

 **INNOMED-UP**



**THE “INNOMED UP”
PROJECT FOR THE PROMOTION
OF UPCYCLING IN CIRCULAR ECONOMY
THROUGH INNOVATION AND EDUCATION
FOR CREATIVE INDUSTRIES
IN MEDITERRANEAN CITIES.**

Sustainable innovation: a closer look at the projects carried out with the vouchers for innovation in the Creative and Cultural Industries sector in the city of Prato.

The project

The INNOMED-UP project is funded by the ENI CBC MED Programme for cross-border cooperation in the Mediterranean basin.

The general objective of the project is to propose a strategy for Mediterranean cities, in which SMEs belonging to the Cultural and Creative Industries sector create circular economy clusters at local level, and participate in cross-border innovation networks thus promoting urban and social inclusion. As part of the project, vouchers dedicated to Circular Economy practices were provided for the implementation of innovative pilot products, the acquisition of innovative equipment, the activation of cross-border tutoring schemes and the promotion of inclusive economies.

The innovative products or services were designed by the subgrantees using waste materials and objects and proposing their reuse in a creative key through a regeneration process.

The acquisition of specialized innovative equipment or software was aimed at the adoption of circular practices in the production line of SMEs.

The areas in which to activate the tutoring/consulting were those of industrial research and experimental development in high-tech systems, or other collaboration schemes with third-party institutions in order to integrate high-tech and innovate on the principles of the Circular Economy.

“Industrial Art”

by ACCAVENTIQUATTRO ARTE APS

THE VISION

The project is to be considered as an experiment aimed at highlighting the issue of textile waste through an artistic action.

THE PROJECT

“Industrial Art” was born from the collaboration between art professionals (designers, curators and artists) and some companies in the Prato textile district.

The project inserts the experimental languages of contemporary art into the process of reuse and industrial and artisan production waste. The artist was invited to find ways to translate the material into the immaterial, i.e. to give meaning, sound and vitality, to disappearance, subtraction, abstraction. It can be said that the project investigates the possibility of an alternative reuse, where what no longer has a reason to exist in this world finds a place in a different dimension.

The concept of circular economy is widely developed, since the reuse of waste is the starting point from which “Industrial Art” was born. Through an artistic and therefore creative elaboration, we arrive at the definition of a concept that will subsequently be declined and proposed in a usable artistic form.

With this project, the foundations were laid for an initial positive collaboration between art professionals and the Prato industrial sector, which can act as a driving force and model for other companies in the area that can open up to these experiences and also use them

for communication and promotional purposes.

THE RESULTS

The exhibition entitled “Like a Virgin”, with the works created by the artist Marcello Spada, made it possible to explore themes dear to Prato entrepreneurship and to develop them in a new way, with artistic action. The exhibition attracted many visitors, who took advantage of the food for thought provided, especially regarding the relationship between the city and the Circular Economy and the new alienating laws regarding textile waste.

The artist, with the collaboration of the curator Gabriele Tosi and the project manager Filippo Bigagli, has created 3 installations each with a reference to the Rossino (technical name used to identify the textile raw material derived from recycling) which in fact has been part of every work. The whole amount of collected material (600 kg) was present on display but not visible, as if to simulate the relationship between a tangible problem (ecology) and the difficulties of treatment derived in part from the action of non-expert legislators who jeopardize virtuous environmental processes.

CONTACTS



[Accaventiquattro Arte – Progetti di arte contemporanea](#)



[@Accaventiquattro](#)



[@accaventiquattroarte](#)

ACCAVENTIQUATTRO ARTE APPS



ACCA
VENTI
QUAT
TRO



“Rethinking Spools”

by Mariplast spa

THE VISION

The winding device, or spool, is used in the textile industry for the creation of thread spools. These elements have multiple shapes, sizes and colors. In the past, the reel has already lent itself to spontaneous actions of creative reuse.

