CRAFT IT 4 SD

Craft Revitalization Action
for Future-proofing the Transition
to Innovative Technologies
for Sustainable Development

Call: HORIZON-CL2-2023-HERITAGE-01 (RIA)
Grant: 101132596
Duration: 1 Jan 2024 - 31 Dec 2026
Budget: 4 M Euro

11 Partners, 4 ecosystems + >4 ecosystems for replication connected to EIT CC CLCs

One of the wicked problems of our times that can only be addressed in collaboration

CNN / Getty Images

Photo: Martin Bernetti/Getty Images

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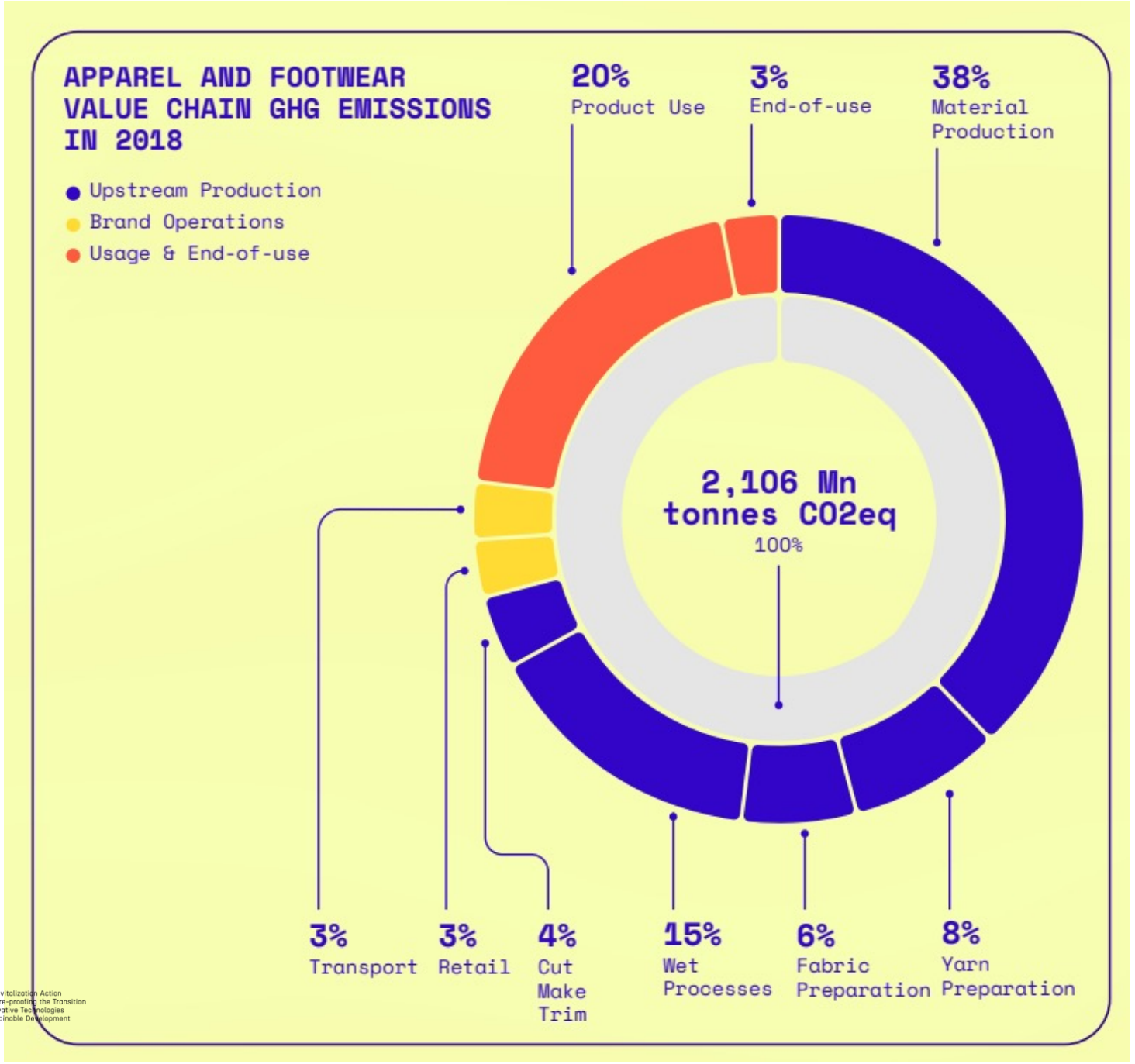
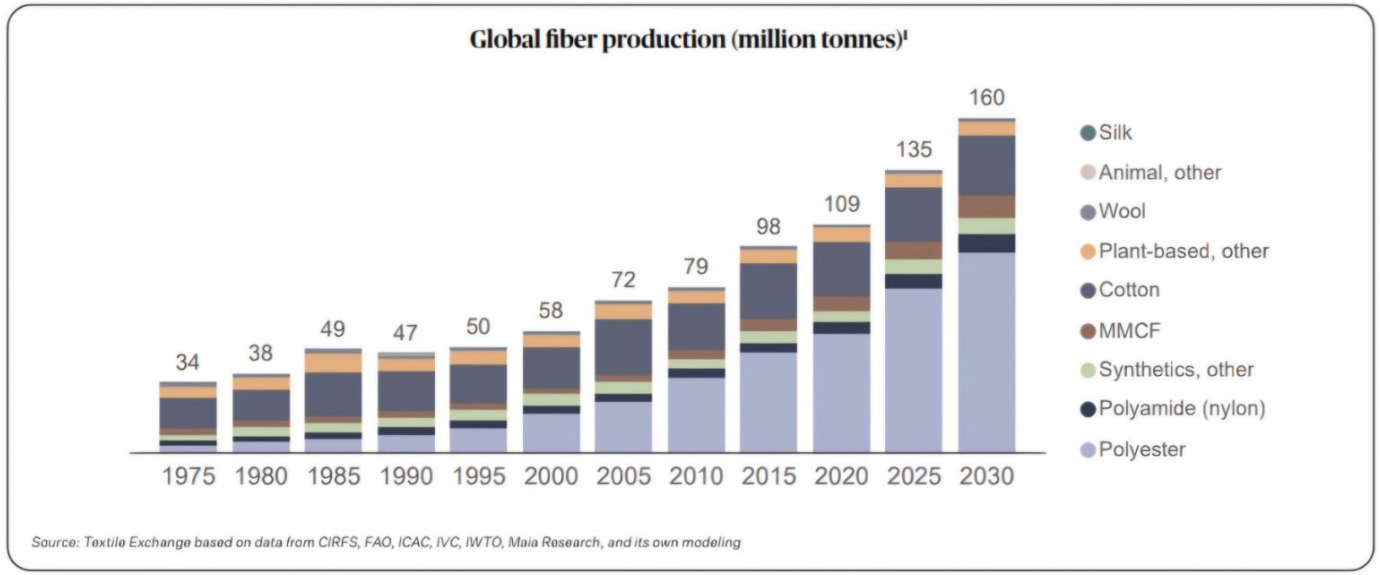
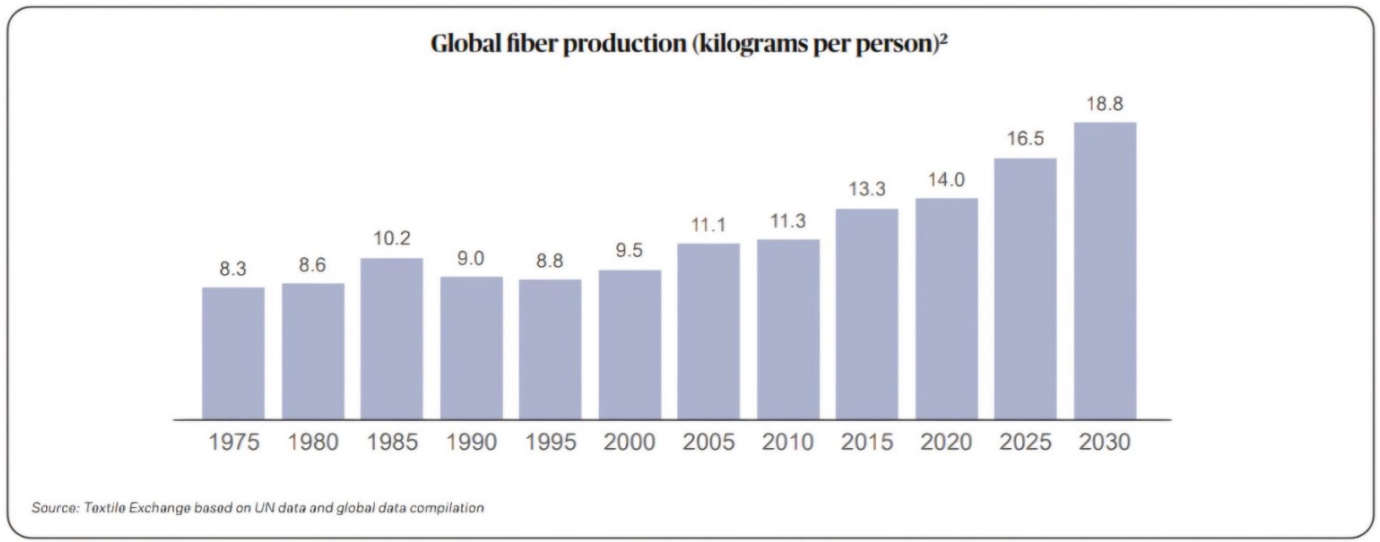
UPSTREAM & DOWNSTREAM



