

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036640.









## **Circular Economy** social experiment

Local Partner Name: Technology park Ljubljana, TPLJ Webinar: online, May 2024



EHNOLOŠKI PARK LJUBLJANA





## **Key indicators reached**

## **Circular** economy in textiles at the local level within the Municipality of Ljubljana by **Technology park Ljubljana**

Status	Key Indicators	Additional
Done	25 good practices in circular economy in textiles identified (from May 2023 to May/Jun 2024)	Uploading on
Done	3 workshops implemented Dec 23/Jan/Feb 2024	17 stakehold companies e
Done	TPLJ being a lighthouse – a study tour implemented, April 24	Hosting SGD
Done	10 Interviews implemented, April 2024	Sent for trans
To be done	'Award' ceremony in Center Rog on 5.6.2024	More than aw co-operation
		To be implem Alpine region activities





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## SHARED GREEN

#### infomation

the web site – in progress & refining the contents of the web site

ders involved: 10 SMEs & academia, public organisations & social employing disabled persons, industry etc.

partners and local partners from 16-17.4.2924 in Center Rog, Ljubljana

scripts, to be translated in English

ward it is the **recognition/acknowledgement event** highlighting the and not the competition among stakeholders.

nented under the presidency of Slovenia of the EU Strategy of the on (EUSALP) - bringing transnational dimension to the local







## **Local Accelerator Hub**

Local Accelerator Hub – LAH for the circular economy (CE) for textile/fashion within the Municipality of Ljubljana (MOL)

> Implemented by **Technology Park Ljubljana** in Collaboration with Center Rog

#### Platform (in refining contents)



Mreža strokovnjakov na področju tekstlilne industrije

Cilj mreže je spodbujanje potrošnikov, da bi kupovali trajnostne izdelke in uporabljali storitve, ki podašujejo življenski cikel tekstila. Zato v prvi vrsti združujemo lokalne ponudnike trajnostne

#### Connecting stakeholders

locally/ nationally/ transnationally & Fostering innovations and new business models (CE & digitalization)





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Small and medium sized companies (SMEs) from the MOL and all other relevant stakeholders from Slovenia:

- experts from the textile industry, fashion design, processing, reuse, recycling of textiles, etc.

- research organizations
- political decision makers
- associations of development centers in the field of circular economy for textiles/fashion
- organizations for the support of persons with special needs

- other relevant organizations

#### Long term collaborations

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## Three workshops implemented.

Workshop 1 Mapping of good practices from CE in MOL and broader and identification of key challenges

Workshop 2 Identification of solutions for the support of the transformation to the CE





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Workshop 3 Testing the selected solutions with potential customers







## Workshop 1

## Two major challenges of SMEs in circular economy in textile/fashion: Lack of visability and finacing

(SO) FINANCIRANJE ZELENIH DELOVNIH MEST V TRAJNOG MOL BREZ JUMBO PLAKATOV & REKLAM NA STROKOVNA DELOVNA SILA - IZOBRAŽEVANJE BUS POSTAJAH CENE MATERIALOV RGENT 2A TOKALNE TRAJNOSTNE ZNAMKE - ZA TVJINO LOKALNA MOL TRGOVINA 24 PRODAJO BREZ PROVIZIJE ATELJEJI BREZ NAJEMNINE-TUDI ZA NE-MOL OBČANE 120 BRAZENI NOVINARJI DOSTOPNOST DO RAZPISOV ZA PODJETNIKE TVDI 24 SAMOZAPOSLENE V KULTURI STECIALIZIRANA TRGOVINA - ANTI SVET METRAZE PLATFORMA ZA ZDRUŽEVANJE - INFO O OBSTOJEČI TEKSTILNI LJFW ALTERNATIVA INDUSTRIJI, OBLIKOVANJU,...

COFASHION SP

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## Workshop 2 &3: Methodology used

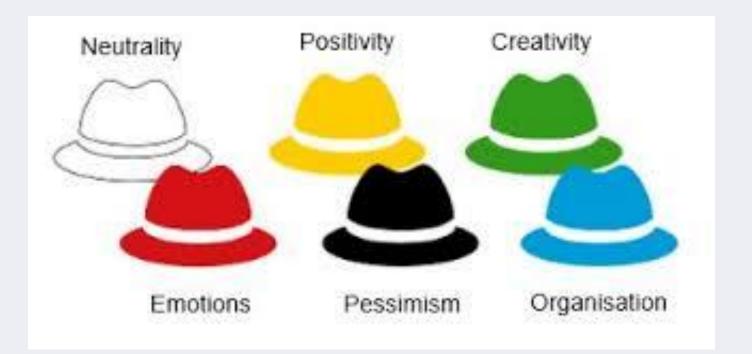
## Design thinking method by Ideo used for innovating.





