

International Brokerage Event
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TR Associates Ltd.

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Description of the Organization



- Year of establishment: 2008 in Malta, St Julians
- TR Associates Ltd have gained an extensive expertise in writing, managing, implementing and monitoring EU funded projects, acting as partner and as project evaluator & reviewer.
- **EU project:** Galileo Advanced INnovation Services (GAINS) FP7 pilot project with University of La Sapienza, Roma (IT)
- **EU project:** VET4Startup Erasmus+ www.vet4startup.eu
- **EU project:** Awareness in Africa (Project writing- FP7) - <https://www.gsa.europa.eu/awareness-africa-disseminating-knowledge-egnos-and-galileo-africa-foster-local-development>
- **Product:** DINOS for Smart Cities – an award winning product and content development, market and business plan for commercialisation and innovation services. The product is an Android based mobile augmented reality application combined with artificial intelligence and natural language processing (2 European Innovation prizes)
- **Certificates:** European Startup Advisor (2015, University of Wolverhampton, UK)
- **Prizes: 1.** First price in Media category of GNSS Living Labs, by the European Navigation Competitions 2010 for “DINOS for Smart cities”
<http://www.galileo-masters.eu/livebook/results2010v2/index.html> (Page 64-66)
<http://www.youtube.com/watch?v=hr8yaJKVHOQ>,
<https://www.youtube.com/watch?v=nRBbhIHlQil>
http://www.galileo-masters.eu/index.php?anzeige=special10_llp_media.html
- **2.** Gold medal of European Seal of e-Excellence, by the European Multimedia Association, 2011 at CEBIT/Hanover for “DINOS for smart cities “.
http://en.wikipedia.org/wiki/European_Seal_of_e-Excellence
<http://www.seal-of-excellence.org>

Description of our research interest



- **TR Associates Ltd's** Research and Innovation activities target a wide spectrum of sectors. Initially placing emphasis on **Information & Communication Technologies (Smart Cities, Green & Circular economy, Rural Innovation, Collaborative work and eLearning, methods and systems for startups through Fab Labs and Living Labs)**.
- The company has gradually expanded its activities in the areas of **Energy, Environment, Creative Industry, Silver Economy, GNSS, supporting the entire range of academia and industry, serving and covering the new aspects of Horizon 2020.**
- Towards this direction, a dedicated team is responsible for the coordination and monitoring of research and innovation activities, dissemination, communication, branding & marketing.
- Two colleagues received ECVET Certification as **European StartUp Adviser** from University of Wolverhampton, in October 2015.
- **Main research interests are in line with the new Calls of H2020 2018-2020 Workprogramme and the CoF2017 Brussels-event:**
- Workshop 2: Circular Economy (SPIRE, Raw Materials and Water)
- > **Raw materials innovation for the circular economy: sustainable processing, reuse, recycling and recovery schemes (Sustainable processing and refining of primary and/or secondary raw materials, Recycling of raw materials from end-of-life products)**
- > Raw materials policy support actions for circular economy (Responsible sourcing of raw materials in global value chains)

Project title: Developing circular business models in the Fashion cycle by the next generation of ecological fibres



Acronym: ALFA

Objectives:

- To explore and evaluate alternative, environmentally responsible resources
- To employ ecologically sound manufacturing processes (via FabLabs)
- To provide and measure the healthy and safe work environments
- To manufacture environmentally safe products
- To build a set of prototypes of the next generation of ecological fibers from various plants of the Euro-Mediterranean and MENA countries, like ALFA, date palm, “figue de barbarie “cactus , agave, cellulose and algae and... wood..

Expected results:

- People-planet-profit – Key exploitable results in the circular ecological fibers` s sustainable economy with high social and environmental impacts
- To design an additional value chain to the new Circular Fibres Initiative of the Ellen Macarthur Foundation , launched during the World Economic Forum, in Davos in 2017. <https://www.ellenmacarthurfoundation.org/campaigns/circular-fibres-initiative>
- To build various business models for the connected stakeholders and sectors in the textile and clothing recycling industry
- To create a new EU Ecolabel via <http://orangefiber.it/en/join-us-at-the-eu-ecolabel-showroom/>
- To design in 3D and print by special FabLab machine adapted to textile fibres: the first series of samples

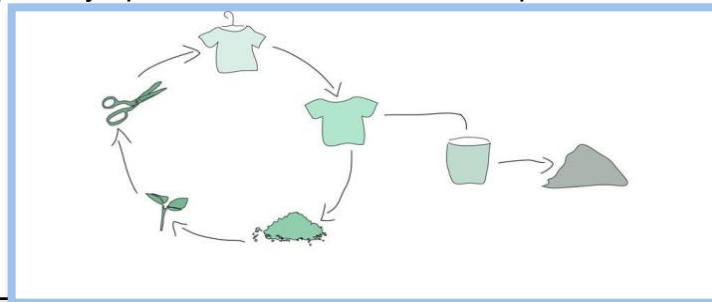


Fig 1. The fashion cycle: cradle to cradle (biological & technical)

Consortium - profile of known partners *(if any)*



No	Partner Name	Type	Country	Role in the Project
01	University of Gafsa	RTD	Tunisia	Developing next generation of Ecological fibers (lab trials)
02	TR Associates Ltd	SME	Malta	Project writer & Responsible for Exploitation strategy and Business plan
03	Urban Futures Innovation & Strategy RMIT Europe (TBC)	RTD	Spain & Australia	State-of-the-art RTD in fashion design
04	The African Circular Economy Network (ACEN)	NGO	South Africa	Mapping the Circular economies in Textile industry/ Dissemination/Exploitation
05	Orange Fiber (TBC)	SME	Italy	EU Ecolabel in circular economy
06	LIVE-INNO GmbH	SME	Germany	Studies on Sustainable economies/Finance support platforms in Circular economies

Consortium - required partners



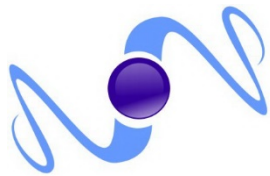
No	Expertise	Type	Country	Role in the project
01	Laboratory of Textile Physics and Mechanics	RTD	France	Applied and Experimental research
02	3D design and manufacturing (FabLab)	SME	Turkey (?)	Design and Prototyping
03	LENZING Group	IND	Austria	State-of-the-art Innovation and Circular Economy models in ecological textile (worldwide leader)
04	Industrial Fabrics Association	NGO	TBC	Commercialisation, dialogue with stakeholders, branding
05	Textile and/or Circular Economy Living Lab	NGO	TBC	user driven design/ Pilots/evaluation, innovation ecosystem for innovation and commercialisation
06	Fashion House	IND	TBC	Exploitation: Branding and Commercialisation
07	Manufacturer of 3D textile printing machine	IND	TBC	Rapid prototyping in FabLabs
08	ICT company	SME	TBC	Platform as a Service developer and provider

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