- Generally, **over 70%** of the climate impact of the fashion sector is generated by **upstream activities**, i.e. **supply chain and production activities,** e.g. **raw material production, preparation, processing and apparel assembly.***
- The remaining **30%** originates from **downstream activities**, i.e. distribution-related activities, e.g. **retail**, **use and end-of-use.***
- **However, if, in addition to "better" production, halving new consumption is needed (e.g. Millward-Hopkins et al. 2023), then we cannot focus on improving production only. We also need to understand how we could reduce production volumes whilst keeping the sector economically viable.**

* Global Fashion Agenda (2020)





- **Global fiber production** increased 7% from 116 million tonnes in 2022 to 124 million tonnes in 2023. Expected to rise to 160 million tonnes in 2030
- **Market share of virgin fossil-based synthetics** continued to increase in 2023, while that of cotton and recycled fibers slightly declined
- Thus, **continued reliance** on new virgin **fossil-based synthetic materials** and textile-to-textile **recycling still limited**
- **Urgent need for innovative solutions**, with most recycled polyester still coming from PET bottles.
- Positive: Increased industry demand for **responsible animal fibers**, Responsible Mohair Standard (RMS) and Responsible Alpaca Standard (RAS).

The new booklet about Horizon Europe projects [‘Driving a green, digital & innovative European cultural heritage’](#) – Projects from the 2023 call for proposals of Cluster 2 “Culture, Creativity & Inclusive Society”: innovative research on European cultural heritage and the cultural and creative industries : building our future from the past.

1.7 CRAFT-IT4SD

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Challenge: The European cultural and creative sectors and industries (CCSI), with their deep tradition and rich cultural heritage, are a source of creativity and innovation, key for encouraging green technological advancements and novel approaches to achieving climate neutrality. The EU-funded CRAFT-IT4SD aims to create opportunities for a flourishing market by merging otherwise often siloed CCSI sectors to further articulate a holistic approach, bridging past, present, and future design.

