

# REPORT 2020

GLOBAL FASHION  
AGENDA GROUP

| 2020 CIRCULAR FASHION  
SYSTEM COMMITMENT

# FINAL REPORT

# IMPRINT

**Publisher:** Global Fashion Agenda

**Cover photo:** Global Fashion Agenda

**Photos:** Global Fashion Agenda, ASOS, H&M Group, Nudie Jeans, Filippa K and Dhana Inc.

© 2020 copyright Global Fashion Agenda

## About Global Fashion Agenda

Global Fashion Agenda is the foremost leadership forum for industry collaboration on fashion sustainability. As a thought leadership and advocacy organisation focusing on industry collaboration and public-private cooperation, the non-profit organisation is on a mission to mobilise and guide the fashion industry to take bold and urgent action on sustainability.

Global Fashion Agenda is behind the leading business event on sustainability in fashion, Copenhagen Fashion Summit, which has been leading the movement for over a decade. In 2020, due to COVID-19, Global Fashion Agenda tapped into the digital universe to deliver CFS+, a hybrid of pre-produced premium digital content, live sessions, and an online forum.

We consider brands and retailers at the core of influence for securing comprehensive change and increasing the industry's sustainability performance across the value chain to ensure that sustainability is a strategic priority. In partnership with our Strategic Partners ASOS, BESTSELLER, H&M Group, Kering, Li & Fung, Nike, PVH Corp., Sustainable Apparel Coalition and Target, we spearhead the fashion industry's journey towards a more sustainable future.

**For more information please visit**

[globalfashionagenda.com](https://globalfashionagenda.com)

**For questions please see FAQ or contact**

[commitment@globalfashionagenda.com](mailto:commitment@globalfashionagenda.com)

## Acknowledgements

Global Fashion Agenda would like to thank BSR, the Ellen MacArthur Foundation, International Apparel Federation, I:CO, Li & Fung and WRAP for supporting the 2020 Circular Fashion System Commitment with their expertise and by engaging their network to drive this topic forward. We extend our thanks to those signatories who contributed to this report with case studies, quotes and images.

## CONTENTS

Introduction	p. 1
Final status in reaching set targets	
Action point 1: Circular design	p. 4
Action point 2: Collection	p. 7
Action point 3: Resale	p. 10
Action point 4: Recycling	p. 13
Signatories' internal engagement	p. 16
Year three: Addressing challenges to support signatories	p. 18
Year three: Industry progress	p. 20
The road ahead	p. 21
FAQ	p. 23
References	p. 25
Appendix	p. 27
Methodology	p. 27
Overview of Signatories' Targets	p. 29
Overview of select solutions providers	p. 46
Policies related to circular textiles and businesses in the EU	p. 53

## CASE STUDIES FEATURED IN THE *FINAL REPORT*

ASOS' CIRCULAR DESIGN JOURNEY	p. 5
TOMMY HILFIGER TO EMBED CIRCULAR DESIGN PRINCIPLES ACROSS THE BUSINESS	p. 6
OVS AND THE UNIVERSITY OF PADUA DEVELOP CIRCULARITY ALGORITHM	p. 6
GAP INC. PARTNERS WITH ELLEN MACARTHUR FOUNDATION	p. 7
H&M LAUNCHES "LET'S CHANGE" CAMPAIGN	p. 9
NUDIE JEANS OFFERS PRE-LOVED JEANS ONLINE	p. 10
FILIPPA K HOSTS NEW RETAIL SPACE DEDICATED TO REPAIR, REMANUFACTURE AND RESALE	p. 11
KERING TO FAST-TRACK DISRUPTIVE INNOVATION	p. 14
INDITEX AND MIT TO PROMOTE AND FUND RESEARCH TO ADVANCE CIRCULARITY	p. 15
DHANA INC. REINVENTS CO-CREATION IN CIRCULAR MEMORY JACKET	p. 15

# INTRODUCTION

At Copenhagen Fashion Summit 2017, Global Fashion Agenda (GFA) called on the fashion industry to take action on circularity by signing a commitment as a concrete way to turn words into action. The aim was to increase the number of fashion brands and retailers taking action on circularity to accelerate the industry's transition to a circular fashion system.

As of August 2020, the 2020 Circular Fashion System Commitment (2020 Commitment) had been signed by 86 companies, representing 12.5% of the global fashion market. The signatories represent large industry players like ASOS, H&M, Nike, Inditex, Kering and Target, while SMEs such as Nudie Jeans, Reformation or Ganni represent 63% of the signatories. The 2020 Commitment was developed by GFA to encourage fashion brands and retailers of all sizes, market segments and starting points to take action on circularity.

“We launched the 2020 Commitment out of the urge to turn aspirations into concrete actions and to guide the industry's efforts towards a circular fashion system. When we started in 2017, circularity was a rather new topic for many industry players. We are now incredibly impressed by the achievements of our signatories who partly turned complete strategies around to accelerate this transition and who creatively addressed challenges posed by COVID-19 with tools grounded in a circular mindset.”

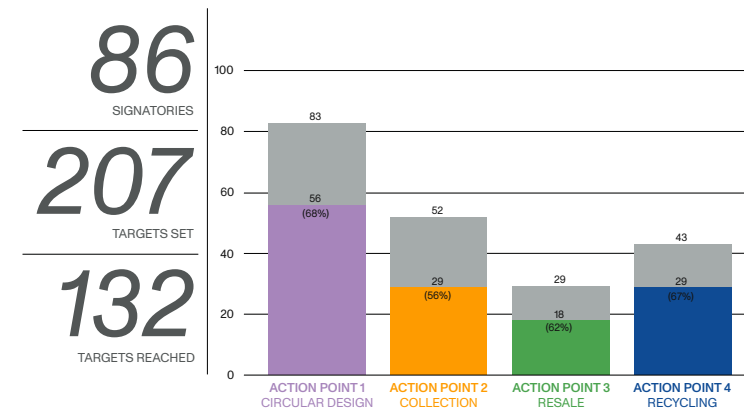
– Eva Kruse, CEO, Global Fashion Agenda

The *Final Report* covers year three of the 2020 Commitment and shines a light on signatories' actions to reach set targets. It seeks to provide an overview of the overall progress for each action point, emphasising key learnings and take-aways to inspire the whole industry with real actions towards a more circular fashion system. In addition, it highlights earlier achievements as well as past and ongoing initiatives and policy updates. As of August 2020, signatories have set 207 targets distributed across four action points:

- 1) Implementing design strategies for cyclability (40% of total targets set)
- 2) Increasing the volume of used garments and/or footwear collected (25% of total targets set)
- 3) Increasing the volume of used garments and/or footwear resold (14% of total targets set)
- 4) Increasing the share of garments and/or footwear made from recycled post-consumer textile fibres (21% of total targets set)

## EXHIBIT 1

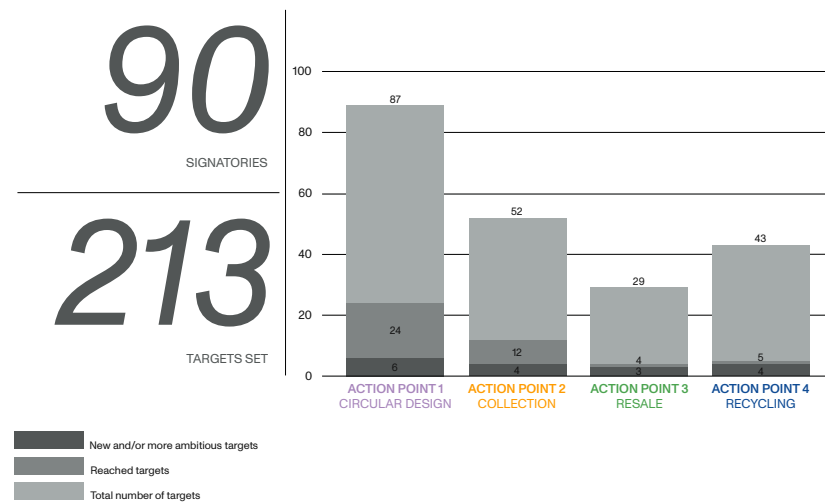
TARGET DEVELOPMENT DURING YEAR THREE OF THE 2020 COMMITMENT\*



\*As of August 2020

**EXHIBIT 2**

## TARGET DEVELOPMENT DURING YEAR TWO OF THE 2020 COMMITMENT



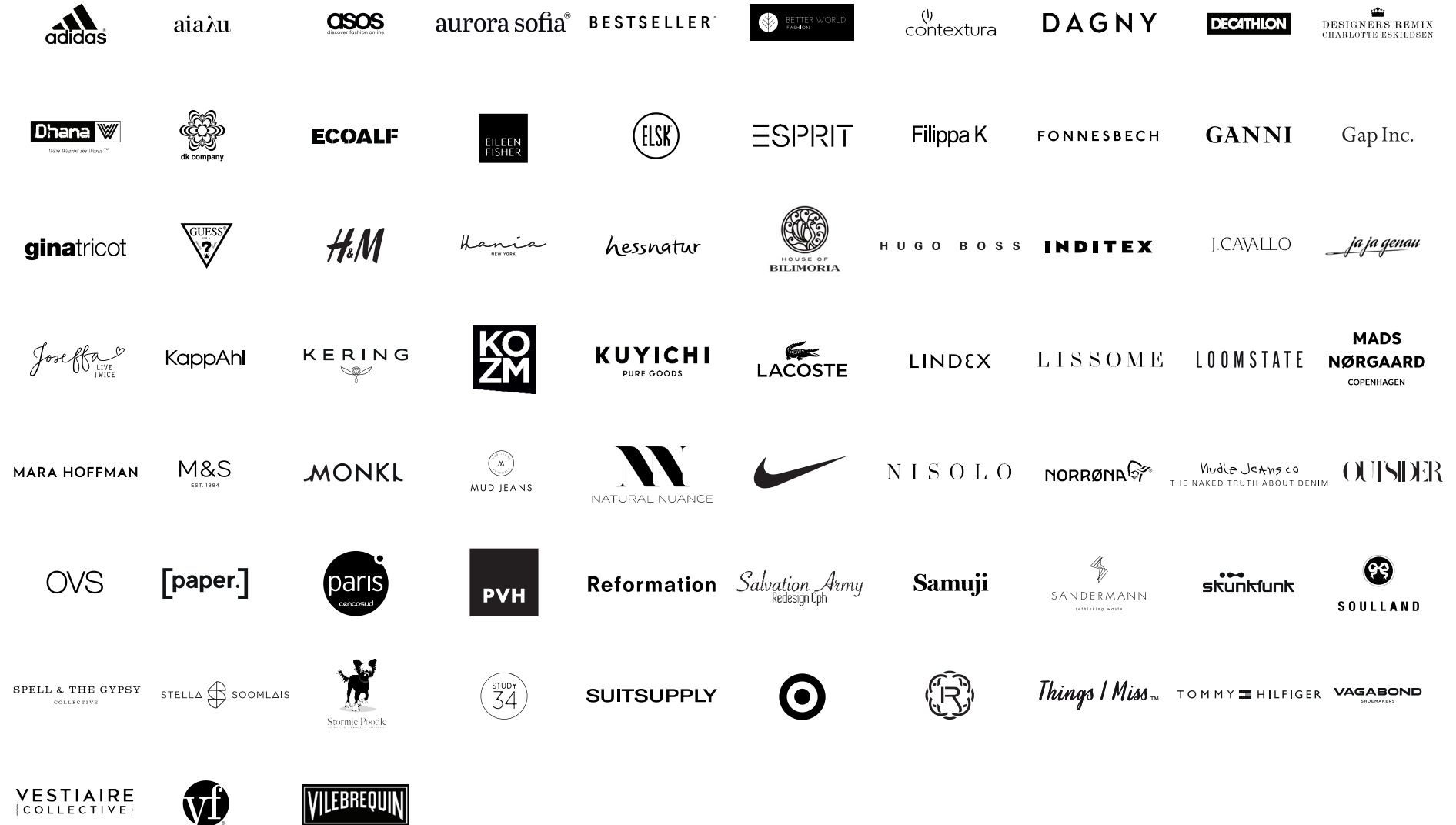
While the first year of the 2020 Commitment mainly focused on getting signatories onboard and to set targets, the second year already saw targets being reached as additional or even more ambitious targets were set. During that year, signatories reached 45 (21%) of 213 targets and set 17 new and/or more ambitious targets. During the final year of the 2020 Commitment, signatories have set 207 targets distributed across four action points while a total of 132 targets (64%) have been reached. The number of signatories and targets vary as some signatories withdrew from the 2020 Commitment due to, e.g. closure of business.



Photo credit: Global Fashion Agenda

## 2020 Commitment signatories

as of August 2020



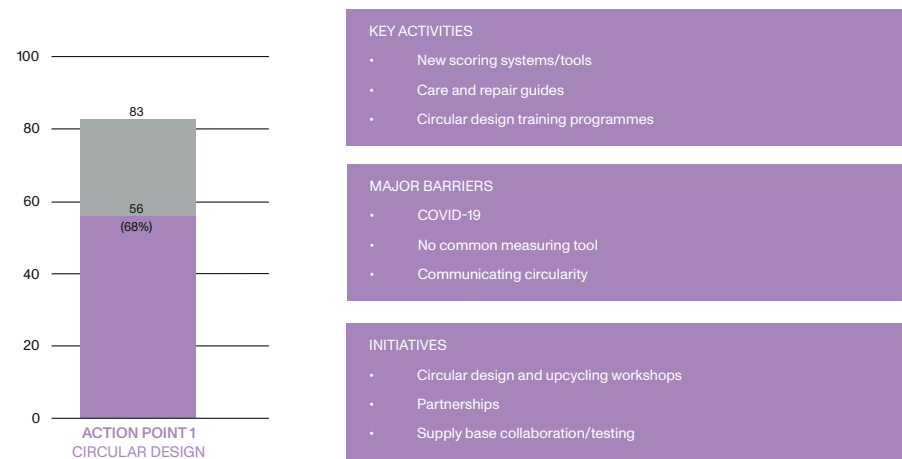
Signatories missing logos on the overview: Arvind Brands, Dedicated Sweden AB, MA RA MI, Mokacioccolatah, NYLSTAR, reflect, Sab Soleil, Salt Gypsy Pty Ltd, Shannon South, Star Sock, Tom Cridland, VIRTU and Wtree Inc.

# ACTION POINT 1: IMPLEMENTING DESIGN STRATEGIES FOR CYCLABILITY

NUMBER OF SIGNATORIES WHO SET TARGETS: 53

TARGETS SET: 83 (40% of total targets)

TARGETS REACHED: 56 (67% for action point 1)



## The role of design in a circular fashion system

Design and material choices play an integral role in creating products that can continuously be circulated back into the fashion system, whether by prolonging their lifecycle or recycling them into new material. The decisions designers and creative directors make in the design and development stage affect not only a product's style but also its environmental and social impact, ultimately touching all stages of the value chain, including product use and end of use. Circular design, and especially designing for longevity or durability, also addresses waste prevention, which ranks first in the European Union's (EU) waste hierarchy.<sup>1</sup> For this reason action point 1 stresses the holistic importance of creative departments and the urgent need to inspire, educate and empower them, setting the cornerstone to transform fashion into a more responsible industry. The ingenuity of designers and creative thinkers was underlined at this year's [Design Studio](#) as

part of [CFS+](#), where designers were challenged to create a product within the context of designing sustainably. During the 2020 Commitment, we have seen efforts in circular design expand from creative departments to other business functions, such as purchasing, procurement and retail operations with the companies' deep commitment, dedication and motivation elevating circularity from design departments to a holistic strategy.

"Our purpose is to inspire beautifully, in harmony with people and planet. Incorporating circular design strategies into our products and business operations provides us with the opportunity to realise this vision by expanding on our R&D capabilities as well as harnessing creativity."

– Elizabeth Abegg, Founder, SPELL

## Selected initiatives and solutions

**Higg Materials Sustainability Index (MSI):** The Higg MSI sets a standard approach to collecting life cycle assessment data for apparel, footwear and textile materials. Measuring all materials in a common way empowers the industry to compare materials and make informed choices that are more sustainable for the planet. The Higg MSI has three key components:

1. **Taxonomy:** A way to collect and organise material production data
2. **Materials data:** Verified cradle-to-gate material data that meet specific Higg MSI requirements
3. **Scoring methodology:** A way to interpret the data. The Higg MSI translates material production data into a single environmental score<sup>2</sup>

**Material Circularity Indicator (MCI):** The MCI tool, which is part of a broader Circular Indicators Project developed by the Ellen MacArthur Foundation and Granta Design, allows companies to identify additional circular value from their products and materials, and mitigate risks from material price volatility and material



supply. Integrated with the MI:Product Intelligence package, MCI enables users to analyse and evaluate a range of environmental, regulatory and supply chain risks for their designs and products.<sup>3</sup>

**Fashion Positive:** Members of Fashion Positive collaborated with standards and certification organisations, industry leaders and stakeholders to develop a publicly available and industry-reviewed guideline that describes in detail how to achieve circular materials. The guideline focuses on four main categories: Feedstock content, chemistry, water and energy.<sup>4</sup>

## Final status in reaching set targets

### 1) Training in circular design

In its last year, the 2020 Commitment saw more than 20 signatories successfully build and deliver internal circular design training programmes across product development teams focusing on circular design principles ranging from durability, recyclability and reparability to design for disassembly and with mono materials. Design teams have been further encouraged to put their learnings into practice by applying circular design principles to certain product categories or lines and by requiring novel ways of working and close collaboration across functions and with value chain partners. A further 30 signatories successfully integrated circular design principles into their design briefs.

