

## European Textile, Footwear and Sports Technology Platforms

### 'Designed to Surprise'

*Towards a Strategic Roadmap for Research and Innovation in the European Design-based Consumer Goods Sectors, Brussels, 04 February 2010.*

A-FOOTPRINT was one of the sponsoring projects for this strategic roadmap meeting convened to discuss the strategic direction for research and innovation for consumer goods in the global market. In the opening session there were high level presentations on consumer goods research initiative and EU research policies and programmes. Dr Berthold Krabbe from Adidas AG gave his vision of the European Consumer Markets related to sporting products and Dick Hendriks presented on clean customised clothing initiatives. The second session comprised a series of presentations on major innovation strategies for consumer goods with examples in the fashion industry, optical goods, sustainable fibres, health and safety goods and functional and smart products. The afternoon session involved a panel discussion on further trends in the consumer goods sector followed by a wrap-up session leading towards the development of a forward strategy for a vision paper and CG research initiative. Other sponsoring projects included SSHOES, Fit4U, Open Garments, Nanobond, Serve, and Enviro-Tex-Design.

Further information can be found at [www.textile-platform.eu](http://www.textile-platform.eu), [www.eu-footwear.eu](http://www.eu-footwear.eu), and [www.epsi.eu](http://www.epsi.eu)



Images from the Consumer Goods network meeting



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A-FOOTPRINT is a thirteen partner Consortium comprising six SMEs, five HEIs, one large-industry, and one research organisation, from seven EU member states. The project is funded under **FP7 Cooperation Work Programme: Theme 4 - Nanosciences, Nanotechnologies, Materials and New Production Technologies** (Grant Agreement NMP2-SE-2009-228893) with a total cost of €5,305,678 and an EC contribution of €3,729,043. This is a 48 month project which started on 01-10-09