# Ty

# Six hats method used for testing of solutions



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## **3 Circular challenges - 3 solutions**

#### **GROUP 1: How to use residual materials from** the textile industry?

Connecting textile industry (Beti, a textile company, SME) and fashion designers from Ljubljana to design products (socks) from the waste textile (residuals) of Beti and offering them in stores with the concept, design stores, popup stores, story-telling shops also online etc.

Group 2: New collaborations for increasing the usage of the residuals

Introduction of the 0,5 EUR of waste collection tax/fee for the implementation of the sustainable public textile/fashion production product and services to implement a systemic change in a green procurement. Promotion of sustainable textile and fashion through influencers (celebrities, politicians, public persons).





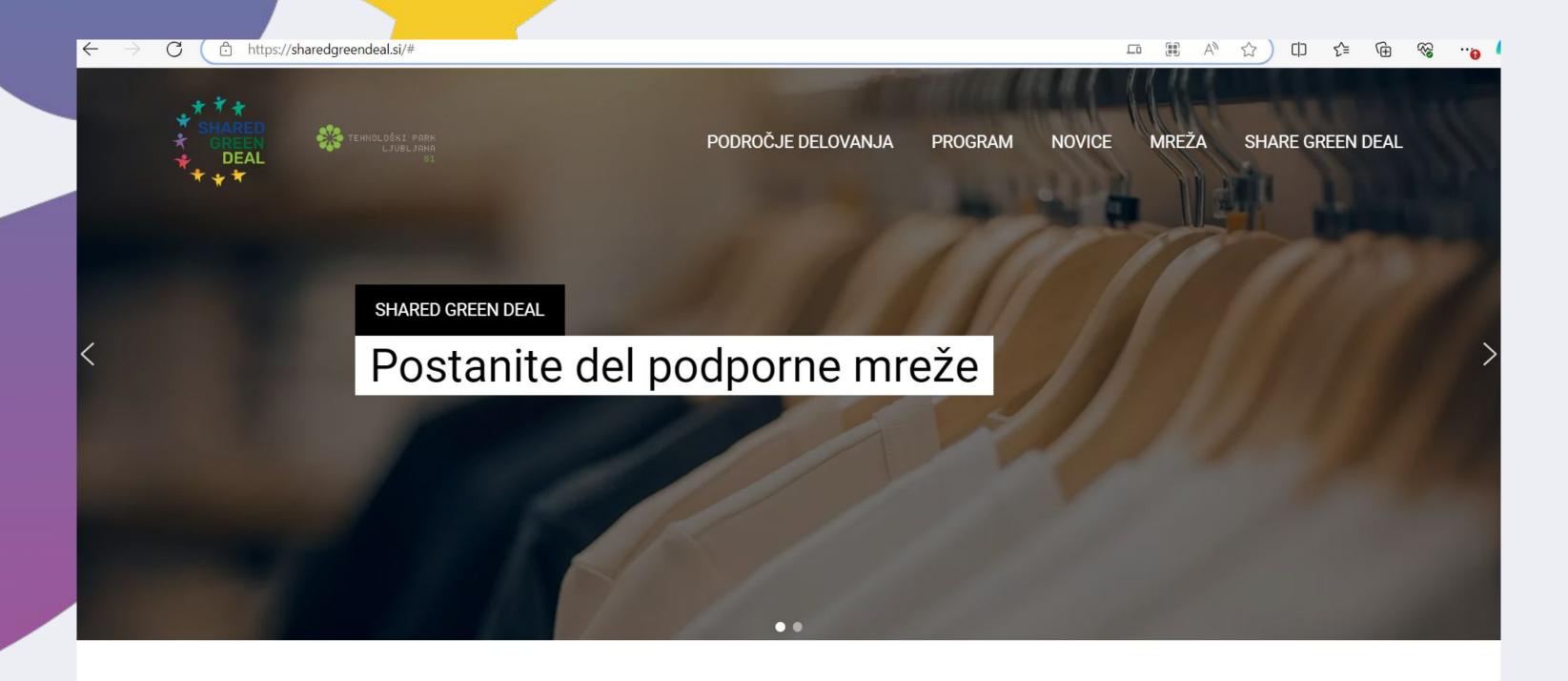


**GROUP 3: How to increase the visibility of sustainable** products and services in textile/fashion of SMEs from Ljubljana?

