

Project Overview

 **Duration:**
January 2023 - December 2026



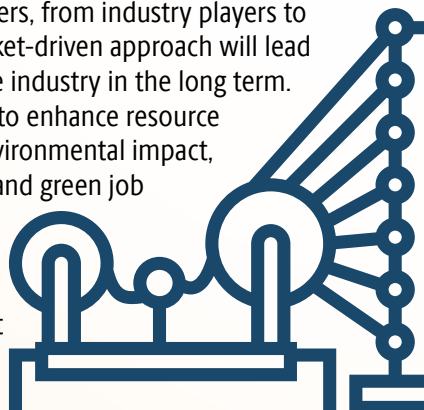
Geographical Focus:

- Armenia
- Georgia
- Moldova
- Ukraine

CIRCULAR BUSINESS MODELS AND RESOURCE EFFICIENCY FOR COMPETITIVENESS AND GROWTH IN THE TEXTILE & APPAREL INDUSTRY IN THE EASTERN PARTNERSHIP REGION

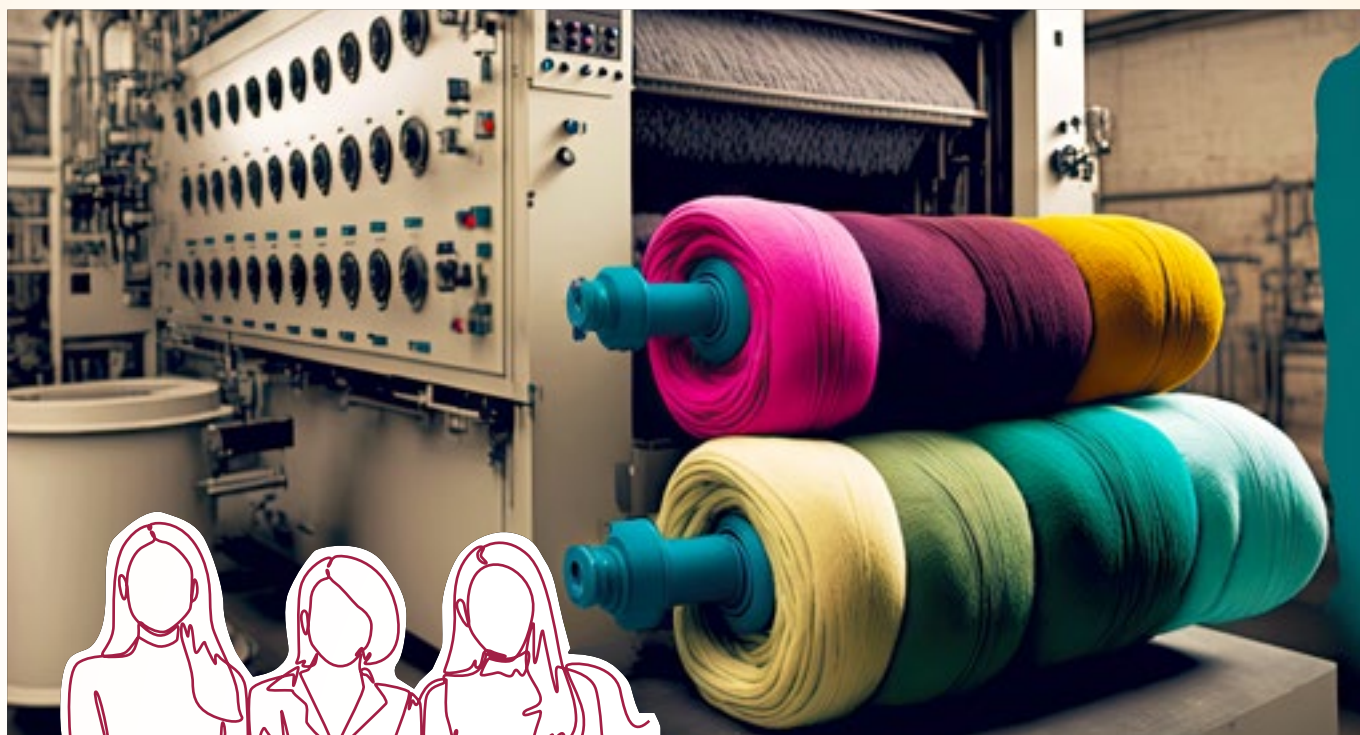
About the project:

Managed by the program facilitation unit of RECONOMY, this project is implemented with multiple interventions that seek to transform the Textile and Apparel Industry in the Eastern Partnership countries into a resilient and sustainable sector. The project prioritizes the facilitation of introducing circular business models and resource efficiency in the T&A Industry to improve competitiveness and ensure growth and access to international markets. Increased access to competencies, business services, and a better regulatory environment will improve the employability of the personnel in the T&A Industry, the attractiveness of the jobs for young people, and ensure better access to exporting opportunities. By collaborating closely with sectoral associations, NGOs, government bodies, training providers and private sector companies (including: sustainable fashion organizations, sustainable textile manufacturers, sustainable fashion brands etc.), the project seeks to ensure that the message of sustainability reaches all stakeholders, from industry players to consumers. This market-driven approach will lead to a more sustainable industry in the long term. This change is called to enhance resource efficiency, reduce environmental impact, and advance decent and green job opportunities for women and youth in terms of income and self-employment prospects.



Target group

The project focuses on empowering and engaging women and youth who are already part of the T&A workforce (90%) or are seeking employment opportunities within the industry. Specific target groups of the project include established and emerging young designers, students and recent graduates looking for employment or self-employment opportunities, academic staff from educational institutions, workforce currently employed in the T&A Industry. By targeting women in the T&A Industry, the project seeks to promote gender equality, empower women economically, and enhance their representation in leadership roles within the sector. Engaging youth in the textile and apparel industry can infuse fresh ideas, creativity, and innovation. Young individuals are more likely to embrace sustainable practices and adapt to emerging technologies, making them instrumental in driving positive change and growth, as the T&A Industry is undergoing significant transformations, requiring new Green/Sustainable skills and practices to remain competitive.



Business model

The **Capacities** business model strives to establish linkages between sectoral associations, training providers and private T&A companies in the EaP region, aimed at offering of new curricula development and information exchange about sustainability trends in fashion industry, as well as employment of skilled workforce in private sector.

The **Services** business model aims to foster a culture of sustainability awareness and compliance in the T&A industry, by increasing the level of EaP T&A enterprises compliance with EU market sustainability requirements and spreading the word about the economic and business benefits tied to sustainability compliance.

The **Influences** business model facilitates linkages between private textile companies, sectoral associations and government/policy makers, targeted at collaboration, development of policies, acts, strategies and information exchange about sustainability trends in fashion industry, as well as on regional networking and cooperation between private sector companies throughout EaP Region.

Expected impact

- Improved educational system in the context of sustainability and green through offering inclusive, green, sustainable, affordable, and demand-driven short courses/curriculums.
- Improved employability and income generation opportunities for women and youth
- Increased participation of women and youth in circular economy in the T&A Industry
- Engagement of women and youth in sustainable fashion practices which raises environmental awareness and promotes responsible consumption
- Economic growth of the T&A Industry regionally through well-trained and green-skilled workforce contribution
- Career pathways for youth and women, who will gain decent and green work experience and exposure to sustainable T&A Industry practices
- Creation of green and decent job opportunities in the EaP market
- Target groups are enabled to become entrepreneurs by establishing their sustainable startups in the T&A Industry
- Increased number of EaP T&A companies complying with EU market sustainability standards
- Enhanced trade partnerships with European countries
- Increased awareness regarding business and economic benefits of sustainability practices and circular business models in EaP T&A industry

For more information about the project:
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