

26-27 MARCH 2025

Prosperity through Diversity

CAPITALISATION WORKSHOP

Boosting Knowledge
and Competitiveness
in the Danube Region

TEX-DAN

Moving forward with circularity in textile and fashion value chains

Zoltan Bendo

Project manager

South-Transdanubian Regional Innovation
Agency, Hungary, Lead partner

**Interreg
Danube Region**



**Co-funded by
the European Union**


TEX-DAN

Essential project information

Acronym and ID number

TEX-DAN DRP0200164

Project title

Moving forward with circularity in textile and fashion value chains

Programme priority

1. A more competitive and smarter Danube Region

Specific objective

1.1: Enhancing innovation and technology transfer in Danube region

Project start and project end

01 January 2024 – 30 June 2026, 30 months, 5 reporting periods

Total project budget

EUR 2.716.892,32

Interreg Funds

EUR 2.173.513,85 (80%)

Lead partner

South-Transdanubian Regional Innovation Agency, Hungary

EUSDRPA Link

PA8 Competitiveness of Enterprises

PA7 Knowledge Society

PA9 People and Skills

PA6 Biodiversity, Landscapes and Air & Soil Quality

Globally, the textile and fashion industry is a major polluter

Negative impact on climate

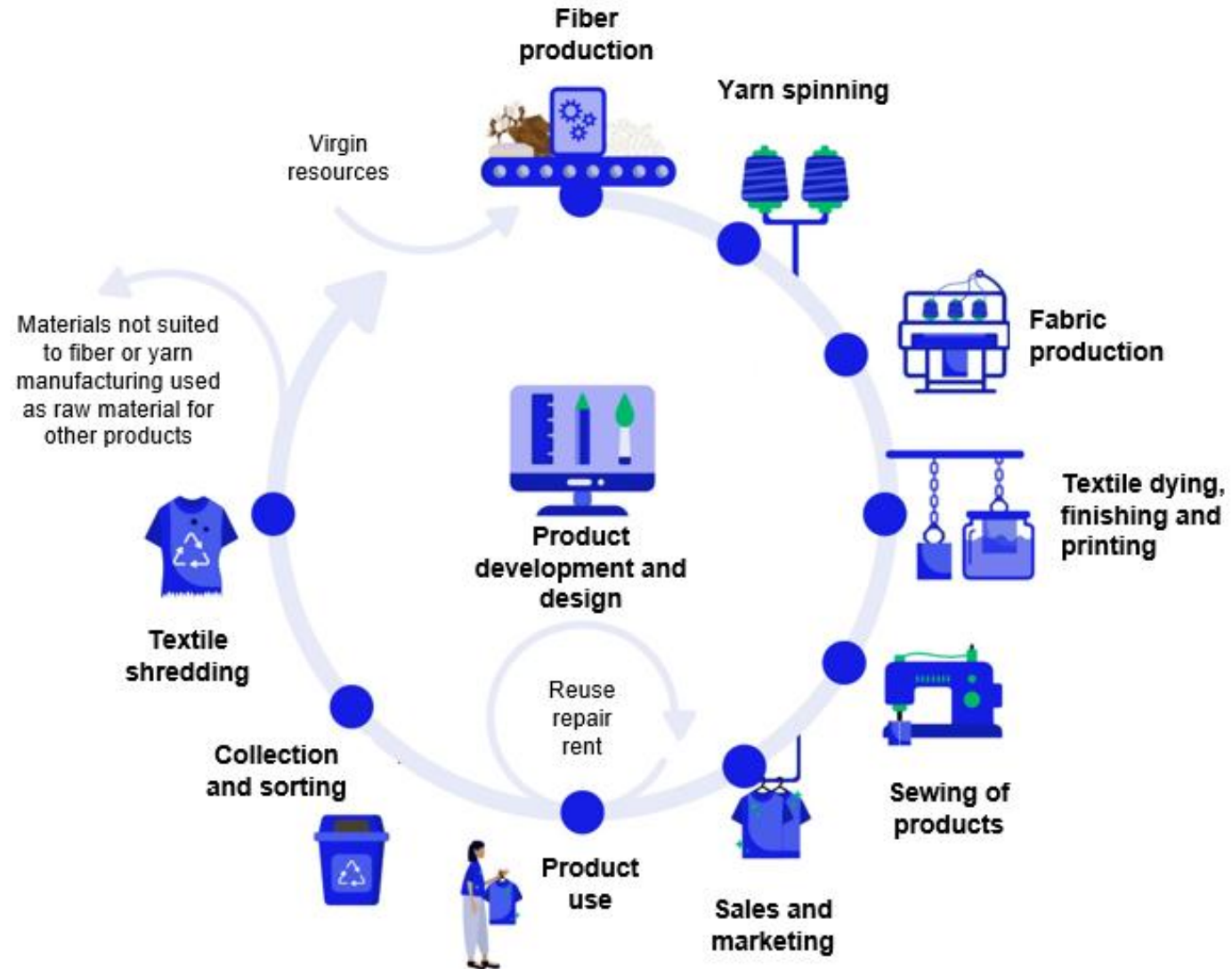


Land and water use

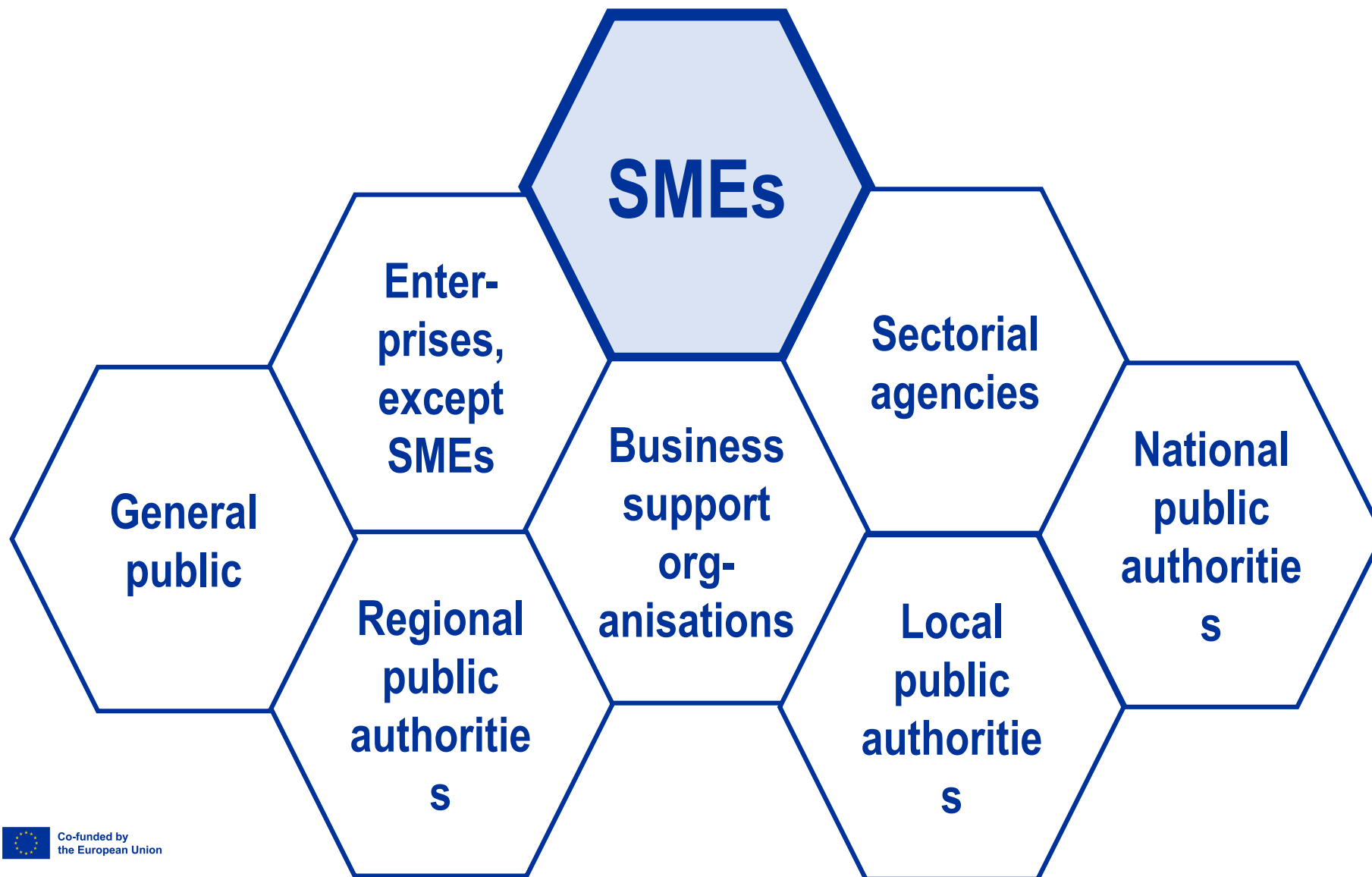


TEX-DAN aims at the uptake of circular technologies and business models at SMEs for improved circularity in the textile and fashion value chains through transnational collaboration in the Danube Region

Circular economy in the textile and fashion industry



Target groups



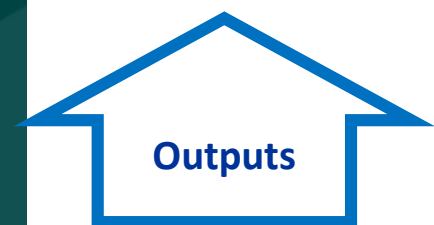
TEX-DAN aims at

the uptake of circular technologies and business models

at SMEs for improved circularity in the textile and fashion value chains,

through transnational collaboration in the Danube Region

Project intervention logic



1.1 TEX-DAN Strategy for circularity in the T&F value chains in the Danube Region

1.2. Joint Action Plan for circularity in the T&F value chains in the Danube Region

2.1. Joint pilot report

2.2. TEX-DAN Technology report

3.1. Establishment of the Danube circular textile cluster



Improving local, regional, national policies related to T&F industry in the participating regions and in the Danube region through feasible policy recommendations

Uptake of technologies and circular business models by SMEs in the textile and fashion value chains through piloting technology solutions in 4 key areas: 1) bioeconomy clothing, 2) design, 3) production processes, 4) recycling

Establishing lasting transnational collaborations for the uptake of technologies. These include shortened value chains, a circular textile brand and a transnational circular textile cluster



Low awareness of circular solutions among SMEs in the textile and fashion value chains in the participating regions/countries

Low level of circular technologies applied throughout the value chains by SMEs

Gaps in legal background, regulations, policies that hinder the uptake of circular technologies by SMEs