Objective: CRAFTIT4SD’s goal is to revitalise traditional knowledge practices and techniques as shared cultural resources for sustainability, including through integration with digital technologies and data analytics, as well as spillovers into a new customer-driven and sustainable creative economy, allowing for SMEs to share climate impact data and flourish via an open source and open data platform.

Approach: CRAFT-IT4SD explores cross-sectoral CCSI innovation through a new ecosystem approach and four pilot clusters supporting experimentation towards the green transition through regional governance, entrepreneurial living labs, learning communities, public-private partnerships and consumer engagement. They seek to facilitate co-creation among diverse stakeholders including designers, artisans, and artists, breaking down existing silos and replicating their insights and results across CCSI ecosystems, informed by the EIT CLIMATE KIC, to contribute to the EIT Culture and Creativity KIC.

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https://cordis.europa.eu/project/id/101132596

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REVITALISATION OF CRAFTS AND CULTURAL HERITAGE

Local and traditional knowledge, practices and techniques as **shared intergenerational cultural resources** for resilient communities, sustainability and spillovers into a new sustainable creative economy

ECOSYSTEM APPROACH FOR FUTURE-PROOFING THE FASHION INDUSTRY

An ecosystem approach for CCSI innovation, facilitating meetings between traditional craft stakeholders, the fashion industry, designers, artisans, artists, experimental research labs and policymakers.

Replication of insights, learnings and tangible results leading to a CCSI driven green transition, informed by the EIT CLIMATE KIC, inspired by the New European Bauhaus – in collaboration with EIT Culture and Creativity KIC, CLCs.

INNOVATIVE TECHNOLOGIES AND DATA FLOWS

Experimentation with digital technologies to revitalise crafts and living heritage and make it accessible to younger generations. High quality data and standards for cross sectoral sustainable innovation, and transparency through valuechains and ecosystems and towards consumers

SUSTAINABLE DEVELOPMENT

To harness the full potential of the CCSI as driver for the green transition, CRAFT-IT4SD builds on interdisciplinary and **cross-sectoral approaches** to develop new sustainable climate transition-enabling business models.

LEGISLATION

Craft-IT4SD recognises the importance of **policy making and legislation for the sustainable transition** and prepares micro companies and SME's for the new demands for materials, production, value chains, transparency, consumption patterns and waste processes that emerge from the change in legislation and facilitates cross sector driven input to sustainable policy making.

CRAFT-IT4SD ECOSYSTEMS

PILOT 1: TUIASI / REGINNOVA (MOLDAVIA, ROMANIA)

ADDITIVE MANUFACTURING AND 3D PRINTING FOR SUSTAINABLE CRAFTED CAPSULE COLLECTIONS

- 3D PRINTING, ADDITIVE MANUFACTURING, SUSTAINABILITY, CRAFTS AND HERITAGE
- UNIVERSITATEA TEHNICA GHEORGHE ASACHI DIN IASI (TUIASI)
- ASOCIATIA REGINNOVA NE

PILOT 2: OAMK (OSTROBOTHNIA & SÁPMI, FINLAND)

TRADITIONAL KNOWLEDGE MEETS TOMORROW'S WARDROBE FOR SUSTAINABILITY

- TRADITIONAL CRAFTS, NEW MATERIALS, CO-DESIGN
- CENTRE FOR ARTS INNOVATION, OULU UNIVERSITY OF APPLIED SCIENCES (OAMK)
- GIELLEGAS INSTITUTE

MODACC (CATALONIA REGION, SPAIN)

GUIDING THE ADAPTATION OF MICRO COMPANIES AND SMES TO THE NEW LEGAL, SUSTAINABLE AND DIGITAL FRAMEWORK IN THE TEXTILE AND FASHION SECTOR.

- LEGAL FRAMEWORK, ECODESIGN FOR SUSTAINABLE PRODUCTS REGULATION, ENVIRONMENTAL INDICATORS.
- AGRUPACIO CATALANA DEL TEXTIL I DE LA MODA.

PILOT 4: VIA (CENTRAL REGION, DENMARK)

COMBINING CRAFT WITH DIGITAL TECHNOLOGIES FOR SUSTAINABILITY IN GARMENT DESIGN AND CONSUMER APPROACHES

- PROTOTYPING, EXPERIMENTATION, SPRINTS, USERS/CONSUMERS
- VIA RESEARCH AND DEVELOPMENT CENTER FOR CREATIVE INDUSTRIES AND PROFESSIONS (CKEP)

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Governance, policies and regulation implemented in ecosystems and across valuechains

EU Textile Strategy

Ecodesign regulation:

- Improve product durability, reusability, upgradability and repairability
- Make products more energy and ressource-efficient
- Address the presence of substances that inhibit circularity
- Increase recycled content
- Make products easier to remanufacture and recycle
- Set rules on caron and enviornmental footprints
- Improve the availability of information on product sustainability .