THE PROJECT

IPER-collettivo has been engaged for some time in the study of this textile waste product and its expressive potential in the field of design. The group carries out the research activity for Mariplast Spa, one of the main producers and innovators in the sector of plastic supports for the textile industry.

Starting from the spontaneous uses mapped on the territory of the Textile District, the research concentrated on the potential of the reel as a module which, thanks to its practically boundless availability in the city and its assembly characteristics, allows to create objects and structures on an urban scale and is easy to make.

Mariplast Spa has deepened the work, giving continuity to a stimulating and fruitful collaboration with IPER-collettivo, a creative entity that could conduct an investigation into the possible new uses of products.

The project traced a state of the art of

the plastics sector, also at a transnational and European level. This was accompanied by a speculative research of innovation design following some guiding questions, both on materials and on functions, a focus on the materials and machinery used and a study on the margins of modification of the latter to obtain slightly modified but more suitable for upcycling practices; a benchmarking activity (functional and competitive) between companies in the same or similar sector, aimed at discovering who is adopting innovative solutions and a design thinking process starting from the object going backwards in the search for a new function, in the event of cover new market segments.

THE RESULTS

A final document was created with the results of the research, containing the state of the art of the possibilities of upcycling plastic products: a “report” that can also be used in other production contexts belonging to the Mediterranean basin to stimulate new synergies.

CONTACTS



[Mariplast](#)



[@mariplast_spa](#)

mariplast



MARIPLAST SPA



“Circular Wool Lab”

by Lottozero Textile Laboratories

THE VISION

The vision for this project is to give new life to a wasted raw material; transforming rustic Tuscan wool, coming from sheep for meat or milk, which is not considered of interest in the textile industry in a material for industrial and commercially desirable products; adding value through high impact design, creativity and high quality automated processes.

To make the supply chain economically sustainable, the final product must have a high added value and production must take place in such a way as to facilitate the use (upcycling) of a large quantity of this type of wool.

THE PROJECT

The objective is to create an experimentation laboratory on rustic Tuscan wool, a circular and recycled material, in which young designers, creatives, artisans, small sustainable brands, textile artists, students and the Lottozero community of non-professional textile lovers can investigate the material using a number of technologies and experiment with a variety of possible uses.

Why are laboratories of this type needed? They fit into the global growth

of the circular economy movement, of makers, of the shared economy, of open source, of industry 4.0 combined with a return to craftsmanship, sustainability and high product quality, creating the conditions for more space and interest in the work of independent creatives.

In addition to making the laboratory available, the other central activities of the project were: co-planning and helping creatives in the development of rustic wool upcycling projects, offering workshops in pills such as digital fabrication, developing opportunities for collaboration, building networks, exchanging ideas and contents.

THE RESULTS

Investments in functional machinery for upcycling and circular design operations, including a cutting plotter machine, an electric tufting set, a hand and crank card and a spinning wheel.

CONTACTS



[Lottozero / textile laboratories](#)



[@Lottozero / textile laboratories](#)



[@lottozero](#)

LOTTOZERO TEXTILE LABORATORIES



LOTTOZERO



“BeCircular©! Innovative consultancy service with Cradle to Cradle® approach for the adoption of circular business models”

by Moebeus Società Benefit srl

THE VISION

Circularity is today an essential factor for any company that offers products or services. From a business point of view, the circular economy model can counter resource depletion, reduce pollution and be a source of cost savings, new revenue streams and better risk management. In this scenario, it is increasingly vital for companies to be able to evaluate their commitment and contribution to sustainable development and to adopt business models with a positive impact.

THE PROJECT

The objective of this project was to develop an innovative service to be provided in the form of consultancy to SMEs and craft businesses operating mainly in the textile sector. It is configured as a valid tool to bring SMEs and craft businesses closer to the Cradle to Cradle® (C2C) principles. This service has therefore been proposed as a strategic guide capable of providing qualitative indications on the circular level of the corporate business and proposing indications relating to good design practices and concrete actions to be introduced within processes to favor the transition towards the circular model.

