LOCAL COMMUNITY

Next Technology Tecnotessile

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PILOT 1 TRANSITION LAB ITALY

Learning unit:
The Prato district local community

Learning outcomes
- Gain an understanding of the strategies to engage with local communities
- Ability to identify the economic, cultural, and social impact of collaborative dynamics
- Explore how the fashion industry and big international brands interact with and benefit the local community and the benefits they derive from this interaction

Assessment
- Analyse the social, economic and cultural impact of a case study of a partnership between industry and the local community.
- Propose and develop a case study of responsible and impactful engagement with local communities

Teaching Methodologies
- Field Trips and Industry Visits
- Online Collaboration Platforms
- Challenge-based learning
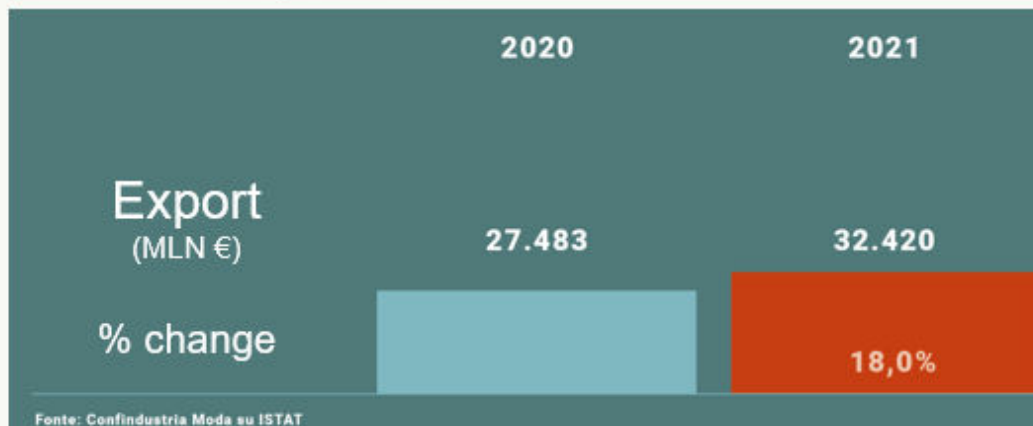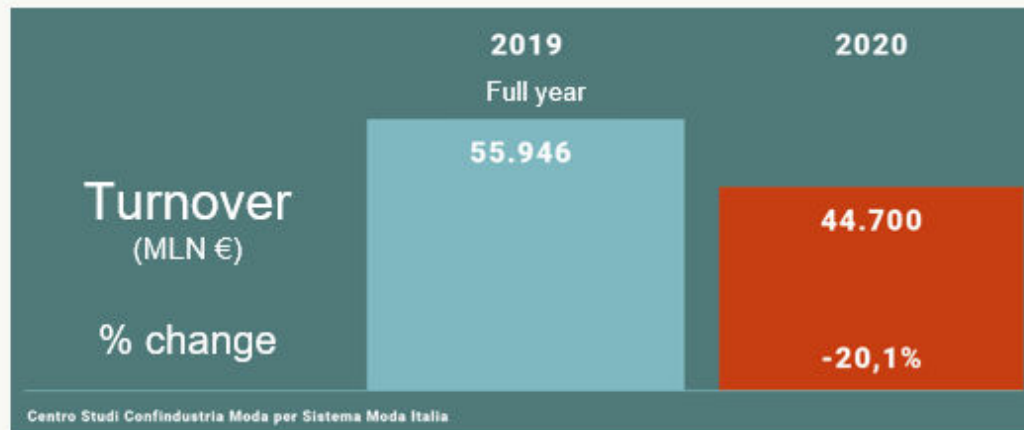- User-centred methodology
- Focus group methodology

Suggested Activities
- Product: Empower the community to transform used clothing items into new, personalised creations by organising a community repair and upcycling workshop.

- Service: Organise a series of field trips to local brands and artisans to foster dialogue and knowledge exchange between participants and local communities.

- System: Gather an interdisciplinary team that will explore the surroundings, map the local ecosystem, and identify gaps in the current textile and fashion systems

The Italian Textile & Clothing sector

Textile & Clothing
companies in Italy:

- Mainly small or
  micro enterprises
- Family business

	2019	2020
	Full year	
Turnover (MLN €)	55.946	44.700
% change		-20,1%

Centro Studi Confindustria Moda per Sistema Moda Italia

	2020	2021
Export (MLN €)	27.483	32.420
% change		18,0%

Fonte: Confindustria Moda su ISTAT

Source: Confindustria Moda– Istat Data

INDUSTRIAL DISTRICTS IN ITALIAN ECONOMIC SYSTEM

✓ 200 districts

✓ 25% of global population

✓ 32% of global manpower

✓ 45% of manufacturer employment

✓ 43% of total exports

Industrial clusters model has a huge impact on the efficiency of the industry, on the production costs and on development of research activities.

