ETP

Fibres Textiles Clothing

EUROPEAN TECHNOLOGY PLATFORM

DigitX

Innovation Hub

From AI to DPP: making European textile businesses fit for the digital future

As the textile industry embraces the era of digital transformation, the need for innovative digital tools and solutions is more urgent than ever. European textile businesses are challenged to adapt quickly to an evolving market landscape that demands higher efficiency, customisation, and sustainability.

By focusing on key themes like AI, digital manufacturing, and digital supply chain innovations, the DigitX Innovation Hub aims to equip participants with insights and tools to not only meet current demands but to help shape a resilient, digitally enabled textile future in Europe.

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Innovation Themes

Artificial Intelligence & Digital Product Creation

Being strictly data driven at the point of product conception/design allows to optimise the product not only for its functional performance and aesthetical value, but also enables smart decision making about production strategies & planning, sustainability and compliance, product placement and marketing messages as well as service and end-of-life aspects. For this designers and product developers need access to rich real-time data and powerful, but intuitive tools to rapidly turn creativity and innovative ideas into successful products. Understand what data is needed, what functionalities are offered by innovative AI-enabled technologies and what skills are required by industry professionals.

Artificial Intelligence & digital product creation

Digital Supply Chain & DPP

Digital manufacturing & on-demand production

Digital manufacturing and on-demand production

More and more textile manufacturing processes move from analogue mechanical or chemical to fully digitally controlled and operated processes massively increasing the generation and exploitation of digital data. One of the most desirable features of digital processes is their extremely agility and efficiency even at small lot sizes. When digitally operated technology is seamlessly interconnected with real-time digital data flows, very precise and responsive on-demand production becomes possible, which is a massive value creator in highly complex and volatile end markets from fashion to niche technical textiles. Digitised and automated on-demand production systems have the potential to fundamentally transform todays global on-forecast textile manufacturing model and must be understood and explored by all forward-thinking companies.

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Digital supply chains and digital product passports

The capacity to collect, analyse, exchange and strategically exploit digital data all along the supply chain will not only be a massive competitive advantage but literally a business license to operate. Regulators, public authorities and any consumer-facing company will simply demand all manufacturers, brands, distributors and retailers to produce reliable and verifiable data about all their processes, material, energy and other resource use, management and human resource practices. Companies that cannot deliver on those demands reliably and efficiently will risk being dropped from their respective supply chains. Whether such data becomes part of mandatory reporting, digital product passports, marketing claims, certificates, digital data spaces or blockchain ledgers is case-dependent, but companies without a digital data strategy will find it increasingly difficult to stay in business.
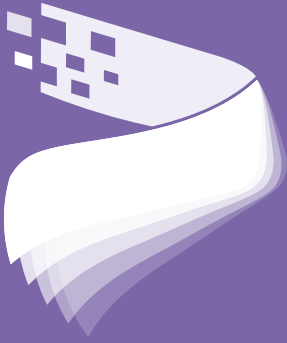
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Any questions? Contact us

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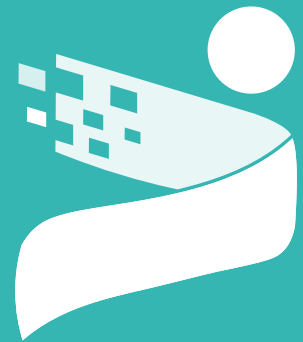Innovation Hub

Join the Innovation Hub to...

LEARN

Gain knowledge through attending **monthly webinars** that focus on addressing the gaps within the value chain and staying updated on the **most recent innovation.**

NETWORK

Connect with stakeholders through engagement on the **Community Platform** and **meet-ups at trade fairs** and other events.

COLLABORATE

Meet relevant partners to **establish business collaborations** or build a European consortium to participate in projects.

SHARE

Publish your news in the Innovation Hub newsletter and share it with your fellow Hub members. Boost your visibility by sharing your content also via Textile ETP's social media channels.

DigitX
Innovation Hub

How does it work?