Concept of piloting activities in TEX-DAN

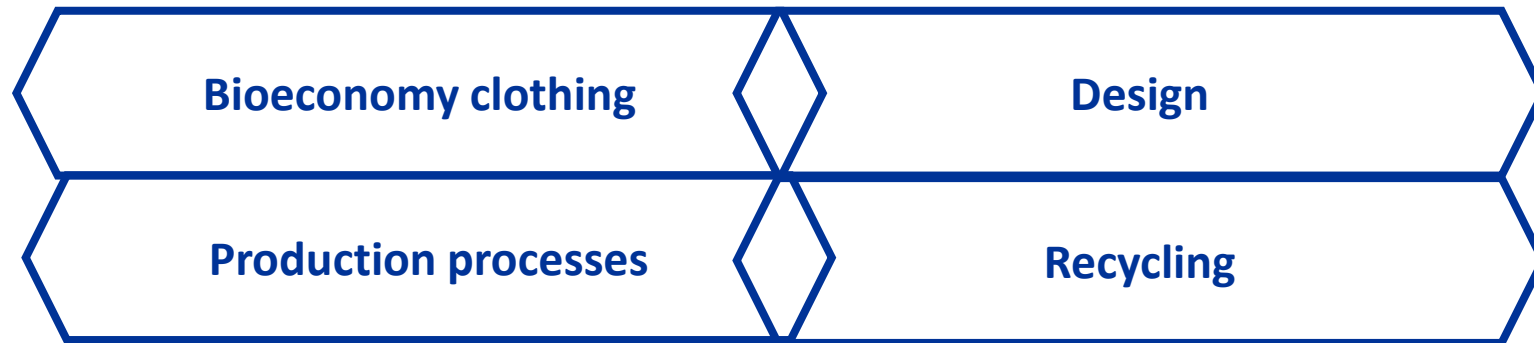
Core content

- Project partners provide tailored assistance to SMEs in the frame of the pilot (at least 3 SMEs in each region)
- Testing/improvement of circular technology solutions and/or circular business models at SMEs
- At least three assisted SMEs in each region
- Assistance provided in a Living Lab environment

Aim

- Tested/improved technologies/business models as transferable solutions for other SMEs in the Danube region
- Tested methodologies of providing assistance in the Living Lab Environment for other interested organisations in the Danube region