Textile industry is localized in districts like Biella, Prato, Como, Carpi.

Industrial clusters model is typical of Italian economy and it creates a network of all the companies operating in the same downstream sector within the same area.

A glance at Tuscany Region TC sector

Tuscany is the second region of Italy (after Lumbardy) in TC production.
30% of national TC firms are located in Tuscany

		1998	2001	2004	2007	2010	2013
Textile	Tessile	9.752	8.536	7.335	5.928	4.098	3.766
Clothing	Abbigliamento	6.122	6.098	5.623	6.235	8.242	8.012
Tanning/Leather	Concia/pelle	7.198	7.391	6.922	6.547	6.581	6.796
Total TCT	**Totale TAC**	**23.072**	**22.025**	**19.880**	**18.710**	**18.921**	**18.574**
Total of the industry	Totale industria	59.125	59.061	56.870	55.150	49.871	47.882
% TCT of total industry	%TAC su tot. industria	39	37,3	36	33,9	37,9	38,8

Source: Movimpresa

PRATO DISTRICT TERRITORY
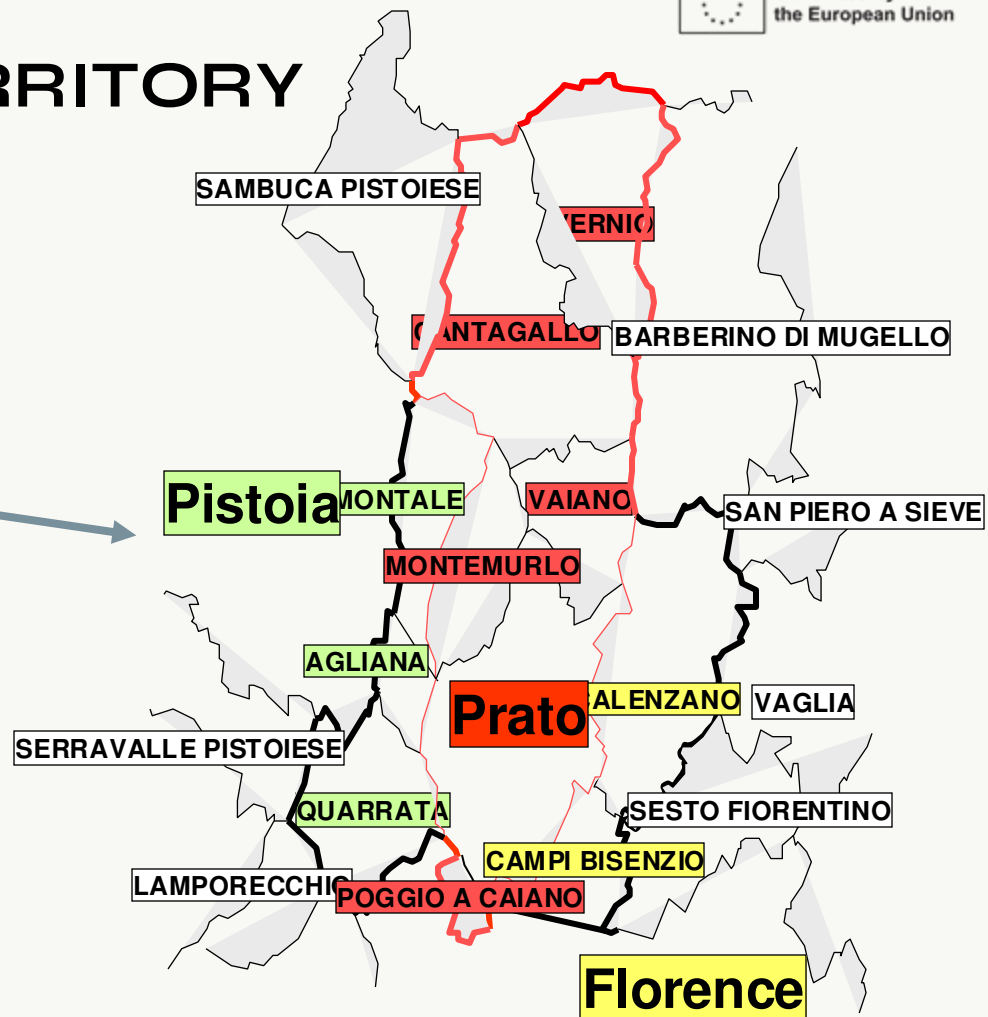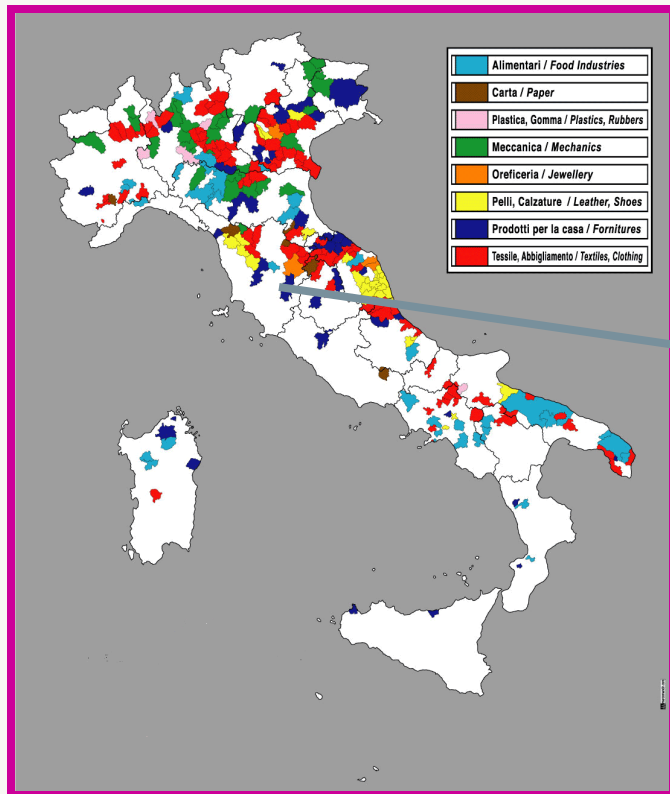
PRATO DISTRICT FEATURES

