven experience in setting up businesses and entrepreneurial support programmes, like accelerators, incubators and selection and award/ceremonial events.

## **CIRCULAB**



CIRCULAB is a business design lab and studio specialised in developing transformation methodology, tools and programmes to help businesses develop circular and sustainable business models. CIRCULAB has designed a toolkit for implementing Circularity in businesses and operates across +23 countries (9 EU countries), supporting projects through +60 certified independent CE consultants, applying the Circ methodology and tools.

## **THE CIRCULAR PROJECT CO-DESIGN WITH HUMANATION**



TCP is a Circular and Slow Fashion promotion firm that collaborates with experts in the field to offer a communication strategy, platform and expertise on circular value chains, applying a broad and systemic approach to Circular Economy, integrating social, ethical, environmental and economic approaches. It has a strong presence and connections to the sustainable fashion world through the Association of Sustainable Fashion of Madrid, Sannas (Triple Bottom Line Business Association) and a broad institutional and industrial network across Spain, Europe and South America.

For this project, The Circular Project works with HumanNation for the co-design and development of the project. HumanNation is a consulting firm specialised in the development of transformative and disruptive ecosystems of innovation and business: the 'New Economy'. Based on the Fourth Economic Sector, systemic thinking and co-creation, it promotes awareness within organizations and ecosystems to respect planetary boundaries and social fabric, creating resilient economies at the local level, with a global perspective.



# ABOUT COSME



COSME is the program for the Competitiveness of Small and Medium Enterprises of the Executive Agency for Small and Medium Enterprises (EASME) of the European Commission. This program offers assistance to SMEs, helping them to develop their business models, access financing, and internationalize

Likewise, support is offered to public administrations so that they can improve the business environment and facilitate economic growth in the European Union. During the 2014-2020 funding period, this program allocated 2.3 billion euros to support SMEs.

**CircularInnoBooster**  
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European Union under grant  
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# COMMUNICATION & DISSEMINATION OF THE PROJECT



Communication is a major activity within this project. Hence, among the main tasks to be carried out, special importance is given to its dissemination. For this purpose, CirCoAx by CircularInnoBooster relies on various strategies. Dissemination is mainly supported by the project website: [www.nexttextilgeneration.eu](#), where the latest advances are shared, appealing for transparency.

The website features an informative section, where news related to the project, as well as events and documentation thereof are published. Subscription to the newsletter is also possible. Acknowledging the relevance of social media in the communication of projects of any kind, CircularInnoBooster also

has an active Twitter, Facebook, LinkedIn and Instagram.

**Twitter:** @CirCoAx\_

**Instagram:** @circoax\_

**Facebook page:** CirCoAX by CircularInnoBooster

**LinkedIn page:** CirCoAX by CircularInnoBooster

Furthermore, we will use the website [nexttextilgeneration.eu](#) as a repository to disseminate information about the project and establish synergies with the other three COSME projects approved in the same category. The web will also include related information from the EU institutions.





## CONTACT

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