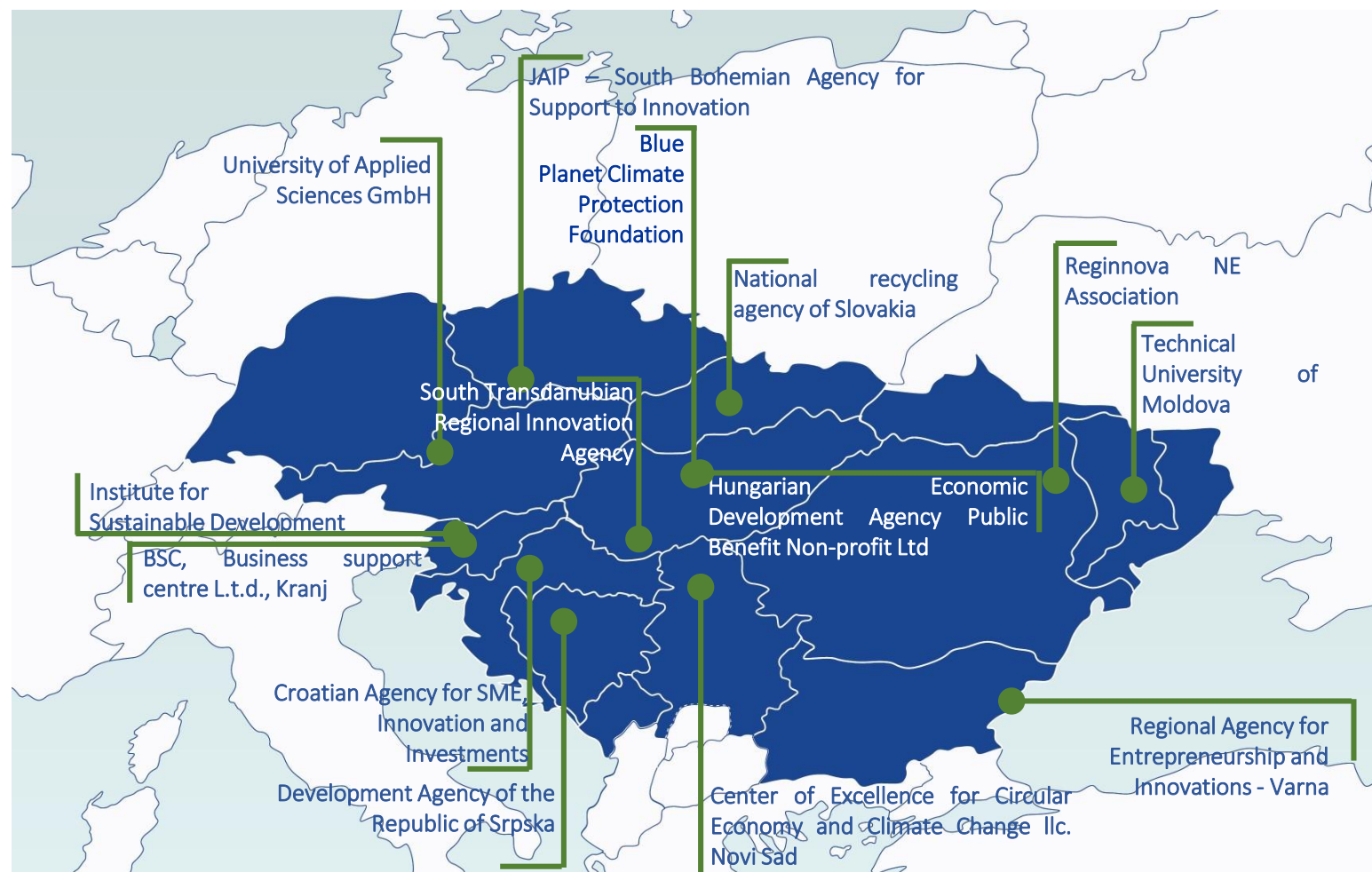
Focal areas



Partnership

#	Name	Acronym	Country
1	South Transdanubian Regional Innovation Agency	STRIA	HU
2	JAIP – South Bohemian Agency for Support to Innovation	JAIP	CZ
3	National recycling agency of Slovakia	NARA-SK	SK
4	Center of Excellence for Circular Economy and Climate Change llc. Novi Sad	CECC	SRB
5	Institute for Sustainable Development	ISD	SI
6	Reginnova NE Association	REGINNOVA	RO
7	Development Agency of the Republic of Srpska	RARS	BiH
8	Croatian Agency for SME, Innovation and Investments	HAMAG BICRO	HR
9	Regional Agency for Entrepreneurship and Innovations - Varna	RAPIV	BG
10	University of Applied Sciences GmbH	FHS	AT
11	BSC, Business support centre L.t.d., Kranj	BSC Kranj	SI
12	Hungarian Economic Development Agency Public Benefit Non-profit Limited Company	MGFU	HU
13	Technical University of Moldova	ZIPHOUSE	MD
14	Blue Planet Climate Protection Foundation	Blue Planet	HU

TEX-DAN Partnership



- 14 partners in the Danube region
- From 11 countries
- With complementary strengths and profiles