Digital product passport

Clear, structured and accessible information on the environmental sustainability characteristics of products

Waste framework directive (revision)

*The ambition of this textile strategy together with these initiatives will only bear **fruit if we can translate this with the entire ecosystem** into commitment and actionable measures."*

EU-Commissioner Thierry Breton on the upcoming EU regulations.
High level policy roundtable, June 7, 2023

CCSI-sector SME competetiveness in the green transition

The role of climate impact understanding in redesigning and strengthening sustainable climate transition-aligned business strategies, business models & value propositions

Strategies with a focus on low initial consumer price:
Shaping consumer expectations

Real-time fashion

- Start: 2020's – China
- Pioneer: Shein

Ultra fast fashion (DTC)

- Start: Mid 2010's – United Kingdom
- Pioneers: ASOS, Fashion Nova, BooHoo

Fast fashion

- Early 1990's – Spain / Europe
- Pioneer: Zara

SMEs in the fashion industry can't compete on price, but can stand out in unique ways

Source: www.notboring.co/p/shein-the-tiktok-of-ecommerce

REFUSE REDUCE REPAIR RETHINK REUSE

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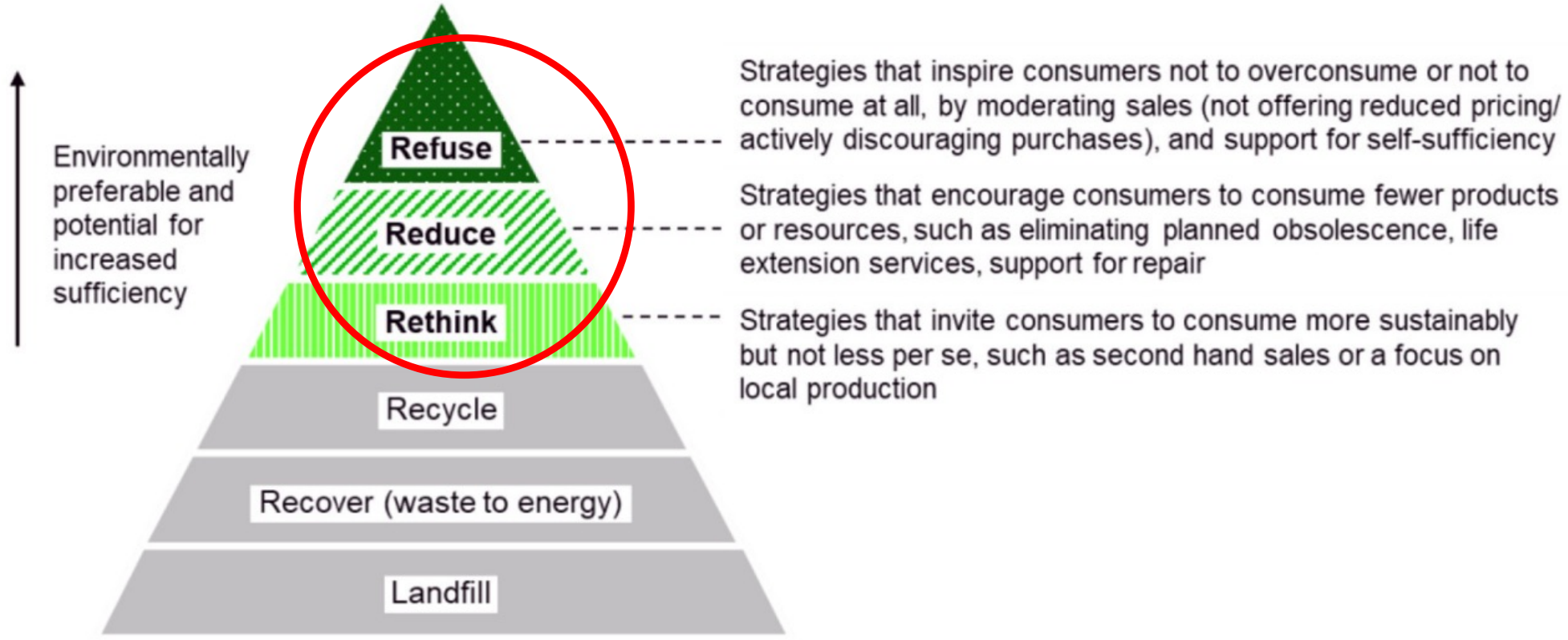

FIGURE 1 | Circular hierarchy depicting sufficiency strategies. *Source*: Based on Bocken and Short (2016) and Niessen and Bocken (2021).

DEGROWTH advocates for the downscaling of production and consumption by prioritizing ecological sustainability, social equity, and well-being over economic growth.

By leveraging its unique societal position, CULTURE & CREATIVITY can drive the degrowth agenda and foster a shift in values and behaviors towards more sustainable and equitable practices.

This can be achieved particularly by **reshaping and revitalizing cultural narratives**, supporting **local and sustainable economies**, promoting **equitable and inclusive practices**, and **fostering innovation in economic and social organization**.

Here, we should rely on the role of art, craft, and creativity in shaping and revitalizing common values and re-contextualizing ways of living, producing, and consuming.

CRAFT-IT4SD Method Playbook (draft 2024)

