



PROGRESS OF THE PROJECT WITH CERTAIN STEPS

By Professor Neji LADHARI, President of the ATCTex



Dear Partners and Readers,

In the area of globalization, the knowledge production is considered a valuable asset for countries. In Tunisia, the government has recognized the fundamental role that universities can play in the economy as they are a powerful engine of innovation and economic promotion (by collaborating with industry, awarding of research contracts, offering of consulting services, co-construction, etc.).

The industry-opening activities encouraged by this WINTEX project represent an enormous potential for the various partners involved and the industrials. Indeed, starting with the creation, in each partner institution, of an innovation center in the field of textiles dedicated to training and business development as well as the establishment of the "Academia Textile Industry Council", will allow a better anchoring of institutions in their socio-economic environment, more appropriate training to the needs of manufacturers and better employability of graduates. We encourage researchers, academics and industrials to learn more about the extent and the importance of the commitment of the universities and industries that this important project can bring. Together a huge step towards the idea of "industrializing education".

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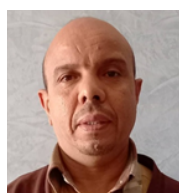
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MAIN RESULTS OF THE NATIONAL REPORT

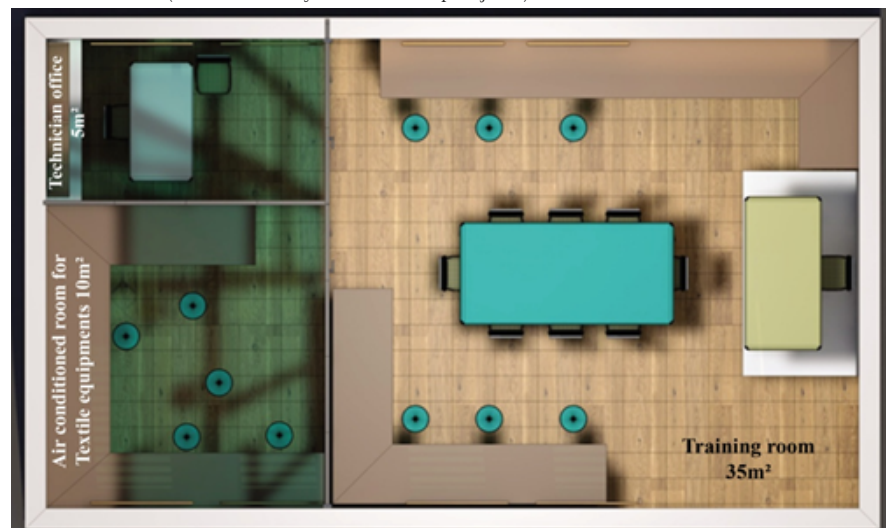
By Dr Imed BEN MARZOUG, ISET-KH



Macroeconomic data on the Tunisian textile sector has shown that it is one of the pillars of the Tunisian economy. The textile industrial fabric is characterized by a dominance of low value-added activity. Internationally textiles and fashion are oriented towards eco-responsible fashion, customization and fast fashion. Thus the Tunisian textile sector must meet these expectations. In this context, industry 4.0 and digitization are new segments to benefit from. Besides, technical textiles are rapidly expanding presenting an opportunity to be seized.

Actors in the textile and clothing sector must bet on research and innovation as the main engines of economic and social development. To fulfill this purpose, specific equipment and skills are needed. That is why collaboration between Tunisian universities and the industrial sectors remain the best alternative. This requires innovation textiles' centers which will be created with WINTEX project to apply research result in industry.