### 2) Creation of supportive tools and guidelines

Complementarily, and partly as the next step following trainings on circular design, many signatories took to creating their own circular design guidelines or policies as well as tools and/or scoring systems to more deeply understand and grade the circularity potential of materials and products. In the development phase for these tools and guides, signatories often partnered with educational institutions and thought leaders to support shaping and further informing these. The implementation of measuring tools and principles enabled signatories ongoing monitoring, development and heightened visibility, permitting higher accountability and continuous learning. Ongoing review processes across teams were seen as encouraging and inspiring, with various departments pushing themselves to lead the way, raising performance across the board and reaching significant growth in sustainable materials usage.

“At Target, we believe that a sustainable future will be circular. That’s why we’ve invested in textile-recycling technology and have trained more than 2,700 team members and vendor partners to embed circular principles into our ways of working, from our products and packaging to our operations.”

– Bill Foudy, Senior Vice President & President Owned Brand Sourcing, Target

#### ASOS' CIRCULAR DESIGN JOURNEY

Since committing in 2018 to train all its designers on circular design by 2020, online fashion retailer ASOS has created and launched a circular design educational programme with the Centre for Sustainable Fashion at London College of Fashion, UAL, which has since been rolled out to all designers in the ASOS team. Following the training, those same designers were set a challenge: How could they turn circular design theory into practice?

The result was the ASOS DESIGN Circular Collection, which launched in September 2020. The trend-led, fashion-forward collection features 29 products that were designed to incorporate circular foundations set by ASOS – designing out waste, versatility and durability, and recycling – and make use of innovative circular techniques such as mono-materiality or zero-waste pattern cutting.

To produce the collection, ASOS worked closely with its supplier partners, both to understand the impact of the design decisions they were making on manufacturing processes and to test its circular theories and principles before putting them into practice. This collaboration will continue to be a key area of focus for ASOS going forward as designers are actively encouraged to incorporate circular design principles into future product development.

Photo credit: ASOS



## TOMMY HILFIGER TO EMBED CIRCULAR DESIGN PRINCIPLES ACROSS THE BUSINESS

As part of its ambition to create fashion that Wastes Nothing and Welcomes All, Tommy Hilfiger is committed to creating products that are designed and produced according to circular principles. Over the past year, Tommy Hilfiger has delivered a circular design training programme to 129 of their designers globally and an additional 184 product associates, including product developers and merchandisers. The interactive programme has been digitally adapted in response to the current pandemic and is currently being rolled out to a wider group of product associates in order to internally embed a common understanding of circular design. The training is founded upon nine circular design principles comprised of design for zero and minimised waste or design for durability among others. These principles were identified after a thorough scoping process and consultation with internal stakeholders and external experts.

Simultaneously, the brand explored opportunities to give feedback on the circularity of materials in a 3D design tool, resulting in the scoring of select fabrics based on the material's circularity potential.

Moving forward, working closely alongside parent company PVH Corp., Tommy Hilfiger will be developing indicators for the outlined design principles to put forward a circular design framework, bringing circular product to life, a key aspect of PVH's Forward Fashion sustainability strategy. The brand also continues to collaborate with external partners and to create a more standardised scoring methodology for circular products, aiding better industry alignment.

## Key learnings: Embedding circularity requires education beyond design teams

For many signatories, working with circular design started in their creative and product creation teams. Over the course of the 2020 Commitment, however, it became evident that raising consumer awareness and working closely with value chain partners is equally important. The latter requiring continuous exchange, mutual learning and testing since many processes are new and challenge common ways of conducting daily business.

Another take-away in the process of implementing circular design principles into products is that no principle outperforms another since the appropriate selection and combination is dependent on the unique specifications of the product, its intended use and end of use. Signatories also shared that some principles are easier to communicate to consumers such as offering repairs and detailed garment care instructions, while others such as recycled materials can even have negative connotations for some customer groups.

## Roadblocks to circular design: Lack of common language and industry-wide alignment

Signatories highlighted a lack of common industry understanding and language on circularity and circular design principles as a roadblock next to the ability to measure the circularity potential and performance of products on an industry-wide level, leading to individual brand efforts and adaptations. Communicating circular ways of working posed another challenge, as the complexity and variety of the topic made easy, transparent and efficient awareness raising and education difficult.

COVID-19 posed unprecedented challenges on the industry with headquarters shuttered and employees having to adapt to remote ways of working. While some signatories had to pause circular design training programmes, others were quick to adapt by delivering interactive online trainings, utilising a number of digital tools to interact with relevant teams. The pandemic also emphasised the importance of trustful supplier-brand relationships and posed an opportunity to rethink current deadstock, overproduction and waste streams to move away from the extraction of virgin materials moving forward. In the coming years, signatories anticipate an increased use of blockchain and other traceability technologies to better quantify a product's social and environmental impact, in addition to direct on-product applications for consumers for further education and more in-depth information sharing.

## OVS AND THE UNIVERSITY OF PADUA DEVELOP CIRCULARITY ALGORITHM

In 2019, OVS began a collaboration with the University of Padua to develop a comprehensive circularity index and communication tool designed to draw consumer attention to the circularity potential of OVS' garments. The index scores products from zero to ten, considering a number of factors which influence the fibres recyclability potential.

The core concept of the index is based on the notion that the simpler the garment, the easier it is to recover post-use. Therefore, the algorithm considers the number of fibre types used and the number of individual parts the garment has, such as outer shell, padding or lining. To determine the circularity potential of fibres, OVS referred to a recyclability potential index which relates each fibre to its environmental impact and the economic profitability of the recycling process. One key takeaway of the partnership is to keep both products and communication as simple and as clear as possible.

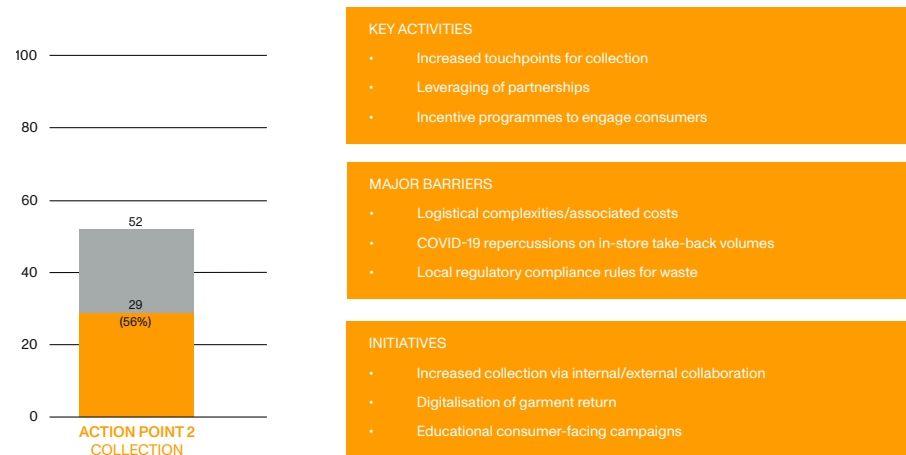
Every product listed on OVS' website reports a circularity score with an estimation of CO<sub>2</sub> emissions and water consumption based on a cradle-to-gate assessment. The simple scoring framework allows consumers to easily identify the circularity potential of their purchases, encouraging them to consider the end of use of garments.

## ACTION POINT 2: INCREASING THE VOLUME OF USED GARMENTS AND/OR FOOTWEAR COLLECTED

NUMBER OF SIGNATORIES WHO SET TARGETS: 46

TARGETS SET: 52 (25% of total targets)

TARGETS REACHED: 29 (56% for action point 2)



### The role of garment collection schemes in a circular fashion system

The collection of used garments and/or footwear plays an integral role in a circular fashion system by tying together the end of use of products with reverse logistics to ensure a constant flow of materials. Hence, closing the loop through collection schemes can serve not only to secure the future supply of raw materials but pave the way for new resale business models.<sup>6</sup> By increasing the amount of used garments and/or footwear collected, fashion brands and retailers have the opportunity to decrease the amount of textiles that end up in landfills and to further educate consumers about the value of used textiles, engaging more closely with them.

### Selected initiatives and solutions

**refashionNYC:** As New York City's official clothing reuse programme in partnership with NYC Department of Sanitation and Housing Works, refashionNYC works to make textile donations as easy as possible, through a convenient in-building service. This service allows apartment and office buildings as well as commercial businesses, schools and institutions to donate used clothing, shoes and textiles.<sup>6</sup>

**Accelerating Circularity:** As a collaborative industry project, Accelerating Circularity aims to establish systems that will use the embedded value and resources in existing textiles for new products, reducing the millions of tonnes of textile waste annually going into landfills and thereby supporting the reduction of the industry's greenhouse gas (GHG) emissions.<sup>7</sup>

### GAP INC. PARTNERS WITH THE ELLEN MACARTHUR FOUNDATION

During the course of the 2020 Commitment, Gap Inc. has been a prominent collaborator with the [Ellen MacArthur Foundation](#) (EMF) as a core partner of [Make Fashion Circular](#), informing the development of Fashion Positive's [Circular Materials Guidelines](#) and participating in EMF's [#WearNext](#) textile collection pilot.

Launched in 2019, the #WearNext campaign was in NYC and raised awareness of the huge quantities of clothing being sent to landfill. By sharing the map of drop-off locations on social media, the campaign helped to boost views of the map by almost 40 times. Of the sites that shared data, an increase of 583 tonnes of collected clothing was recorded across the city compared to the same time period in 2018, highlighting the role cities can play in textile collection.

Three Gap Inc. brands, Gap, Athleta and Banana Republic, participated in an in-store textile collection trial programme as part of the campaign. Over a trial period of two months, participating stores collected two tonnes of clothing for donation to Housing Works, a local charity. For Gap Inc., the programme was a valuable experience in running an in-store collection scheme. A key learning from the project was the benefit of having a logistics partner handle the operational aspects of the programme. In this case, refashionNYC provided valuable support in delivering collection bins, providing pick-up services and coordinating donations.

## Final status in reaching set targets

### 1) Expanding collection schemes

In the final year of the 2020 Commitment, signatories largely focused on increasing the ease of access and touchpoints of existing collection schemes to allow consumers to return post-consumer textiles both online and in-store. While a number of signatories sought external partnerships to maximise collection points across global markets, others who decided to operate their own collection programmes ran numerous pilots to test logistics and feasibility. After the point of collection, signatories emphasised prioritising reuse via, e.g. charities or investing in upcycling projects and, lastly, recycling. Nevertheless, store closures due to COVID-19 have had and still have a heavy impact on in-store take-back volumes. As a response, some signatories extended or launched online garment collection platforms, ultimately leading to better data and transparency of product flows.

### 2) Engaging consumers to increase collection volumes and prolong the life of garments

This year saw various consumer-facing initiatives as well as online and in-store campaigns to educate about responsible clothing disposal, garment care, upcycling and repair. For in-store set-ups, signatories mentioned the importance of training store personnel as a key success factor. Through interactive physical or mobile repair stations, consumers were increasingly involved in repair processes for their garments first-hand, experiencing and learning on-site how to take better care of their garments.

**“Inspiring and educating citizens on the benefits of circularity is key to encouraging more people to engage in circular business models and to value their pre-loved garments.”**

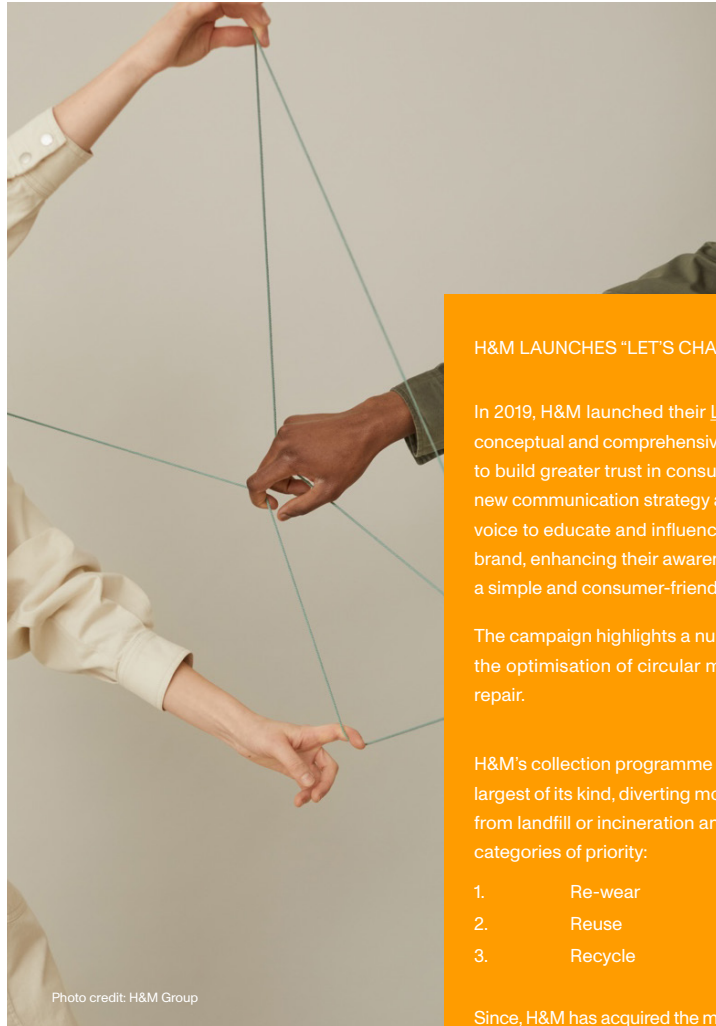
– Fanny Moizant, Co-Founder and President, Vestiaire Collective

## Key learnings: Awareness raising is a key success factor

Engaging consumers in collection schemes via awareness-raising campaigns following repeated and simple communication was outlined as a key success criterion amongst signatories for raising collection volumes. As consumers are becoming increasingly participatory in circular business models by, e.g. reselling their own garments via third-party solution providers, industry leaders face the great potential to tap into new revenue streams and business models, going beyond the collection of garments and/or footwear. This means that collection schemes not only have to be seamless but also rewarding, particularly if high-quality garments are to be collected to be resold.

**“We rethought our recycling process to involve and promote local suppliers and the local development of textile-to-textile recycling. Key challenges we faced were to scale shortages and discrepancies between local suppliers that have the capacity to recycle large quantities while ensuring comprehensive sorting and handling.”**

– Maria Fernanda Kluever, Sustainability Manager, Paris



#### H&M LAUNCHES "LET'S CHANGE" CAMPAIGN

In 2019, H&M launched their [Let's Change](#) campaign to communicate a more conceptual and comprehensive understanding of H&M's sustainability initiatives to build greater trust in consumers regarding H&M's sustainability values. The new communication strategy allows H&M to be more transparent and use their voice to educate and influence consumers' existing perceptions towards their brand, enhancing their awareness of how H&M is approaching sustainability in a simple and consumer-friendly way.

The campaign highlights a number of H&M's sustainability initiatives, including the optimisation of circular models within garment collection, recycling and repair.

H&M's collection programme carried out in partnership with I:CO is the world's largest of its kind, diverting more than 25,000 tonnes of post-consumer textiles from landfill or incineration annually. Collected garments are sorted into three categories of priority:

1. Re-wear
2. Reuse
3. Recycle

Since, H&M has acquired the majority ownership of [Sellpy](#), an e-commerce service provider that handles the entire sales process from picking up garments directly from homes to the selling and distribution on H&M's platforms. In addition, their online take care concept educates consumers on simple garment care to keep clothes in use for longer. Physical repair ateliers are located in various global flagship stores.

#### Roadblocks to garment collection: External barriers hinder acceleration of collection schemes

A key barrier for signatories setting up their own collection schemes is associated with the high handling costs and complex reverse logistics streams. In addition, SMEs faced difficulties in finding suitable partners willing to handle smaller quantities, raising the opportunity for brands to potentially work together to reach quantities of scale. A major logistical obstacle to achieving collection schemes on a larger scale was their geographical distance and placement, not to mention that of service providers for, e.g. sorting. The latter is exacerbated by varying local laws and regulations but also by the various understandings of waste globally. With that comes a lack of visibility into reverse logistic streams, requiring more comprehensive reporting schemes and higher transparency on the end of use of garments.

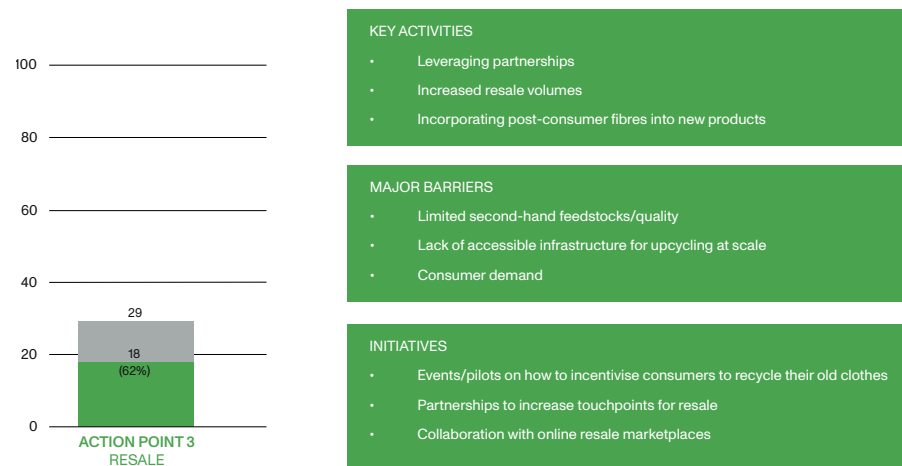
On a different note, consumers are looking more and more into ways to resell, repurpose or prolong the lifetime of especially high-quality garments, often leading to collected volumes being rather low in quality.

