



35	607463-CREA-1-2019-1-SE-CULT-COOP1		SE
<b>New creATIVE trails</b>			
Original Budget		Maximum Grant Awarded	% Awarded
333.000,00 €		199.800,00 €	60,00 %
<b>Role</b>	<b>Organisation Name</b>		<b>Country</b>
APP	Borås Stad		SE
PAR	Agrupació Catalana del Tèxtil i de la Moda		ES
PAR	Akademia Sztuk Pięknych im. Władysława Strzemińskiego w Łodzi		PL
PAR	COMUNE DI PRATO		IT
<b>COMPENDIUM</b>			
<p>The European fashion sector represents a substantial and vibrant part of the European economy, characterised by a prevalence of SMEs and micro-enterprises, whose unique competencies, techniques and know-how are often not translated into competitive strengths. Design, creativity, and innovation are at the core of the EU's fashion business models. Designers often lack practical knowledge related to manufacturing processes and have difficulties in finding European manufacturers to produce their collections. On the other hand, manufacturing SMEs face difficulties to integrate innovative design knowledge and to work with designers and produce short runs of productions.</p> <p>The main objective of the project is to build upon and deploy design and specialised skills and capacities of designers and creative people so to facilitate the integration of design knowledge and competencies in SMEs in the fashion sector. The project's expected results will be as following:</p> <ul style="list-style-type: none"> <li>- deeper integration of creativity, design and new technologies in SMEs</li> <li>- development of new and innovative products with high-added value and profitability</li> <li>- upgraded knowledge, skills and competences of young designers and creative people</li> <li>- promotion of the intercultural / inter-generational dialogue and a better the understanding of cultural diversity between young designers and creative people</li> <li>- strengthen networking and communication skills of young designers and creative people.</li> <li>- improved chances to enter new markets and better market positioning of young designers.</li> </ul> <p>Partners have a strong cooperation history within the ACTE network. The partnership is well balanced geographically and composed by two local authorities, a fashion design school and by a business support organization in the fashion sector from four different EU countries, as following:</p> <ul style="list-style-type: none"> <li>- City of Boras (Sweden)</li> <li>- Municipality of Prato (Italy)</li> <li>- Catalan Cluster of Fashion – MODACC (Spain)</li> <li>- Strzemiński Academy of Art Łódź (Poland).</li> </ul>			