- Become a **member** as an organisation or as an individual expert
- Get access to our **platform** to find everything in one place
- Attend a **selection of events** that are of interest to you
- Watch all **recorded webinars** on the platform
- Stay in the loop via our **Innovation Hub newsletter**
- **Shape the programme!** Let us know what are the topics most important to you

The Innovation Hub Activities

What?	How long?	Where?	How often?	What can you expect?
LEARN				
Thematic learning webinars	1,5h to 2h	MS Teams	8-10/year	Listen to 2-3 speakers presenting new technologies and solutions in one of the innovation themes, and ask your questions.
Practical tutorials	1h	MS Teams	3-4/year	Understand the basics of key digital technologies and their application potentials in textiles.
Access to learning platform	/	Hub platform	Always available	Re-watch all recorded webinars and download presentations and other learning materials.
NETWORK				
Meet-ups & guided tours	1h to 2h	In-person	On occasion	Join us at in-person meet-ups at some of the largest European trade fairs and textile conferences. You will also get the chance to visit open innovation facilities.
Access to the expert contact database	/	Hub platform	Always available	Find contact details of experts, speakers and other Innovation Hub subscribers.
COLLABORATE				
Hands-on workshops	1 day	In-person	2/year	Attend live demonstrations and try out innovative tools and solutions at technology partners' premises.
Technology deep dives	1h	MS Teams	4/year	Fully understand the technical details and functional capacities of key digital technologies.
SHARE				
Your news & events	/	Hub newsletter, LinkedIn	Every 2 months newsletter & social media on occasion	Publish your news in the DigitX Innovation Hub newsletter and share it with your fellow Hub members. Boost your visibility by sharing your content also via our social media channels (only for paying subscribers)

DigitX Innovation Hub

Planning 2025 Q1-2

January	February	March	April	May	June/July
Onboarding	**Welcome webinar** All about the DigitX Innovation Hub 13 February	**Learning webinar** The drivers of digitalisation in the textile and fashion business 4 March	**Learning webinar** The disruptive potential of AI 3 April	**Textile ETP Annual Conference** 12-14 May, Alcoy, Spain	**Practical tutorial** 5 June
	Onboarding	**Learning webinar** Digital preparedness of the European Industry 18 March	**Technology deep dive** Supply Chain traceability and DPP 10 April	**Technology deep dive** Digital production 15 May	**Practical tutorial** 19 June
Newsletter		**Newsletter**	**Technology deep dive** Collaborative product development 24 April	**Newsletter**	**Hands-on workshop** 3 July, Bordeaux, France LECTRA HQ
					Newsletter

Continuous access to the online platform

Programme is subjected to change.

Annual Innovation Hub Subscription Fees

A full-year learning and networking programme for the price of a 2-day conference ticket.

Expert
✓ 1 person
€500/year
Free
for ETP Associate members

Team
✓ 3 persons
€750/year
€500/year
for ETP Associate members

Corporate
✓ Unlimited
€1000/year
€750/year
for ETP Associate members

The membership in the Innovation Hub is a yearly recurring subscription, automatically renewed each year in January. New joiners subscribing as of 1 July each year will be invoiced 60% of the yearly fee for the running calendar year. They will be automatically invoiced the normal yearly fee in January of the next calendar year, and all following years.

Subscribe to the Innovation Hub

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The Organisers

The European Technology Platform for the Future of Textiles and Clothing, Textile ETP in short, is the largest network for textile research and innovation in Europe. It acts as a think tank, strategic connector and EU funding access facilitator for textile industry, research, education and cluster organisations.

Follow the Innovation Hub on LinkedIn

in DigitX Innovation Hub

The Partners & Co-Hosts

Strategic Innovation Partners

LECTRA
Lectra, France
www.lectra.com

trustrace
TrusTrace, Sweden
www.trustrace.com

Key Technology Partners

SMARTEX.AI
SmartexAI, Portugal
www.smartex.ai

Co-hosts

ITA Academy
ITA Academy, Germany
www.ita-academy.de/en/welcome/

citeve
CITEVE, Portugal
www.citeve.pt

SUOMEN TEKSTIILI & MUOTI
Finnish Textile & Fashion (STJM), Finland
www.stjm.fi/en

POLITECNICO MILANO 1863 DIPARTIMENTO DI DESIGN
Politecnico di Milano - Dipartimento di Design, Italy
www.dipartimentodesign.polimi.it

Supporting Partners

EURATEX
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www.euratex.eu

The Team

Programme Board

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Textile ETP

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Lectra

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