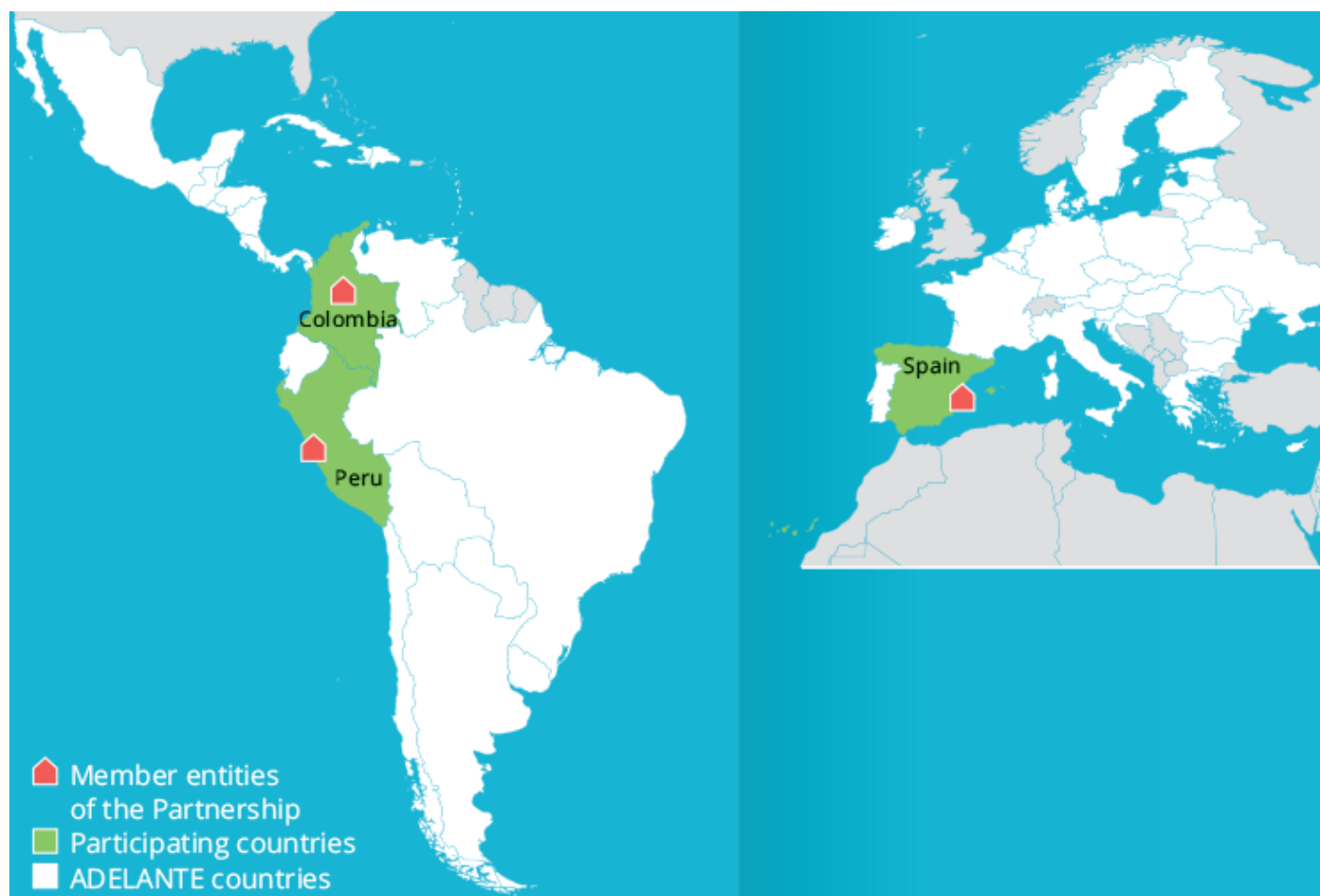


Sustainability in the fashion sector for its internationalisation

PARTNERSHIP



Background

The **Cámara de Comercio de Bogotá** - Bogota Chamber of Commerce - CCB (Colombia) is the entity representing the interests of Bogota's business community and serves as an advisory body to the Colombian Government. It has ample experience in strengthening the business sector and innovation, as well as in the development of programmes that promote the competitiveness of various business clusters. Within this framework, a strong collaborative relationship has been forged with the **Clúster de Moda Sostenible de Perú** - Sustainable Fashion Cluster of Peru, leading to the development of projects that have allowed them to exchange knowledge and strengthen the capacities of both entities in order to support the growth of the fashion sector in Colombia and Peru.

In turn, the **Finnova Foundation** has a long history of supporting innovation in companies, regions and municipalities, specialising in sustainable development, circular economy, water and waste management, employment and youth, among others. Building on this experience, the CCB and Finnova have signed a memorandum of understanding to share expertise in project management and European funding opportunities.

