

Sustainable Innovation in the Prato district

How Innovation and Collaboration
can accelerate positive impacts

Francesco Marini



New consumers, new features

81%

use social media as a
RESOURCE
for new consumer
products



 **55%**
BUY their
clothes
ONLINE

ON DEMAND

They expect services to be reactive
and deliver to their location



TWICE

more likely to make a
MOBILE PAYMENT
compared to the rest of
the population



Gen Z



1 in 2 are university educated,
most only get one degree

41% Multitask across 5
screens per day outside of
work

More entrepreneurial:
likely to start businesses
on own

vs.



Tech-savvy

Multi-taskers

Innovative

Educated

Strong in sales

Millennials



1 in 4 are university educated,
but more pursue higher
qualifications

22% spend time
multitasking across
different screens outside of
work

Highly focused and driven



New generations New buyers, New business models



- What's the answer from Manufacturing Industry?
And from the Category Associations?
- How do companies adapt production processes to these new purchasing models?

Which are the opportunities for Prato textile cluster?



1. Sustainability and Transparency of the supply chain
2. Processing for small lots because of the market fragmentation
3. Introduction of new professional skills in companies

1. Sustainability and Transparency of the supply chain

- Design of the product
- Chain of value
- Training and information
- Spreading knowledge along the supply chain



2. Processing for small lots



Customization and
fragmentation



- Greater customer services
- Higher execution speed
because of the rules of online
commerce

3. New professional skills on B2B

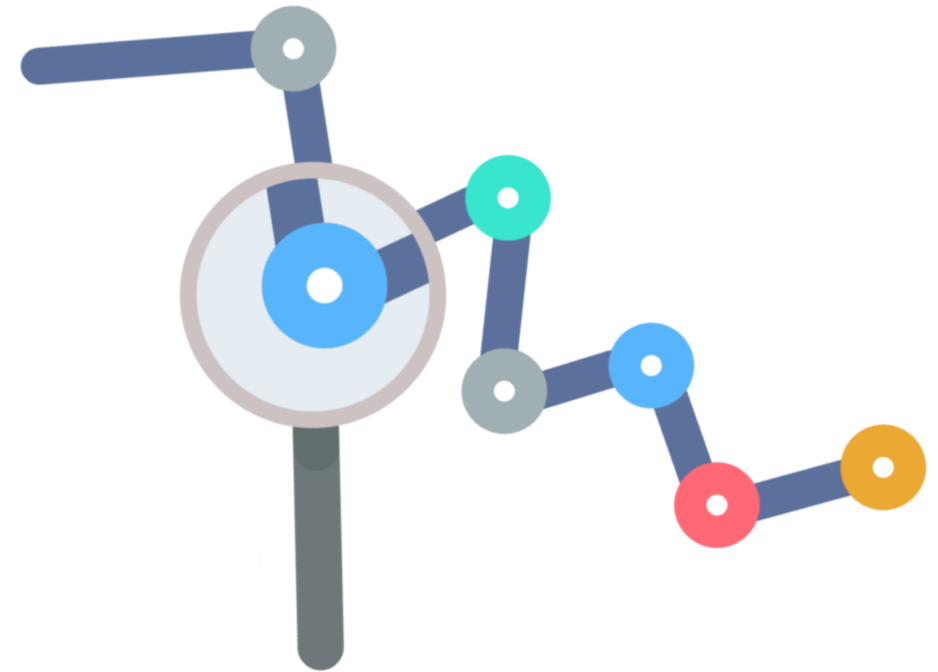
- Process manager
- Management engineers
- Chemical manager
- Communication and
Digital Marketing
manager



What should Prato cluster do now?