## ACTION POINT 3: INCREASING THE VOLUME OF USED GARMENTS AND/OR FOOTWEAR RESOLD

NUMBER OF SIGNATORIES WHO SET TARGETS: 25

TARGETS SET: 29 (14% of total targets)

TARGETS REACHED: 18 (62% for action point 3)



### The role of resale in a circular fashion system

Closing the loop by reselling products offers fashion brands and retailers a great opportunity to capture value from already existing products while opening the door to additional customer groups and revenue streams. Additionally, the second-hand apparel market is expected to overtake the traditional thrift and donation segment by 2024. With consumers seeking bargains from home, online second-hand is set to grow by 69% between 2019 and 2021, while the broader retail sector is projected to shrink by 15%, pushed by COVID-19.<sup>8</sup> At the same time, reusing products ranks second in the European Union's waste hierarchy, right after waste prevention; thus, it is considered one of the most environmentally beneficial ways to reutilise clothes.<sup>9</sup>



#### NUDIE JEANS OFFERS PRE-LOVED JEANS ONLINE

Already since 2012, Nudie Jeans has made second-hand jeans available in their Repair Shops. Six years later, they have established their re-use line, which can now be found in all physical stores across a number of markets. To leverage the access to pre-loved jeans for their customers around the globe, Nudie Jeans took a next step by offering their reused jeans on their website. These jeans are occasionally dropped online and are seeing high demand. All reused jeans sold on the website are repaired and washed. In 2019 alone, Nudie Jeans repaired 63,300 pairs of its jeans. To scale the repair and resale of pre-loved denim, they have initiated partnerships with a number of repair and resale solution providers.

Nudie Jeans has leveraged their re-use line not only to communicate further about their own sustainability efforts but to educate consumers on the importance of prolonging the life of garments, increasing the value assigned towards clothing.

Photo credit: Nudie Jeans



## Selected initiatives and solutions

**Repair and resale on the move:** While traditional retail is expected to shrink in the coming years, the resale market is anticipated to grow five times over the next five years. COVID-19 is accelerating this development, where resale delivers value as household budgets are shrinking. The future of retail is one where consumers seek value, do more from home, and further embrace sustainability. Resale and retail platforms help forward-thinking brands adapt to a new world, which numerous collaborations showcase such as Burberry x The RealReal, Nordstrom x Trove or Reebok x ThredUp.<sup>10</sup>

**Underlining the need for new business models:** This research by WRAP and the World Resources Institute demonstrates the potential mass market demand for new, circular business models. The report puts forward evidence that citizens ahead of the curve are demanding new models and showcases opportunities for companies in this space to gain new customers.<sup>11</sup>

**Leading Circular:** This report by the Renewal Workshop launched in September 2020 presents pathways for evolving apparel and textile businesses from linear to circular, underpinning the importance to rethink waste.<sup>12</sup>

“Our Renewed line created great excitement amongst our customers who were thrilled to experience our resale offer in person. For us, it reiterated that high quality products have the potential to have a second or even third life, and that there are consumers out there who are keen to get in line for that.”

– Dana Davis, Vice President of Sustainability, Product and Business Strategy,  
Mara Hoffman

### FILIPPA K HOSTS NEW RETAIL SPACE DEDICATED TO REPAIR, REMANUFACTURE AND RESALE

Since 2015, Filippa K has collected second-hand Filippa K garments via their own in-store collection scheme. Born out of their collection scheme, a new retail space called FK Studio was launched, which allows customers to witness and interact with the cleaning, repairing, redesigning and reselling process of pre-loved or past season Filippa K garments in an open and accessible space, while simultaneously learning how to care for garments to extend their lifecycle. Based on the ongoing learning process in the FK Studio, designers are able to make more informed design and product development decisions to ensure continued high quality and the longevity of garments.

Looking to the future, Filippa K aims to scale the concept and to engage and support consumers in caring for their garments themselves via FK Studio online. They have also begun making FK Studio garments available for purchase in select retail locations, spreading awareness to the circular solution the brand offers.

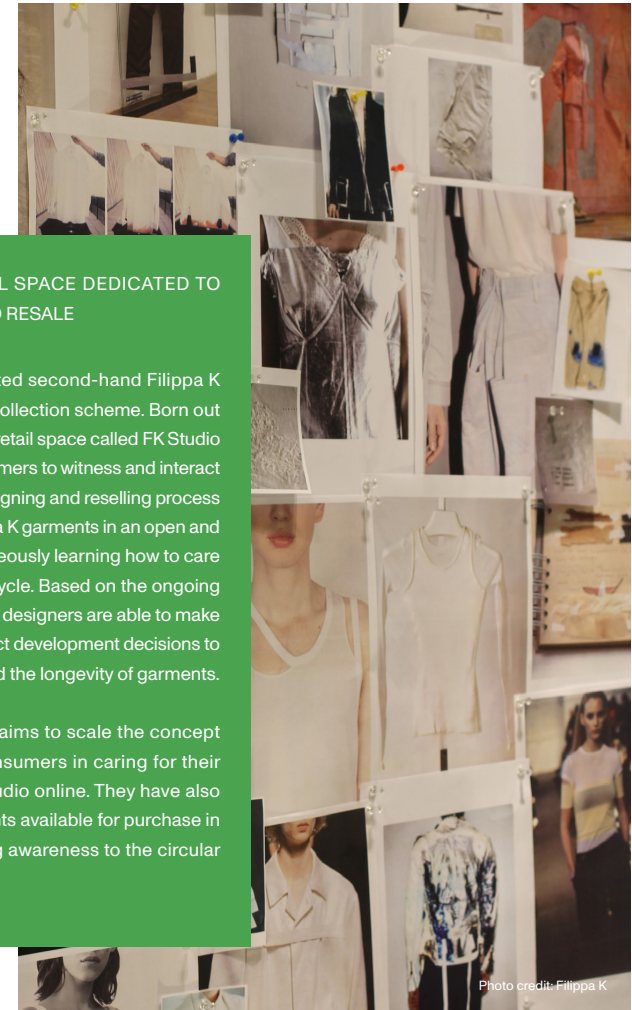


Photo credit: Filippa K

## Final status in reaching set targets

### 1) Expanding resale to wider audiences

Signatories experienced the evident market potential for second-hand and upcycled clothing, leading to more widely available resale options for consumers via physical stores, interactive pop-up events or online platforms. Online platforms for resale experienced heightened attention from signatories due to COVID-19 and the implications of physical distancing.

On the other hand, reselling used clothing and learning to take better care of garments received positive engagement and allowed for a more personal connection with consumers, especially in-store. These additional touchpoints and engagement opportunities with store staff enabled longer-term relationships with customers and the opportunity to share brand values.

### 2) Building partnerships for new resale channels

Many signatories formed global partnerships with collection and re-commerce service providers. Partially in response to COVID-19 and due to store closures, increased collaboration with online resale marketplaces such as Depop and Vestiaire Collective were reported. Other partners mentioned by signatories were, e.g. Sellpy and ThredUp with most partnerships currently expanding into new markets.

## Key learnings: Collaboration offers mutual gains for companies and third-party service providers

Many signatories pointed out that building collaborative structures around resale is time-consuming and requires trust, dedication and a clear conveyance of brand values to external parties. Internally, strong communication is required across teams to develop smart purchasing strategies with the aim to minimise waste and avoid overproduction. Most signatories emphasised that it is more convenient to take back and prepare garments for resale from their own brands as they are already familiar with the composition of their products. In accordance with this, signatories underlined the importance of designing for the intended use of products to ease the collection, upcycling and resale process.

## Roadblocks to reselling used garments and footwear: Unpredictable flow of materials

Various signatories highlighted the unpredictable flow of products in terms of volume, seasonality, quality and timing as a major challenge that complicates planning and execution of resale activities, which was exacerbated by COVID-19 partly disrupting return flows. Moreover, the handling of returns is still time-consuming and costly, since processes such as sorting, reviewing, washing, caring and light mending are added to logistics, storage and prepping for online shops. Thus, seeking to move away from manual sorting, signatories found that local infrastructure was severely lacking in terms of, e.g. upcycling at scale without the immense redistribution of garments.

**“There is a mature market with potential for trendy, high-quality garments, upcycled from post-consumer waste. To be able to respond to this market potential, we work on designing, testing and implementing of well-structured and scalable upcycling processes.”**

– Sibille Diederichs, Founder, Joseffa live twice

On a different note, especially younger generations are open-minded towards second-hand purchases, but some consumer groups perceive second-hand clothing or footwear as less valuable. The former begins to think about the resale value of products when they make a purchase but changing the mindset of the latter remains an ongoing educational task.

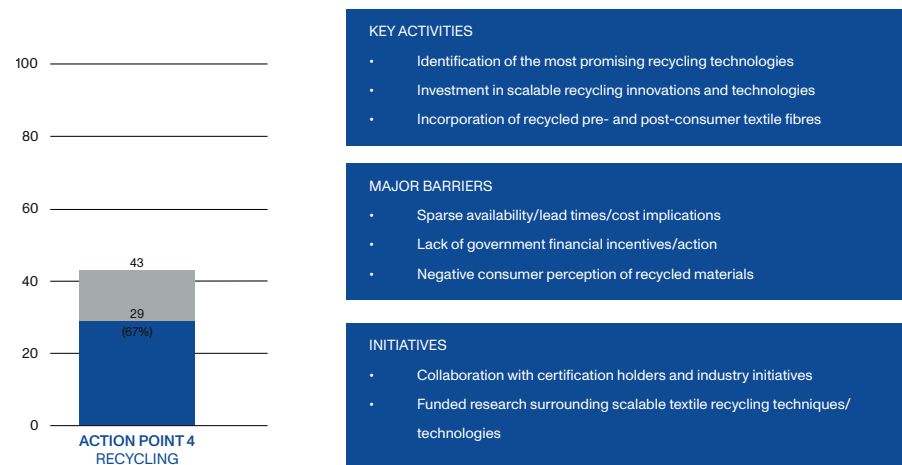


## ACTION POINT 4: INCREASING THE SHARE OF GARMENTS AND/OR FOOTWEAR MADE FROM RECYCLED POST-CONSUMER TEXTILE FIBRES

NUMBER OF SIGNATORIES WHO SET TARGETS: 39

TARGETS SET: 43 (21% of total targets)

TARGETS REACHED: 29 (67% for action point 4)



### The role of recycling in a circular fashion system

Action point 4 encourages fashion brands and retailers to increase the share of garments and footwear made from post-consumer textile fibres, enabling products to be looped back into the fashion system in a continuous flow as secondary raw materials, tackling the increased scarcity of virgin raw materials. Nevertheless, current recycling practices tend to downcycle textiles and with historically low prices for non-reusable textiles, the need for new fibre-to-fibre recycling solutions is becoming more urgent than ever before. Hence, to facilitate higher quality textile-to-textile recycling – while simultaneously increasing economic viability and sustainability – investments in new recycling technologies and automated sorting solutions are needed.<sup>13</sup>

“It is possible to make changes and incorporate post-consumer textile fibres in your production. You must be willing to pay a bit extra and work closely with your suppliers.”

– Jacob Kampp Berliner, Co-Founder and CEO, Soulland

### Selected initiatives and solutions

**Global Recycled Standard:** Originally developed by Control Union Certifications in 2008, the Global Recycled Standard, now owned by Textile Exchange, is an international, voluntary, full-product standard that sets requirements for third-party certification of recycled content, chain of custody, social and environmental practices, and chemical restrictions. The goal of the Global Recycled Standard is to increase the use of recycled materials in products and to reduce or eliminate the harm caused by their production.<sup>14</sup>

**Renewcell:** Offers a recycling technology that dissolves used cotton and other natural fibres into a new and biodegradable raw material called Circulose®. It can be turned into textile fibres, be fed into the textile production cycle and meet industry specifications.<sup>15</sup>

**Circular Fashion Partnership Bangladesh:** This cross-sectorial project is led by Global Fashion Agenda with project partners [Reverse Resources](#), [BGMEA](#), textile and garment manufacturers, recyclers and major fashion brands operating in Bangladesh. The mission of the partnership is to support the development of the recycling industry in Bangladesh by capturing and directing post-production fashion waste back into the production of new fashion products.

**Treadler:** To overcome initial business barriers and to accelerate sustainable change in the industry, [Treadler](#) offers access to H&M Group's global supply chain as B2B service. As a client, brands can benefit from H&M Group's expertise as well as long-term supplier partnerships while gaining access to e.g. innovative and recycled materials, roadmaps towards zero production waste, for cutting waste recycling, rainwater harvesting (where available), and recycled water in production, as well as renewable energy. Another focus area lies on innovation within sustainable processes and techniques to reduce dependencies on natural resources and to reach the goals of a climate-neutral supply chain by 2030 as well as the goal of using only sustainable or recycled materials.

## Final status in reaching set targets

### 1) Signatories are invested in research and aim for large-scale solutions

Textile-to-textile recycling, as captured within action point 4, depicted the most complex targets set within the framework of the 2020 Commitment for many signatories due to lacking scalable recycling technologies and supportive infrastructures. Nevertheless, promising technologies have been identified and signatories were able to successfully increase the percentage of post-consumer textiles in their collections. Some of the larger brands made significant investments, funding research for both mechanical and chemical textile-to-textile techniques with the potential to be commercially viable.

Other signatories either further invested in existing partnerships with solution providers or collaborated with industry bodies such as Textile Exchange, the Ellen MacArthur Foundation or Fashion for Good for further guidance or connection with innovators.

#### KERING TO FAST-TRACK DISRUPTIVE INNOVATION

Over the course of the 2020 Commitment, Kering has continued to scout new solutions and innovators while pursuing its engagement as a founding partner of [Fashion for Good](#) to identify start-ups around the world.

During Shanghai Fashion Week in 2019, Kering held its first [K Generation Award ceremony](#), run in partnership with [Plug and Play](#), a Silicon Valley-based start-up accelerator, recognising Chinese start-ups with the potential to bring about positive environmental and social impact. Winners were selected from across the value chain, including solution providers for circular dyeing processes, water-waste treatment, and over-production prevention.

In addition, Kering has launched partnerships with innovators in e.g. the areas of chemical recycling, traceability or alternative raw materials. Through these partnerships, Kering and its brands are able to test solutions within the value chain while understanding opportunities and challenges required to overcome and to support the scaling of these innovations across the fashion sector.

## Key learnings: Opportunity to co-invest to scale technologies

Signatories showcased a strong interest in moving entirely away from the extraction of virgin or non-recyclable materials, with a heightened focus on utilising waste from production or other industries. Nonetheless, current incentives for undertaking this shift are rather weak as the utilisation of virgin materials is often less costly. As many signatories already called attention to, there is a vast potential in co-investing in innovators and research to scale technologies and accelerate the speed of innovations entering the market. This could be furthered through an openness towards pre-competitive collaboration for collective contributions to, e.g. recycling infrastructures or traceability technologies, the latter often representing a barrier that hinders visibility into fibre identification or product compositions. At the same time, working closely with suppliers is outlined as a crucial success factor as continuous testing, piloting and communication are necessary to incorporate post-consumer textiles into products.

On a different note, signatories highlighted that consumer perception toward recycling or recycled materials can be rather sceptical, calling for further education and awareness raising.

“Finding the right balance between shade of the fabric and general look after wash is the most difficult part when working with post-consumer waste cotton. Both colour and tear strength are different from virgin cotton, so tests and developments are done in close corporation with our manufacturers before we have the best results.”

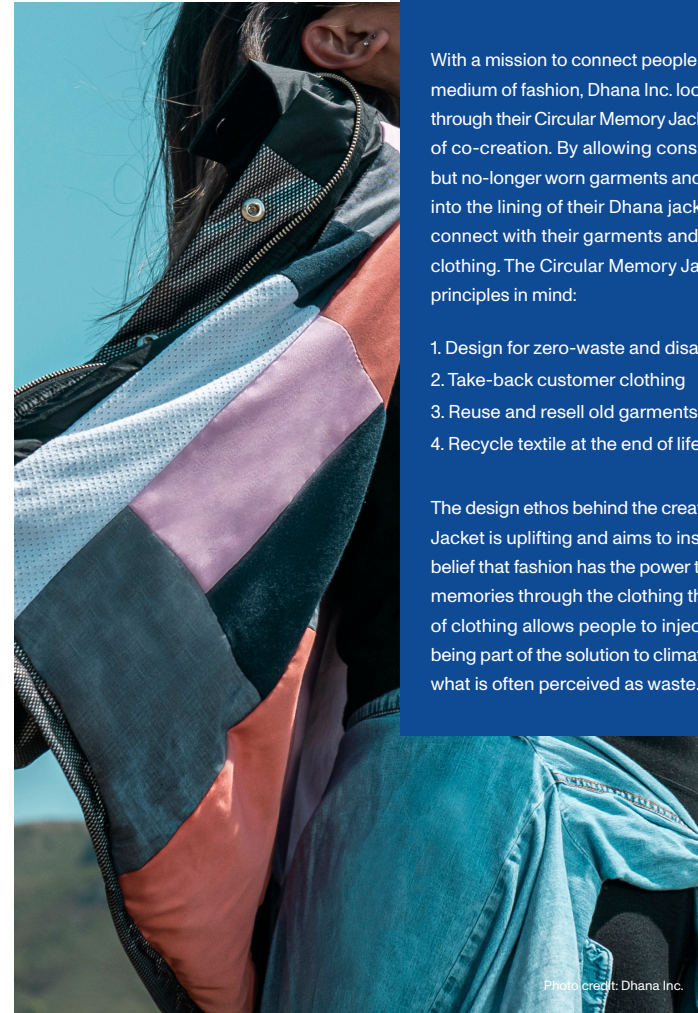
– Nicolai Ulrik Thorup, JACK & JONES Brand Buying Manager, BESTSELLER

## Roadblocks to post-consumer textile-to-textile recycling: Lack of ready-to-scale solutions

The majority of signatories indicated action point 4 as the most challenging one because roadblocks appear in multiple directions. One factor is the difficulty of monitoring pre- and post-consumer textile fibres separately and keeping track of the chemical composition of input and output materials to ensure a product's safety and fully view its reverse process. Many faced challenges in terms of the availability of post-consumer textile streams that meet their quality requirements as well as additional implications regarding costs and logistics, which were exacerbated by COVID-19. Regional barriers to trade and regulations on waste streams preventing an ongoing material flow to break down into feedstock added to the complexity of the infrastructure. For blended materials, signatories only had limited access to viable chemical recycling technologies.