The CCB, thanks to its extensive experience in the management of projects and initiatives financed by the European Union, and particularly, its experience as a provider entity in the framework of the EDEM Triangular Cooperation project, co-financed and implemented in the first phase of ADELANTE, has identified the opportunity to engage the Sustainable Fashion Cluster of Peru and Finnova in a Triangular Cooperation Partnership. The aim is to harness the experiences, knowledge and good practices of the three entities to jointly develop models of support to companies in the fashion sector, with a strong focus on sustainable production.

Entities and roles

BENEFICIARY ENTITIES



Cámara de Comercio de Bogotá - CCB

Colombia

FIRST PROVIDER ENTITIES



Clúster de Moda sostenible - FAIR

Peru

SECOND PROVIDER ENTITIES



Fundación Delegación Finnova

Spain

Development challenges

This Triangular Cooperation Initiative aims to strengthen the Bogota Chamber of Commerce, the Sustainable Fashion Cluster of Peru and Finnova so that they can develop tools to support entrepreneurs in the fashion sector who wish to access the European market. To this end, it aims to maximise the knowledge of the Partnership's entities on the obligatory requirements and regulations in the framework of the European Green Deal, and other laws or certifications that allow them to access new markets, as well as on strategies for strengthening business models, minimising environmental impact and contributing to achieving the Sustainable Development Goals, especially Goals 10, 13 and 17.

INITIATIVE

This Triangular Cooperation Initiative aims to share the knowledge of the Partnership member entities to develop and apply models of support to companies in the fashion sector, characterised by the promotion of sustainable production that complies with the highest international standards.

Triangular approach

The Latin American fashion sector, and in Colombia in particular, has grown exponentially in the last decade, creating high quality and innovative products with significant export potential. However, companies in the fashion sector in Bogota are not familiar with the European market, its environmental regulations, and in general, the consumption trends of European consumers, which is increasingly more discerning due to their concern for the industry's impact on the environment and human rights. Likewise, the lack of strategies, tools and incentives for internationalisation has not contributed to the creation of circular economy ecosystems, nor compliance with sustainability standards or certifications, which ultimately means that the sector is not competitive in a globalised world.

Given this situation, the knowledge of the Sustainable Fashion Cluster of Peru in traceability of the production process has been identified, along with its experience in positioning companies in the national and international markets; while adhering to environmental, gender and human rights sustainability. In addition, Finnova's expertise in promoting environmental sustainability, social inclusion and the circular economy is particularly noteworthy, along with its knowledge of the European market and current legislation.

Therefore, thanks to this Triangular Cooperation Initiative, the Partnership member entities will combine their expertise to generate tools to support business growth by introducing them in the European market, while contributing to environmental sustainability and respect for human rights.

Sectoral approach - Contribution to the 2030 Agenda

PRIMARY SDG



Goal 12.2 By 2030, achieve the sustainable management and efficient use of natural resources