IS2M center (financed by WINTEX project)



PROGRESS IN THE ACQUISITION OF EQUIPMENT FOR THE THREE INNOVATION TEXTILE CENTERS

(By Dr Bessem KORDOGHLI (ATCTex) and Dr Helmi KHLIF (ISET-KH))

One of the main objectives of the WINTEX Project is the establishment of innovation textile centers (33% of the budget). The three institutes (ISET-KH, IS2M and USF) have succeeded in:

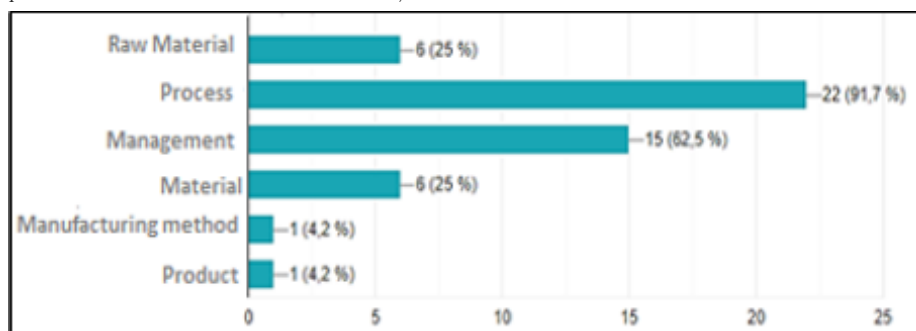
- Establish the final list of equipment according to the specific orientations of the innovation centers.
- Define specifications and collect machine quotations.
- Approve purchasing procedures with the consortium (by consultation or tenders).

A considerable effort was deployed by the three establishments in collaboration with Mr. J-F Vermont (CEDECS) through a cascade of meetings with the administrative and financial stakeholders of the Tunisian institutions involved in the purchasing procedures. An in-depth discussion of the details made it possible to clearly define the procedures to be adopted in order to anticipate difficulties and avoid delays. It is estimated that all the equipment will be installed by mid-2021.

IS2M CENTER PRESENTATION

By Dr Feriel BOUATAY, IS2M

The IS2M Center, financed by the WINTEX project, will be created in the Higher Institute of Fashion of Monastir (IS2M) which revealed from the University of Monastir, Tunisia. The center will be installed in a space of 50 m2 made available by IS2M. It will be mainly equipped with Scanning electron microscope, Fourier Transform Spectrometer (FTIR) and Air permeability tester. The global idea of this center was to assist the training of university profiles mastering the fashion product from its creation to its marketing: the trendsetters, designers and executives textile management of tomorrow.



RESULTS OF THE SURVEY CAMPAIGN

1. NEEDS OF TEXTILE ACADEMIC RESEARCH IN TUNISIA

To carry out the activities and the research axes of the WINTEX centers and in order to better define the main needs in the textile field in Tunisia, the ATCTex took charge of achieving a survey involving researchers throughout the country working on subjects related to textile. A first questionnaire containing 20 questions was prepared and sent to a great variety of those researchers, 41 answers were received. A second questionnaire presenting a summary of the main results of the first questionnaire (of the first round) was prepared and sent. The objective was to have the opinions of the various participants of the first round on the results obtained. In this new questionnaire, we have grouped the results of the first questionnaires asked to industrialists with those asked to researchers. (By Dr Mehdi SAHNOUN, ATCTex)

2. NEEDS OF INDUSTRIALS

The questionnaire is addressed to manufacturers working in different sectors (clothing, technical textiles, finishing, manufacturing). Most of them are convinced of the importance of R&D to successfully improve their competitiveness, they have participated in several research subjects. Among the main requests raised following the questionnaire:

- Industrialists stated that innovation is mainly linked to the availability of tools/equipment on the one hand and know-how on the other hand.
- The most rewarding areas of innovation for industrialists are process innovation (91.7%) and management innovation (62.5%).
- The industrialists declare that the MOBIDOC program (48%) and PNRI (36%) are the most used research funding programs.