### INDITEX AND MIT TO PROMOTE AND FUND RESEARCH TO ADVANCE CIRCULARITY

Inditex has set up two sizeable funds within the MIT Department of Material Science and Engineering. The first one promotes research in the areas of sustainability, logistics and supply chain management, advancing the industry's transition to a more circular economy, while the second one focuses on new mechanical and chemical textile recycling techniques and the creation of new fibres aligning with Inditex's global circularity strategy. The aim of the strategy is to identify innovative solutions in areas covering upcycling, recycling, sustainable fabrics, clean energies or manufacturing and logistics eco-efficiency. Inditex's partnership with MIT is part of a wider journey to strengthen their approach to circularity and mainly targets overcoming barriers in textile-to-textile recycling.



### DHANA INC. REINVENTS CO-CREATION IN CIRCULAR MEMORY JACKET

With a mission to connect people and the planet through the medium of fashion, Dhana Inc. looks to empower consumers through their Circular Memory Jacket, offering the opportunity of co-creation. By allowing consumers to take their valued but no-longer worn garments and immerse these memories into the lining of their Dhana jacket, they are empowered to connect with their garments and acknowledge the value of clothing. The Circular Memory Jacket was created with four principles in mind:

1. Design for zero-waste and disassembly
2. Take-back customer clothing
3. Reuse and resell old garments
4. Recycle textile at the end of life

The design ethos behind the creation of the Circular Memory Jacket is uplifting and aims to inspire others with the strong belief that fashion has the power to let people celebrate their memories through the clothing they wear. Extending the life of clothing allows people to inject their own creativity while being part of the solution to climate change by designing out what is often perceived as waste.

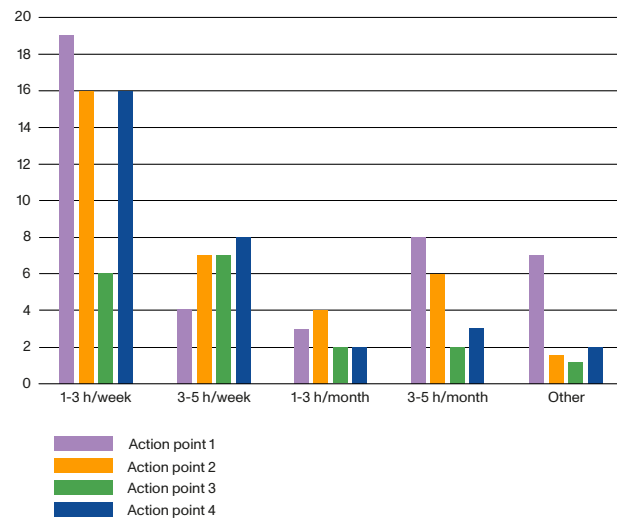
Photo credit: Dhana Inc.

## SIGNATORIES' INTERNAL ENGAGEMENT

Responses to the mandatory *Final Report* survey provided the following overall data on the 2020 Commitment's four action points. Exhibits 3 and 5 below showcase the number of signatories (y-axis) who selected a specific response (x-axis) if they set a target on the particular action point. Multiple answers were possible for Exhibit 4.

### EXHIBIT 3

TIME ALLOCATION FOR IMPLEMENTING TARGETS\*



\*Question in mandatory *Final Report* survey: How much time did you allocate to the implementation of the targets?

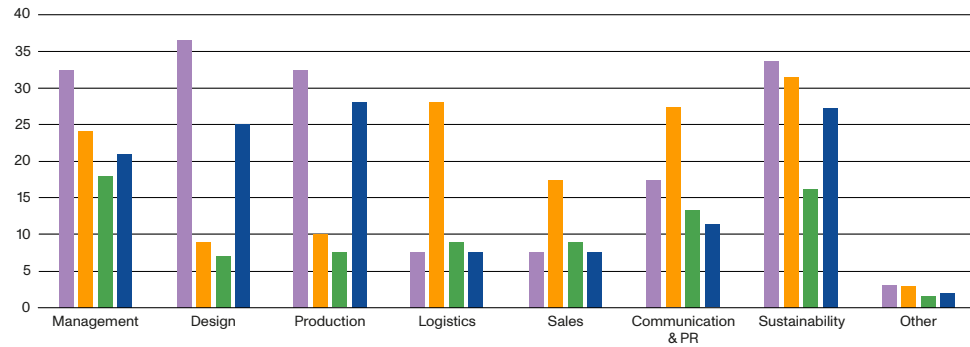
The exhibits showcase that most signatories spent around one to three hours per week on the implementation of the targets they set across a wide range of teams including management, design, production and sustainability, to name a few. When comparing with the findings from the *Year Two Status Report*, the time allocation on reaching set targets is less equally distributed between the various response options. This year's data revealed that most signatories allocated around one to five employees to work on the targets set for the 2020 Commitment.

“The shift towards circularity requires massive efforts as it is a shift that implies changes at every stage of the value chain, other than a strong shift in mindset that moves away from business as usual.”

– Anna Maria Rugarli, Senior Director, Sustainability and Responsibility, EMEA, VF Corp.

## EXHIBIT 4

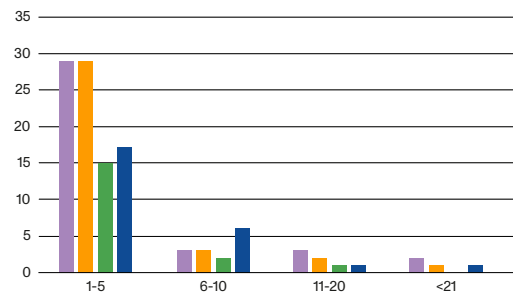
MAIIN DEPARTMENTS INVOLVED IN IMPLEMENTATION OF TARGETS\*



\*Question in mandatory *Final Report* survey: What departments were involved in the implementation of the target(s)?

## EXHIBIT 5

NUMBER OF FULL-TIME EMPLOYEES DIRECTLY INVOLVED IN IMPLEMENTING TARGETS\*



\*Question in mandatory *Final Report* survey: How many full-time employees were directly involved in the implementation of the target(s)? No comparison to previous year as this was not part of the *Year Two Status Report*.



Photo credit: Global Fashion Agenda



## YEAR THREE: ADDRESSING CHALLENGES TO SUPPORT SIGNATORIES

Over the course of the 2020 Commitment, GFA focused its efforts on addressing the main challenges that signatories outlined in mandatory surveys, voluntary group and one-on-one discussions to support reaching the targets set. Main barriers to change ranged from a lack of industry tools and standards for circular design and supportive and incentivising regulatory frameworks to sorting and recycling technology available at scale. These challenges were addressed in the four main elements of the 2020 Commitment: 1) taking action, 2) knowledge sharing, 3) policy engagement and 4) industry alignment.

“Reaching almost two thirds of the targets is an amazing achievement and goes beyond our expectations, both when we initiated the 2020 Commitment and when taking the recent global developments into consideration. But we still have a lot of work to do to accelerate the pace of change.”

– Jonas Eder-Hansen, Public Affairs Director, Global Fashion Agenda

### 1) Taking action: Translating aspirations into concrete activities

GFA focused on emboldening fashion brands and retailers to turn words into actions by supporting signatories in reaching their targets for 2020 through knowledge sharing activities and the facilitation of informal networking sessions between signatories. Consequently, it is important to note that signatories' targets, progress and individual efforts differ and are not a point of comparison. In the final year of the 2020 Commitment, signatories reached 132 of the 207 targets set, equalling around 64% across all action points.

### 2) Knowledge sharing: Facilitating pre-competitive guidance

Since the launch of the 2020 Commitment, five webinars were held to share the perspectives of industry stakeholders on designing for circularity, garment collection, target setting and policy engagement on a European circular textile strategy.

During the second year of the 2020 Commitment, GFA released four publicly available toolboxes developed for each action point *Circular Design Toolbox* (5,170 downloads); *Garment Collection Toolbox* (2,968 downloads); *Resale Toolbox* (3,058 downloads) and *Textile Recycling Toolbox* (3,608 downloads). The toolboxes serve as actionable guidance for industry players and are available on the [GFA website](#).

For action point 1, 25% of the signatories set targets on circular design training, which is why GFA took on a facilitating role in aligning industry efforts and strengthening further knowledge sharing and collaboration. As a result of this effort, our Strategic Partners ASOS, Nike and Target addressed this topic during Copenhagen Fashion Summit 2019, where the Centre for Sustainable Fashion and ASOS ran a circular design training masterclass during Sustainable Apparel Coalition's Future of Design event; Nike launched their [Circular Design Workbook](#) from the main stage; and Target gave an inspirational keynote during the 2020 Commitment Signatory Event on their experiences from rolling out circular design training in their organisation.

To further aid signatories in connecting with relevant innovators to reach the targets set, GFA compiled an overview with [selected solution providers \(see Appendix\)](#) based on the needs of signatories and the challenges they faced. At the same time, [Innovation Forum](#) at this year's CFS+ expanded with a specific focus on circular solution providers. Monthly updates keep signatories informed, also concerning policy with a European focus, and communicate current circularity initiatives.

### 3) Policy engagement: Bridging the gap between industry and policy

This year saw textiles higher on the EU agenda than ever before. The EU Circular Economy Action Plan (CEAP)<sup>16</sup>, launched in March 2020, identifies the textile sector as one of its seven priority product value chains. In addition to announcing the much-awaited EU Textile Strategy, to be released in 2021, CEAP also presents horizontal initiatives on waste prevention and product transparency that will impact the industry and boost circular textiles and the market for textile reuse.

GFA welcomes the forthcoming EU Textile Strategy, government incentives, funding and support. Over the past 11 months GFA has also expanded its already robust network in Brussels with the release of, for example the [\*Manifesto to Deliver a Circular Economy for Textiles\*](#).

Circularity is at the heart of GFA's current [policy engagement strategy](#), adopted in October 2019 and the focus of extensive work carried out with its Policy Hub partners: Sustainable Apparel Coalition and the Federation of the European Sporting Goods Industry. Launched in May 2019 by Sustainable Apparel Coalition, the Federation of the European Sporting Goods Industry, GFA and their members, the Policy Hub aims to unite the textiles industry and its stakeholders in developing and promoting a unified European policy framework that accelerates the transition to a circular system for the apparel and footwear industry. The three organisations, which combined represent more than 300 brands, retailers, manufacturers and other stakeholders, have put together key policy recommendations and high-level bilateral policy meetings and events.<sup>17</sup> Recent Policy Hub position papers include: [EU Green Recovery Plan Proposal](#) (June 2020), [Better Design for Greater Circularity](#) (February 2020), [Building Blocks for Circular Economy for Textiles and Footwear](#) (December 2019) and [Extended Producer Responsibility \(EPR\) in the Fashion Industry](#) (December 2019).

Lastly, GFA is happy to see that “the pandemic has not deterred the EU's ambitions to take the lead on accelerating the industry's transition to a circular economy”, as stated by its Public Affairs Director Jonas Eder-Hansen at an event on 7 July on the impact of COVID-19 on the EU textile policy, which gathered over 180 participants for a vibrant discussion.<sup>18</sup>

#### 4) Industry alignment: Strengthening stakeholder relationships

During the final year of the 2020 Commitment, GFA addressed circularity in the [CEO Agenda 2020](#), the [COVID-19 Edition of the CEO Agenda](#), [Fashion on Climate](#) and during CFS+ to ensure that it remains high on the industry's agenda. Signatories were invited to further engage and connect with their peers by compiling a database exclusively for signatories for stronger collaboration and exchange. Prior to CFS+, GFA hosted its last annual Signatory Event, an informal networking opportunity that allows signatories to share reflections and carry out discussions. This year's event, however, also included an opportunity to raise any outstanding questions and provide feedback before concluding with closing remarks on the 2020 Commitment.



Photo credit: Global Fashion Agenda



## YEAR THREE: INDUSTRY PROGRESS

Over the past year, GFA observed a growing interest and awareness in circularity among brands, consumers, regulators, investors and industry initiatives. Accordingly, the industry's commitment to a circular fashion system has been strengthened, and more collaborative efforts have been made in various areas, such as in the reduction of pre- and post-consumer waste. To accelerate these actions, GFA's [Innovation Forum](#), launched in 2018 to connect fashion companies with sustainable solution providers, is now digital and showcases over 40 of the most noteworthy sustainable solution providers. Brands and retailers will be able to learn about the latest technologies, explore novel processes and request meetings with innovators through its [matchmaking programme](#).

The Ellen MacArthur Foundation's Make Fashion Circular initiative entered its second year, further driving collaboration on circularity between fashion industry leaders and other key stakeholders. This included launching the [Jeans Redesign](#), which has over 60 organisations producing jeans that last longer, can be easily recycled after use, and are better for garment workers and the environment - in line with circular economy principles.<sup>19</sup>

[Taking a People-Centered Approach to a Circular Fashion Economy](#), launched by BSR in partnership with Laudes Foundation, provides an overview of the potential social impacts of shifting to circular fashion. It suggests opportunities for businesses, policymakers and advisors to design circular fashion business models to be inclusive and fair from the outset. In addition, it provides a set of guiding questions to help companies and organisations think through the social impacts of shifting to circular business models.

While the UN Alliance for Sustainable Fashion and Ethical Fashion Initiative hosted a hackathon to foster innovation in this space, the Platform for Accelerating the Circular Economy introduced fashion and textiles as a new theme in 2019, striving to accelerate the sector's transition by driving transformative projects, mobilising learning to inform action and activating global leadership to drive action.<sup>20</sup>

On 8 October 2020, World Circular Textiles Day was launched to celebrate the efforts of a growing community of companies, organisations and individuals actively working towards a circular future for textiles and to raise awareness on achieving a circular textiles world by 2050.<sup>21</sup>

Likewise, to boost the reuse and management of waste in the EU, the European Commission approved a regulatory requirement in 2018 to separately collect textiles that will enter into force in 2025 as part of its

new Waste Directive.<sup>22</sup> Regulation in this area is expected to go further with new measures announced in the 2020 CEAP on waste prevention and waste collection targets, such as the revision of the existing Packaging Waste Directive and the rules on waste shipments in 2021. Also in the pipeline are the introduction of EPR guidelines and measures to tackle hazardous waste. Several other initiatives related to product transparency are also expected for 2021.<sup>23</sup>

Now at the forefront of the political agenda the textile industry is currently designated by the European Environmental Agency as "the fourth highest-pressure category for the use of primary raw materials and water, after food, housing and transport, and fifth for GHG emissions".<sup>24</sup> In response, GFA in the framework of [The Policy Hub – Circularity for Apparel and Footwear](#) brought the views and needs of the industry to the attention of more than 40 high-level policymakers between its creation in May 2019 and November 2020. In addition, GFA has released several position papers with key recommendations from the textile, apparel and footwear industry on how truly circular business models should look like.<sup>25</sup> In January and September 2020 GFA gathered leading industry associations, interest organisations and companies working within the apparel and footwear sector in workshops on EPR.<sup>26</sup>

On a more global scale, the UN Climate Change Secretariat and fashion stakeholders joined forces to create the Fashion Industry Charter for Climate Action in December 2018. The Charter's vision is to achieve net-zero emissions by 2050 and goes beyond previous industry-wide commitments to include working with the financing community and policymakers to catalyse scalable solutions and explore circular business models.

**“A European policy framework has the potential to create cross-industry incentives for brands and retailers to comply to common standards while accelerating consumer awareness and demand for circular fashion. We believe that brand-driven initiatives and international policy frameworks are both needed to accelerate the circular economy.”**

– Anna-Karin Dahlberg, Head of Sustainability, Lindex

## THE ROAD AHEAD

Despite the encouraging progress and continuous introduction of new initiatives, as well as solution providers tackling roadblocks to achieving a circular fashion system, the fashion industry is still far from being sustainable and circular, as already highlighted by the *Pulse of the Fashion Industry 2019 Update*. The pace of the industry's sustainability performance has slowed, and sustainability solutions are not being implemented fast enough to counterbalance the negative environmental and social impacts of the rapidly growing fashion industry.