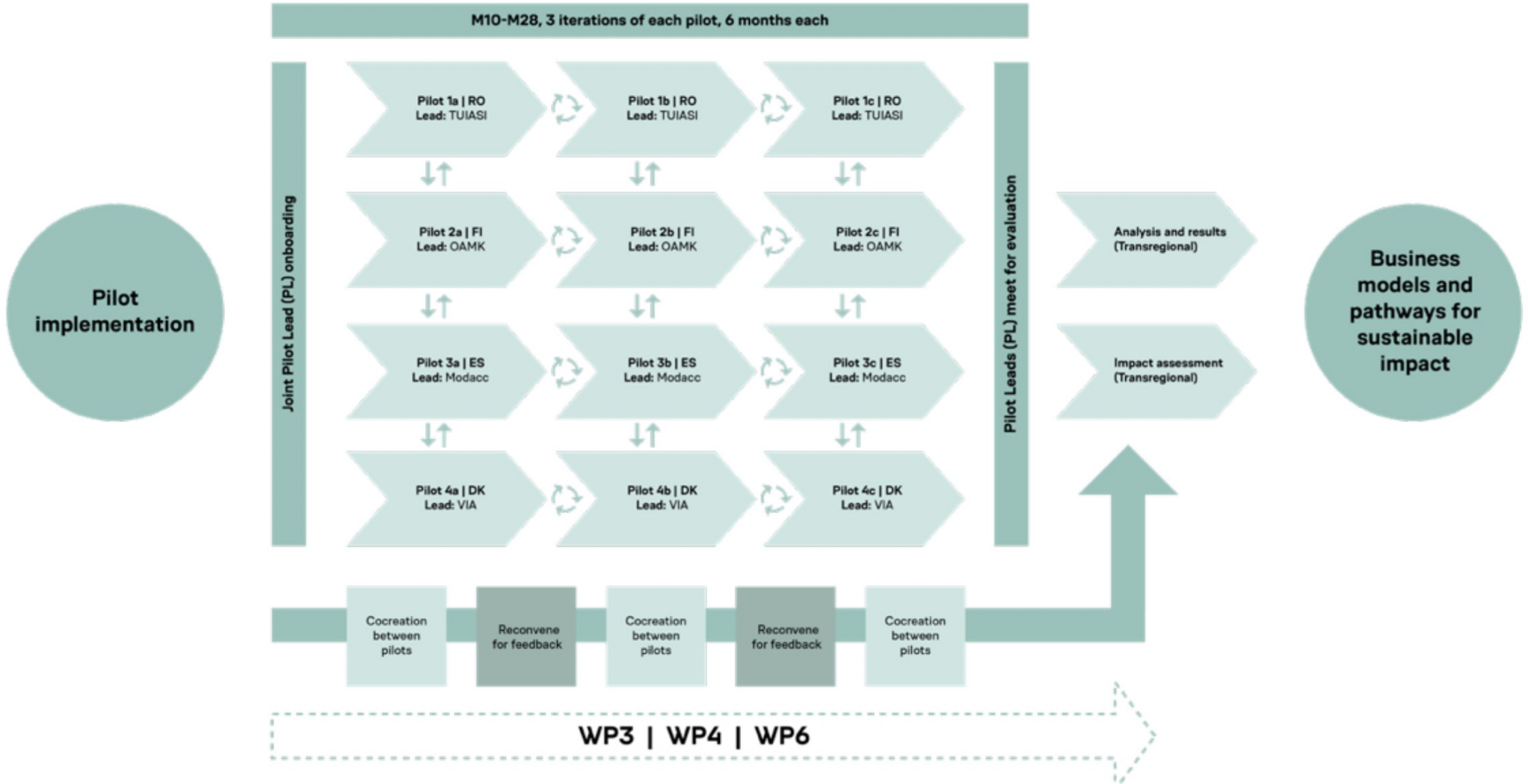

Figure 12. Design approach to piloting

CRAFT-IT4SD ECOSYSTEM APPROACH FOR FUTURE-PROOFING THE FASHION INDUSTRY

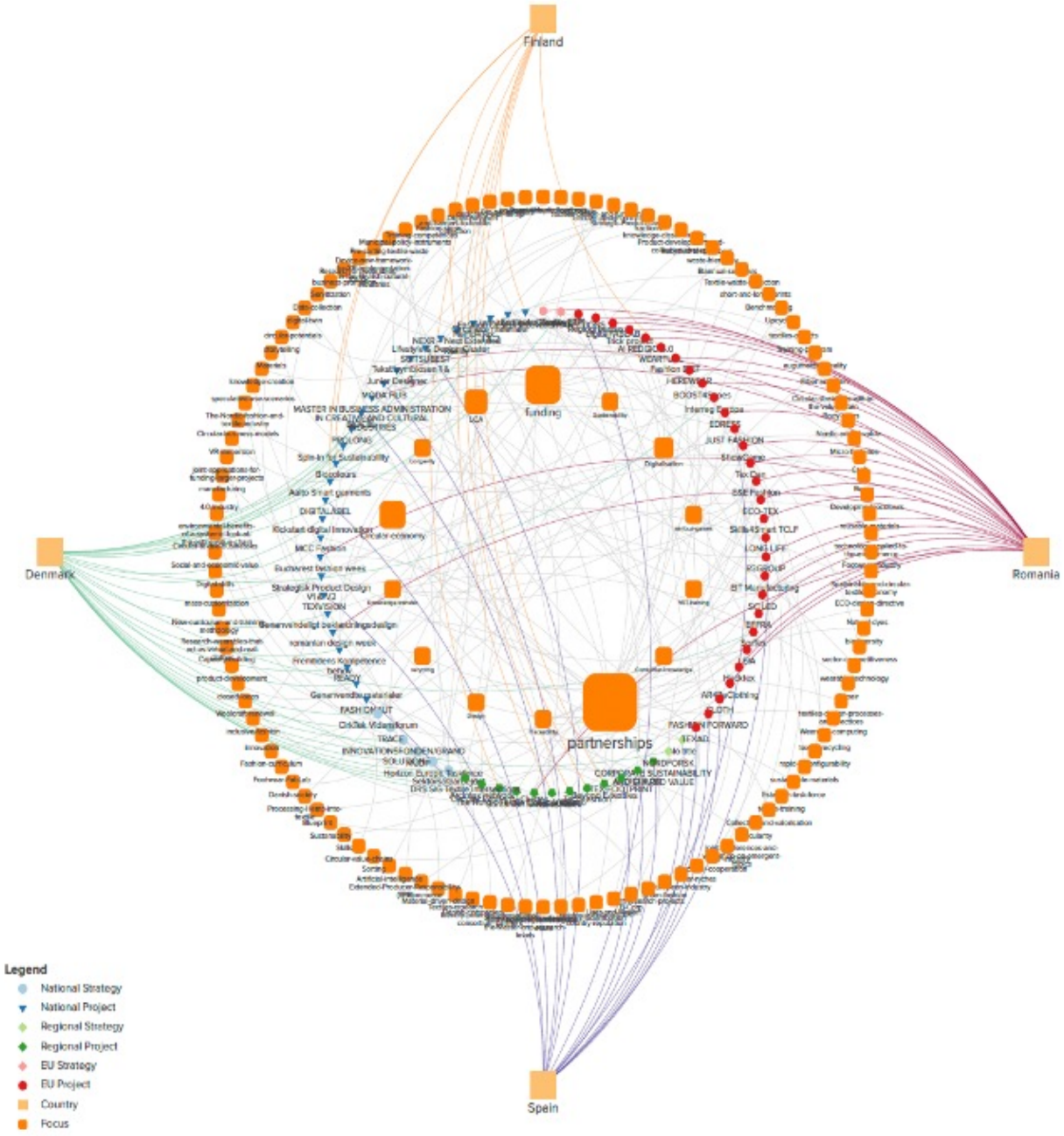