(By Dr Bessem KORDOGHLI, ATCTex)

3. FOCUS GROUP DISCUSSION METHOD

In order to identify the needs of the textile industry in Tunisia, focus group discussions (FGD) approach has been adopted as the qualitative approach. For this, two on line FGD have been organized by the Tunisian partners in the WINTEX project on the 20th of July and the 13th of October 2020. The discussion focused on identifying the status of the Textile industry in Tunisia, areas of collaboration between textile industry and academia, and recommendations to help and promote the textile industry sector and summarizing the strengths, weakness, opportunities and threats in the industry. (By Professor Amine HADJ TAIEB, USF)

LATEST NEWS

By Editorial team

Second project meeting (Online) between WINTEX partners (July 22nd, 2020).

On July 22nd, WINTEX partners met for the second project meeting, this time, via teleconference to continue with the different planned activities. During the meeting, the partners discussed about the progress of the project during the first semester and prioritized the different activities foreseen for the next one. The meeting also enabled the review of the pandemic impact on the different activities as well as the potential mitigation strategies.

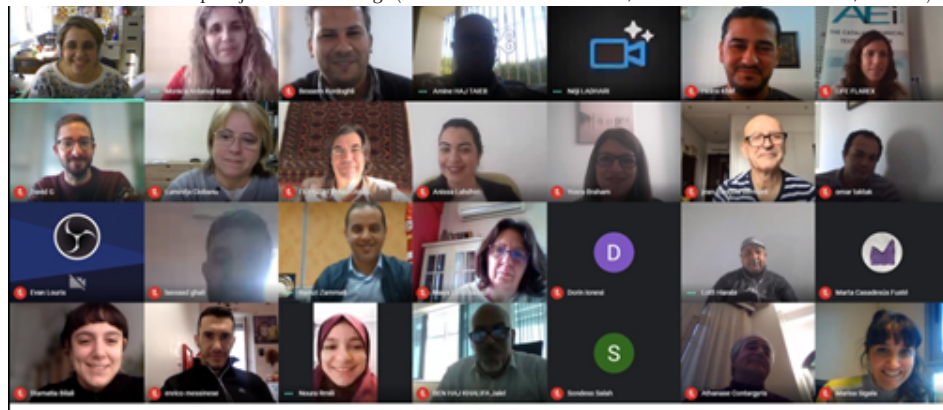
WINTEX PROGRESS: a webinar organized by the University of Sfax as part of the Erasmus Days 2020 (October 16th, 2020).

WINTEX PROGRESS is a webinar organized by the University of Sfax, Tunisia. It was held on October 16th, 2020. This partners' meeting has gathered around 30 representatives from higher Education Institutions (HEIs) from all the participating partners' countries in the WINTEX project to discuss the progress and the next steps planning of the project. It was framed within the #ErasmusDays2020 to promote ongoing activities across Europe and for more international visibility of the project.



Third project meeting (online) about the national report and the EU best practices (November 11-12th, 2020)

The third project meeting of WINTEX was organized virtually on November 11th and 12th, 2020. During this virtual meeting, the different partners reviewed the general status of the project, the planning for the next semester and the different mitigation plans to continue despite the current COVID-19 situation. Key topics reviewed included the national report of the textile sector in Tunisia that will be soon published in the project website and the best practices selected from Europe. The second key aspect for the meeting was the review of potential equipment and infrastructure that Tunisian partners aim to acquire during the next stage of the project and the tendering process that will be launched during next year.