2021	Textile enterprises	Clothing and knitwear	Total of Prato industrial area
Local Units	2.548	4.571	7.104
Employees	18.520	24.447	42.697
Export (M€)	1.396	1.069	2.465
Production value (M€)	3.900	3.350	7.250
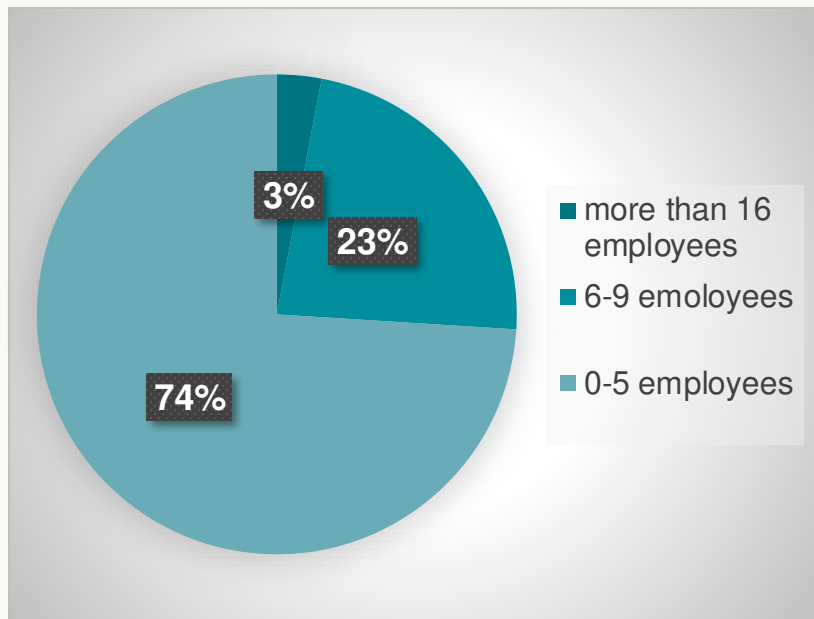
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THE PRIMACY OF PRATO AMONG FOREIGN RESIDENTS

Municipality	%
Prato (19°)	18,9%
Milano (2°)	18,8%
Brescia (17°)	18,4%
Parma (18°)	16,2%
Padova (14°)	15,7%
Firenze (8°)	15,6%
Bologna (7°)	15,4%
Torino (4°)	15,1%
Modena (20°)	14,9%
Verona (12°)	13,7%
Venezia (11°)	13,2%
Roma (1°)	13,1%
Trieste (15°)	9,7%
Genova (6°)	9,4%
Napoli (3°)	5,7%
ITALIA	8,3%