Through the consultancy, companies will receive an initial circularity rating by following a path that includes 5 areas of study. The innovation introduced is based on the combined use of digital technologies and mathematical algorithms capable of both simplifying the information

gathering process and increasing the reliability of the results obtained through automatic data analysis.

THE RESULTS

The consultancy service has been developed in three phases:

1. Circularity assessment questionnaire
2. Business strategy assessment questionnaire
3. Return of a strategic report with analysis and development ideas

The first two phases are conveyed via a web application and take place in direct contact with the company management. Within the web application there is a model that maps the categories of the Cradle to Cradle® framework with the circularity strategies that correspond to different business models. Understanding which business model a company is closest to allows you to implement development and innovation strategies, identify processes and/or services to add in order to enter new markets and create new business opportunities with more effective governance guided by conscious planning.

CONTACTS



[Moebeus - Cambia prospettiva e traccia una nuova rotta per il futuro](#)



[@moebeus.societabenefit](#)

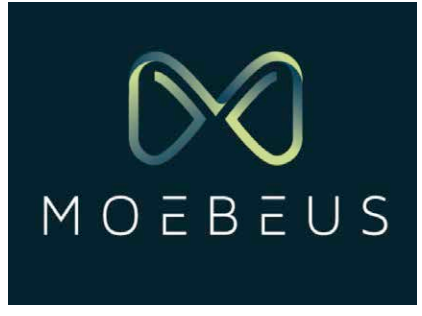


[@Moebeus Società Benefit s.r.l](#)