IDENTIFICATION OF EU BEST PRACTICES AND SUCCESS STORIES

By Dr Luminita CIOBANU, TUIASI

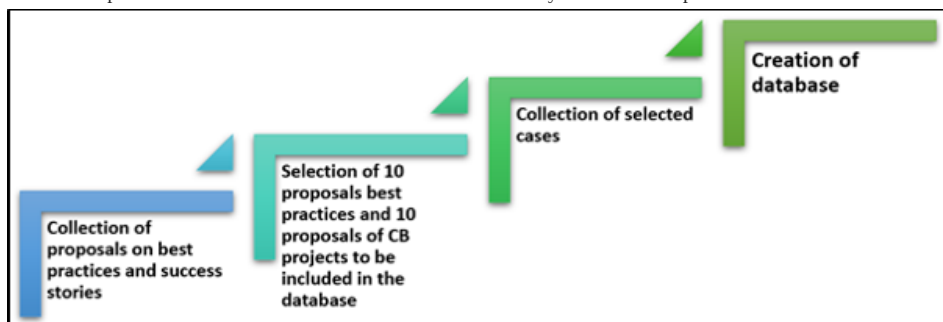
Activity D1.3 EU Best practices and success experiences database, from WP1 Preparation has the objectives of identifying and analyzing EU best practices and success stories which can be transferred to the Tunisian partners. The success stories refer to other projects funded in relation to capacity building in the textile sector, while best practices look into other EU funded projects showing a cross-sectoral point of view. The following topics were considered:



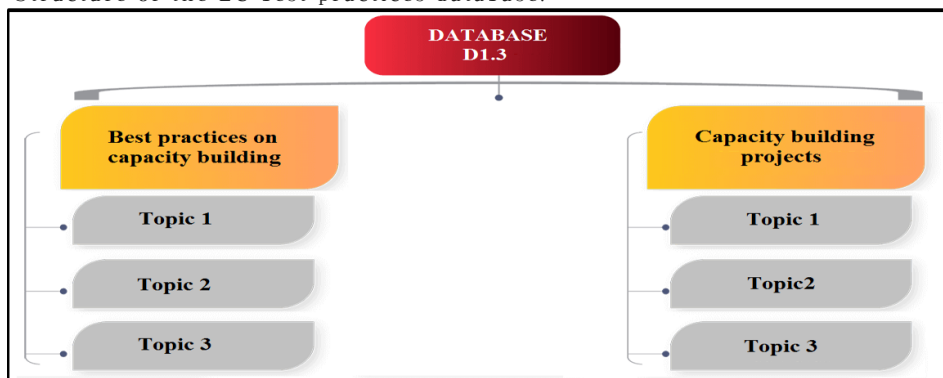
- Topic 1: Existing innovative textiles' centers or other centers implemented from different sectors.
- Topic 2: Collaboration among universities, BIOs and companies for the sectoral development.
- Topic 3: Innovation and entrepreneurship led by HEIs and business collaboration.

Activities were divided into: collection of proposals, selection of proposals to be included in the database, collection of selected cases, and creation of the database. The resulting database includes 10 best practices and 10 EU funded projects on capacity building.

EU best practices and success stories activity: Main steps.



Structure of the EU best practices database.



LATEST NEWS

By Editorial team

WINTEX is looking for external members of the quality and evaluation committee. WINTEX will set up an External Quality Evaluation Committee (EQEC) to monitor and evaluate the project's implementation and ensure a neutral review and a consistency assessment of the project deliverables versus project target groups' needs and expectations. The EQEC will be composed by four (4) members, established one (1) in the EU, and three (3) in Tunisia. The applications must be sent by December 31, 2020 at the latest via the Email: info@crethidev.gr. This call is published to the websites of CRETHIDEV and WINTEX and all partners in the project. (For more information and details: <http://wintexproject.eu/>).

CRE@CTIVE project: Innovation for bringing creativity to activate Traditional Sectors in MED area.

CRE@CTIVE project is a European collaboration initiative between 11 partners (including ATCTex and MFCPôle) from 6 different countries (Spain, Italy, Tunisia, Palestine, Egypt and Jordan). It was launched in November 2020 (until April 2023) with a total budget of 3.2 million Euros. The CRE@CTIVE project is designed to foster value chains and business alliances among MSMEs in Mediterranean textile, footwear and leather sectors in order to encourage the creation of new products and business growth, by building bridges between these sectors and the creative industry. It will mainly aim to boost creativity and innovation by connecting traditional sectors with creative industries that encompass crafts, design, and culture. Creative innovation will help upgrade products of these sectors, improve their positioning, and enhance their competitiveness in the global market. (For more information, Please visit the site: <http://www.enicbmed.eu/ar/node/4737>).