Awareness in the final
consumer, telling what
happens during the
processes

B2B2C services



B2B2C services
are nothing
without

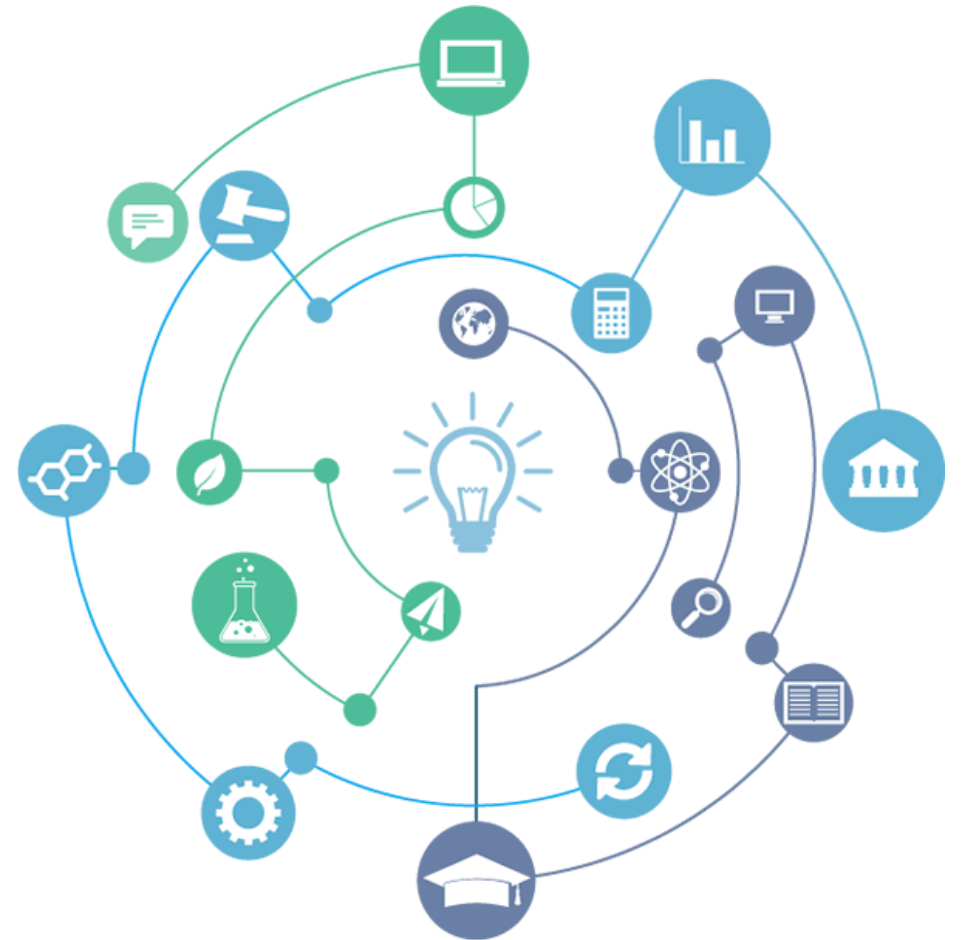
Authenticity

... And
Authenticity
means

Traceability
Transparency
Certifications

Cluster's skills

- Already fragmented
 - Elasticity
- Calibrated production



Our best practices

- EMAS Certification for the cluster
- Industrial wastewater treatment (GIDA)
- CID & Detox Program
- 5G
- Heritage enhancement





GREENPEACE

30

COMPANIES INVOLVED



Technical Committee made of Professors and Greenpeace



Constant support and check of the analysis in laboratory



Training and refresher courses on the business management of the Detox Commitment