Figure 2. Overview of CRAFT-IT4SD pilot ecosystems

CRAFT-IT4SD ECOSYSTEMS FOCUS AREAS & THEMES IN IASI AND OULU

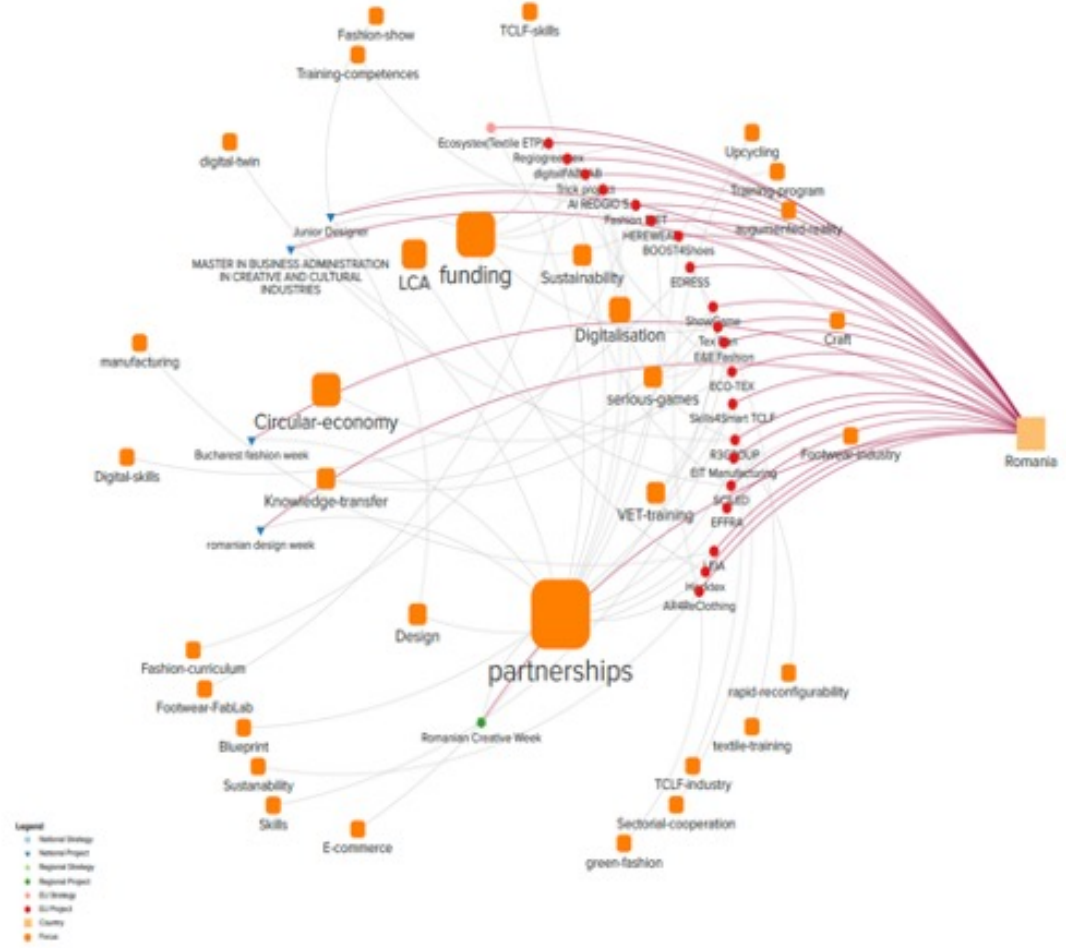

Figure 4. Zooming in on Romanian pilot ecosystem: Focus areas and themes (TUIASI)

