

ALPTEXTYLES INTERTWINING CULTURES

PROJECT PRESENTATION

January 23rd, 2023
LJUBLJANA

PROJECT OVERVIEW

Intertwining cultures

- **Globalized textile value chains** are amongst the most polluting sectors with a massive potential for CO2 reduction.
- Consumers are increasingly adamant to adopt **more sustainable lifestyles**, and expect the economy to become more sustainable, too.
- The Alps have a rich **textile heritage with specific aesthetics and know-how** based on values of circularity and sensitivity to local resources (e.g. wool, linen, hemp, dyeing plants).

→ *This **heritage can help re-territorialize Alpine textile value chains**, which have been disrupted by global sourcing and the outsourcing of production.*

Priority 2

Carbon neutral and resource
sensitive Alpine region



OVERALL OBJECTIVE

The Alpine textile heritage as a driver for sustainability

By relocalizing sustainable, circular textile value chains that are sensitive to natural and cultural resources, **AlpTextyles** aims to:

- improve **cross-border cooperation**
- boost **natural local resources**
- project an **attractive image** for Alpine products
- foster **regional development and job creation**
- promote **greener lifestyles**

Priority 2

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APPROACH

Innovating the circular economy & marketing of products made in the Alps

AlpTextyles is innovative in that:

- it operates at a geographical scale which is not typically considered in current approaches
- it prompts a high level of collaboration between agricultural, industrial, and cultural policies
- it considers consumers' perceptions of products made in the Alps and their willingness to pay higher prices for them

Priority 2

Carbon neutral and resource
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PROJECT PARTNERS

12 organizations encompassing the entire Alpine region & textile industry



SUPPORTED BY THE EUROPEAN UNION THROUGH THE INTERREG ALPINE SPACE PROGRAMME

Priority 2

Carbon neutral and resource sensitive Alpine region



OUTPUTS

Project outputs

To achieve these goals, AlpTextyles will develop a range of **collaborative solutions** including:

- **climate neutral solutions for SMEs: orientation guides** for firms seeking to innovate in a heritage-sensitive and circular manner
- **toolkits for cultural institutions** to safeguard textile heritage
- a **policy brief** addressing the European Union's strategy for sustainable textiles

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WORK PACKAGES
& WP OBJECTIVES

The 36-month plan comprises 3 Work Packages

	WP 1	WP 2	WP 3
Focus	Map the Alpine textile heritage and circularity	Test and evaluate heritage-sensitive circular solutions	Transfer solutions into the textile ecosystem
Objective	Develop preliminary interdisciplinary knowledge and insights on the living heritage and current state, resource sufficiency, and circularity of Alpine textile value chains.	Build capacity, stimulate transnational collaboration in pilot areas, and develop new concepts and innovative formats for establishing circular, heritage-sensitive Alpine textile value chains while engaging the new generations.	Develop and disseminate solutions for safeguarding the Alpine textile heritage and establish circular & heritage-sensitive, sufficiency-oriented textile value chains built on consumers' desire for post-carbon lifestyles.

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Interreg
Alpine Space



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