Awareness raising of customers/users and increase of the visibility of fashion designers in Ljubljana through platform, offering their sustainable products and services, using digital product passport to educate users/buyers, making them aware and knowledgeable why the product is sustainable.



## Website: www.sharedgreendeal.si



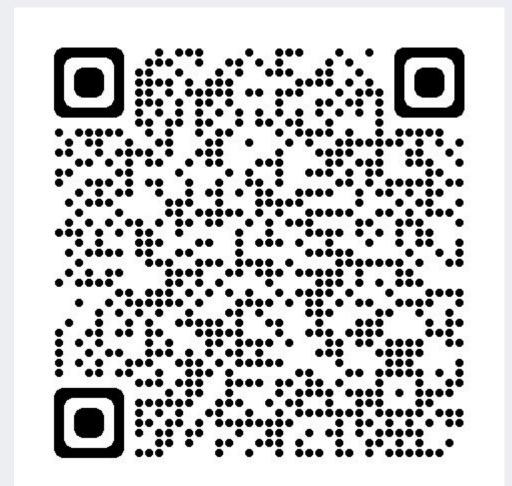
#### Mreža strokovnjakov na področju tekstlilne industrije





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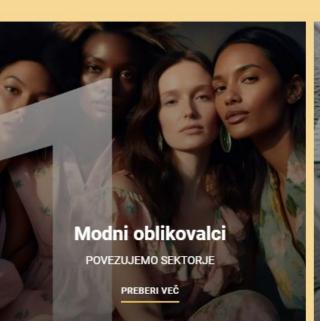
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#### Mreža strokovnjakov na področju tekstlilne industrije