In light of this, the recently launched *Fashion on Climate* report illustrates that if no further action is taken over the next decade beyond measures already in place, the fashion industry's GHG emissions will likely rise to around 2.7 billion tonnes a year by 2030, reflecting an annual volume growth rate in emissions of 2.7%. For a prosperous future and habitable earth, the industry's ingenuity and creative spirit will be required to decouple value creation from volume growth and to move from commitments to actions. In this transition, circularity can play a driving role, but a strong ecosystem of collaboration is urgently needed to tackle roadblocks ahead. Moving forward, the social component of implementing circularity on an industry level has to be more widely addressed and discussed as it comes with strong implications for job retention and creation.

**“The 2020 Commitment strengthened our awareness and insight about the end of use of garments. Going forward, we hope to see other circularity-focused brands being more vocal, outspoken and transparent about their efforts to attract wider audiences around the world.”**

— Ravi Seth, Founder, Ja Ja Genau

However, since COVID-19 began spreading in early 2020, the pandemic keeps on challenging global structures while causing a deep economic shock that pushes companies and societies to the point of financial distress, representing a humanitarian and existential crisis. As our industry begins to grapple with the destabilising effects and long-lasting consequences of this worldwide pandemic, sustainability risks becoming secondary. Today, inventory levels are ballooning in warehouses, the global supply pipeline and retail outlets due to border restrictions, lockdowns and decreased demand,<sup>27</sup> incentivising the industry to foster innovative solutions and champion current best practices to deal with unsold products. The immediate overstock crisis presents an opportunity to move towards and test circular material and product flows.

**“Public private partnerships play an important role in shifting to a circular fashion system. They can support the testing and scalability of critical technologies and solutions to enable the production of circular products, including sorting, collection mechanisms and textile recycling – ultimately demonstrating the business case and viability of circular business models.”**

— Marissa Pagnani McGowan,

Senior Vice President, Corporate Responsibility, PVH Corp.

A cross-industry transition in fashion's seasonality can include shifting collections to future seasons, pushing forward upcoming drops or setting up collection schemes across peers. #rewiringfashion, the product of ongoing conversations between a growing group of independent designers, CEOs and retail executives from around the world, outlines two practical issues the fashion industry is facing: 1) a fashion calendar that is out of sync with the end customer, unsustainable for industry professionals and damaging for sales; and 2) a fashion show format that is outmoded, ultimately aiming to rethink how the fashion industry could — and should — work.<sup>28</sup> Frontrunners can work with supply chain partners to identify untapped pathways, potentially reskilling garment workers, in the long run, to remake products or expanding the capacity of facilities to upcycle and recycle products. These shifts will require a push in regulation to enable better recycling infrastructures and industry-wide consumer engagement to accelerate shifts in mindsets on circular business models.<sup>29</sup> During these uncertain times, it remains critical for brands



Photo credit: Global Fashion Agenda

to keep prioritising sustainability. According to a report published by Sustainable Apparel Coalition and Higg Co, companies that embrace sustainability will be among the leaders of a resurgent fashion industry on the other side of the pandemic.<sup>30</sup>

Thus, an urgent need exists for better multi-stakeholder commitments and actions at various levels, i.e. better collaboration is required between industry players and across sectors. Governments and policy-makers must play a strong role in creating a supportive regulatory framework, and it is key at this stage that the European Commission proposes a strong EU textile strategy in the announced timeframe (2021) that takes into account the reality and needs of our industry in this COVID-19 context, as spelled out in the Policy Hub's Proposal for an [EU Green Recovery Plan in the Textile, Apparel and Footwear Industry](#) published in June 2020.<sup>31</sup>

**“We see the mandatory legislation as a leverage tool to bring the circularity conversation further to senior management and investors.”**

– Lauren Bartley, Head of Sustainability & CSR, Ganni

In October 2020, building on extensive research and inputs from around 100 organisations across the industry, the Ellen MacArthur Foundation published a detailed vision of a circular economy for fashion. [This vision](#) ensures that apparel, footwear and accessories are used more, made to be made again, and made from safe and recycled or renewable inputs. It sets an ambitious direction for the industry to collectively innovate towards, and provides common definitions and language. Realising it will require collaborative efforts across all three areas by industry and government, significant investments, transparency and traceability.

In the years to come, GFA will ensure that circularity is kept on the industry's agenda while bearing the bigger picture in mind, where a systemic shift is called for that goes beyond incremental changes.

## FAQ

### What was the background for GFA's establishment of the 2020 Commitment?

At Copenhagen Fashion Summit 2017, GFA called on the fashion industry to take action on circularity by signing a commitment as a concrete way to turn words into action. In recent years, industry initiatives and stakeholder groups have shown an increasing interest in circularity, with the Ellen MacArthur Foundation, Sustainable Apparel Coalition, Fashion Positive and a few pioneering companies driving the topic forward. To support this effort, GFA is using its platform to drive action and to increase the number of fashion brands and retailers taking action on circularity to accelerate the industry's transition to a circular fashion system.

### What is the scope of the 2020 Commitment?

The 2020 Commitment covers four action points: 1) implementing design strategies for cyclability, 2) increasing the volume of used garments and footwear collected, 3) increasing the volume of used garments and/or footwear resold and 4) increasing the share of garments and footwear made from recycled post-consumer textile fibres.

### What is not included in the scope of the 2020 Commitment?

The 2020 Commitment only focuses on post-consumer textiles and does not include other materials, such as fishnets or PET bottles. Clothing samples, overstock and pre-consumer waste are also excluded. GFA recognises that it is also essential to address and utilise other types of waste to create a circular flow of materials but has chosen to focus solely on post-consumer textile waste to address the important link between the design and end-of-use phase, tying the fashion value chain together.

### How does the 2020 Commitment align with other industry initiatives?

The four action points central to the 2020 Commitment are aligned with the Sustainable Apparel Coalition's Higg Index Brand Module. Together with Sustainable Apparel Coalition, MISTRA Future Fashion, Fashion for Good and Fashion Positive, GFA is an affiliate partner of the Make Fashion Circular initiative, initiated by the Ellen MacArthur Foundation, which aims to accelerate the transition towards a circular economy for textiles. The 2020 Commitment is fully aligned with Make Fashion Circular's vision for a new textile economy, which includes a broader system change approach and represents a highly practical way to get started on the journey towards a circular fashion economy in fashion.

### Who can sign the 2020 Commitment?

The 2020 Commitment, which stopped accepting new signatories in May 2018, was developed by GFA to encourage fashion brands and retailers to take action on circularity. It is meant to be inclusive by calling on fashion brands and retailers of all sizes, market segments and starting points to participate. Furthermore, it encompasses companies that have not yet taken action on circularity as well as those who already have programmes in place. It was signed by 86 companies, representing 12.5% of the global fashion market. The signatories represent large industry players like ASOS, H&M, Inditex, Kering, Nike and Target as well as SMEs like Ganni, Nudie Jeans and Reformation, which represent 63% of the companies.

### What are the minimum requirements for signatories?

The minimum requirement as a signatory of the 2020 Commitment is to set at least one target for 2020 within one or more of the four action points. Signatories are also required to communicate the commitment publicly on their website and to report on their progress annually through a mandatory survey.

### Why do signatories set their own targets?

Signatories of the 2020 Commitment take many different approaches to circularity, their starting points vary depending on, e.g. company size, market segment and geographic location. For circularity to become an integral part of a company's strategy, it needs to be aligned with its other initiatives and overall vision.

### Why can't brands join the 2020 Commitment at a later stage?

The 2020 Commitment closed for new signatories in May 2018 to allow for a common starting point. Bearing in mind that the targets had to be met by 2020, an ongoing enrolment would have resulted in an unequal baseline and timeframe for formulating and reaching targets.

### Who has not met the minimum requirements?

Out of the 86 signatories, the following 10 companies had not met the 2020 Commitment's minimum requirements as of August 2020: Arvind Brands, Dagny, Dedicated/Tshirt Store AB, MA RA MI, Sab Soleil, Salt Gypsy Pty Ltd, Shannon South, Star Sock, Tom Cridland and Wtree Inc.

### When is the deadline for reaching targets?

The deadline for reaching the 2020 Commitment targets was 30 June 2020. Companies that reached their targets before 2020 were encouraged to set new and/or more ambitious targets on the same or other action points.

### What are the consequences if targets were not met by 2020?

Companies that did not reach their 2020 Commitment targets by 30 June 2020 are listed in the Signatories' [Target Matrix \(see Appendix\)](#) of the *Final Report*. Only targets that were met are labelled as "Reached" in the Appendix.

### Will GFA call out another commitment?

GFA views itself as an incubator, mobilising the industry on specific topics that need more focus. In the future, GFA might consider calling out a revamped commitment focusing on circularity. Once GFA has discussed the revision of its current strategy during 2021, it will be able to share more information about this.



## REFERENCES

1. European Commission. *DIRECTIVE (EU) 2018/851 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 30 May 2018 amending Directive 2008/98/EC on waste*. 2018. <https://ec.europa.eu/environment/waste/framework/>. Accessed 23 November 2020.
2. Higg Index. Learn more about the MSI Contributor. 2020. <https://msicontributor.higg.org/page/learn-more-read-this-first>. Accessed 04 October 2020.
3. Ellen MacArthur Foundation. Material Circularity Indicator. 2020. <https://www.ellenmacarthurfoundation.org/resources/apply/material-circularity-indicator>. Accessed 03 October 2020.
4. Fashion Positive. *Circular Materials*. 2020. <https://fashionpositive.org/circular-materials/>. Accessed 03 October 2020.
5. ThredUp. *2019 Resale Report*. 2019. <https://www.thredup.com/resale>. Accessed 29 May 2019.
6. Housing Works. *refashionNYC*. 2020. <https://www.housingworks.org/donate/re-fashionnyc>. Accessed 08 October 2020.
7. Accelerating Circularity. Homepage. 2020. <https://www.acceleratingcircularity.org>. Accessed 11 October 2020.
8. ThredUp. *2020 Resale Report*. 2020. <https://www.thredup.com/resale>. Accessed 09 October 2020.
9. European Commission. Being wise with waste: the EU's approach to waste management. 2010. <https://ec.europa.eu/environment/waste/pdf/WASTE%20BROCHURE.pdf>. Accessed 01 November 2020.
10. ThredUp. *2020 Resale Report*. 2020. <https://www.thredup.com/resale>. Accessed 11 October 2020.
11. Wrap. *Changing our clothes*. [https://wrap.org.uk/sites/files/wrap/Changing\\_our\\_clothes\\_why\\_the\\_clothing\\_sector\\_should\\_adapt\\_new\\_business\\_models.pdf](https://wrap.org.uk/sites/files/wrap/Changing_our_clothes_why_the_clothing_sector_should_adapt_new_business_models.pdf). Accessed 02 November 2020.
12. The Renewal Workshop. *Leading Circular*. 2020. <https://renewalworkshop.com/pages/leadingcircular>. Accessed 24 October 2020.
13. Ljungkvist H, Watson D, Elander M. *Developments in Global Markets for Used Textiles and Implications for Reuse and Recycling*. 2018. <http://mistrafuturefashion.com/wp-content/uploads/2018/09/Mistra-Future-Fashion-2018.04-M-Elander-D.3.3.4.1.pdf>.
14. Textile Exchange. *Global Recycled Standard*. 2020. <https://textileexchange.org/wp-content/uploads/2017/06/Global-Recycled-Standard-v4.0.pdf>. Accessed 11 October 2020.
15. Renewcell. Homepage. 2020. <https://renewcell.com>. Accessed 11 October 2020.
16. European Commission. A new Circular Economy Action Plan for a Cleaner and More Competitive Europe. 2015. <https://ec.europa.eu/environment/circular-economy/>. Accessed 01 November 2020.
17. Policy Hub. Homepage. 2020. <https://www.policyhub.org>. Accessed 01 November 2020.
18. Global Fashion Agenda. *Impacts of Covid-19 on Textile Policy in the EU*. 2020. [https://www.globalfashionagenda.com/wp-content/uploads/2020/10/FINAL-REPORT\\_VID-EO-LINKS-10-09-2020.pdf](https://www.globalfashionagenda.com/wp-content/uploads/2020/10/FINAL-REPORT_VID-EO-LINKS-10-09-2020.pdf). Accessed 17 October 2020.
19. Ellen MacArthur Foundation. The Jeans Redesign. 2020. <https://www.ellenmacarthurfoundation.org/our-work/activities/make-fashion-circular/projects/the-jeans-redesign>. Accessed 01 November 2020.
20. Ethical Fashion Initiative. Ethical Fashion Hackathon. 2020. <https://ethicalfashioninitiative.org/stories/ethical-fashion-hackathon>. Accessed 23 November 2020.

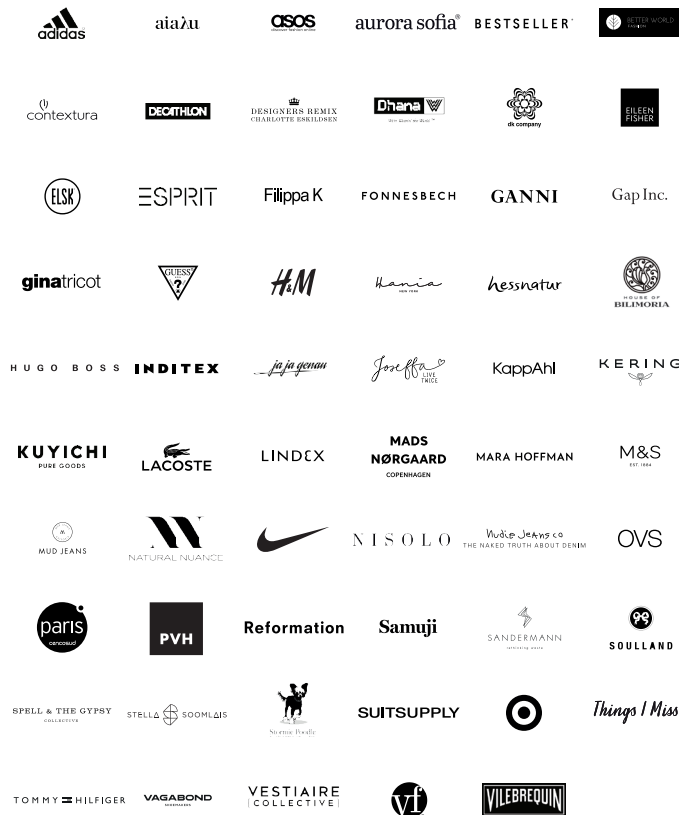
21. World Circular Textiles Day. Homepage. 2020. <https://worldcirculartextilesday.com>. Accessed 09 October 2020.
22. Official Journal of the European Union. *DIRECTIVE (EU) 2018/851 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 30 May 2018 amending Directive 2008/98/EC on waste*. 2018. <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32018L0851&from=EN>. Accessed 02 November 2020.
23. European Commission. Environmental performance of products & businesses – substantiating claims. 2020. <https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12511-Environmental-performance-of-products-businesses-substantiating-claims>. Accessed 14 October 2020.  
  
European Commission. Consumer policy – strengthening the role of consumers in the green transition. 2020. <https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12467-Consumer-policy-strengthening-the-role-of-consumers-in-the-green-transition>. Accessed 25 November 2020.  
  
European Commission. Sustainable products initiative. 2020. <https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12567-Sustainable-Products-Initiative>. Accessed 25 November 2020.
24. European Environmental Agency. Private consumption: Textiles EU's fourth largest cause of environmental pressures after food, housing, transport 2020. <https://www.eea.europa.eu/highlights/private-consumption-textiles-eus-fourth-1>. Accessed 04 October 2020.
25. Policy Hub. Assembling the European Circular Fashion and Textile System around EPR – Circularity for Apparel and Footwear hosted its first workshop in Brussels on 29 January 2020. 2020. <https://www.policyhub.org/articles/epr-workshop>. Accessed 01 November 2020.
26. Policy Hub. Assembling the European Circular Fashion and Textile System around EPR – The Policy Hub hosted its second workshop on Extended Producer Responsibility on 2 September 2020. 2020. <https://www.policyhub.org/articles/second-workshop-on-extended-producer-responsibility>. Accessed 04 October 2020.
27. Global Fashion Agenda. *CEO Agenda 2020 – COVID-19 Edition*. <https://www.globalfashionagenda.com/publications-and-policy/ceo-agenda-covid-19-edition/>. Accessed 09 October 2020.
28. Rewiring Fashion. #rewiringfashion. 2020. <https://www.rewiringfashion.org/>. Accessed 02 November 2020.
29. Circle Economy. *Covid-19 and the circular economy*. 2020. <https://www.circle-economy.com/news/covid-19-and-the-circular-economy>. Accessed 07 May 2020.
30. Boston Consulting Group, Sustainable Apparel Coalition, Higg Co. *Rebuilding a More Sustainable Fashion Industry After COVID-19*. 2020. <https://apparelcoalition.org/wp-content/uploads/2020/04/Weaving-a-Better-Future-Covid-19-BCG-SAC-Higg-Co-Report.pdf>. Accessed 06 September 2020.
31. Policy Hub. *Proposal for an EU Green Recovery Plan in the Textile, Apparel and Footwear Industry*. 2020. [https://assets-global.website-files.com/5dcda718f8a683895d9ea394/5ee900cb33584060390fac17\\_Policy%20Hub\\_Green%20Recovery%20Plan%20Proposal\\_June2020.pdf](https://assets-global.website-files.com/5dcda718f8a683895d9ea394/5ee900cb33584060390fac17_Policy%20Hub_Green%20Recovery%20Plan%20Proposal_June2020.pdf). Accessed 02 November 2020.