Source: Centro Studi Confindustria Toscana Nord – Istat Data
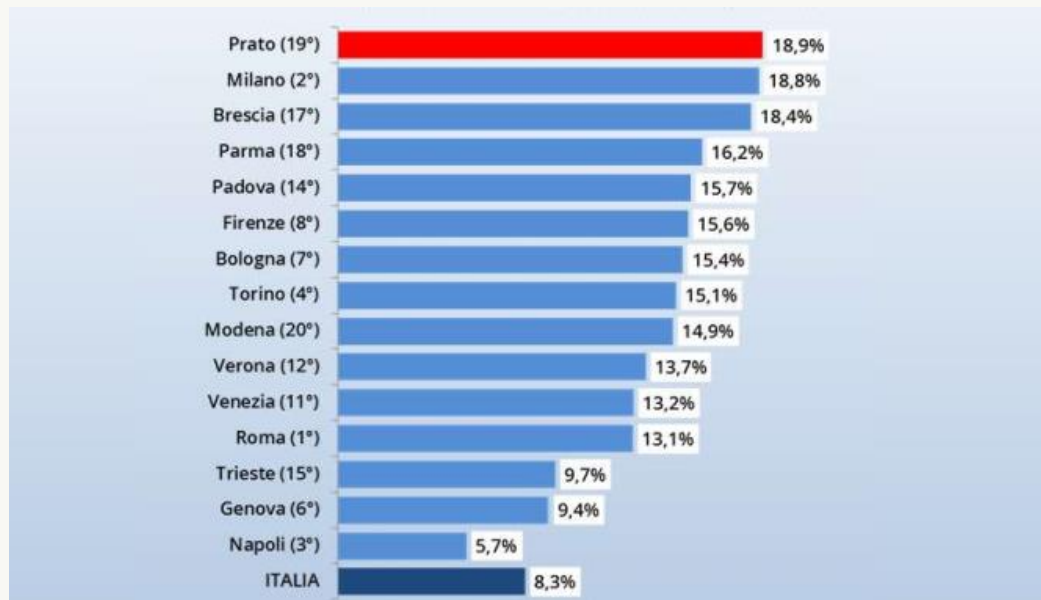
TOP 15 ITALIAN MUNICIPALITIES IN TERMS OF % SHARE OF FOREIGN RESIDENTS