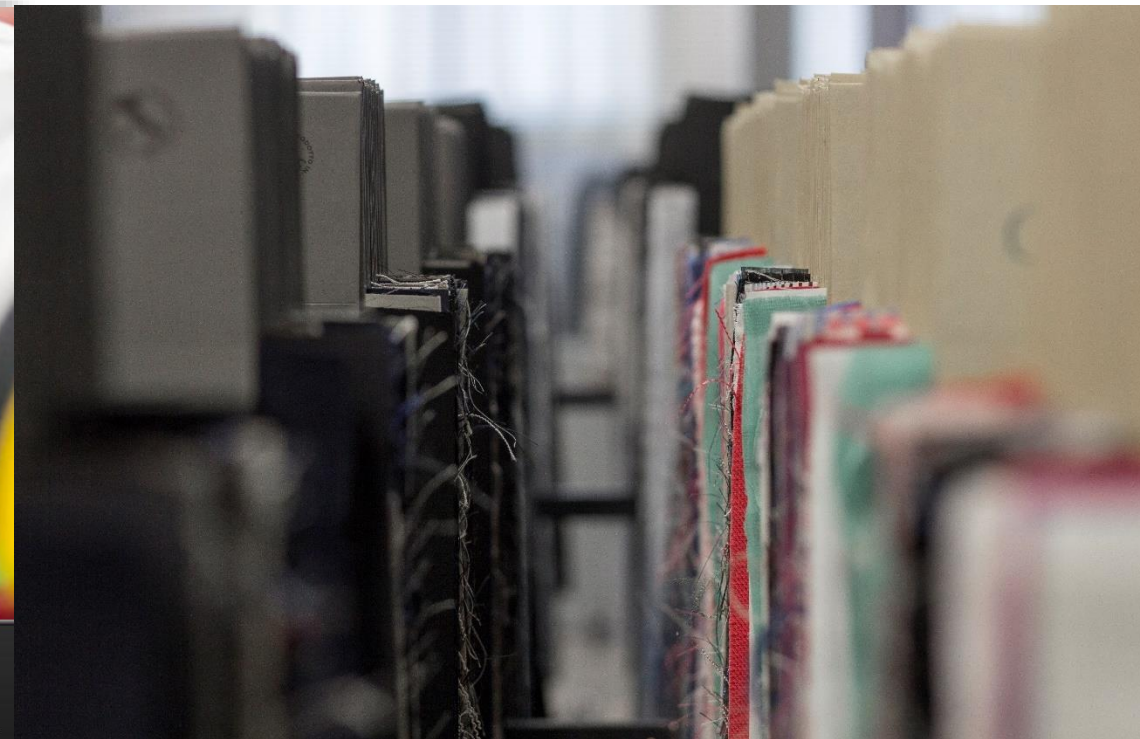
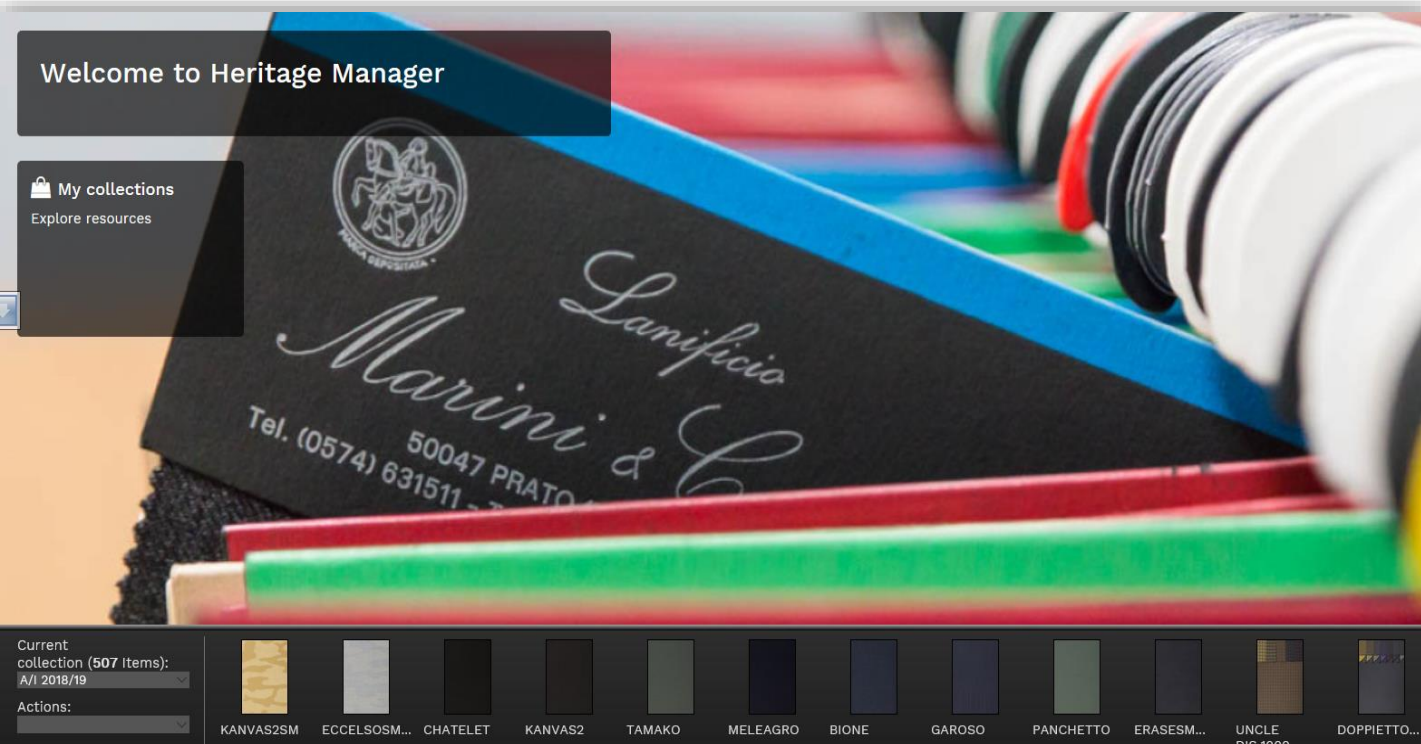
The Consortium promotes at national and International level an eco-sustainable Made in Italy



Teamwork ensures the achievement of the set goals in a short time

Heritage Manager

Digital Archive



Thank you!