# APPENDIX

## METHODOLOGY

Over the past two years, GFA published an annual *Status Report* to keep track of signatories' progress in implementing and reaching their targets for the 2020 Commitment. The data for this report is derived from a mandatory survey as well as insights derived from our annual Signatory Event, voluntary group and one-on-one discussions. Out of 86 signatories, 59 responded to the survey:



17 signatories did not submit the survey by the submission deadline:

- |                  |                               |
|------------------|-------------------------------|
| - Eco Alf        | - Outsider Fashion            |
| - J. Cavallo     | - Paper                       |
| - Kozm           | - Reflect                     |
| - Lissome        | - Salvation Army Redesign CPH |
| - Loomstate      | - Skunkfunk                   |
| - Mokaciocolatah | - STUDY34                     |
| - Monki          | - The R Collective            |
| - Norrøna Sport  | - VIRTU                       |
| - NYLSTAR        |                               |

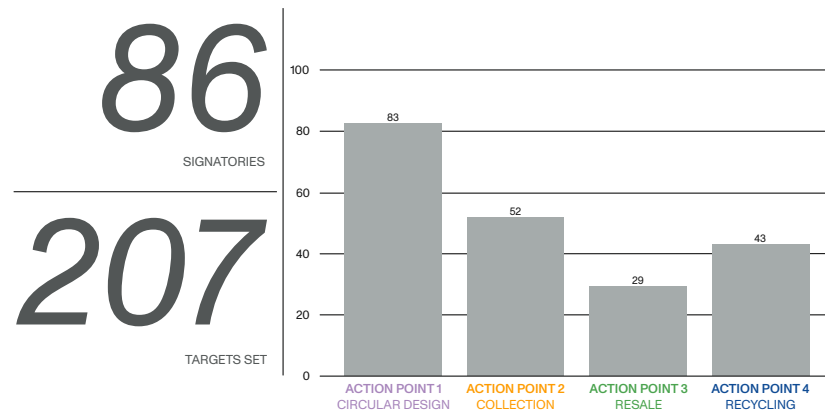
Out of 86 signatories, these 10 companies did not meet the minimum requirements ([see FAQ](#)) for the final year of the 2020 Commitment:

- |                             |                      |
|-----------------------------|----------------------|
| - Arvind Brands             | - Salt Gypsy Pty Ltd |
| - Dagny                     | - Shannon South      |
| - Dedicated/Tshirt Store AB | - Star Sock          |
| - MA RA MI                  | - Tom Cridland       |
| - Sab Soleil                | - Wtree Inc.         |

The 2020 Commitment required signatories to set a target for at least one, but preferably more, action points. For this reason, it is natural and expected that focus areas and levels of ambition vary. The Signatories' [Target Matrix](#) in the Appendix provides an overview of all the signatories' targets, listing all targets that have been set and reached during the course of the 2020 Commitment. In the final year, four signatories had to withdraw from the 2020 Commitment due to e.g. closure of business.

## EXHIBIT 6

SIGNATORIES' TARGET OVERVIEW AS OF AUGUST 2020



# OVERVIEW OF SIGNATORIES' TARGETS

## ABOUT THE 2020 CIRCULAR FASHION SYSTEM COMMITMENT

At Copenhagen Fashion Summit 2017, Global Fashion Agenda (GFA) called on the fashion industry to take action on circularity by signing a commitment as a concrete way to turn words into action. The aim was to increase the number of fashion brands and retailers taking action on circularity in order to accelerate the industry's transition to a circular fashion system. The 2020 Commitment saw a total of 86 signatories setting targets against the below four-action-point-framework, representing 12.5% of the global fashion market:

- 1) Implementing design strategies for cyclability (83 targets set, 56 reached)
- 2) Increasing the volume of used garments and footwear collected (52 targets set, 29 reached)
- 3) Increasing the volume of used garments and footwear resold (29 targets set, 18 reached)
- 4) Increasing the share of garments and footwear made from recycled post-consumer textile fibres (43 targets set, 29 reached)

During the course of the three-year commitment, signatories committed to take action on one or more of the above action points and to annually report on the progress they made in implementing their targets to GFA. Their commitment illustrated their willingness to create change, highlighting the urgency and strategic importance of transforming current linear business practices.

To make the 2020 Commitment inclusive for fashion brands and retailers of all sizes, market segments and starting points, signatories set their company-individual targets for 2020. The four action points served as a guide, aiding signatories in setting specific targets, turning aspirations into concrete objectives. As expected, this resulted in a variety of focus areas and levels of ambition.




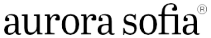

The following 17 signatories did not submit the mandatory Final Survey within the submission deadline:

- |                   |                               |
|-------------------|-------------------------------|
| - Eco Alf         | - Outsider Fashion            |
| - J. Cavallo      | - Paper                       |
| - Kozm            | - Reflect                     |
| - Lissome         | - Salvation Army Redesign CPH |
| - Loomstate       | - Skunkfunk                   |
| - Mokaciaccolatah | - STUDY 34                    |
| - Monki           | - The R Collective            |
| - Norrøna Sport   | - VIRTU                       |
| - NYLSTAR         |                               |

Out of 86 signatories, the following 10 companies did not meet the minimum requirements of the 2020 Commitment and are therefore not listed in this matrix.

- |                       |                      |
|-----------------------|----------------------|
| - Arvind Limited      | - Salt Gypsy Pty LTd |
| - Dagny               | - Shannon South      |
| - Dedicated Sweden AB | - Star Sock          |
| - MA RA MI            | - Tom Cridland       |
| - Sab Soleil          | - Wtree Inc.         |

On the following pages, you can find an overview of all targets set and successful reached by signatories over the course of the 2020 Commitment.


SIGNATORY	ACTION POINT 1 CIRCULAR DESIGN	ACTION POINT 2 GARMENT COLLECTION	ACTION POINT 3 RESALE	ACTION POINT 4 TEXTILE RECYCLING
	By 2020, adidas will incorporate key principles on circular economy and guidance on circular design in all sustainable product creation trainings.	By 2020, a digitally supported reclaim initiative will be rolled out in key adidas markets.		
	Reached: By 2020, we will extend the life of 120+ Aiayu products through our repair programme.			By 2020, we will have increased the products made of recycled post-consumer textile fibres by 200%.
	Reached: By 2020, we will train all of our design teams on circular design techniques and best practice.  Reached: By 2020, we will train all of our relevant product teams on circular principles and best practice for packaging.	Reached: By 2020, we will launch a garment collection scheme and recycling programme for apparel for customers located in the UK and Germany, our two biggest markets - we will support this programme by engaging customers, through social media, on garment care, repair and recycle.		Reached: Each year from 2018 - 2020 we will publish external targets for increasing post-consumer recycled textile materials in our products whilst eradicating those that cannot be cycled. We will report on our progress and continue this initiative past 2020.
	Reached: By 2020, circular design principles will be applied to every design brief.			Reached: By 2020, selected bags will be made of 50% recycled post-consumer textile fibres.
	By 2020, all of our designers and buyers will have gone through a training module on circular fashion design.	By 2020, we will offer and promote a used garment collection channel to consumers in selected markets* together with relevant partners.  We are in the process of specifying and quantifying 'markets'. The target will be adjusted in relation to our ongoing strategy process.		Reached: By 2020, we will have conducted a pilot with two jeans styles containing recycled post-consumer cotton to be included in our 'never out of stock range' within JACK & JONES.



	Reached: By 2020, circular design principles will be a part of every design brief to ensure that the products can be looped back into the fashion system.	Reached: By 2020, all of our products will have a leasing and buyback option to increase the number of products returned after consumer use by 50%.	Reached: By 2020, we will increase the resale of used garments by incorporating used jackets into new collection jackets.	Reached: By 2020, all of our products will be made of 98% recycled post-consumer textile fibres.
	Reached: By 2020, circular design principles are included in every Contextura design brief.	By 2020, a garment collection scheme will be implemented in all of our stores/offered to all our online customers.	By 2020, we will increase the resale of used garments by 10% through forwarding the collected garments from our garment collection scheme to second-hand stores.	Reached: By 2020, we will increase the use of recycled post-consumer textile fibres within our collection by 10%.
	By 2020, we will implement circular design principles in at least 50% of our collection, with a focus on recyclability and recycled materials.			By 2020, we will increase the use of recycled post-consumer textile fibres to 25% of our collection through continuously strengthening and investing in selected partnerships.
	By 2020, all of our engineers and designers will be trained on circular design principles to improve recyclability, repairability and longevity.			
	Reached: By 2020, circular design principles will be a part of every design brief to ensure that the products can be looped back into the fashion system.	Reached: By 2020, we will implement a garment collection scheme for all of our stores and our online shop.	Reached: By 2020, we will increase the resale of used garments by establishing a platform for Preloved Designers Remix and Preloved Little Remix products (Preloved are used garments).	
	Reached: By 2020, 20% of our garments will be designed for disassembly.	By 2020, we will implement a garment collection scheme in all our stores.  By 2020, Dhana Inc. will increase our garment and footwear collection to 20.000 pounds a year.	Reached: By 2020, 20% of our collection range will consist of used garments.	By 2020, 20% of our collections will use (only) recycled post-consumer textile fibres.

 <b>dk company</b>	<p>Reached: By 2020, we will train all our designers, internal buyers and merchandisers on circular design principles and more sustainable materials.</p> <p>Reached: By 2020, 25% of our products will be made of mono-fibres to ensure that they can be recycled back into the fashion system.</p>			<p>Reached: By 2020, we will have investigated the best solutions for post-consumers textile fibres and will increase the volume of garments made from recycled post-consumer textile fibres by 1%</p>
<b>ECOALF</b>	<p>By 2020, Circular Design will be part of internal training for our design, sourcing and production teams, to ensure that all products will be designed with circular design principles.</p> <p>By 2020, clever care instructions will be created to be shared with Ecoalf customers to extend the lifecycle of our products.</p>			
	<p>Reached: By 2020, we will implement Circular Design Principles to create a closed-loop product offering.</p> <p>Reached: By 2020, we will increase the number of garments that have been re-manufactured through our circular programme, EILEEN FISHER RENEW, by 50%.</p>	<p>Reached: By 2020, through our circular programme, EILEEN FISHER RENEW, we will increase garment collection by 20%.</p>	<p>Reached: By 2020, we will increase the resale of used garments by 25% through our circular programme, EILEEN FISHER RENEW.</p>	<p>Reached: By 2020, we will increase the volume of EILEEN FISHER RENEW garments recycled into textile fibres.</p>
	<p>Reached: By 2020, we will apply circular design principles to at least 70% of our collection.</p>	<p>Reached: By 2020, we will offer all of our customers the option to recycle their used garments through our garment collection scheme.</p>	<p>By 2020, used garments collected through our garment collection scheme will be re-sold at our website where a 70% of this turnover will be given to NGO's working on environmental protection.</p>	<p>Reached: By 2020, at least 20 % of our collection will be made of recycled post-consumer textile fibres.</p>
<b>ESPRIT</b>	<p>Reached: By 2020, everyone in our product teams will have gone through training in circular design.</p> <p>Reached: By 2020, Esprit will establish a strategic plan to scale the cyclability of our product lines.</p>	<p>Reached: By 2020, Esprit will in collaboration with Packmee collect 50,000kg via an e-tail garment collection programme, with donation of 50% of the turnover to charity.</p>	<p>Reached: By 2020, Esprit will increase the amount of garments resold by 40,000kg.</p>	<p>Reached: By 2020, Esprit will produce at least 150,000 pieces of garments including at least 20% recycled post-consumer textile fibres.</p>

<p>Filippa K</p>	<p>Reached: By 2020, all of our designers will have gone through training on circular design principles.</p> <p>Reached: By 2020, circular design principles based on industry guidance will be part of every Filippa K design brief.</p> <p>Reached: By 2020, 25% of our collection range will be made of mono-fibres.</p> <p>By 2020, 60% of our collection range will be designed for repairability.</p> <p>By 2020, Filippa K Care Concept will be shared with all our customers to help them care and extend the life for their products.</p>	<p>Reached: By 2020, we will increase the amount of used garment collected by 10%.</p> <p>By 2020, the Filippa K Collect system will be implemented in all Filippa K stores, online and offline.</p>	<p>By 2020, Filippa K Second Hand will be expanded and offered to all our online customers.</p>	<p>Reached: By 2020, 5% of our collection will be made from recycled post-consumer textile fibres.</p>
<p>FONNESBECH</p>	<p>Reached: By 2020, we will improve our sustainable brand even further by advancing our circular design principles through increasing the use of upcycling by 20% within our collection.</p>			<p>Reached: By 2020, 20% of our products will be made from recycled post-consumer textile fibres.</p>
<p>GANNI</p>	<p>By 2020, circularity will be part of every design brief.</p>	<p>By 2020, we will roll out a garment collection scheme in 7 European stores and subsequently with store openings internationally.</p>	<p>By 2020, we will implement a resale concept for used garments, which will be available through Ganni's own sale channels.</p> <p>By 2020, we are rolling out our GANNI Repeat rental platform into more markets.</p>	<p>By 2020, recycled post-consumer textile fibres will be an integrated part of our collection; for product groups where raw material is available and in proper quality, at least 50% of our products must be made from recycled fibres.</p>




Gap Inc.	By 2020, we will train our cross-functional product teams at our brands (Gap, Old Navy, Banana Republic, Athleta) on circular design techniques and best-practice.	Reached: By 2020, we will help to increase the volume of used garments collected globally through participation in pre-competitive, industry-led collection pilots.		Reached: By 2020, we will have identified the most promising recycling technologies for post-consumer materials across multiple product categories and will start scaling them up in our supply chain.
ginatricot		Reached: By 2020, we will increase the amount of collected used garment with 50%, reaching 45 tons.		
		Reached: By 2020, we will have implemented an on-going, customer-facing product take-back program in our retail stores in the United States and will have expanded the programme's presence globally to a minimum of three markets.	Reached: By 2020, we will launch a resale platform for used GUESS products.	
	Reached: By 2020, we will have developed and rolled-out dedicated training on sustainable materials and sustainable material use to all our applicable colleagues. We further work to build circularity into the design process for all our commercial as well as non-commercial products (such as store interior).*  *As defined by a Circular Assessment Tool which we have developed together with the Ellen MacArthur Foundation.	Reached: By 2020 and in subsequent years, we will increase the volume of collected textiles from the H&M brand's garment collection scheme to at least 25,000 tonnes annually.	Reached: By 2020, 40-60%* of all garments collected in H&M stores will be re-sold and re-used through our partnership with I:CO.  *Figures include all garments sorted and handled by I:CO, including but not limited to those collected in H&M (brand) stores, and are subject to variations depending on for example season and the quality of garments collected.	Reached: By 2020, the H&M Foundation will have provided an estimated €5.8 million to support the Hong Kong Research Institute of Textiles and Apparel (HKRITA)'s research on chemical textile-to-textile recycling.*  *The money derives from any surplus generated through the H&M brand's garment collecting programme. This comes in addition to the H&M Group's continued commitment to promote and invest in additional circular innovation such as existing partnerships with Worn Again, Re:Newcell and Sellpy.

