

12 MARCH 2024

from 09.30 to 18.30

**HÔTEL
DE RÉGION
LYON**

THE LIVING TEXTILE HERITAGE OF THE ALPS

AlpTextyles' Research Day is set to showcase consumer insights, industry best practices, and community experiences aimed at driving circularity and more sustainable lifestyles.

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, Germany, 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**.

AlpTextyles and the Auvergne-Rhône-Alpes Region are thrilled to announce the upcoming Research Day on Tuesday, 12 March 2024. **"The Living Textile Heritage of the Alps"** event marks a significant milestone: it **celebrates AlpTextyles' first year of dedicated research work** and findings about the Alpine textile market and value chains.

The event promises to be **an immersive experience with networking opportunities and creative thinking**. Participants will have the chance to engage with leading experts on a variety of topics, exploring the mappings of once missing steps of the value chains and the growing **revalorization of local resources at the cultural, industrial, and policy making levels**.

We look forward to bringing together stakeholders from academia, industry, and the community to collectively address the challenges and opportunities facing the Alpine textile industry.



A JOURNEY BASED ON CIRCULARITY, COLLABORATION, AND INNOVATION

The starting point is the textile heritage of the Alps. Rooted in the past and sensitivity to local resources, this set of know-how, techniques, and designs keeps living in the present everyday of local communities and will be key to secure a future for the industry.

MAPPING VALUE CHAINS AND THEIR ENVIRONMENTAL FOOTPRINT, THE ALPINE AESTHETICS, AND CONSUMER BEHAVIOR

Parallel to the talks and policy roundtable, Research Day presents a “living exhibition”: a tale with highlights from the inaugural year of findings and achievements designed to live and grow alongside the project and follow its progress.

The event agenda will feature **a dynamic lineup of talks, discussions, and an exhibition** showcasing the highlights and achievements of AlpTextyles’ first year of research. The high-profile speakers include representatives from **EU institutions** (DG Department of Growth of the European Commission, EURATEX – European Textile and Apparel Confederation), **international organizations** (WIPO – World Intellectual Property Organization, IWTO – International Wool Textile Organization), and **cultural associations** (European Fashion Heritage Association, Musée des Tissus et des Arts Décoratifs).

Research Day will delve into the Alpine imagery, the actions being taken to minimize the environmental impact by relocalizing value chains, and consumer perceptions. A policy roundtable will close the day with a focus on the future of circular textile value chains in the framework of the EUSALP cross-cutting priority on Circular Economy.

Knowledge-sharing is essential for fostering positive change in the textile industry and prompting a shift in consumer behavior.

Thanks to its diverse lineup of guests and thought-provoking sessions, “The Living Textile Heritage of the Alps” event will **testify to AlpTextyles’ commitment toward a circularity-based industry and lifestyles, intertwining cultures.**

Presented by AlpTextyles and the Auvergne-Rhône-Alpes Region, under the patronage of Laurent Wauquiez, President of the Auvergne-Rhône-Alpes Region

Coordinated by **emlyon** business school, with the support of AlpTextyles Partners

With the support of the Slovenian Presidency of the European Union Strategy for the Alpine Region EUSALP



EVENT DETAILS

Date: Tuesday, 12 March 2024

Time: 09.30 – 18.00

Location: Hôtel de Région, Lyon, France

CONTACTS

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LINKS

→ Event program & registration on [Eventbrite](#)

→ [AlpTextyles website](#)

→ [AlpTextyles LinkedIn](#)

→ [AlpTextyles video](#)



ALPTEXTYLES PARTNERS



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