THE FOREIGN POPULATION: THE CHINESE COMMUNITY IN PRATO

N° of Chinese citizens in Prato

Comparison with others Italian Municipalities
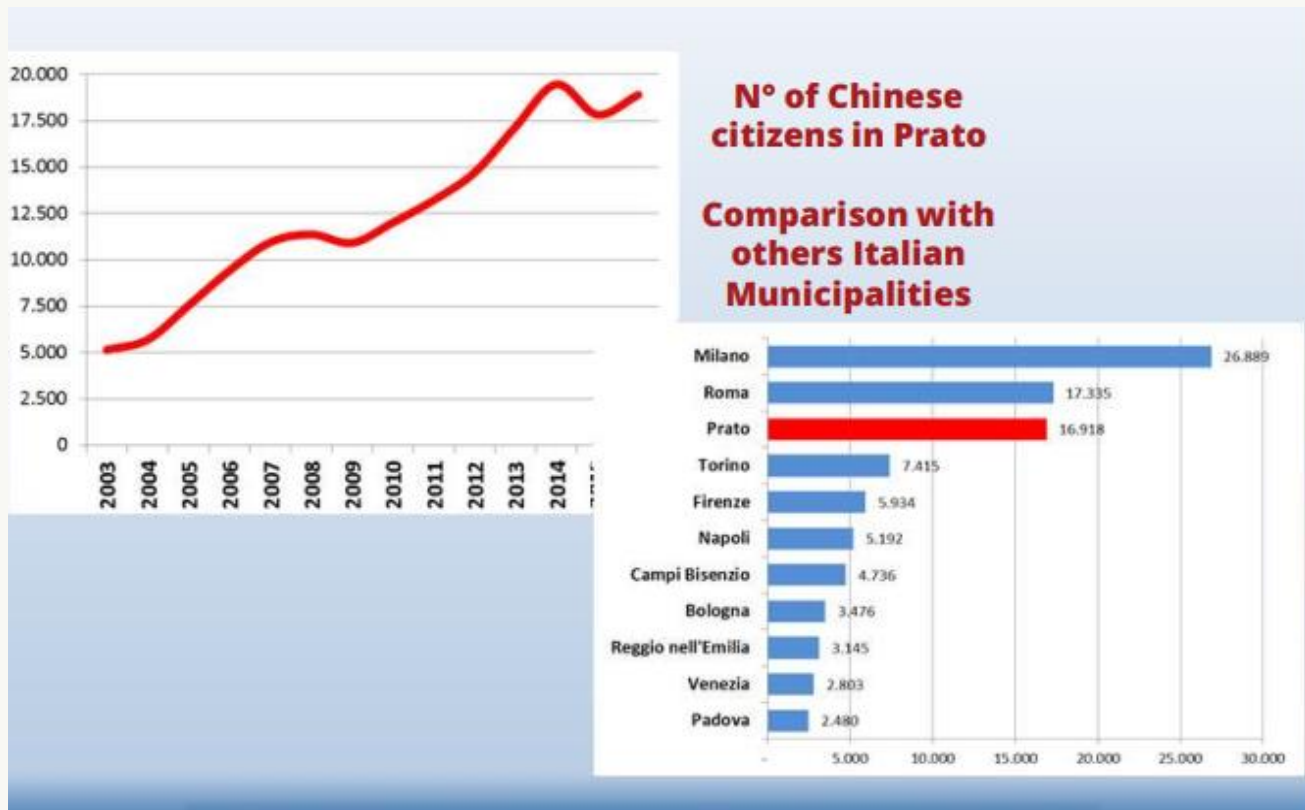
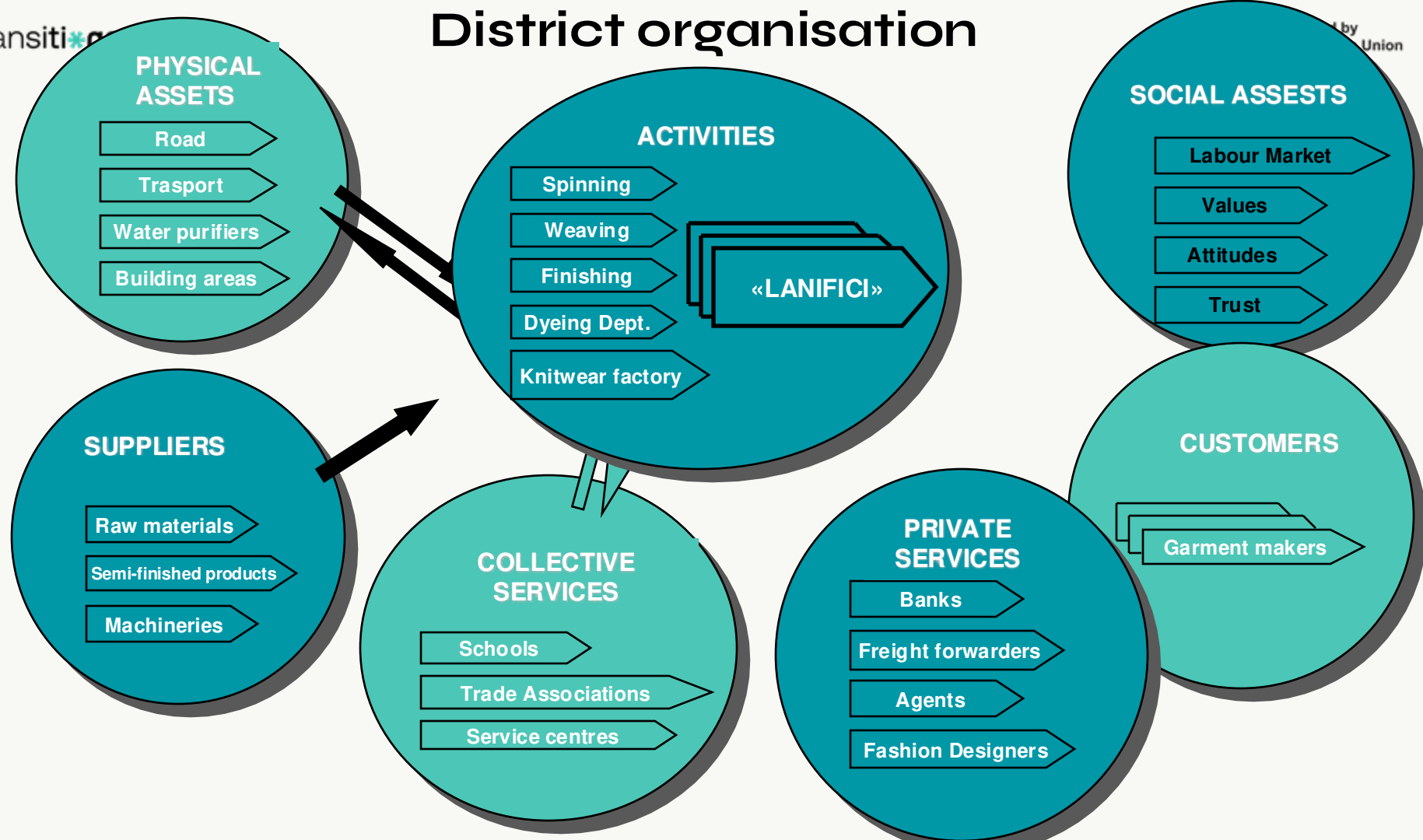*Source: Centro Studi Confindustria Toscana Nord – Istat Data*

