

Design & Fashion | All Europe Countries | Open Call | Transformation | Sustainable Practices | Greening Practices

Transforming Fashion SMEs Toward Circular Practices

CREATIVESUNITE

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EIT Culture & Creativity invites applications for a 10-week training programme to help fashion and textile SMEs transition to circular, sustainable production models through mentoring, digital tools, and practical strategies.

Deadline for applications: 15 September 2025
Training dates: 20 October 2025- 16 January 2026
Who is it for? Fashion and Textiles SMEs
Organizer: EIT Culture & Creativity

Read more and apply here.

About SME Fashion Adaptor

EIT Culture & Creativity has launched the SME Fashion Adaptor , a 10-week training programme designed to help fashion and textiles brands shift from conventional production models to circular, resource-conscious practices.

The programme tackles some of the sector's most pressing challenges, including overproduction, material waste, and supply chain transparency. By offering practical solutions and support for investment readiness, it aims to help fashion SMEs expand into new markets while keeping sustainability at the core of their growth.



What will you get?

Over the course of 10 weeks, participating SMEs will benefit from:
- Weekly online workshops and sessions
- 10 personalised mentoring sessions
- Access to a digital tool to track and benchmark circular progress
- In-person Demo Day (location to be announced)

Through strategic guidance and the digital tool, participants will gain a detailed view of their operations. They will track their production footprint, measure material sourcing and supply chain emissions, assess product durability and repairability, quantify circularity efforts such as recycled material use and waste reduction, and explore opportunities for more localised supply chains and manufacturing.

Launching straight into action, the programme is designed for fashion and textiles SMEs that are already taking initial steps towards circularity and are ready to scale their efforts. To participate, companies must have been legally established for at least three years in an EU Member State or a country associated with Horizon Europe.

By the end of the programme, each company will have developed a concrete roadmap for circular transformation, reducing waste and overproduction, adopting recycled

materials, and strengthening supply chain resilience. They will be equipped to design products that last and communicate their impact with transparency.

These circular strategies will be showcased at the final Demo Day in front of industry experts, investors, and potential partners, opening doors to new collaborations and market opportunities while demonstrating each company's role in building a fairer, more sustainable fashion industry.

For the full list of eligibility criteria, please read the detailed open call guidelines document thoroughly.
For more information and to apply, visit EIT Culture & Creativity's official website.

Image: Vitaly Gariev on Unsplash