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PRIDRUŽI SE

#### Primeri dobre prakse



Industrija POVEZUJEMO SEKTORJE PREBERI VEČ

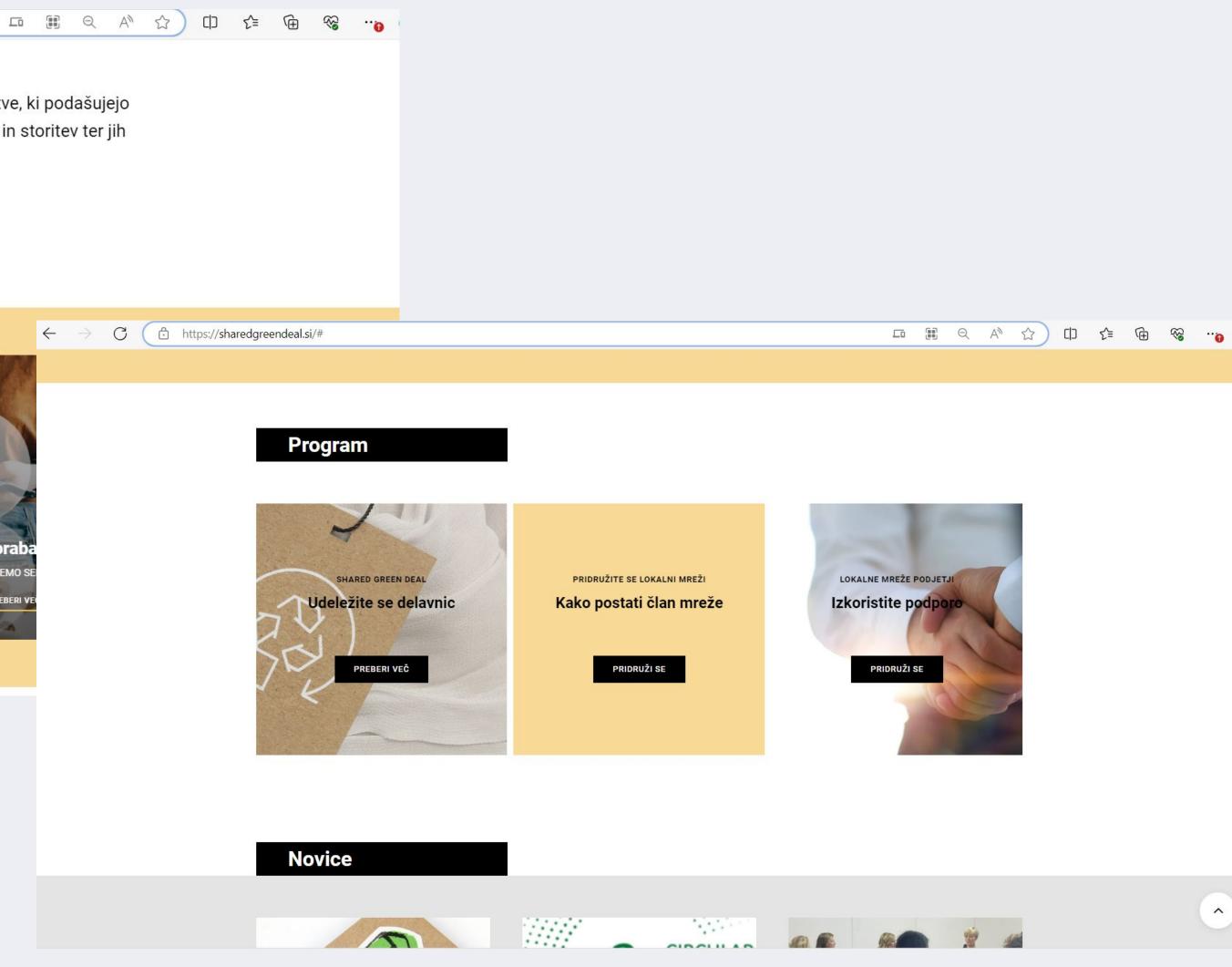






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#### C https://sharedgreendeal.si

#### Program



#### PRIDRUŽITE SE LOKALNI MREŽI Kako postati član mreže

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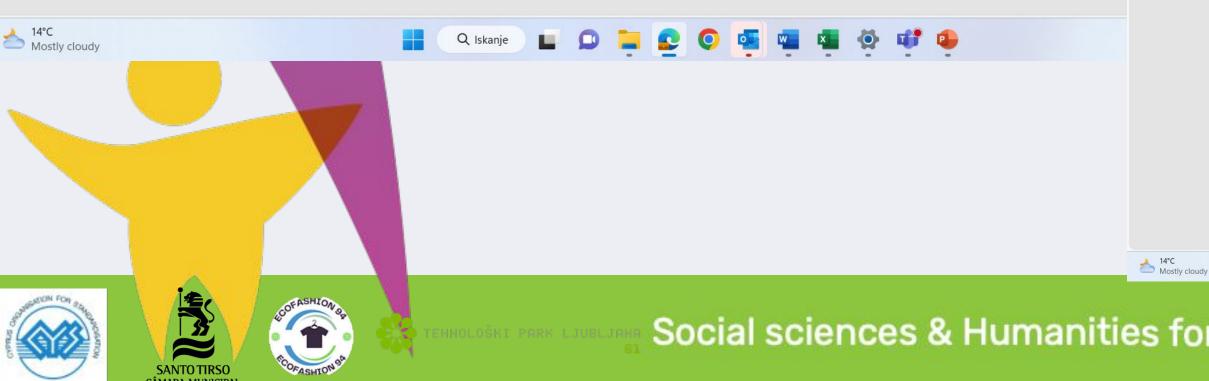
PRIDRUŽI SE