MOEBEUS SOCIETÀ BENEFIT SPA



FiBart Home




IL TEAM




MOEBEUS

Startup Innovativa
Società Benefit


Smart Analytics & Blockchain
per la sostenibilità




Elisa Bogni



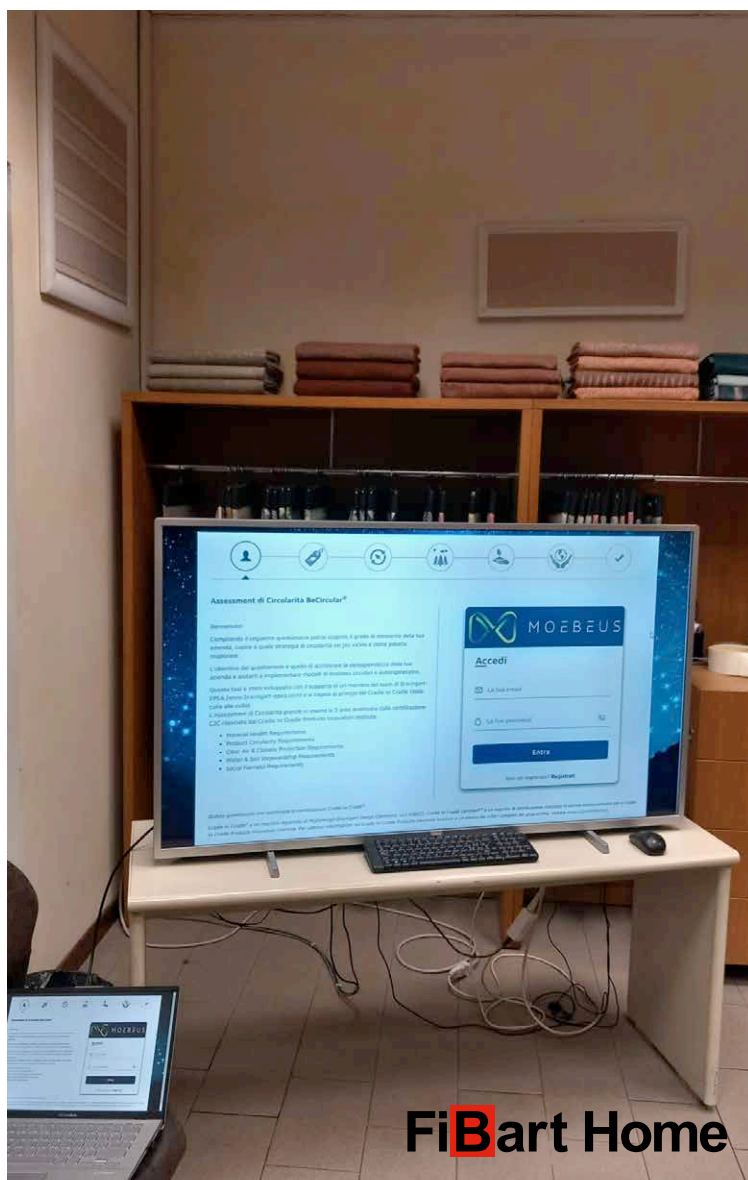
Emiliano Sparacino



Cristina Agostinelli



Alessia Rossi



FiBart Home

Assessment di Circolarità BeCircular®

Benvenuto!

Compilando il seguente questionario potrai scoprire il grado di circolarità della tua azienda, capire a quale strategia di circolarità sei più vicino e come poterla migliorare.

L'obiettivo del questionario è quello di accrescere la consapevolezza della tua azienda e aiutarti a implementare modelli di business circolari e autogenerativi.


Questo tool è stato sviluppato con il supporto di un membro del team di Braungart-EPEA (www.braungart-epca.com) e si ispira ai principi del Cradle to Cradle® (Dalla culla alla culla).

L'Assessment di Circolarità prende in esame le 5 aree analizzate dalla certificazione C2C rilasciata dal Cradle to Cradle Products Innovation Institute:

- Material Health Requirements
- Product Circularity Requirements
- Clear Air & Climate Protection Requirements
- Water & Soil Stewardship Requirements
- Social Fairness Requirements

Questo questionario non sostituisce la certificazione Cradle to Cradle®.

Cradle to Cradle® è un marchio registrato di McDonough Braungart Design Chemistry, LLC (MBDC). Cradle to Cradle Certified™ è un marchio di certificazione concesso in licenza esclusivamente per il Cradle to Cradle Products Innovation Institute. Per ulteriori informazioni sul Cradle to Cradle Products Innovation Institute e un elenco dei criteri completi del programma, visitare www.c2ccertified.org.



MOEBEUS

Accedi

✉ La tua email

🔒 La tua password

Entra

Non sei registrato? [Registrati](#)

“Plasticraft”

by IPER-collettivo and Codesign Toscana

THE VISION

Through the upcycling of a typical object of the textile industry but also an object-icon of the Prato manufacturing tradition, the spool, we try to bring the community attention to the problem of pollution from plastics and derivatives.

THE PROJECT

The goal is the creation of a warehouse of raw materials and a laboratory for the prototyping of small objects that will allow people to get closer to the problem, with creative workshops and other design and DIY activities, assisted by Codesign Toscana, for years engaged in the area with co-planning and facilitation activities in community contexts. To activate the project, the purchase of Precious Plastic machinery was essential: a shredder that allows you to shred plastic; an extruder of filaments which in turn can be used to create new raw material (granular plastic), or spun around a mold or used creatively; an injector to create small objects using a mold. We also bought a portable CNC router that allows you to work on large plastic (and not only) plates.

At the same time, the secondary raw materials created collaboratively have been made available to the community, with particular reference to the already existing “workspaces” in the Mediterranean Basin, such as in Tunis or Athens, partner cities of the Inno-med-up project.

THE RESULTS

Three services were activated at Officina Giovani in Prato:

- collection service for spools and other plastic objects from the textile industry;
- organization of educational workshops to sensitize the community to the practice of recycling;
- possibility of directly using the workspace machines (shredder, injector, extruder and CNC portable router) by local designers and makers.