New European Project: Fashion Sustainability in the spotlight, new trends of Intercultural Learning. The European project Fashion Sustainability in the spotlight, new trends of Intercultural Learning" starts its implementation. The project coordinator is Kasta Morrely Association from Romania and the international partners are the Intercultural Organization for All from Portugal and Sfax University from Tunisia. The project is co-financed by the Creative Europe Programme of the European Union. The project takes place between October 2020 and June 2022. This project aims to support capacity building and audience development in fashion by enhancing sustainable fashion awareness, creative and intercultural competences in the fashion domain through non-formal education and fashion performing arts, valuing the social modernization and culture preservation. The project aims to be an innovative demonstration of democratic access to culture and performing arts and promotes innovation of civic education in culture, professionalism, value and quality in the culture of fashion.

For more information, Please contact: Professor Amine HAJ TAIEB, Email: amineht@yahoo.fr;

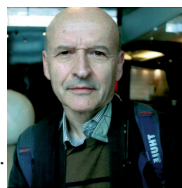


**FASHION SUSTAINABILITY
IN THE SPOTLIGHT,
NEW TRENDS OF
INTERCULTURAL LEARNING**

WINTEX: AN OPPORTUNITY FOR THE TEXTILE INDUSTRY

“Success and failure factors in developing an efficient Tunisian textile ecosystem including Higher Education Institutions”

By Mr Jean-François VERMONT, General Director of CEDECS-TCBL, WINTEX partner



This article aims to identify the context and some directions which could help WINTEX efforts to produce the expected results of an Euro-Tunisian project as WINTEX. Of course, the ideas and positions expressed in this article do not express nor reflect the official position of WINTEX Consortium and must be welcomed as a consortium member's contribution, who is European but has from 2007 developed business activities in Tunisia, in Sfax and Tunis. These activities have helped me to develop a knowledge of Tunisian context, culture and socio economy. I am using in this article this background together with my one year experience of work with the Tunisian partners in WINTEX and the first results of the preparatory phase of the project. My objective is to open through this article a discussion on the textile sector in Tunisia, its perspectives and how WINTEX can make them better. For that I have shaped my conclusions and observations under the following 9 points:

1- Present day textile situation in Tunisia

After a glory period in the years 60-90, when Tunisian textile companies had a huge market with occidental textile companies as subcontractors, the environment changed drastically. Tunisia for international trade had to compete with Chinese competitors, and after the January 14th 2011 revolution, Tunisian government signed a free trade agreement with Turkey which produced a rapid disequilibrium in the textile import /export balance and a rapid job destruction. The former fine tuned ecosystem with textile actors all along the value textile chain collapsed and remained mainly “confectionneurs” working with imported textiles. This analysis has been developed in WINTEX Work Package 1.

2-Strategic analysis

In front of this adverse situation, Tunisian textile actors expressed a need for a new policy based on:

- Climbing up the value added chain. Cease to be just subcontractor , but full size actors able to create and defend brands on the international market.
- Innovate to develop new market:
 - *By stimulating traditional actors.
 - *By stimulating creation of startups.
 - *By speeding up the innovation transfers from research to production.
- Profit by the proximity of certain occidental markets (Europe) to respond to quick evolving demand in the fast fashion domain to deliver quickly products at a higher frequency rate.

3-SWOT analysis

In the meantime a Swot analysis elaborated by various actors and among them WINTEX, determined that:

For main weaknesses,

- Unlike Turkey and China, Tunisia do not have a raw material production chain and is obliged to import strings and fabric.

For main strength,

- The existence of textile training curriculum.
- The existence of motivated circle of entrepreneurs decided to react.

This has been developed in WINTEX Work Package 2.

4-Focus on socio-cultural factors

If the landscape is clear, present days obstacles create a risk for failed implementation actions. Among these blocking factors, we must quote socio-cultural obstacles:

- Lack of confidence of actors in the other actors.
- Lack of understanding between research centers and textile companies.
- Resistances to innovation implementation.
- Risk adverse culture.
- Difficulty to involve one self in actions based on shared common objectives.
- Chief culture in organisation with a low culture of bottom up processes end taking into account field innovation.