#### LOKALNE MREŽE PODJETJI Izkoristite podporo

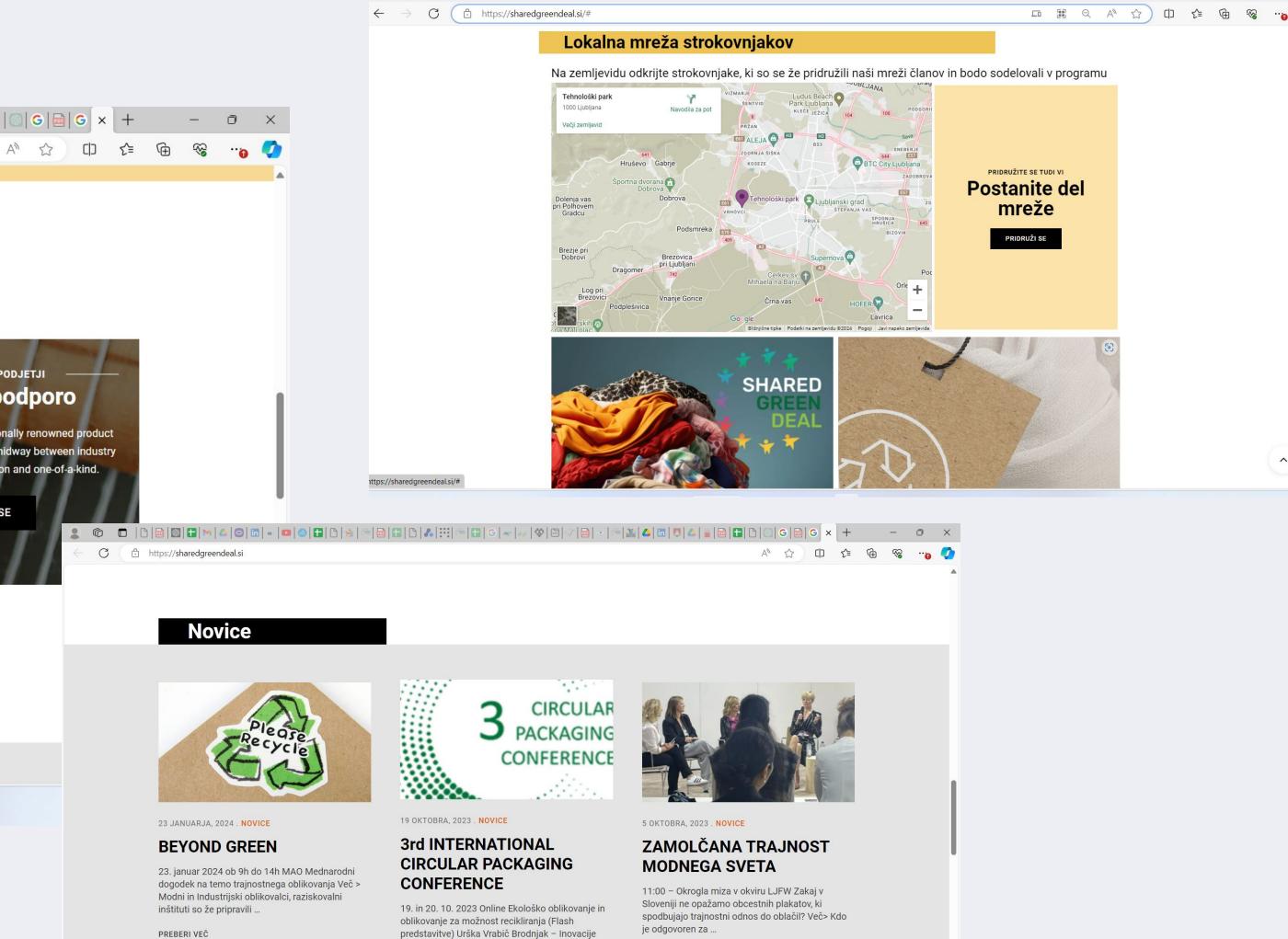
Thomas Feichtner is an internationally renowned designer. His work is positioned midway betwee d handicraft, mass production and one-of-a-kind

PRIDRUŽI SE

#### Novice



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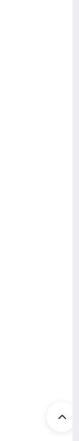
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trajnostne embalaže v modnem sektorju: ...

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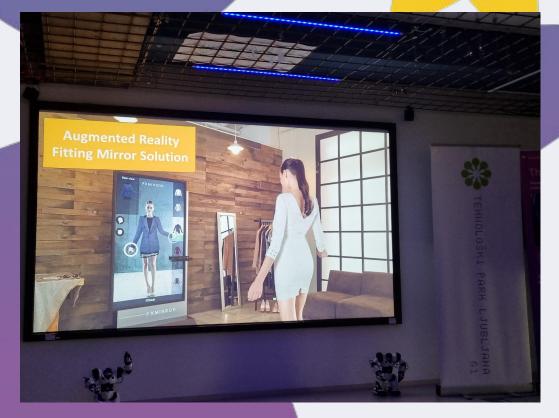
PREBERI VEČ







