

## What do you learn

- Gain knowledge, understanding and skills to **realise the innovation potential** in the growing field of smart textiles.
- Understand the state-of-the-art of smart textiles, key technologies, promising **target markets, proven business models** and value creation along the supply chain.
- Position your company or organisation as a **European leader or challenger in smart textiles** innovation.

## How do you learn

- The expert-curated **15-month programme** of 12 webinars (2.5/3 hours each) covers smart textile innovation with a 360 degrees approach.
- Connect with key **knowledge and innovation leaders** in smart textiles from across Europe.
- Participate in **live sessions** and review the **course materials** anytime afterwards.
- **Network with your peers** at the final event in June 2022.

## Why smart textiles

Smart textiles and wearables are the **innovation frontier for the textile, clothing and electronics industries** that are expected to open up niche markets in several sectors like sports, personal protection, healthcare, smart interiors, fashion, entertainment and gaming. However, the knowledge about key technologies and main players is fragmented.

Therefore, this masterclass combines **insights and latest developments from leading technology developers, industry innovators and end-market experts** across all disciplines of the European smart textiles ecosystem.

# Innovating in Smart Textiles

European Masterclass



by Textile ETP

# Learning Journey

**1** Exploring the world of smart textiles

*April to June 2021*

**2** IoT functionalities and applications

*September to December 2021*

**3** Key technologies and their maturity

**5** Technology validation, testing and standards

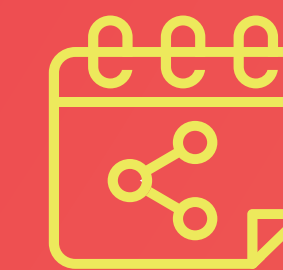
*January to March 2022*

**4** Target markets, value chains and key stakeholders

**6** Life cycle and sustainability

*April to June 2022*

**7** Product-market fit and business models



Final conference and networking event

Each webinar hosts 5-6 live lectures, delivered by recognised experts from technology, industry and end market and a Q&A session. Subscribers have 24/7 access to full video recordings and downloadable materials.

# Subscribe by 15 March 2021

Full programme subscription fee: 1,850€

Permanent discounts:

300€ for Textile ETP associate members;  
100€ for Textile ETP networking members.

One single subscription per organisation allows multiple experts to enrol in the programme.

[Click here to subscribe](#)

All validly registered subscribers will receive their subscription confirmation at least 2 weeks before programme start.

Not sure to subscribe yet?  
Leave us your email [here](#) to keep in touch about the masterclass

## Complete course curriculum

### Introduction

Getting to know all partners  
Establishing common objectives and working procedures

### Module 1: Exploring the world of smart textiles

Smart textiles as human-machine interfaces  
Why are smart textiles needed? What problem are they solving: mosquito sting or shark bite?  
Main functions and application areas  
The evolution of research & technology development since 2000

### Module 2: IoT functionalities and applications

Human data capture and management  
System and environmental data capture & management  
General trends in miniaturisation, energy/data management & transmission

### Module 3: Key technologies and their maturity

Structural textile technologies  
Textile surface technologies  
Non-textile flexible electronics  
Integration and interconnection of textiles and electronics

### Module 4: Target markets, value chains and key stakeholders

Target fields of application: sport, health, protection, automotive, interiors, fashion  
Requirements and value generation in sectoral supply chains  
Engage key players in the value chain

### Module 5: Technology validation, testing and standards

Testing protocols and testing methods  
European regulations  
End-user acceptance and approval

### Module 6: Life cycle and sustainability

Life cycles of smart textile products  
Sustainability and recycling  
Maintenance and technological obsolescence

### Module 7: Product-market fit and business models

Generating and marketing added value and UVP, product sales vs service subscriptions  
Niche vs mass market: who is the decision-maker?

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# The Smart Textiles Innovation Masterclass

The masterclass is organised by the European Technology Platform for the Future of Textiles and Clothing with the support of Daniela Zavec from TITERA Innovative Technologies as the technical programme adviser.

To learn more about Smart Textiles Innovation Masterclass visit [www.textile-platform.eu](http://www.textile-platform.eu) or send an email to [info@textile-platform.eu](mailto:info@textile-platform.eu)

## The Textile ETP

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.

## TITERA

TITERA provides knowledge and technology for smart textile materials and innovative sustainable business solutions.

TITERA bridges the gap between the R&D organisations and the Industry by combining the scientific expertise and engineering know-how on the cross-sectoral level. ([www.titera.tech](http://www.titera.tech))

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