5-Taking into account these cultural factors in the day to day management and strategic management

Actors must find a way to overcome these obstacles. One of them is the inefficiency of innovation and know how to succeed in transferring between seats of research and economic actors.

6-Among possible actions, WINTEX possibilities of acting and contributing to transform or stimulate textile ecosystem

The WINTEX approach is to achieve a better alignment between HE (Higher Education) centers strategy and needs of economic actors. How?

- With a mechanism based on the creation of higher education innovation centers facilitating interchanges between academic world and economic world.
- With a mechanism based on stimulating both communities and create opportunities to meet and exchange.

7-The possible added value of a TCBL approach

The WINTEX project listed a list of reference actions having shown their efficiency in relation with this goal. Among them various practices of TCBL (a Textile and Clothing Business Labs ecosystem) seem to be of interest to transform and stimulate the Tunisian textile ecosystem. These practices are based on different techniques of community animation, stimulating the actors, creating opportunities to meet and prepare deals. Thanks to its collaborative platform, TCBL has notably created a textile labs network fostering exchanges between textile value chain actors concerned by a more sustainable and responsible development model. With WINTEX, CEDECS-TCBL propose to go further and use a change management framework adapted to help actors to move to more efficient socio economic behaviour. A subset of this framework deals with training to cooperative/collaborative effective methods to overcome obstacles linked to conservative habits and could be taught, showed, demonstrated through training programs and support via a TCBL like platform.

8-The KPI

As there is no direct short term links between the objective of WINTEX and a Tunisian textile sector briskly soaring, we suggest to stick to measurable consistent KPI such as:

- Number of contacts between innovative sources and textile economic sectors created thanks to WINTEX.
- Number of visitors to innovation centers.
- Number of participants to events created thanks to WINTEX.
- Intensity of stimuli created through these contacts.
- Influence of these stimuli on enrichment of strategies and policies of economic actors.
- Yield of WINTEX project: how a 1 mega euro project can create and additional value of more than 1 mega euro for Europe and Tunisia.

9-The future

WINTEX can pave the way to prospective thoughts on the future of the textile industry based partially on smaller 4.0 factories, flexible, versatile, able to serve quickly European markets with high environmental and social standards, where workforce is rather distributed in technology providers and maintenance, in supervision, in logistics, in design, in methods, in quality control, etc.

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UPCOMING EVENTS

By Editorial team

9th International Conference of Applied Research on Textile and Materials (November 12-13, 2021, Monastir, Tunisia). The International Conference of Applied Research on Textile and Materials (CIRATM), previously designed by CIRAT, is a scientific meeting co-organized by the Textile Engineering Laboratory (LGTex) and the Tunisian Association of Researchers in Textile (ATCTex) every two years. The conference provides an international open forum for researchers from academic and industrial fields to present their original work and exchange ideas and information. CIRATM will bring worldwide researchers and practitioners to share and discuss the latest scientific concepts and technological developments in textile. It also intends to promote sharing ideas and emerging technologies, as well as to foster research and development collaborations amongst academia, research institutions & relevant industries.



(For more information: <https://atctex.org/cirat/>)

3rd edition of "Tunisian Textile Events" (November 11, 2021, Monastir, Tunisia). The ATCTex and the LGTex co-organize in partnership with the MFCPôle the 3rd edition of The Tunisian Textile Events (Tun-tex Events 2021). Tunisian Textile Events is a festive day of events which aims to bring together the actors of the textile sector and to promote innovation. During this new edition, Tun-tex Events 2021, several R2R and R2B meetings and competitions will take place especially Rin-Tex, Fashion and Start-Tex Awards.



(For more information: <https://atctex.org/Tun-Tex/>)

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Wintex Project @ProjectWintex Wintex project

<http://wintexproject.eu/>