Objectives of cooperation between TEX-DAN and Green-Tex

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TEX-DAN

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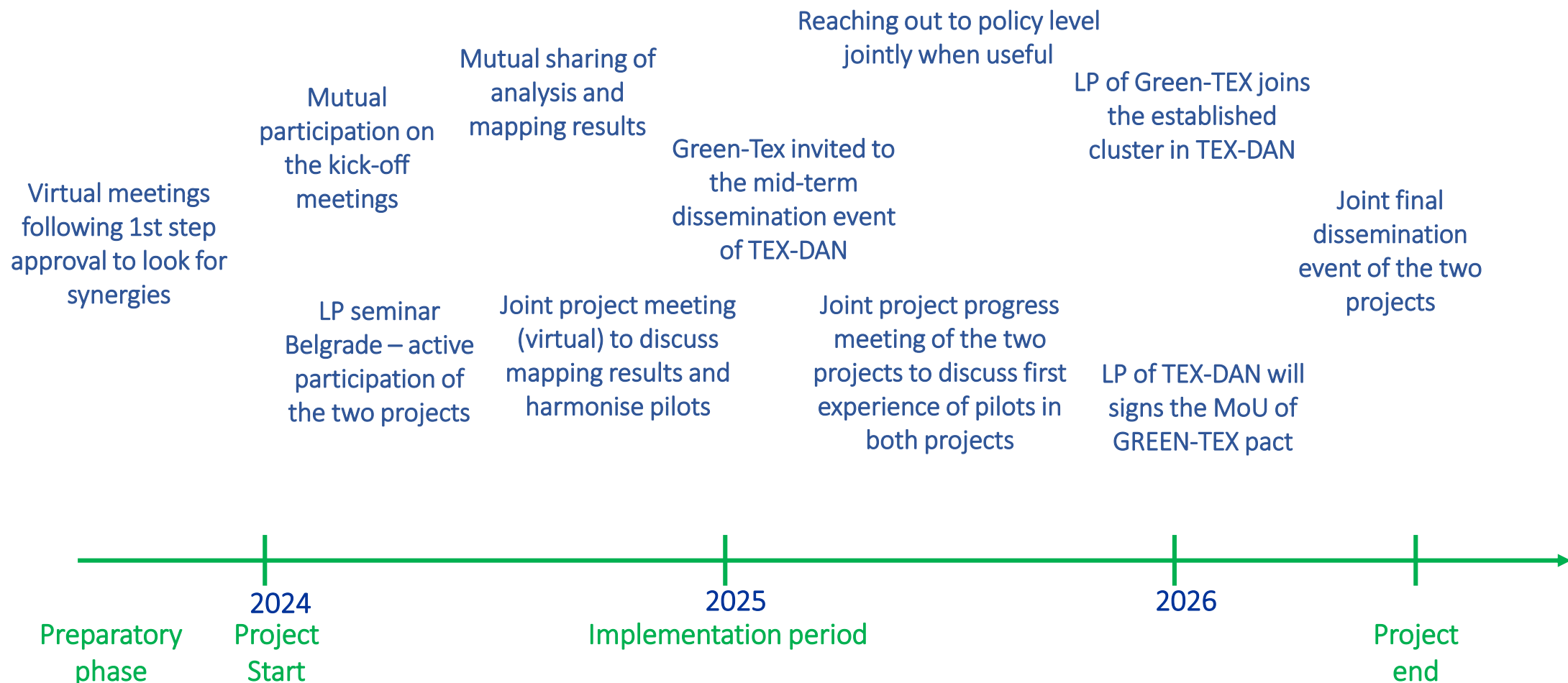
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Green-Tex

- ✓ Aligned and targeted pilot actions for better solutions
- ✓ Higher impact with awareness raising - reaching broader audiences
- ✓ Higher impact reached at policy level
- ✓ Increased durability of project results

Main points of cooperation



Regular direct contact between the two LPs

Synergies with Green-Tex

Signing the Green-Tex Pact



LP STRIA signed the Green-Tex pact on 24 March 2025 in Banja Luka in the presence of SERDA, LP of Green-Tex

Possibilities for Future Cooperation

Offers

- Tested solutions at SME level as a result of piloting (business models, technology)
- Methodology of piloting: providing tailored assistance to SMEs in the textile and fashion value chains in the Danube Region in Living Lab environment
- Mid-term dissemination event: June 2025 Zagreb
- Joint final dissemination event with Green-Tex project: Budapest, Q2 2026

Needs

- Good practices in circularity in the textile and fashion value chains
- Outreach to stakeholders in the subject: SMEs, business support organisations, regional development agencies, etc.

Thank you for your attention!

TEX-DAN - Moving forward with circularity in textile and fashion value chains

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<https://interreg-danube.eu/projects/tex-dan>

<https://www.facebook.com/texdanproject>

[Linkedin.com/company/tex-dan](https://www.linkedin.com/company/tex-dan)

<https://www.youtube.com/@TEX-DAN>

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