THE TEXTILE & CLOTHING VALUE CHAIN

District organisation

PHYSICAL ASSETS
- Road
- Trasport
- Water purifiers
- Building areas

ACTIVITIES
- Spinning
- Weaving
- Finishing
- Dyeing Dept.
- Knitwear factory
- «LANIFICI»

SOCIAL ASSESTS
- Labour Market
- Values
- Attitudes
- Trust

SUPPLIERS
- Raw materials
- Semi-finished products
- Machineries

COLLECTIVE SERVICES
- Schools
- Trade Associations
- Service centres

PRIVATE SERVICES
- Banks
- Freight forwarders
- Agents
- Fashion Designers

CUSTOMERS
- Garment makers

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by
Union

WORK ORGANIZATION

The organisation of production is based on the division of work between:

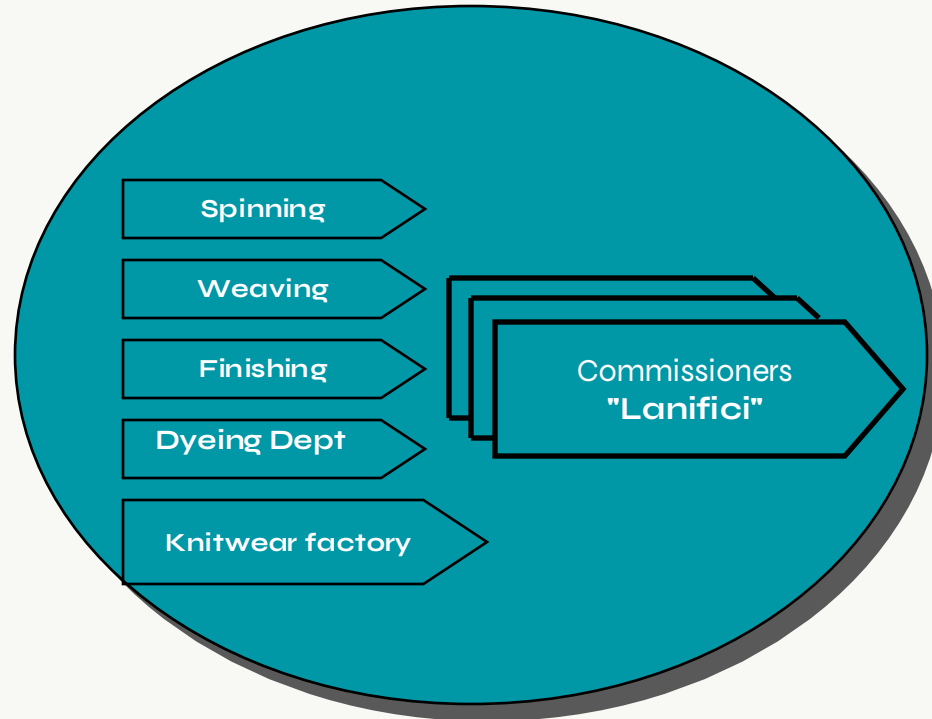Sub-suppliers companies ('subcontractors', mostly craftsmen)

TEXTILE COMPANY
"Commissioners" - "LANIFICI"