	<p>Reached: By 2020, all new collections must first incorporate existing stocks by making use of at least 80% of them.</p> <p>Reached: By 2020, we will train all of our designers on sustainable and circular design principles.</p> <p>Reached: By 2020, 90% of our collection will be designed for reparability.</p> <p>Reached: By 2020, 70% of our collection will be designed for disassembly.</p> <p>Reached: By 2020, 85% of our collection will be designed for disassembly.</p> <p>Reached: By 2020, at least 60% of our collections will be made from mono fibres.</p> <p>Reached: By 2020, full details on care, reparability, and reuse will be available to consumers via our website and garment tags for all of our products to extend their life.</p>	<p>Reached: By 2020, we will implement an online garment collection scheme, through which all of our products can be returned to be remade, or repurposed.</p>	<p>By 2020, we will offer our customers the opportunity to purchase pre-worn HANIA by Anya Cole clothes through our website.</p>	
	<p>Reached: By 2020, circular design principles will be included in all design briefs.</p>			
	<p>Reached: By 2020, circular design principles will be applied to all of our products.</p>	<p>By 2020, we will implement an online garment collection scheme.</p>	<p>By 2020, we will offer our customers the possibility to purchase pre-worn House of Bilimoria garments through our webpage.</p> <p>By 2020, we will offer a collection made from at least 20% upcycled used garments through our online resale channel.</p>	<p>By 2020, 25% of our collections will be made of at least 20% recycled post-consumer textile fibres.</p>



<p><b>HUGO BOSS</b></p>	<p>By 2020, we will apply circular design principles based on industry guidance in every HUGO BOSS design brief starting with the Spring/Summer 2020 collection.</p> <p>By 2020, we will run regular training sessions on circularity, recyclability and the use of sustainable materials, for everyone involved in the design, development and sourcing process.</p> <p>By 2020, HUGO BOSS will establish a comprehensive digital library, available to all employees, providing information on:</p> <ul style="list-style-type: none"> <li>› Materials and fibres that enable recyclability and circularity.</li> <li>› Dyeing, treatment and finishing processes that enable recyclability and circularity.</li> </ul> <p>Reached: By 2020, HUGO BOSS customers will have access to more detailed information that will help them care for their products correctly, and in doing so prolong the garments' lifespan.</p>			
<p><b>INDITEX</b></p>	<p>Reached: By 2020, we will ensure that 100% of our designers are trained on circular design principles.</p>	<p>Reached: By 2020, 2000 of our stores will have an active garment collection scheme in partnership with select, local, non-profit organisations who can redistribute and recycle the garments.</p>	<p>Reached: By 2020, we will have established partnerships with 40 local non-profit organisations and recyclers for the re-sale of used garments.</p>	<p>Reached: By 2020, we will invest 3.5 million USD in textile recycling technologies, with the goal of upscaling post-consumer mechanical fibre recycling.</p>
<p><b>J.CAVALLO</b></p>	<p>Reached: By 2020 we will implement circular design principles in at least 50% of our collection, with a focus on recyclability and recycled materials.</p> <p>Reached: By 2020 circular design principles based on industry standards will be part of every J. Cavallo design brief.</p> <p>By 2020, we will educate all our outsourced partners and suppliers on circular design principles.</p>	<p>By 2020, we will expand our garment collection scheme to increase the collection of clothes by 50% by continuously raising customer awareness on this topic.</p>	<p>By 2020, we will establish our own resale and redesign department to fully comprehend and elevate marketing activities to increase the resale of used/redesigned garments by 50%.</p>	<p>Reached: By 2020, we will increase the use of recycled post-consumer textiles fibres to 25% of our collection by continuously strengthening and investing in selected partnerships.</p> <p>By 2020, we will increase our recycled post-consumer textile use in our collections by 50%.</p>

	Reached: By 2020, Ja Ja Genau will design and produce all of its exclusive shoes and accessories based on circular design principles.			
		Reached: By 2020, we will implement a shirt collection scheme through partnering with retailers, textile sorting and recycling plants, with the intention of sourcing at least 50% of the garments needed for production through this scheme.	Reached: By 2020, we will develop our upcycling programme and double the volume of used garments resold.  Reached: By 2020, we will increase the number of sales points for used garments by 150%.	
	By 2020, circular design principles will be applied to all KappAhl products.  By 2020, all designers and purchasers will be educated on sustainable and circular design principles.	Reached: By 2020, we will collect textiles from consumers in all KappAhl and newbie stores with the goal to reach 250 tonnes annually.		
	Reached: By 2020, 100% of the production and design teams will be trained to the "Kering Standards for raw materials and manufacturing processes", which include criteria on circularity.			Reached: By 2020, we will have identified the most promising pre- and post-consumer raw material recycling technologies for luxury and will start scaling them up in the supply chain.
	By 2020, circular design principles based on industry guidance will be part of every design brief.	By 2020, a garment collection scheme will be available for all our online customers.		
	Reached: By 2020, the principles of designing for cyclability will be at the core of our designs, a policy will be made for our material usage and design process.	By 2020, Kuyichi will increase take back actions in stores - permanently and temporary in at least 10% of our stores.  By 2020, Kuyichi will have launched a take back system for upcoming kids' jeans in stores or online.		By 2020, at least 75% of our denim styles will contain recycled fibres. At least 25% of these fibres are recycled from collected Kuyichi or otherwise collected post-consumer recycled fabrics.

 <b>LACOSTE</b>	<p>Reached: By 2020, all the LACOSTE design and relevant product teams will be trained on circular fashion and eco-conception.</p>			
<b>LINDEX</b>	<p>By 2020, all designers, buyers and production teams will be trained in circular design and the training will be part of the introduction package for new staff as a basic requirement.</p> <p>By 2020, functional durability and ease of repair will be part of the design strategy for selected product groups and will add up to 10% of our collection.</p>	<p>By 2020, we commit to offer textile collection in all of our own Lindex stores and to have established a partnership with charity, textile recycler or second-hand marketplace in our sales markets.</p>		
<b>LISSEME</b>			<p>By 2020, our 'Used Garments' section will be 10% of our total product offering.</p>	
<b>LOOMSTATE</b>	<p>By 2020, 75% of our product range will be made from either mono-fibres, designed for disassembly or reparability.</p> <p>By 2020, all our design team members (incl. designers, product development and technical design) will be trained in industry recognized circular design principles and strategies.</p>	<p>By 2020, Loomstate will implement a garment collection scheme to collect 10% of our private label uniform products; the collected garments will be disassembled, repurposed or completely recycled into new products.</p>		<p>By 2020, we will design and introduce a new product category made from recycled post-consumer textile fibres to be sold in our core assortment.</p>
<b>MADS NØRGAARD</b> <small>COPENHAGEN</small>		<p>By 2020, we will have implemented a garment collection scheme with the aim to collect a minimum of 1000 pieces of used garments annually</p>		<p>By 2020, we will implement the use of recycled post-consumer textile fibres in at least 20% of our yearly collections.</p>

MARA HOFFMAN		Reached: By 2020, a garment collection scheme will be available to all of our web customers in order to collect used and/or damaged items for resale or recycling via third party partners.	Reached: By 2020, we will host periodic resale events where our customers can purchase used garments in partnership with The Renewal Workshop.	
M&S EST. 1884	<p>Between 2020 and 2025, we'll implement new Circular Economy Standards to ensure that M&amp;S Clothing &amp; Home products are made to last and can be reused or recycled in the most effective way. These new Circular Economy Standards will be documented in a detailed review to be published in 2019.*</p> <p><i>*This target is a part of M&amp;S's Plan A 2025 programme: Within the context of the Circular Fashion System Commitment this means that from April 2020, we will implement our new Circular Economy Standards to ensure that M&amp;S Clothing &amp; Home products are made to last and can be reused or recycled in the most effective way.</i></p>	<p>Between 2017 and 2025, we'll help customers around the world give clothes a second life, by facilitating the collection of at least three million garments a year for reuse and recycling.*</p> <p><i>*This target is a part of M&amp;S's Plan A 2025 programme: Within the context of the Circular Fashion System Commitment this means that between April 2017 and March 2020 we will have collected at least nine million garments for reuse and recycling.</i></p>		
MONKI		Reached: By 2020, MONKI will increase the volume of collected garments through our garment collection scheme by 10% per year, to reach 100 tons.		
 MUD JEANS	<p>Reached: By 2020, 50% of our rivets, buttons and zippers will be designed for recyclability.</p> <p>Reached: By 2020, all our products will be designed for cyclability.</p>	Reached: By 2020, we will increase the amount of collected used jeans to reach 2 tonnes.	Reached: By 2020, we will increase the amount of resold used garments to reach 0,25 tonnes.	<p>Reached: By 2020, all of our jeans will be made of at least 20% recycled post-consumer textile fibres.</p> <p>Reached: By 2020, we will develop a jeans fabric that is made of 100% recycled post-consumer textile fibres.</p>




	<p>Reached: By 2020 all products will be designed to be separated for recycling.</p> <p>Reached: By 2020, products are designed so that material types can be separated for recycling.</p> <p>Reached: By 2020 all of our products will be designed for functional durability and easy of repair.</p>			
	<p>Reached: By 2020, 80% of Nike's products will be scored for sustainability during the product creation process, which will include elements of circularity.</p> <p>Reached: By 2020, Nike will implement sustainability training, including circular design, for all product creation roles in Footwear and Apparel, targeting 100% participation.</p>	<p>Reached: By 2020, building upon Nike's nearly 30-year history collecting post-consumer footwear, Nike will launch new pilots to test methods of collection and gather insights on consumer engagement.</p>		
		<p>Reached: By 2020, we will implement a footwear collection scheme in collaboration with Soles4Souls both online and in our retail stores.</p> <p>Reached: By 2020, we will collect 5,000 pairs of used shoes through our footwear collection scheme in order to distribute them for repurpose.</p>		
				<p>By 2020, 100% of our polyester garments will be made of recycled post-consumer textile fibres.</p> <p>By 2020, 75% of other synthetic fibres will be replaced by recycled post-consumer textile fibres.</p>

<p>Nudie Jeans co</p> <p>THE NAKED TRUTH ABOUT DENIM</p>		<p>Reached: By 2020, we will increase the number of collected used Nudie Jeans by 20% globally.</p>	<p>Reached: By 2020, we will increase the total number of Nudie second-hand jeans sold by 30% globally.</p>	<p>Reached: By 2020, at least one style in our collection will be made of post-consumer Nudie Jeans collected from our garment collection scheme.</p>
<p>Önling</p>	<p>Reached: By 2020, circular design principles will be a part of 80% of our design briefs to ensure durability, recyclability and/or reparability of our garments.</p> <p>By 2020, 40% of our clothing will be designed for disassembly and produced with mono-fibers.</p>			<p>By 2020, we will design and produce 15-20% of our collections with recycled post-consumer textile fibres.</p>
<p>OUTSIDER</p>				<p>By 2020, 50% of our products will contain recycled post-consumer textile fibres.</p>
<p>OVS</p>	<p>Reached: By 2020, all of our product managers will be trained and evaluated on circular design principles.</p> <p>Reached: By 2020, all of our product briefs will include circular design principles.</p> <p>Reached: By 2020, all of our textile apparel products will be rated with a circularity score measured by PLM system (Product Lifecycle Management system) and/or specific Design Tool.</p>	<p>Reached: By 2020, all of our stores in the EU will offer a garment collection scheme and we will collect at least 1000 tons of used garments annually.</p>	<p>Reached: By 2020 we will have established a partnership with a third-party textile recycler and/or charity institution for garments collected by all brands owned by OVS Spa.</p>	<p>Reached: By 2020, we will have produced 3 million items with recycled post-consumer textile fibres.</p> <p>Reached: By 2020, we will participate in at least two post-consumer waste recycling initiatives related to the fibres which account for more than 80% of our sourced materials, currently cotton and polyester.</p>
<p>[paper.]</p>	<p>By 2020, circular design principles will be applied to 80% of our collection.</p>			

	<p>Reached: By 2020, we will have applied circular design principles to six new collections composed by at least 60 different styles.</p>	<p>Reached: By 2020, we will have collected 600 tons of used garments at our sales points.</p>		<p>Reached: By 2020, we will use 100% of recycled post-consumer textile fibres in six new collections composed by 90 styles.</p>
		<p>Reached: By 2020, PVH will launch a partnership with Give Back Box to collect garments across one or more brands.</p>		<p>Reached: By 2020, PVH will introduce the use of recycled post-consumer textile fibres in at least one product.</p> <p>Reached: By 2020, PVH will support the scaling of fibre recycling technology through Fashion for Good and commit to piloting across one core product area.</p>
<p><b>Reformation</b></p>		<p>Reached: By 2020, we will reuse or recycle 100,000 garments a year, with the goal of recirculating 500,000 in the next 5 years.</p>	<p>Reached: By 2020, we will increase our resale and up-cycling of used garments to 150,000 items.</p>	<p>By 2020, 10% of our fabric spend will be on fabrics made with recycled post-consumer textile fibres.</p>
		<p>By 2020, we will increase the amount of used garments collected through our in-store collection scheme by 50% to reach 1,6 tons.</p>	<p>By 2020, we will increase the resale of used garments by 20%.</p>	
		<p>Reached: By 2020, we want to increase the volume of used Samuji garments collected by 70%.</p>	<p>Reached: By 2020, we want to increase the volume of used Samuji garments resold by 50% by organising Samuji circular events.</p>	

 <p>SANDERMANN rethinking waste</p>	Reached: By 2020, 50% of our collection will be designed for cyclability.			
 <p>skunkfunk</p>	By 2020, we will reduce fibre mixes and trims within our company, resulting in 30% of our collection being easily recyclable.			By 2020, 10% of our range will be made of recycled post-consumer textile fibres.
 <p>SOULLAND</p>	By 2020, all employees will complete circular principles training, which will apply not only to product design, but to all company processes.	By 2020, a garment collection scheme will be offered to all our customers.		Reached: By 2020, recycled post-consumer textile fibres will be incorporated into our production and will be 10% part of our collection.
 <p>SPELL &amp; THE GYPSY COLLECTIVE</p>	Reached: By 2020, Spell and The Gypsy Collective will train all design, sourcing and production teams on circular design principles.			Reached: By 2020, Spell and The Gypsy Collective will increase the volume of garments that include recycled post-consumer textiles fibres by 10%.
 <p>STELLA SOOMLAIS</p>	By 2020, circular design principles will be applied to 100% of our leather bags in order to remanufacture them after their first life.	Reached: By 2020, we will implement a garment collection scheme for used leather bags in our retail stores and online.		
 <p>Stormie Poodle making clothes that last</p>				Reached: By 2020, 95% of our collection will be made from 95% recycled post-consumer textile fibres.
 <p>STUDY 34</p>	By 2020, 100% of STUDY 34 garments will contain a 'repair kit' containing information and instructions as well as the tools required to repair garments to extend their life.			

SUITSUPPLY		<p>By 2020, 100% of our stores will be enrolled in our recycling take back scheme (excluding franchise and shop-in-shops).</p> <p>Reached: By 2020, our goal is to have collected 25,000 kg of post-consumer garments/textiles and leather products.</p> <p>By 2020, 100% of our store employees will be trained on creating awareness and encouraging our customers to use our recycling take-back scheme.</p>		<p>Reached: By 2020, all labelling used in Suitsupply products, will be made with recycled post-consumer polyester yarns.</p>
	<p>Reached: By 2020, all TGT OB apparel will be designed for functional durability to last the lifecycle of the product.</p>			<p>Reached: By 2020, we will invest 1 million USD in textile recycling technologies, with the goal of accelerating the transition to a circular apparel industry.</p>
	<p>By 2020, circular design principles will be implemented to ensure the longevity and recyclability of our products.</p>	<p>By 2020, we will implement a garment collection scheme so that our customers will be able to recycle all of our products.</p>	<p>By 2020, our customers in our major markets will be able to buy and rent second-hand The R Collective garments.</p>	
<i>Things I Miss™</i>	<p>By 2020, circular design principles will be part of every design brief, to ensure durability, recyclability and/or reparability of our garments.</p>	<p>By 2020, we will increase the volume of used garments collected by 10% through creating events that encourage our customers to hand in used clothes.</p>		<p>By 2020, we will increase the use of recycled post-consumer textile fibres by 10% through strengthening existing partnerships.</p>
TOMMY HILFGER	<p>Reached: By 2020, we aim to train at least 80% of our designers on circular design principles.</p> <p>Reached: By 2020, we aim to implement 3D design tools in at least 50% of our business divisions to facilitate real-time design feedback on circularity.</p>			<p>Reached: By 2020, we aim to use recycled post-consumer textile fibres in at least 70% of our business divisions, with the ambition to increase the recycled content year-on-year.</p>

	By 2020, circular design principles will be part of every design brief, to ensure durability, recyclability and/or reparability of our garments.	By 2020, we will increase the volume of used garments collected by 10% through creating events that encourage our customers to hand in used clothes.		By 2020, we will increase the use of recycled post-consumer textile fibres by 10% through strengthening existing partnerships.
TOMMY HILFIGER	Reached: By 2020, we aim to train at least 80% of our designers on circular design principles.  Reached: By 2020, we aim to implement 3D design tools in at least 50% of our business divisions to facilitate real-time design feedback on circularity.			Reached: By 2020, we aim to use recycled post-consumer textile fibres in at least 70% of our business divisions, with the ambition to increase the recycled content year-on-year.
	Reached: By 2020, all of our designers will be trained on circular design principles based on industry guidance.	Reached: By 2020, our shoe collection program Shoe Bring Back will be implemented in all our Vagabond stores.		Reached: By 2020, we will have identified post-consumer materials suitable for our outsoles.  <i>*Selected post-consumer material should qualify for at least 15% of the total material content for each specific outsole.</i>
			Reached: By 2020, Vestiaire Collective will increase the number of pre-owned pieces available to purchase on its website by a minimum of 20%.	
	Reached: By 2020, 100% of our product designers will have undergone a training on circular economy principles to design accordingly.	Reached: By 2020, we will increase the quantities of second-hand garments and footwear collected at Timberland and The North Face European owned and operated stores by 10% with the intention of educating our consumer about products end of life.		
	Reached: By 2020, everyone in our design team will be trained on circular design principles.			



## OVERVIEW OF SELECT SOLUTION PROVIDERS

Responses from the 2019 feedback survey showcased high interest in an overview of solution providers in four major categories 1) Design training; 2) Material providers; 3) Collection and recycling; and 4) Resale platforms.

This list of selected solution providers aims to support the ongoing work on circularity within brands and retailers. Solutions will be described in more detail on the following pages.

DESIGN TRAINING	MATERIAL PROVIDERS	COLLECTION AND RECYCLING	RESALE PLATFORMS
<ul style="list-style-type: none"> <li>- Ellen MacArthur Foundation</li> <li>- Textile Environment Design</li> <li>- London College of Fashion</li> <li>- IDEO</li> <li>- Sustainable Fashion Academy</li> <li>- Circle Economy</li> <li>- circular.fashion</li> <li>- Circular Transition Indicator</li> </ul>	<ul style="list-style-type: none"> <li>- Textile Exchange</li> <li>- Cradle to Cradle</li> <li>- Common Objective</li> <li>- C.L.A.S.S.</li> <li>- Sustainable Angle</li> <li>- circular.fashion</li> <li>- Global Organic Textile Standard</li> <li>- Desserto</li> <li>- Sorona®</li> <li>- Naia™</li> <li>- ISKO</li> <li>- Modern Meadow</li> <li>- Parley for the Oceans</li> <li>- PEFC</li> <li>- Recyclex</li> <li>- Tintex</li> <li>- UPW</li> </ul>	<ul style="list-style-type: none"> <li>- SOEX</li> <li>- I:Collect</li> <li>- Re:newcell</li> <li>- Wilcox</li> <li>- Reverse Resources</li> <li>- Wolkat</li> <li>- Recover</li> <li>- Ioncell</li> <li>- Infinited Fiber</li> <li>- Texaid</li> <li>- Worn Again</li> </ul>	<ul style="list-style-type: none"> <li>- Thredup</li> <li>- The RealReal</li> <li>- Trove</li> <li>- Reflaunt</li> <li>- Yellow Octopus</li> <li>- Sellpy</li> <li>- The Renewal Workshop</li> </ul>

Please note that this overview is not exhaustive and we encourage you to feedback openly about your experiences if any and share additional leads with us to update.