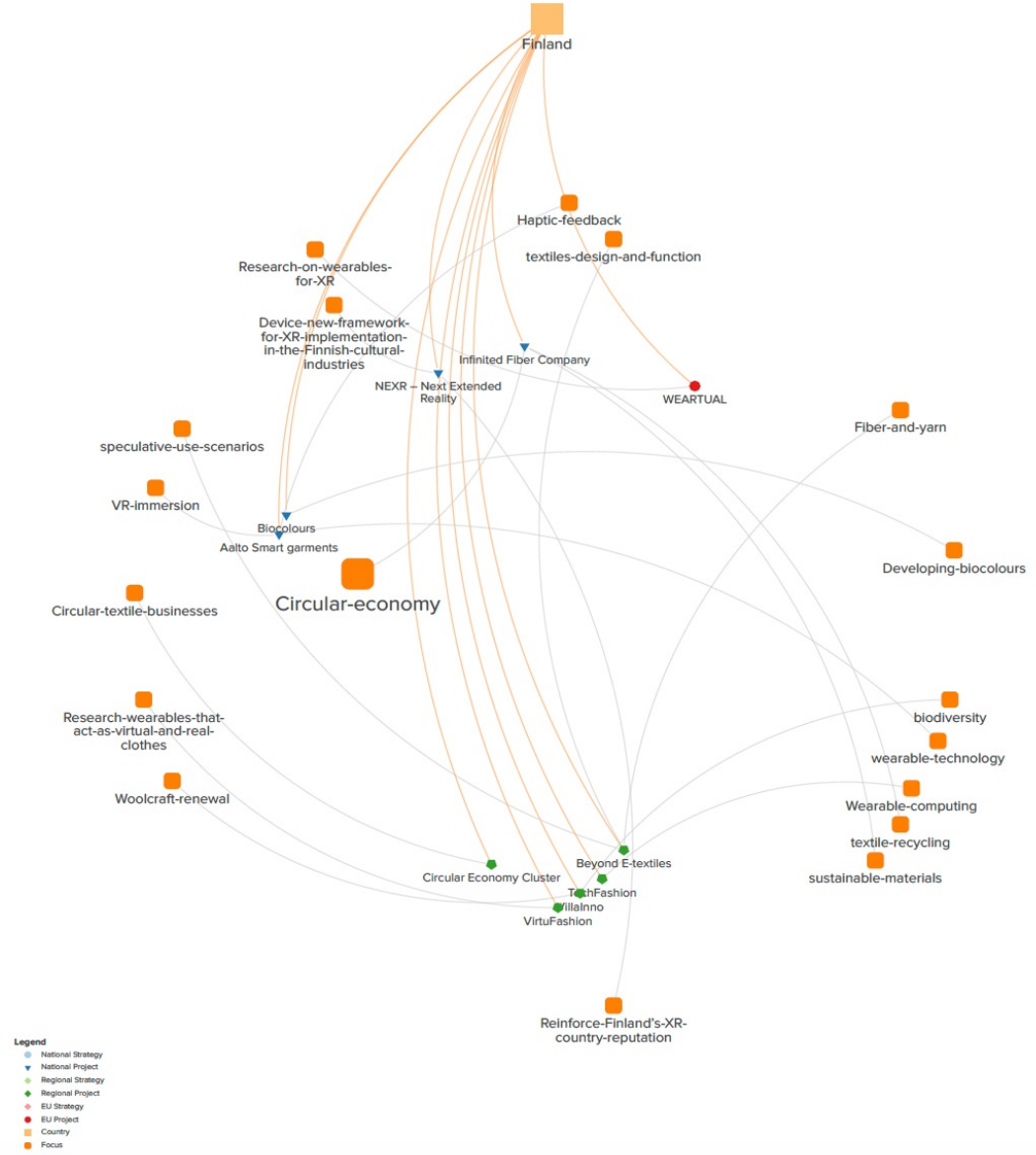

Figure 6. Zooming in on Finnish pilot ecosystem: Focus areas and themes (OAMK)