CONTACTS



[ABOUT | Ipercollettivo](#)



[@IPER-collettivo](#)



[@ipercollettivo](#)

I
P
E
R
-
C
O
L
L
E
T
T
I
V
O
E
C
O
D
E
S
I
G
N
T
O
S
C
A
N
A



I P E R - C O L L E T T I V O

**C
O
D
E
S
I
G
N**
toscana



“New market positioning for Moebeus innovative services”

by Moebeus Società Benefit srl

THE VISION

With the expansion of the digital ecosystem and of the specific consultancy services to be addressed to our customers, a better definition of the business plan is necessary which explores our distinctive elements, the competitive scenario, the strengths and weaknesses.

THE PROJECT

The objective of the project was to activate specific consultancy on the business plan and marketing plan which helps the applicant to:

- improve the business strategy
- characterize the market positioning
- attract new customers and potential investors

The activities at the center of this project have been functional to the acquisition by the applicant of an adaptation of its business plan in the light of new consultancy lines under development, which provide for the application of Blockchain technology. The aim is to intercept new customers from the Prato business sector and accompany them in an effective transition process towards the circular economy.

In fact, more specifically, the project made it possible to optimize and en-

hance the organizational, managerial and operational logic system through which the applicant transformed resources into results, inputs into output, through its own activities and technological projects; the need to implement a mentorship for these purposes implied that the same has been in turn characterized by elements of innovation and thus has allowed the definition and systematization of the way in which the company creates, releases and acquires value in the short, medium and long term.

THE RESULTS

The results of the project enhance the services that Moebeus srl addresses in particular to SMEs and craft businesses, directly impacting the territory in which it operates: the Prato industrial district. This validates a virtuous circle of investments that will have repercussions within the Prato context and its economic players.

CONTACTS



[Moebeus - Cambia prospettiva e traccia una nuova rotta per il futuro](#)



[@moebeus.societabenefit](#)



Chi Siamo

Start-up innovativa Benefit specializzata in consulenza strategica su sostenibilità, circolarità, digitalizzazione e blockchain

Tracciamo una Nuova Rotta per un Futuro Sostenibile

Smart Analytics Blockchain per la Sostenibilità

Contatti

- Tel: +39 3389581663
- Email: info@moebus.it
- Web: www.moebus.it
- Indirizzo: Via M. Curie, 56, Prato (Po)

Blockchain per la Sostenibilità

Utilizziamo la Blockchain per certificare e autenticare l'impegno sociale, etico e ambientale del business e della catena di valore, garantendo trasparenza, tracciabilità e immutabilità del dato

Servizi Offerti

- Notarizzazione documenti aziendali
- Tracciabilità della supply chain di valore
- Tracciabilità dell'identità etica e sostenibile aziendale

Vantaggi Competitivi

- Garanzia di qualità**
Autentica la catena di fornitura e crea il passaporto digitale del prodotto
- Garanzia di eticità**
Autentica l'impegno ambientale e sociale dell'azienda in modo trasparente
- Aumenta la fiducia**
Costruisci un marketing data-driven attraverso QR code, NFC e etichette parlanti
- Validità legale del dato**
Garantisce l'esistenza e la paternità del dato attribuendogli data certa (D.L.135/2018, L. 7/02/2019)

Non basta più comunicare. E' necessario dimostrare di essere sostenibile

Business Circolare

Supportiamo lo sviluppo di modelli di business innovativi basati su economia circolare per coniugare la crescita economica con la tutela dell'ambiente, delle risorse e il benessere sociale

Analisi Sistematica

- Analisi qualitativa della circolarità aziendale
- BeCircularID Assessment di circolarità
- Modelli di business e strategie circolari

Risultati Strategici

Ottieni il Moebus Circular Report e l'analisi del tuo modello di business

- Vantaggio circolare**
Scopri il grado di circolarità del tuo business e come migliorarlo
- Migliora la strategia**
Implementa strategie di circolarità per aumentare il tuo vantaggio competitivo
- Potenzia il tuo business**
Potenzia e innova il tuo modello di business

Innovare l'impresa in chiave circolare è fondamentale per generare nuove opportunità

