

PRE-ORDER CIRCULAR

Demand-Driven Circular Manufacturing Platform for the European Textile Ecosystem

Partner Search Deck | RIVCircular Open Call 2026 | Topic 4 -
Circular Economy in the Textile Industry



Recognition & Funding

EIC Ukraine Tech funded project
Seeds of Bravery - Seal of Excellence
Business model validated since 2012



Coordinator: B2B Agency LLC, Kyiv Oblast, Ukraine



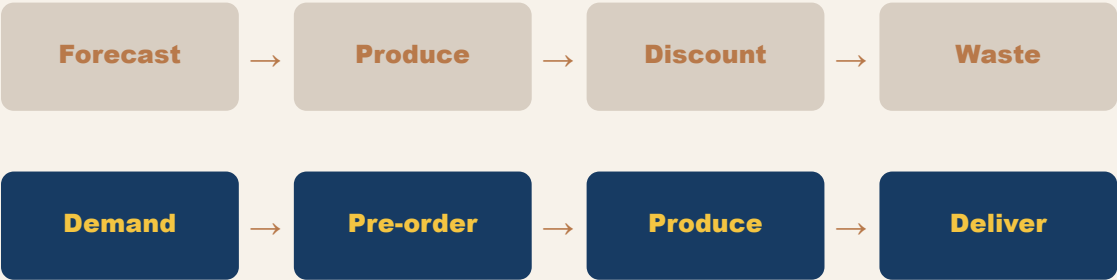
Why this matters now

Textile circularity starts before production

Europe is moving towards textile products that are more durable, repairable, recyclable and produced with lower environmental impact. But circularity cannot be achieved only after waste appears.

The core challenge

Forecast-driven production creates inventory risk, markdowns and unsold stock. PRE-ORDER shifts the decision point earlier: demand is validated before production resources are committed.



The PRE-ORDER Circular solution



A digital infrastructure for demand-driven textile manufacturing

PRE-ORDER enables manufacturers, brands, buyers and end customers to validate demand before production. The project turns pre-orders into operational signals for production planning, pilot execution and circular impact assessment.



What changes for partners

- 1 Brands test demand before committing inventory.
- 2 Manufacturers plan smaller, validated production batches.
- 3 Researchers measure avoided overproduction and circularity impact.
- 4 Clusters replicate the model across regional textile SMEs.

Technology baseline & external validation

TRL 6 baseline

TRL 6

Demonstrated in a relevant
fashion / e-commerce
environment

Why the baseline is credible

- ✓ Pre-order business model validated through operational fashion e-commerce since 2012.
- ✓ Core mobile platform and backend are ready for public deployment and industrial demonstration.
- ✓ EIC Ukraine Tech funding confirms competitive EU-level assessment of innovation potential.
- ✓ Seeds of Bravery - Seal of Excellence provides an additional independent proof point.



**Seeds of Bravery
Seal of Excellence**

EIC Ukraine Tech

funded project

What RIVCircular will deliver

RIVCircular will fund industrial circular validation and replication - not duplicate EIC-funded core technology development.



Expected result: PRE-ORDER Circular progresses from TRL 6 baseline to TRL 7-8 industrial demonstration and market replication readiness.

Consortium we are building

Target partner roles

- 1

Industrial SME / brand

Madrid or other eligible territory

Run pre-order campaigns and production pilots.
- 2

Textile manufacturer

Eligible textile region

Validate production planning and batch execution.
- 3

Research & knowledge organisation

Hauts-de-France / Innlandet / Extremadura / Madrid

Lead LCA, circular KPIs and independent impact validation.
- 4

Textile cluster / innovation agency

Eligible territory

Mobilise SMEs and support replication.
- 5

ERP / manufacturing software partner

Eligible territory

Support integration with production systems where relevant.

Priority territories for Topic 4

Kyiv Oblast

Madrid

Extremadura

Hauts-de-France

Innlandet

Consortium rule: at least 3 entities from 3 different EU Member States / EEA contracting parties. Ukraine participates as an eligible RIVCircular territory but is not an EEA contracting party.

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Funding logic and no double funding

The proposal is designed as a complement to EIC Ukraine Tech, not a duplication of already funded work.

EIC Ukraine Tech scope

- E Core technology development
- E AI module development
- E Digital Product Passport development
- E CO2 tracking development
- E Mobile platform advancement

RIVCircular scope

- R Industrial pilots in textile value chains
- R Circular production protocols
- R Independent impact assessment
- R Regional replication and SME mobilisation
- R Market validation with partners

Firewall: no duplicated costs, no duplicated deliverables, clear timesheets and budget separation.

Why join now



We are looking for partners ready to test, measure and scale demand-driven circular textile production.

- ✓ Join an interregional circular economy demonstration project.
- ✓ Access a validated pre-order workflow and existing digital platform.
- ✓ Pilot a waste-prevention model with industrial and research partners.
- ✓ Build a pathway for future Horizon Europe and market replication.

Project snapshot

Topic 4 | Budget: EUR 1-2M | Duration: 2-3 years | TRL 6 -> 8 | Max funding per beneficiary: EUR 600k

Contact

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