Finding Your Way Around TCBL on the Internet: A Quick Guide for TCBL Members

European Commission

A TCBL HANDBOOK
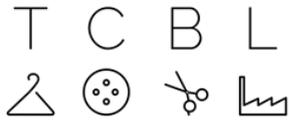
Introduction

The TCBL project generates a great deal of information that is important and useful to know about; however, it's not always easy to find. This is meant to function as a quick guide to the key TCBL sites: no more, no less.

1   The TCBL website: http://tcbl.eu/

The public face of TCBL. It provides information on the project for public consumption as well as features accessed via secure login. **All TCBL participants must be registered as network members here.**
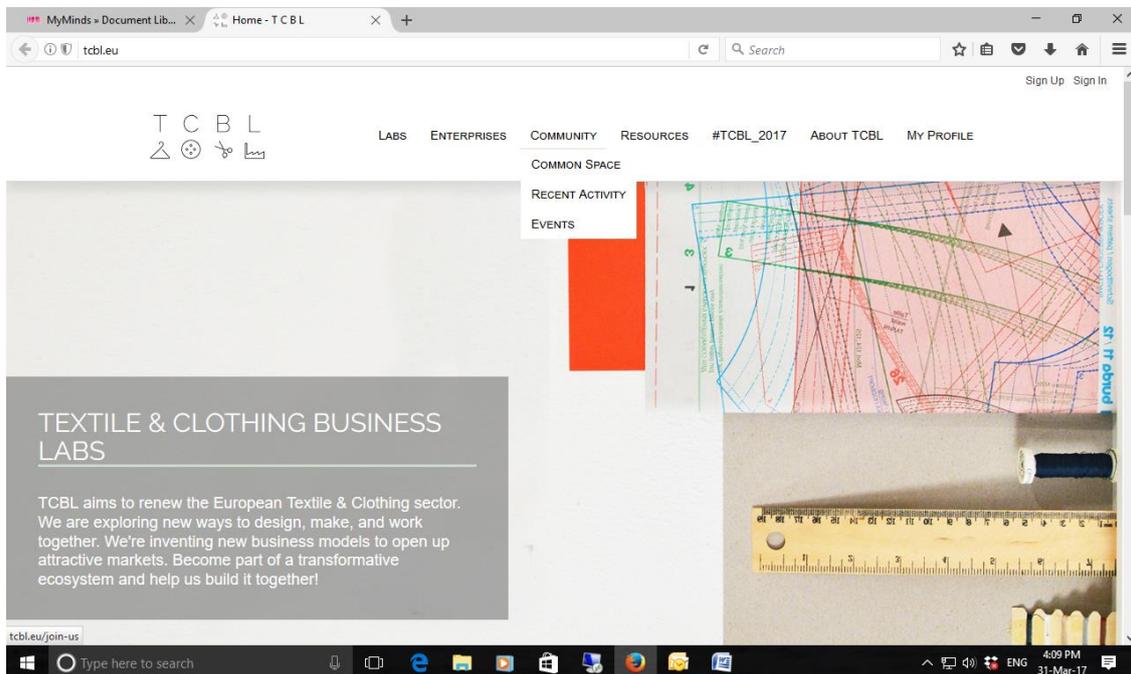

Three tabs are worth highlighting. The **Labs** tab is dedicated to the activities of the Labs' projects. This area provides information on all of the projects in progress, which partners are involved and what objectives will be realised. Short descriptions of each lab with key contacts can be found there too. Currently, clicking on the Labs tab opens a new window and access to this area requires a further login. The **Enterprises** tab provides details on some of the innovative, special interest projects that partners and members are working on, e.g. eco-friendly production, bacteria dyeing and short run production. Thirdly, the **#TCBL** tab provides access to visual and audio material from the first conference, held in Huddersfield, UK, and details on the #2017 version in June in Athens. We'd love to see you there!