Analisi Sostenibilità

Accompagnamo i nostri clienti in un percorso di analisi per individuare il proprio posizionamento e i propri indicatori di performance di sostenibilità ESG, SDG e circolarità

Tool Tecnologici

- Metodologia System Thinking di analisi qualitativa
- BeCircularID Assessment di sostenibilità
- Framework internazionali (GRI, SDG)

Risultati Strategici

Ottieni il Moebus Strategy Report e l'analisi sistemica dell'azienda

- Genera Opportunità**
Vantaggio competitivo per il tuo business e per accedere in nuovi mercati
- Migliora la governance**
Implementa una strategia di sostenibilità e ottieni dati utili a redigere il Bilancio di sostenibilità
- Aumenta la reputazione**
Nuovi elementi di comunicazione per clienti e stakeholder

La sostenibilità non è una moda né un'opzione. E' indispensabile in ogni business

“Upcycling & Eco-design Showcase”

by **Recuperiamoci! ONLUS**

THE VISION

The environmental issue is of great interest, but still of little local media attention, it is therefore essential to promote and “market” by optimizing the management of social channels for the dissemination of recovered materials.

THE PROJECT

The aim was to create a “widespread city showcase” with an exhibition of the objects created by Recuperiamoci! in the shops in the city of Prato that have expressed attention to the initiative. The “widespread showcase” gives greater dignity to recovered objects thanks to the possibility of concretely seeing the objects, bringing citizens closer to environmental and social issues.

The improvement of the presence of Recuperiamoci! on the Inter-

net makes citizens acquire a better knowledge of circular practices and new lifestyle choices.

THE RESULTS

Recuperiamoci! since November 2022 has created a “widespread showcase” in 10 shops on the shopping streets displaying objects produced in UPCYCLING & ECODESIGN.

A new communication plan has strengthened the presence of Recuperiamoci! on the Internet and social networks with recovered objects or products in “Upcycling & Ecodesign”. A video was made on the activities carried out.

CONTACTS



[@Recuperiamoci](#)



[@recuperiamoci](#)

RECUPERIAMOCI! ONLUS



RECUPERIAMOCI!



“Poltrone Rifà”

by Recuperiamoci! ONLUS

THE VISION

The activity of Recuperiamoci!, which operates on waste, has enormous potential for expansion. The market society has accustomed us to fast consumption and without recovery.

THE PROJECT

In the “Scrap Bank” of Recuperiamoci, many interesting materials are stored for their creative reuse, such as leather, bicycles (frames/inner tubes/tyres), leather, fabrics, sails, banners, spring mattresses, as well than structures/frames for chairs/armchairs/sofas/lamps, which do not have a second market.

The use of suitable machines allows the creation of new coatings, furnishings, lighting fixtures, clothing accessories and much more “saved from the landfill”. The address of Recuperiamoci! is to use machines and tools that are not new but recovered, overhauled and functioning.

The association’s intention for the future is to train those who want to intervene directly on their objects to repair or revive them. That’s why Recuperiamoci! thinks of spaces for those who want to repair their objects, with the equipment and tools to do so.

THE RESULTS

The acquisition of equipment that contributes to expanding “circular” practices in activities and knowledge, to put them at the service of the community. Creating a self-repair service for citizens thanks to the availability of machinery will be a related achievement, which will be realized in the near future.

CONTACTS



[@Recuperiamoci](#)



[@recuperiamoci](#)

RECUPERIAMOCI!

RECUPERIAMOCI! ONLY US



CONTACTS



INNOMED-UP | ENI CBC MED



INNOMED-UP | CITTÀ DI PRATO



@INNOMED-UP



@INNOMED-UP

This document has been produced with financial assistance from the European Union under the ENI CBC Mediterranean Sea Basin Programme.

The contents of this document are the sole responsibility of the Municipality of Prato and cannot in any case be considered reflecting the position of the European Union or the managing structures of the Program.