# DESIGN TRAINING

## **Ellen MacArthur Foundation**

**Location:** United Kingdom

Ellen MacArthur Foundation is one of the key thought leaders in the circular economy space. They provide case studies, toolkits and guidelines for brands in which support the industry's transition to a circular economy as well as releasing industry reports on circularity.

## **Textile Environment Design**

**Location:** United Kingdom

Textile Environment Design (TED) research works on developing a set of practice-based sustainable design strategies that assist designers during the product development process. TED's TEN offers 10 design strategies to assist designers in creating low impact products, available online for self-learning. They also provide consultancy services for brands.

## **London College of Fashion**

**Location:** United Kingdom

London College of Fashion (LCF) has many research groups that are invested in sustainable and circular businesses. Centre for Sustainable Fashion is located at LCF and provides online resources as well as toolkits for circular design practices.

## **IDEO**

**Locations:** Global

IDEO is a design and consulting firm focusing on helping brands to learn innovative and human centred design methods while providing online tools and guides. They have branches in USA, EU, China and Japan.

## **Sustainable Fashion Academy**

**Location:** Sweden

The Sustainable Fashion Academy provides customised offline and online trainings and guides to prepare and equip industry professionals with necessary tools to embark on their sustainability journey. Operating internationally, H&M, ASOS, KappAhl, Peak Performance represent some companies that have used their services.

## **Circle Economy**

**Location:** Netherlands

Circle Economy partners with brands to provide practical and scalable solutions for adopting circular business models. It has devised a circular gap method to measure the circularity of a company and provides assessments to develop strategic steps to achieve circular goals through tailor-made workshops.

## **circular.fashion**

**Location:** Germany

circular.fashion offers online tools assisting the circular design process such as a library of sustainable materials. They also host workshops, provide state of the art research, industry knowledge and methods to guide brands in their transition towards more circular practices.

## **Circular Transition Indicator**

**Location:** EU

The Circular Transition Indicator (CTI) is a recent tool published following the World Economic Forum in January 2020. It provides guidelines to identify and quantify the circular transition of a business.

# MATERIAL PROVIDERS

## Textile Exchange

**Location:** USA

Textile Exchange provides extensive data and reports on circular materials online, covering major fibre categories (cotton, synthetics, manmade cellulosic and animal fibers). This year Textile Exchange worked with Fashion Positive to publish the Circular Materials Guidelines, the first publicly available guidelines that defines circular materials.

## Cradle to Cradle

**Location:** USA

Cradle to Cradle Online lists certified circular materials classified into five categories – Platinum, Gold, Silver, Bronze and Basic based on their performance in five areas: Material health, material reutilisation, renewable energy and carbon management, water stewardship and social fairness, alongside supplier details.

## Common Objective

**Location:** United Kingdom

Common Objective is owned by the Ethical Fashion Forum and provides online sourcing guides for various types of sustainable fabrics alongside supplier details. In addition, they offer guides on improving purchasing practices and innovation in the fashion industry. Through their matching service, brands can be matched with suppliers, buyers, experts and resources catered to their needs.

## C.L.A.S.S.

**Location:** Italy

C.L.A.S.S. is a global resource for smart material innovation and provides a list of fabrics through its online portal. Additionally, they consult on personalised marketing strategies to move towards a circular economy.

## The Sustainable Angle

**Location:** United Kingdom

Founded by The Sustainable Angle, the Future Fabric Expo is a showcase of globally sourced, commercially available, sustainably and responsibly produced fabrics and materials. The event also hosts a series of seminars in partnership with Parley for the Oceans held by thought leaders, experts, and change-makers.

## circular.fashion

**Location:** Germany

circular.fashion provides a digital list of circular materials, suppliers and recyclers. The materials listed has been validated to meet recycling requirements, available in their Berlin showroom. circular.fashion also provide consultancy and training for brands to transition towards a circular economy.

## Global Organic Textile Standard

**Location:** Global

An online database of certified producers that comply with the Global Organic Textile Standard (GOTS). Apart from certified producers and specifications, they provide information such as supplier headquarters or field of operation.

## Desserto

**Location:** Mexico

Desserto is turning nopal cactus leaves into organic, all-natural, cruelty-free vegan leather. It is biodegradable and comes with technical specifications required by the fashion, leather goods, furniture and automotive industries.

## Sorona®

**Location:** Germany

Sorona® is an eco-efficient performance-based polymer developed by DuPont. Sorona is a bio-based polymer, produced through a natural fermentation process. This polymer can be spun to high-performance fabrics that are soft and stain-resistant.

**Naia™**

**Location:** Switzerland/USA

Naia™ is a cellulosic yarn from Eastman made from bio-based wood pulp with a silky hand and luster. Sustainably managed pine and eucalyptus plantations and forests used for this yarn have a lower tree-to-yarn carbon and water footprint as compared to generic modal, triacetate and viscose.

**ISKO**

**Location:** Turkey

ISKO is one of the world's largest manufacturers of denim fabric with patented products and innovations. Apart from innovative sustainable materials, they offer state-of-art processes that enable supply chain accountability and greater efficiency. ISKO has worked with brands such as Reformation, ReDew, Donovan or Madewell.

**Modern Meadow**

**Location:** USA

Modern Meadow is a platform for bio-fabricated materials at the frontier of biotechnology. Zoa™ is a collagen protein-based material inspired by leather free of animal-based agriculture inputs.

**Parley for the Oceans**

**Location:** USA

Parley for the Oceans has developed Ocean Plastic®, a fabric made from intercepted and upcycled marine plastic debris. Adidas collaborated with Parley for the Oceans to launch running shoes made from Ocean Plastic® replacing virgin plastic.

**PEFC**

**Location:** Switzerland

PEFC is a non-profit organisation that promotes sustainable forest management through independent third-party certifications. An online database of all companies and products that are PEFC-certified can be accessed.

**Recyclex**

**Location:** China

Recyclex is a supplier of recycled fabrics (30-70%) such as polyester, nylon and cotton as well as 100% bio-based and biodegradable fabrics. Fabrics are either made from scrap PET bottles, off-cuts and wasted yarn, imported recycled nylon yarns made from reclaimed fishing nets or imported bio-based and biodegradable chips.

**Tintex**

**Location:** Portugal

Tintex creates innovative and smart fabrics using organic raw materials. One of their recent projects, Colorau®, uses responsibly coloured fabrics with natural dyes extracted from different types of plants and natural resources that do not use salt in the production. All fabrics are available in an online library.

**UPW**

**Location:** China

UPW emphasises responsibly sourced natural fibres where all yarns are stock supported for fast response. Through its online store StockStore®, it offers access to the collection, real-time connection to stock availability, full yarn ordering and yarn support.

## COLLECTION AND RECYCLING

### SOEX

**Location:** Germany

SOEX is the parent company of I:Collect and provides services of collection, processing, recycling and trade in multiple markets such as Japan, Beijing, the Middle East, UK and Europe. It owns "Picknweight Kilo" stores in Germany, selling vintage clothing per kilo price.

### I:Collect

**Location:** Germany

I:Collect helps brands to recycle collected used clothing by providing an in-store collection service which is available in over 60 countries. It organises the logistics, sorting and transfer of the pieces to the various recycling loops.

### Renewcell

**Location:** Sweden

Renewcell uses a chemical recycling technology that decomposes cellulosic fabrics (cotton and viscose) and converts them into a trademark fabric called Circulose®. Their demo plant located in Sweden has a capacity of producing 7000 tons of Circulose® per year.

### Wilcox

**Location:** United Kingdom

Wilcox is one of the UK's largest textile reclaimers and processors that helps local authorities and charities to collect used textiles, shoes and accessories by providing textile banks and bulk containers. They operate recycling centres and material recovery facilities.

### Reverse Resources

**Location:** Finland

Reverse Resources provides a software solution for fabric and apparel manufacturers to map, measure and create visibility for leftover fabrics and scraps, so they are traceable in their following lifecycles. The software provides digital support to both buyers and suppliers through mutual agreement where each party has control over their shared data.

### Wolkat

**Location:** Netherlands

Wolkat is an international group of seven innovative textile recycling companies. All processes such as sorting, recycling, spinning and weaving are done in-house. Collected textiles are transformed to end products without the use of water or dye.

### Recover

**Location:** Spain

Owned by Hilaturas Ferre S.A., Recover produces upcycled yarns for commercial use. Through its Recover+ programme, it offers brands a closed-loop waste management system to recover collected textiles.

### loncell

**Location:** Finland

loncell uses eco-technology to separate poly-cotton blends to produce cellulosic fibres as well as recycled polyester yarns. The technology is projected to be ready for commercial use by 2025. However, they are looking for collaborations to test ongoing pilot projects and accept pre- and post-consumer textiles.

### Infinite Fibre

**Location:** Finland

Infinite Fibre invented a technology that converts used textile material into yarns. They are currently using this technology for cotton fibres and are building factories in Finland to carry out pilot projects.

### Texaid

**Location:** Switzerland

Texaid and its subsidiary Contex provide collection services for post-consumer textiles through bins, front-door and in-store collection. The service is offered in Switzerland, Germany, Austria, Bulgaria, Hungary, Morocco and the USA.

**Worn Again**

**Location:** United Kingdom

Worn Again is a pioneer in polymer recycling technology that can separate, decontaminate and extract polyester polymers, and cellulose from cotton, from non-reusable textiles and PET bottles and packaging and turn them back into new textile raw materials as part of a continual cycle. They have partners such as H&M, Kering, Fashion For Good, Circle Economy etc.



## RESALE PLATFORMS

### Thredup

**Location:** USA – Public-facing and back-end

Thredup is an online resale platform which brands and retailers can plug in their infrastructure to resell products. Last year, they launched their upcycling programme Resale-As-A-Service. Customers receive shopping credits for associated brands in return for clothes.

**Collaborations:** Cuyana, Reformation, Polarn O Pyret and Amour Vert

### The RealReal

**Location:** USA - Public-facing and back-end

The RealReal is an online resale marketplace for luxury goods and offers brands to resell their second-hand products. They offer take-back programmes for associated brands. Brands can choose to associate publicly or consign discreetly as a private vendor. They accept excess inventory from brands including samples.

**Collaborations:** Stella McCartney and Burberry

### Trove

**Location:** USA - Back-end

Trove, previously called Yerdle Recommerce, provides companies with technological and logistical support to create customisable resale channels based on the needs of the brand. Although based in USA, they work with European brands as well.

**Collaborations:** Patagonia (Worn Wear), REI (Used Gear), EILEEN FISHER RENEW, Taylor Stitch (Restitch) and Nordstrom (See you tomorrow)

### Reflaunt

**Location:** Singapore/ London – Back-end

Reflaunt provides technical support that allows brands to add a feature on their own website where customers can resell, donate or recycle their past purchases. Collected products from customers are then sent to a network of secondary marketplaces. Reflaunt's technology, built on block-chain, enables brands to trace their items in the secondary market.

### Yellow Octopus

**Location:** United Kingdom – Back-end

Yellow Octopus offers take back services for retailers through its reGAIN app and provides stock-handling services for brands own take-back schemes. Yellow Octopus also offer stock exit service through its global network of distributors in secondhand markets. Collaborations: Asda, Primark, Nasty Gal, ASOS, Tesco and John Lewis

### Sellpy

**Location:** Sweden - Public-facing and back-end

Sellpy has its own online secondhand marketplace which supports brands in selling samples, overstock and customer returns with no or minor defects. In a recent pilot with &Other Stories, they created a shop-in-shop at Sellpy's website, where customers can return and buy used clothing from &Other Stories.

**Collaborations:** &Other Stories, Levi's, Odd Molly, Filippa K, Flattered, Tenson, Saucony and By Malina

### The Renewal Workshop

**Location:** United Kingdom - Public-facing and back-end

The Renewal Workshop owns factories where discarded textiles are turned into renewed products to be sold on their website. In addition, they collaborate with eight local stores in the US to offer products offline. The Renewal Workshop take back unsold products from brands and provide technology, operations and consultancy support for brands that want to build their own resale platforms.

**Collaborations:** Pangaia, The North Face, Icebreaker, Toad&Co and Prana

# POLICIES RELATED TO CIRCULAR TEXTILES AND BUSINESSES IN THE EU\*

## THE EUROPEAN GREEN DEAL<sup>1</sup>

### 2020 CIRCULAR ECONOMY ACTION PLAN (CEAP)<sup>2</sup>

#### Horizontal initiatives<sup>3</sup>

##### Sustainable Product Policy Framework

- Potential widening of the Ecodesign directive to include textiles<sup>5</sup>
- Set of minimum requirements for sustainability logos & labels including lifespan and repair options
- Measures to prevent 'greenwashing' and sale of products with a covertly shortened lifespan<sup>6</sup>
- Requirement for companies to substantiate claims about the environmental footprint of their products/services by using standard methods<sup>7</sup>
- Obligations to strengthen the reparability of products<sup>8</sup>
- Introduction of minimum mandatory Green Public Procurement criteria<sup>9</sup>
- Mobilising the potential of digitalisation of product information (digital passports, tagging and watermarks)

##### Less waste, more value<sup>10</sup>

- Waste reduction targets for specific streams<sup>11</sup>
- Halve the amount of residual (non-recycled) municipal waste by 2030
- Harmonisation of separate waste collection systems
- Enhanced EU market for secondary raw materials
- Scoping the development of further EU-wide end-of-waste and by-product criteria
- Enhanced implementation of requirements for extended producer responsibility schemes
- Harmonised systems to track and manage information on substances identified as being of very high concern<sup>12</sup>
- Revision of rules on waste shipment<sup>13</sup>

##### Leading efforts at global level

- Ensure that Free Trade Agreements reflect the enhanced objectives of the circular economy
- Identify knowledge and governance gaps in advancing a global circular economy and take forward partnership initiatives, including with major economies (Global Circular Economy Alliance)

##### Crosscutting actions

- Encourage the integration of sustainability criteria into business strategies by improving the corporate governance framework<sup>15</sup>
- Enhanced disclosure of environmental data by companies and mainstream of circular economy objectives<sup>16</sup>

#### Vertical initiatives<sup>4</sup> Seven key product value chains including:

##### Textiles

- Ecodesign measures to ensure that textile products are fit for circularity
- Measures to ensure the uptake of secondary raw materials
- Increasing transparency and due diligence requirements
- Incentives and support to product-as-service models, circular materials and production processes
- Guidance to achieve the 2025 separate collection of textile waste target
- Measures to boost the sorting, re-use and recycling of textiles, including through innovation and extended producer responsibility

##### Plastics

- Measurement of unintentionally released microplastics (textiles amongst the priority sectors)<sup>14</sup>

*\*For the purpose of this document we have chosen to concentrate on the key measures announced in the 2020 EU CEAP which directly impact businesses on strictly circularity related issues. It is important to bear in mind that other policy initiatives included in the EU Green Deal and namely the ones related to climate and chemicals also have an indirect impact. Please note as well that the expected date of adoption of the different proposals that we have included in the footnotes on page 54 are based on the information available end November 2020 and that they are subject to changes as they are work in progress.*

# FOOTNOTES

## POLICIES RELATED TO CIRCULAR TEXTILES AND BUSINESSES IN THE EU

1. Set of policy initiatives by the European Commission to make Europe climate neutral in 2050.
2. Future-oriented agenda for achieving a cleaner and more competitive Europe in co-creation with economic actors, consumers, citizens and civil society organisations.  
The exhaustive set of expected CEAP measures can be found in the document [Quick Reference on CEAP Implementation](#).
3. Cross-sectorial measures.
4. Sector-specific measures.
5. Legislative proposal on a [sustainable product policy initiative](#). European Commission adoption planned for Q4 2021.
6. Legislative proposal on [empowering consumers in the green transition](#). European Commission adoption planned for Q2 2021.
7. Legislative proposal on [substantiating green claims](#). European Commission adoption planned for Q2 2021.
8. Legislative and non-legislative measures for a new “right to repair” expected in 2021.
9. Mandatory Green Public Procurement criteria and targets in sectoral legislation and phasing-in mandatory reporting on GPP as of 2021.
10. Proposals expected in 2022 on “Waste reduction targets for specific streams and other measures on waste prevention” and “EU-wide harmonised model for separate collection of waste and labelling to facilitate separate collection”.
11. Part of a broader set of measures on waste prevention in the context of a review of Directive 2008/98/EC.
12. As part of the [Chemicals Strategy for Sustainability](#) published on 14 October 2020 in the framework of the [New Industrial Strategy for Europe](#).
13. Ongoing [revision of EU rules on waste shipment](#). European Commission adoption planned for Q1 2021.
14. Proposal on the Restriction of intentionally added microplastics and measures on unintentional release of microplastics expected by 2021.
15. Upcoming proposal on [Sustainable corporate governance](#) (due diligence and director’s duties). European Commission adoption planned for Q2 2021.
16. Upcoming [review of the non-financial reporting directive](#).

AGENDA GLOBAL FASHION