



STAND Up!

1st Capitalization Event - STAND Up!

5 July 2023 | 9.00 - 14.45

Barcelona, Maritime Museum



Hosted by:



Project partnership:



Programme

- 09:00 – 09:30** Arrival of participants and registration
- 09:30 – 09:40** **Official Opening**
Isaac Peraire, Director, MedWaves, the UNEP/MAP Regional Activity Centre for Sustainable Consumption and Production – Agència de Residus de Catalunya
ENI CBC Med Programme Representative (tbc)
- 09:40 – 10:00** **Keynote speech**
Orsola de Castro, Co-founder of Fashion Revolution and Esthetica fashion
- 10:00 – 10:15** **About the STAND Up! Project**
Anna Ibañez de Arolas, Coordinator of STAND Up! at MedWaves
- 10:15 – 11:00** **Training and support services for eco-innovative clothing and textile entrepreneurs**
Activities, results and lessons learnt from the circular business development support activities.
- **Elise Sfeir**, Berytech Foundation (Lebanon)
 - **Laura Fernandez**, Co-founder Deleitewear (Spain)
 - **Sarra Boucharreb**, Founder of Green Weaving (Tunisia) (tbc)
 - **George Issa**, Founder of Climber Space (Lebanon) (tbc)
 - Wethic Lab (tbc)
- 11:00 – 11:30** **Coffee-break**
- 11:30 – 12:15** **Increasing the demand of circular solutions through Open eco-innovation**
- Results and lessons learnt from launching Open eco-innovation challenges with already established companies
 - **Anis Daoud**, consultant at **Centre International des Technologies de l'Environnement de Tunis CITET (Tunisia)**
 - Experience from an Open eco-innovation enabler
 - **Fadhel Gassab**, **CITET's expert (Tunisia)**
 - Intellectual Property protection of eco-innovations
 - **Houcine Beltaief**, consultant at **Centre Technique du Textile CETTEX (Tunisia)**
 - A case study from Italy, by **FIBART and Moebeus**



12:15 – 13:15 **Roundtable – Which are the barriers and opportunities for textile and fashion eco-innovators to develop their projects?**

Moderator: Filippo Guarini, Prato Textile Museum Foundation

- **Leena Ramadan**, Founder of Hoopoo (Egypt)
- **Mireia Cañellas**, Sustainable Development Responsible at General Sub-Directorate of Information and Promotion of Sustainability - General Directorate of Environmental Policies and the Natural Environment
- Industry representative (tbc)
- **John Rbeiz**, Ahla Fawda (Lebanon) (tbc)

13:15 – 13:30 **“Eco-innovators On Board – Mapping new routes in Textile & Clothing”
Presentation of the Campaign**

13:40 – 13:45 **Closing words**

13:45 – 14:45 **Lunch & networking**