2   The TCBL video channel on YouTube:

https://www.youtube.com/channel/UCZcpRQi7vjIxuq50a-8KOxA

Most video material about TCBL finds its way onto YouTube! Material can be uploaded to our dedicated channel by a member with access rights or you can upload yourself via your own account. If you post via your own account please tag it TCBL but also let us know where to find it!
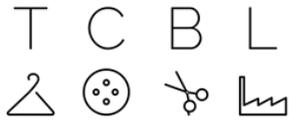
3   The TCBL video channel on Vimeo: https://vimeo.com/search?q=TCBL

This channel has most of the same content as YouTube with additional videos of the launch of theTextileLab in Amsterdam in September 2016. The same rules apply for Vimeo as for YouTube: if you upload your own material, please tell us.

4   Facebook: https://www.facebook.com/projecttcbl/

TCBL has a Facebook page and it is kept up to date by one of the account administrators. You can go to our page via the TCBL website.

5   LinkedIn:

Luca Leonardi (Palermo) has set up a TCBL group here: https://www.linkedin.com/pulse/textile-clothing-business-labs-project-luca-leonardi

6   Twitter: https://twitter.com/tcbl2020

TCBL has an account with Twitter and tweets on TCBL can be found via the #TCBL tag.

7   Business Services:

TCBL offers access to an ever increasing number of business services, all of which can (or will) be accessed online by partners and associates.

1. vDiscover is a tool developed by TCBL partner DITF to facilitate searches for knowledge around the Textiles and Clothing sector. Currently, work is ongoing to provide an improved data model and configuration for users. http://www.vdiscover.eu/ provides a useful overview of the application for now. Marcus Winkler (marcus.winkler@ditf-mr-denkendorf.de) is the key TCBL contact for access to vDiscover for TCBL.
2. The business process and best practice modelling package bpSquare: https://tcbl.bpsquare.ilabt.iminds.be/bpSquare. Marco Paini (marco.paini@sedapta.com) is the key TCBL contact for access to bpSquare for TCBL projects.
3. The business modelling package Strategyzer has been adopted by TCBL as part of its approach to developing new business models for the T&C industry. It is in use with some of the Pilot projects that have been created from 2016 onwards. An overview of the general application can be found via https://strategyzer.com/. Enrico Ferro (ferro@ismb.it) is the key TCBL contact for access to Strategyzer for TCBL projects.
4. Sqetch provides a means of putting textiles and clothing brands and manufacturers in touch with each other via https://sqetch.co/. The site has a European focus so is ideal for TCBL members.
5. Cleviria's Thela software provides a clear and intuitive facility to trace your buying / selling textile and clothing supply chain and document your key areas of strategic importance. Go to http://www.cleviria.it/thela/?lang=en for an overview.
6. Zine provides TCBL readers with access to a diverse range of knowledge items on textiles and clothing :http://zine.tcbl.eu/.
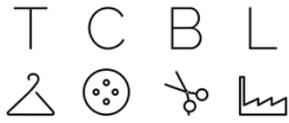
8   Marketing Tools

A consistent approach to the marketing and promotion of the TCBL brand is of great importance and considerable effort has been devoted towards developing a professional look and feel. Artwork for roll-up posters, A4 folders, posters, brochures and bookmarks is supplemented by logos, photographs, video title screens and a number of PowerPoint presentations. If you feel that you would like to use the TCBL suite to help market it through your own work please contact the project management team via tcbl@comune.prato.it and explain why you wish to use them.

Caution: which TCBL?

We'd like to think that there is only one TCBL that matters. However, the acronym is in use elsewhere in the world, notably through the Toronto Chinese Basketball League. Judicious use of textile related search items should filter out most irrelevant items and allow search engines to bring up what's important for textiles and clothing.

DOCUMENT INFORMATION

REVISION HISTORY

REVISION	DATE	AUTHOR	ORGANISATION	DESCRIPTION
V.1	31.03.2017	Richard Axe	T C o E	Guide for members
V.2	08.05.2017	Richard Axe	TCoE	Updated links

STATEMENT OF ORIGINALITY

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