- Product research
- Collection production Dep.
- Marketing
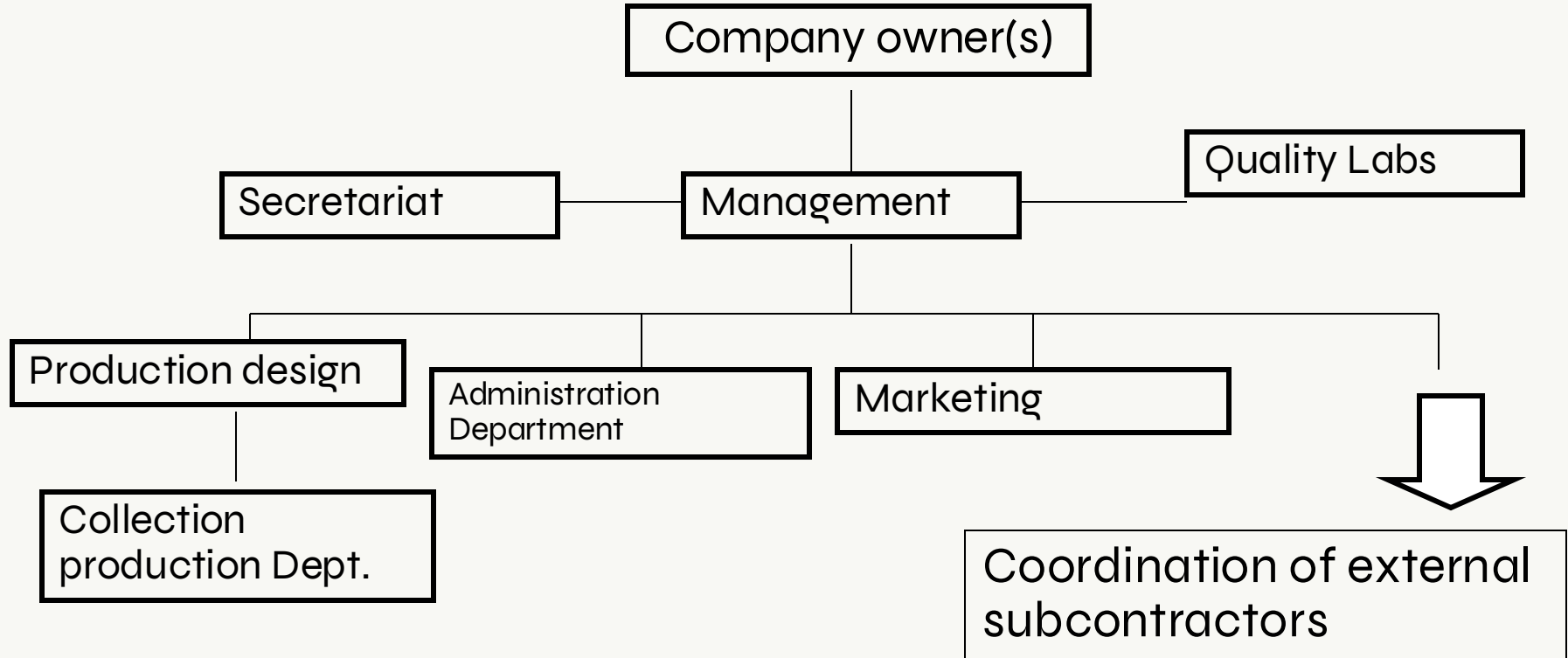- Production coordination
- Financial management

- Production
- Process innovation

WORK ORGANIZATION

Division of the work between "Subcontractors" and "Commissioners ":

ORGANIZATIONAL SETUP
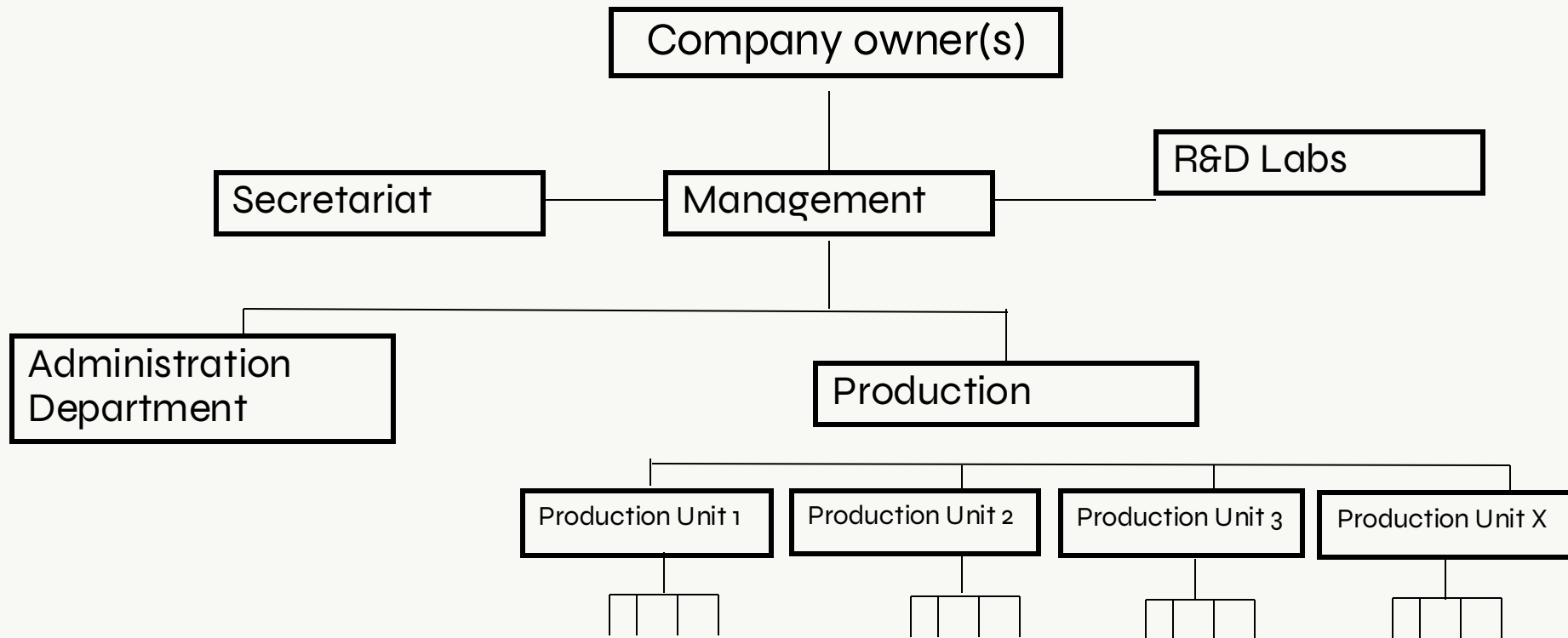## TEXTILE COMPANY ["COMMISSIONER","LANIFICIO"]

