



## ALPTEXTYLES INTERTWINING CULTURES

Ljubljana, 23rd–24th January 2023

### The new Interreg Alpine Space project dedicated to the textile industry launches officially in the Slovenian capital with a Public Presentation & Kick-off.

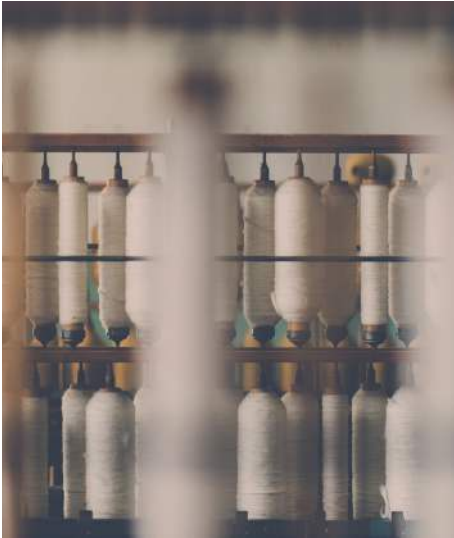
#### ABOUT ALPTEXTYLES

AlpTextyles is an Interreg Alpine Space project that gathers the rich **heritage of Alpine textile ecosystems** to create a common foundation of knowledge and expertise in research, innovation, and education. The **12 partner organizations** from Austria, France, Italy, Slovenia, and Switzerland join hands to develop collaborative solutions to **tackle climate change and optimize local resources**.

The goal is to accelerate the **relocalization of sustainable, circular textile value chains** in the Alps, reduce the **environmental impact** of the industry, and promote **greener practices** and lifestyles.

On **23rd January 2023**, the **12 partners of AlpTextyles** gathered in Ljubljana for the public kick-off the project. Starting from the rich Alpine textile heritage and its values of circularity and sensitivity to local resources, the organizations will **collaborate on building innovative business and cultural solutions** toward a more sustainable industry in the region while promoting green lifestyles.

The Institute of Anthropological and Spatial Studies (**ZCR-SAZU**) headquarters hosted the public presentation of AlpTextyles to Alpine Space representatives, the Slovenian authorities, and the general public with the official greetings from ERDF Lead Partner representatives **Oto Luthar** (ZRC SAZU Director General) and **Ingrid Slavec Gradišnik** (Head of the Institute of Slovenian Ethnology ZRC SAZU), **Alenka Smerkolj** (Secretary General of the Alpine Convention and Co-Leader of Action Group 6 of the European Strategy for the Alpine Region EUSALP), and **Jana Habjan Coudoré** (Alpine Space Programme representative).



### ALPTEXTYLES IS INNOVATIVE IN THAT IT

**Operates at a geographical scale** –the Alpine Space– usually not considered in the current circular economy and marketing approaches.

**Prompts** a never-before-seen level and extent of **collaboration** by intertwining presently fragmented agricultural, industrial, and cultural policies.

**Considers** the consumers' perceived image of Alpine products and **the increasing demand for sustainable products** and circular value chains.

**Cassiano Luminati** (Director of Polo Poschiavo and Lead Partner representative) then welcomed the audience with the **preview of the project's official video** teaser before moderating the **round-table** on the project activities and work packages with the participation of: **Katarina Šrmpf Vendramin** (ZRC SAZU, ERDF Lead Partner); the partners' representatives responsible for the three project work packages – **Tobias Chilla** (Friedrich Alexander Universität Erlangen-Nürnberg), **Diego Rinallo** (Emlyon Business School), and **Robin Oddon** (Association Techtera Auvergne Rhone Alpes), and **Aljon Kerec**, representative of the EUSALP Youth Council.

The panel focussed on how **cultural intangible heritage linked to Alpine textile value chains** can revitalise local communities with opportunities for sustainable local development.

The starting point is **the textile heritage of the Alps**, rich in specific aesthetics and know-how based on values of circularity and sensitivity to local resources (e.g. wool, linen, hemp, dyeing plants).

After a light social lunch, the twelve partners gathered to start a noon-to-noon work session on Work Package 1, the mapping of knowhow, values, and aesthetics (**ZRC SAZU**), value chains (**FAU**), and consumer expectations (**emlyon**). The following morning featured the presentation of Work Package 2's pilot actions by **Regione Lombardia, Istituto Marangoni, Sistema Moda Italia** and **emlyon**, and that of the Project Communication Strategy by **Bellissimo**.

The two days in Ljubljana marked the beginning of a 36-month journey that will involve the 12 partners from 6 Alpine countries in gathering precious textile ecosystems to **create a common ground of expertise** in research and innovation, **foster regional development and job creation**, and **safeguard cultural heritage** and circularity.



SUPPORTED BY THE EUROPEAN UNION THROUGH THE INTERREG ALPINE SPACE PROGRAMME

AlpTextyles has been financed by Interreg Alpine Space, one of the 15 transnational cooperation programmes covering the whole of the European Union (EU) in the framework of European Regional policy. The programme involves Switzerland, Slovenia, Austria, Liechtenstein, part of Germany, Italy and France.