CRAFT-IT4SD ECOSYSTEMS FOCUS AREAS & THEMES IN MODACC AND HERNING

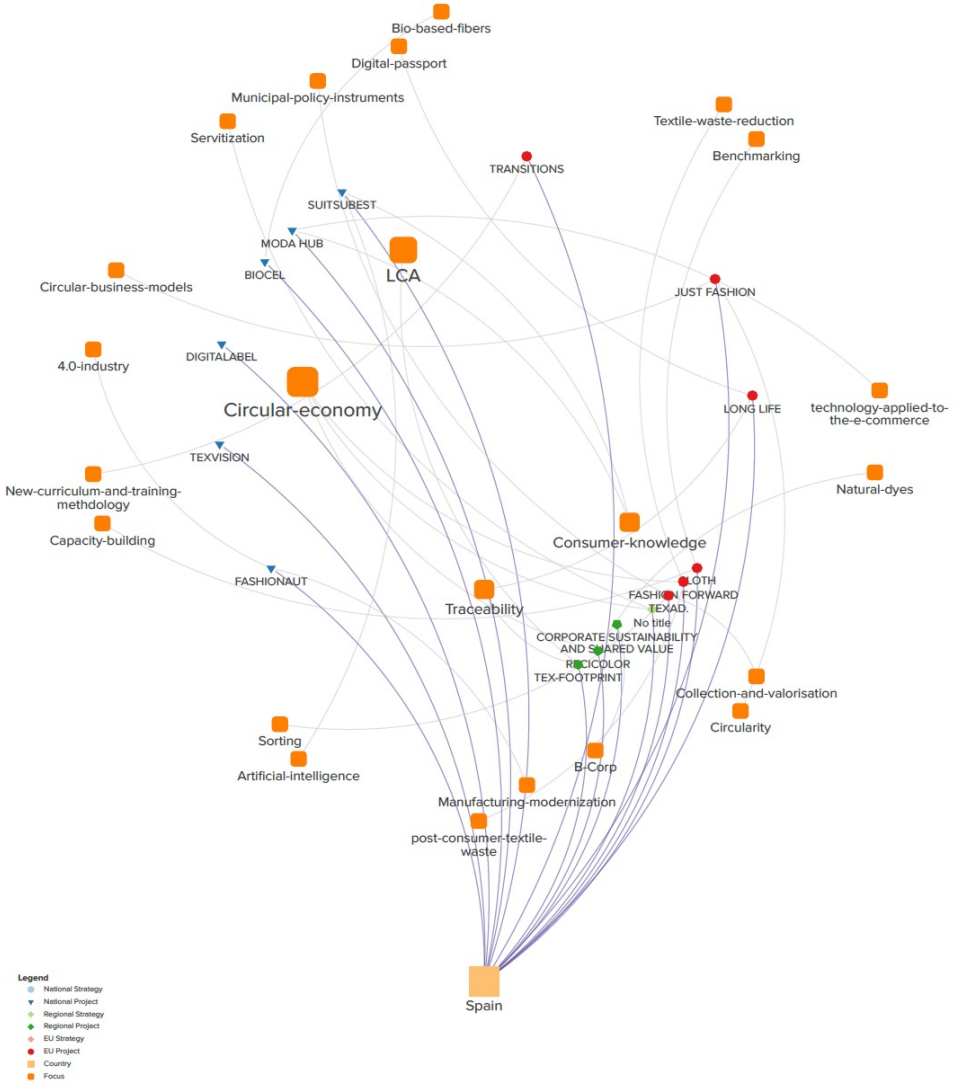

Figure 8. Zooming in on Spanish pilot ecosystem: Focus areas and themes (MODACC)

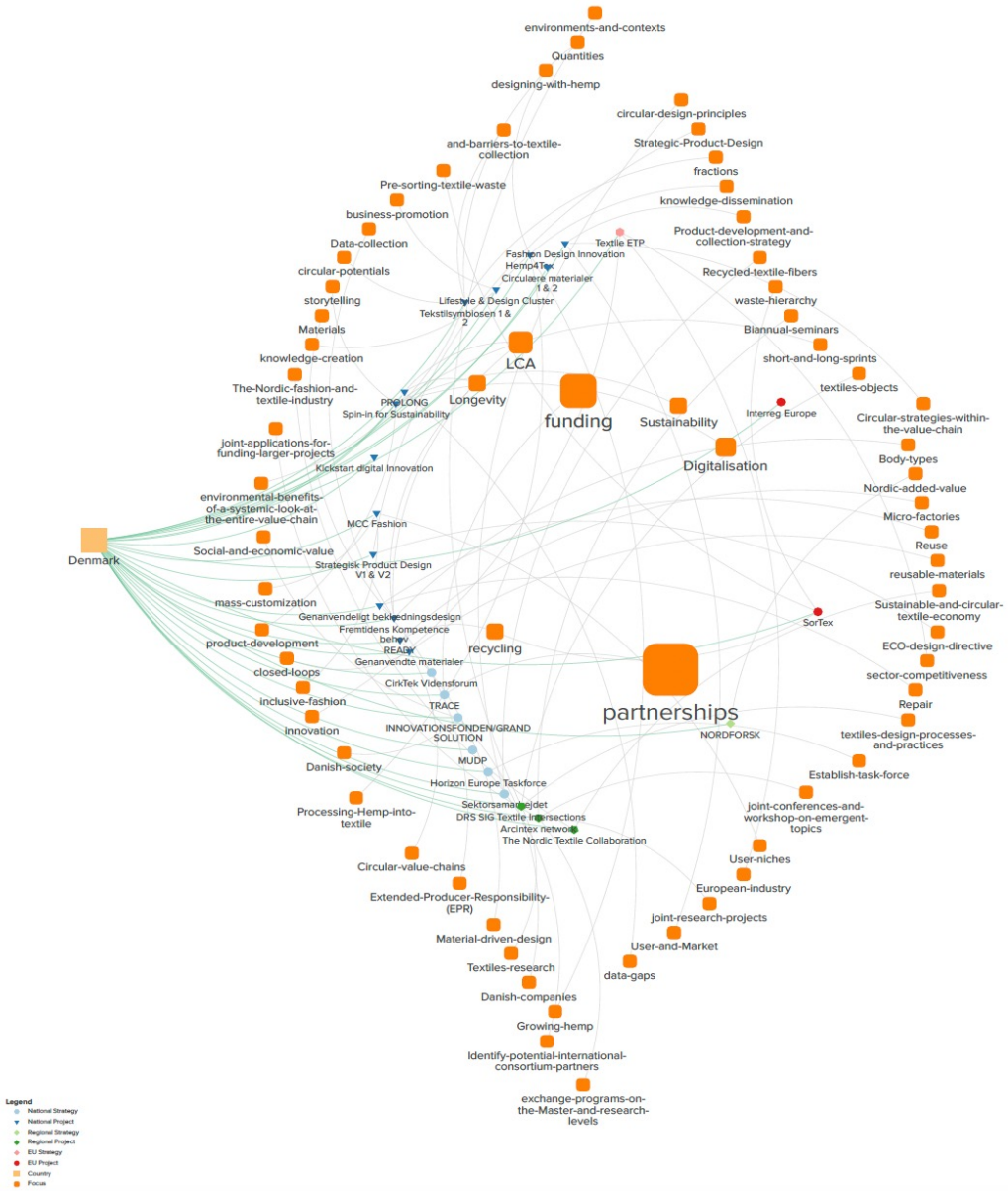

Figure 10. Zooming in on Danish pilot ecosystem: Focus areas and themes (VIA)

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ECOSYSTEMS AS LEARNING COMMUNITIES

CCSI Ecosystems harbor **learning communities** that serve as forums where designers, artists, students, researchers, academics, and craft manufacturing companies/local businesses engage collaboratively.

These communities offer unique opportunities for sharing findings, exchanging ideas, and establishing collaborative pathways to harness the transformative potential of integrating valuable cultural and craft heritage with advanced technological resources.

Through the sharing of best practices and experiences, members of learning communities actively contribute to the appreciation of creative potential and the bridging of local regional innovation capacities (European Commission, 2020). In this regard, these communities have the capacity to identify skills gaps, co-create learning pathways, and develop knowledge and skills essential for green up- and reskilling.

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