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**PRESS RELEASE**

## Hi-Tech-TEX coaching activities!

### Hi-Tech-TEX - New sustainable and cross-sectorial value chains towards excellence in Hi-Tech Textiles to foster the uptake of innovation and increasing competitiveness.

Hi-Tech-TEX main objective is to strengthen cluster management excellence and facilitate exchanges and strategic partnering between clusters and specialized eco-systems and cities across Europe, including through implementation of the ClusterXchange mobility scheme.

Hi-Tech-TEX partnership integrates Portuguese Textile Cluster/ CITEVE (the coordinator), from Portugal, AEI TÈXTILS, from Spain; ATEVAL, from Spain; NTT, from Italy; DCC TTC, from Turkey; CLUTEX, from Czech Republic.

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Based on the needs previously identified, the Hi-Tech-TEX partnership prepared a programme of coaching sessions for clusters staff, dedicated to promoting the uptake of soft skills such as creativity and innovation, and business development, to better support cluster members on the daily basis, focus on the implementation of a strong framework programme towards capacity-building.

Part of the Hi-Tech-TEX coaching programme has already been performed, with excellent results.



### Coaching on team management in VUCA world

The first coaching session for develop cluster management skills has been organized by CLUTEX, in a virtual coaching session, on 08.11.2022. This coaching was structured in two parts. First part was dedicated to the strategy of sustainable textile, provided by Mr. Jan Marek (Inotex). The second part was about team management in VUCA world, by Vítá Žalud (TeamTest.cz).

In the VUCA (Volatility, Uncertainty, Complexity, and Ambiguity), things are changing quickly and more often than before. And this includes the changes in the textile and

clothing sector, particularly the needs in terms of sustainability. The coaching on the "10 steps for better team spirit and performance" gave to clusters staff a strategy to face the challenges arising from the VUCA world, responding to that with flexibility, adaptability, and agility.



### Coaching on brand management and development

The coaching on brand management and development has been organized by AEI Tèxtiles, on 19.04.2023. The coaching has been provided by Alex Martinez & Marc Traveria (Connecting brains), in an in-person session, in Terrassa, Spain.

Through a series of dynamic activities, the clusters staff were coached on how to overcome the branding and communication challenges that the textile clusters are

facing nowadays, how to create a buyer persona and were stimulated to share best practices and enhance what is already working in relation to branding.





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## Coaching on management methodologies

The coaching session on management methodologies, including practical problem-solving approach to cluster leadership and strategy, was tailored to Hi-Tech-TEX needs, in response to a specific tender request. This coaching session was organised by Portuguese Textile Cluster/ CITEVE and has been provided by Alexandre Campos (COMPETINOV), on 13.07.2023. This was a coaching hybrid session, with part of the Hi-Tech-TEX clusters participating in-person, on Barcelona, Spain, and the other part online. The session included dynamic activities such as brainstorming external opportunities and threats,

identifying actions for future textile cluster projects, and creating an inter-cluster project for a circular textile business model. The cluster participants developed key competencies and trust among each other, being equipped with knowledge and tools to thrive in the volatile business environment.

Throughout these coaching activities, the Hi-Tech-TEX clusters team gained technical and managing capacities, as well as developed soft skills, essential towards cluster management excellence. But the work is not completed. New coaching sessions to the Hi-Tech-TEX clusters staff are planned to be performed in the next months, to improve the cluster management skills.

Throughout all caching activities the member of the cluster managemnet team technical and managerial capacity built by interactive parts for each cluster and for cluster excellence of the partnership.

New coaching sessiyons will be provided for the cluster managers of Hi-Tech-TEX Partnership

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