SECONDARY SDG



Goal 13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

ADELANTE SDG

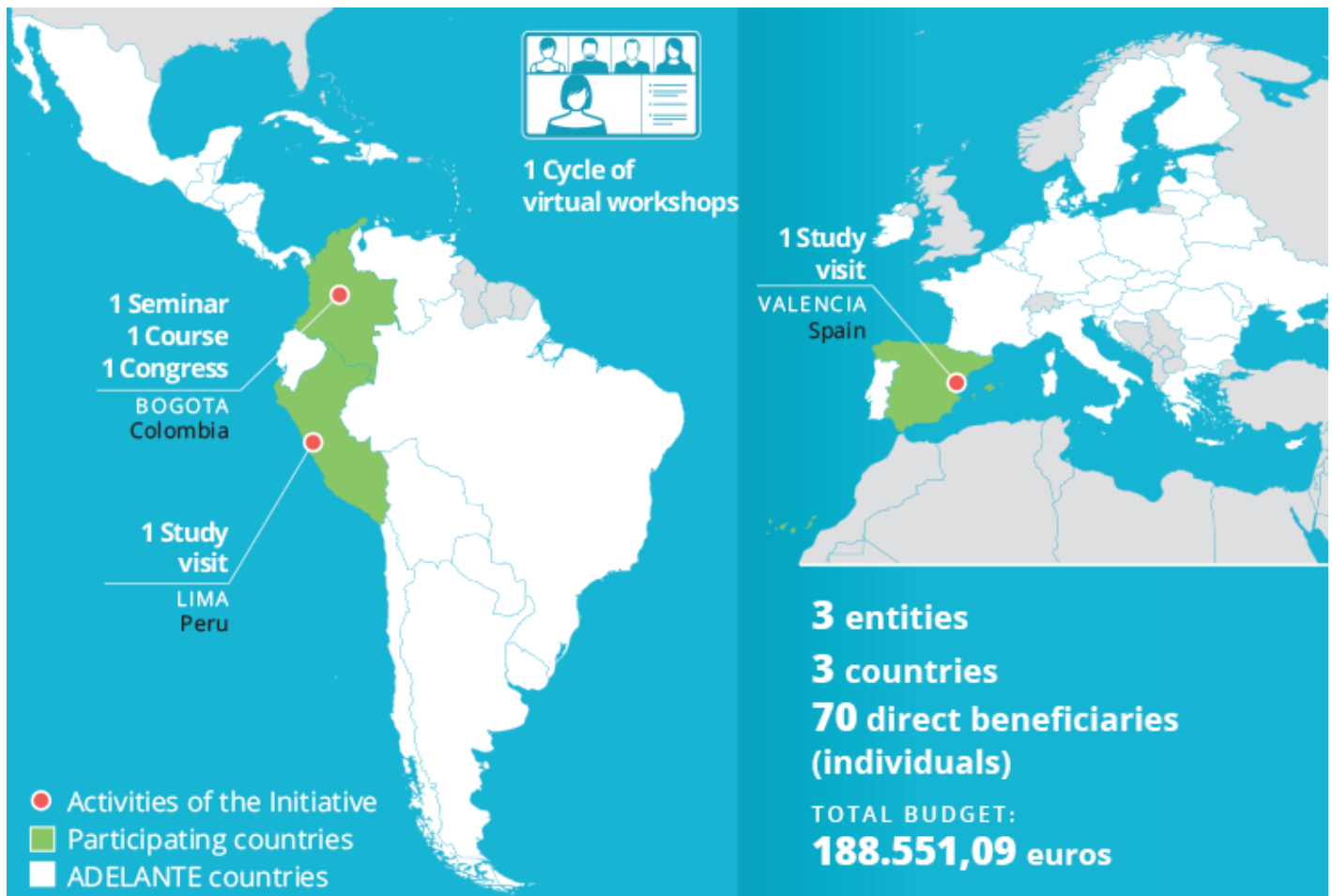


Goal 10.3 Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard



Goal 17.16 Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries

Territorial approach



Intervention methodology

The work plan of this Triangular Cooperation Initiative aims to create training opportunities for entrepreneurs in the fashion sector, through a process that allows them to quickly learn and apply this knowledge. At the same time, there will be exchanges between the Partnership member entities and entities of the fashion ecosystem in the three participating countries, in order to produce a Practical Guide that will allow for the replication of the support plan for businesspeople in the sector.

To this end, a methodology based on five activities has been designed, starting with **a cycle of virtual workshops**, where knowledge will be transferred to employees and officials of the three Partnership entities on topics such as requirements for access to the European market, sustainability, gender and human rights.

In parallel to the workshops, a **seminar** will be held for entrepreneurs and entities of the fashion sector in Colombia, where the work programme of the Initiative will be presented. In addition, the training spaces will be open to the public, and a call will be announced for a select number of companies to participate in the study visits to Spain and Peru.

Throughout the implementation phase of the Initiative, **a study** will be conducted to develop a Practical Guide that will collect the knowledge generated within the different activities, and will serve as a tool to support the internationalisation of companies in the fashion sector.

In addition, **a training course** will be offered for businesspeople in the fashion sector in Bogotá on issues related to access to the European market and the obstacles involved, sustainable production processes, and requirements for obtaining 'green seals' and certifications.

In the second half of the Initiative, **two study visits** will be carried out, one to Peru and the other to Spain, in which there will be opportunities for work and networking with companies and entities in the fashion world related to sustainability and innovation in the sector. A select number of companies from Bogotá will participate in these visits, and will be chosen following a public call for proposals to be announced at the seminar.

Lastly, **an international congress** will be held with the participation of entities and entrepreneurs from the three Partnership countries, where the results of the Initiative will be presented, while at the same time unveiling the Practical Guide for the support of entrepreneurs in the fashion sector who wish to access the European market.

Direct beneficiaries (individuals)

According to Rule 9 of the Guidelines for Applicants: all persons participating in the activities of the Initiative.

This initiative will directly benefit **more than 70 professionals** from the Partnership member entities, primarily employees of the Bogota Chamber of Commerce in different areas of work and productive clusters, who will be responsible for applying the Practical Guide to support entrepreneurs in the fashion sector looking to go global with their business.

Likewise, through the activities of the Initiative (especially the kick-off seminar, the training course for entrepreneurs and the congress), approximately 250 entrepreneurs from the fashion sector are expected to be involved, along with professionals from entities affiliated with the CCB and students of fashion sector programmes.

Budget

EU contribution: 116,837.09 €

Co-financing - Triangular Cooperation Partnership: 71,714.00 €

Total budget: 188,551.09 €