Company owner(s)

Secretariat — **Management** — **Quality Labs**

Production design

Administration Department

Marketing

Collection production Dept.

Coordination of external subcontractors

ORGANIZATIONAL SETUP
INTEGRATED (OR VERTICAL) TEXTILE COMPANY
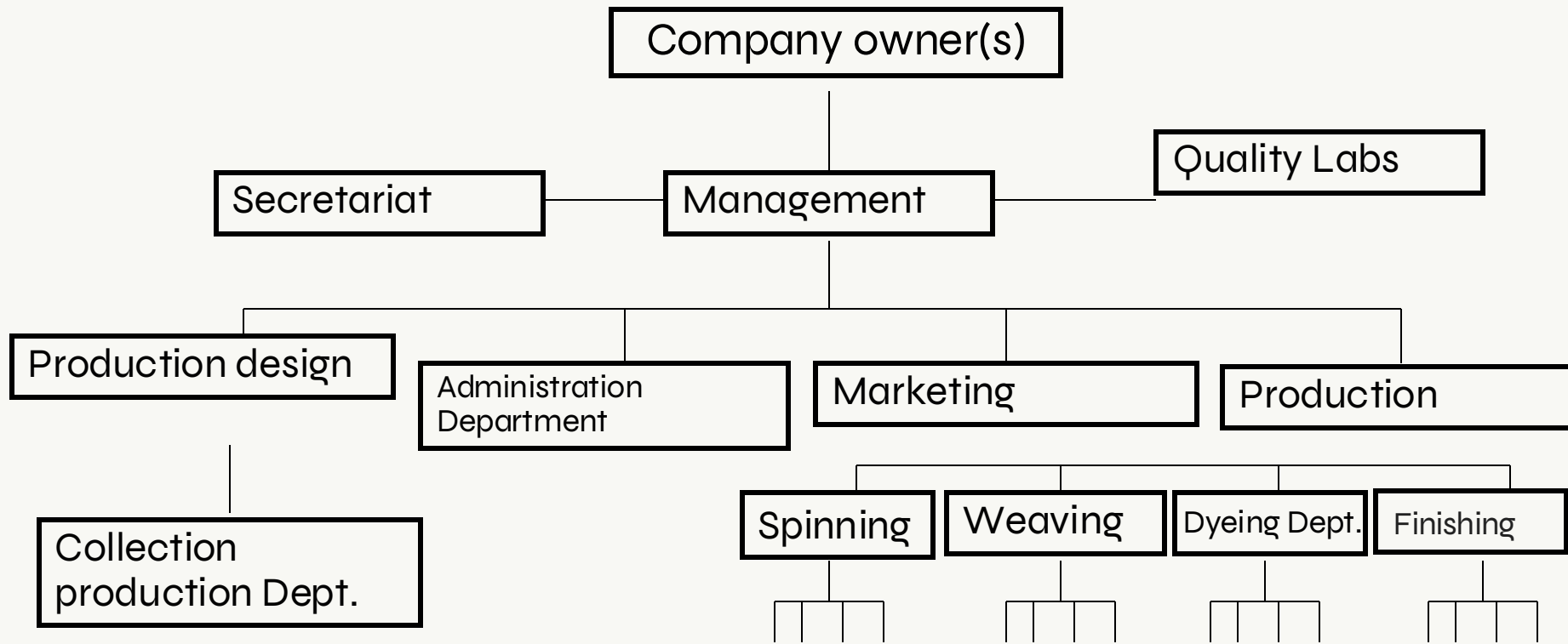
ORGANIZATIONAL SETUP
TEXTILE PRODUCTION COMPANY (SUBCONTRACTOR)

Company owner(s)

Secretariat — Management — R&D Labs

Administration Department

Production

Production Unit 1 | Production Unit 2 | Production Unit 3 | Production Unit X