## **SHARED** Some highlights from the study tour in Ljubljana in April 2024





Center Rog – textile lab

## Digital fashion



### Lup Jeans presenting





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Hishka – upcycled fashion



Umbrella repair shop



Zavod Knof shop

BenedettiLife – eco luxury fashion



## Key lessons learnt

the circular economy in textile/fashion

Beti) but Ljubljana has a vibrant scene within the sustainable Studio, Destilator, Oolopdesign etc).

transnational level (Alpine region)



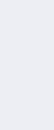


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- **I** We are working with vulnerable group of SMEs designers operating within
- Slovenia is lacking the textile/fashion industry (although we are having) some frontrunners in circular economy in textile like Aquafil, Predilnica Litija, Filc,
  - textile/fashion (good practices like BenedettiLife, Mila.Vert, Hishka, Zavod Knof, Slocks, Volja, Jona Bednjanec, cooperative Zoofa, Patricai Pie, Draž

Further financial and promotional support is needed of SMEs from the field within Municipality of Ljubljana (locally) connecting them also with the











# Promotion activities: connecting local level with the transnational level



## Conference on territorial brands and circular economy in Val Poschiavo (Switzerland)





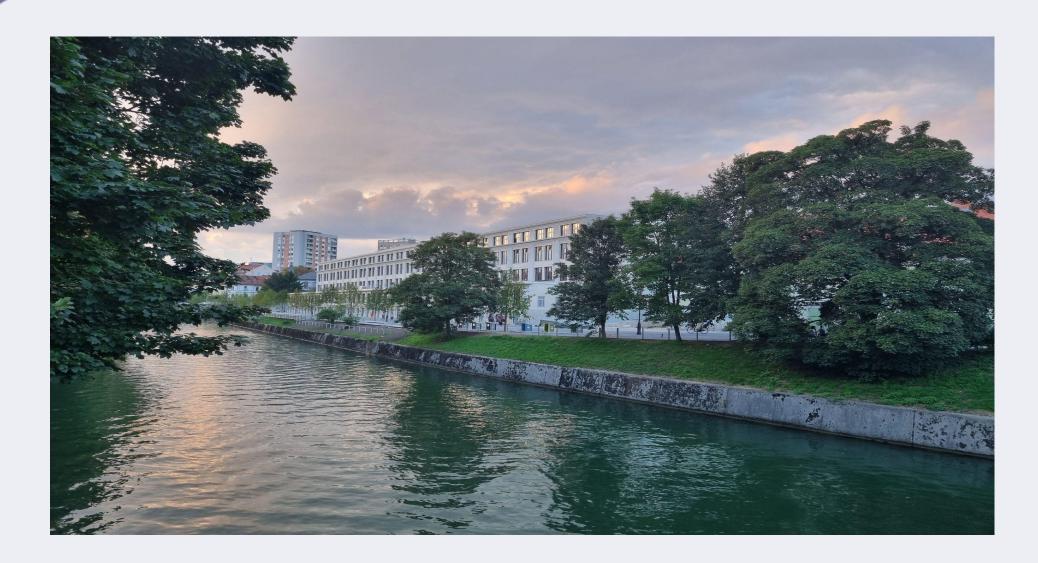
Manager and Social sciences & Humanities for Achieving a Responsible, Equitable and Desirable GREEN DEAL



## **Conference of the Alp Textile conference in Lyon (France)**



## Awarding: Recognition event for the innovation solution & how to further support the circular economy in textile/fashion at the local and transnational level



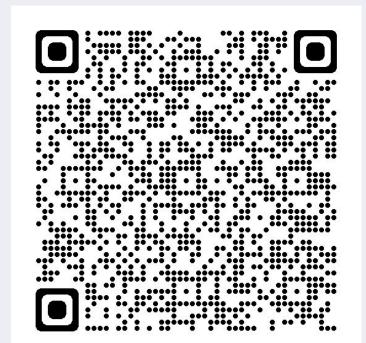
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## **Don't miss the**

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#### https://www.tp-lj.si/

5.6.2024, 10.00 to 13.00 Center Rog, Ljubljana (Slovenia) implemented by Technology Park Ljubljana under the **Slo**venian presedency of the EU Strategy for Alpine region (EUSALP macroregion)









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## Thank you for your attention.







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