



Re_fashion

2024 Innovation Challenge

The call for R&D projects to accelerate the circular development of the industry in France and in Europe

Launch webinar – March 26th 2024

Some rules and information

- The webinar is recorded: a **replay** will be available on the [Refashion Youtube](#) channel.
- Please ask your questions in the **Q&A** section. The presentation will be followed by a Q&A session.
- These **slides will be sent** to each attendee by email.

The speakers



Cécile MARTIN
Innovation &
Recycling Manager



Léa LEMARINEL
Innovation &
Recycling Project
Manager



Agenda

1. About Refashion
2. The Refashion Innovation Challenge
3. Presentation of the 2024 Innovation Challenge
4. Eligible beneficiaries and projects
5. Application process
6. Selection process
7. Next steps



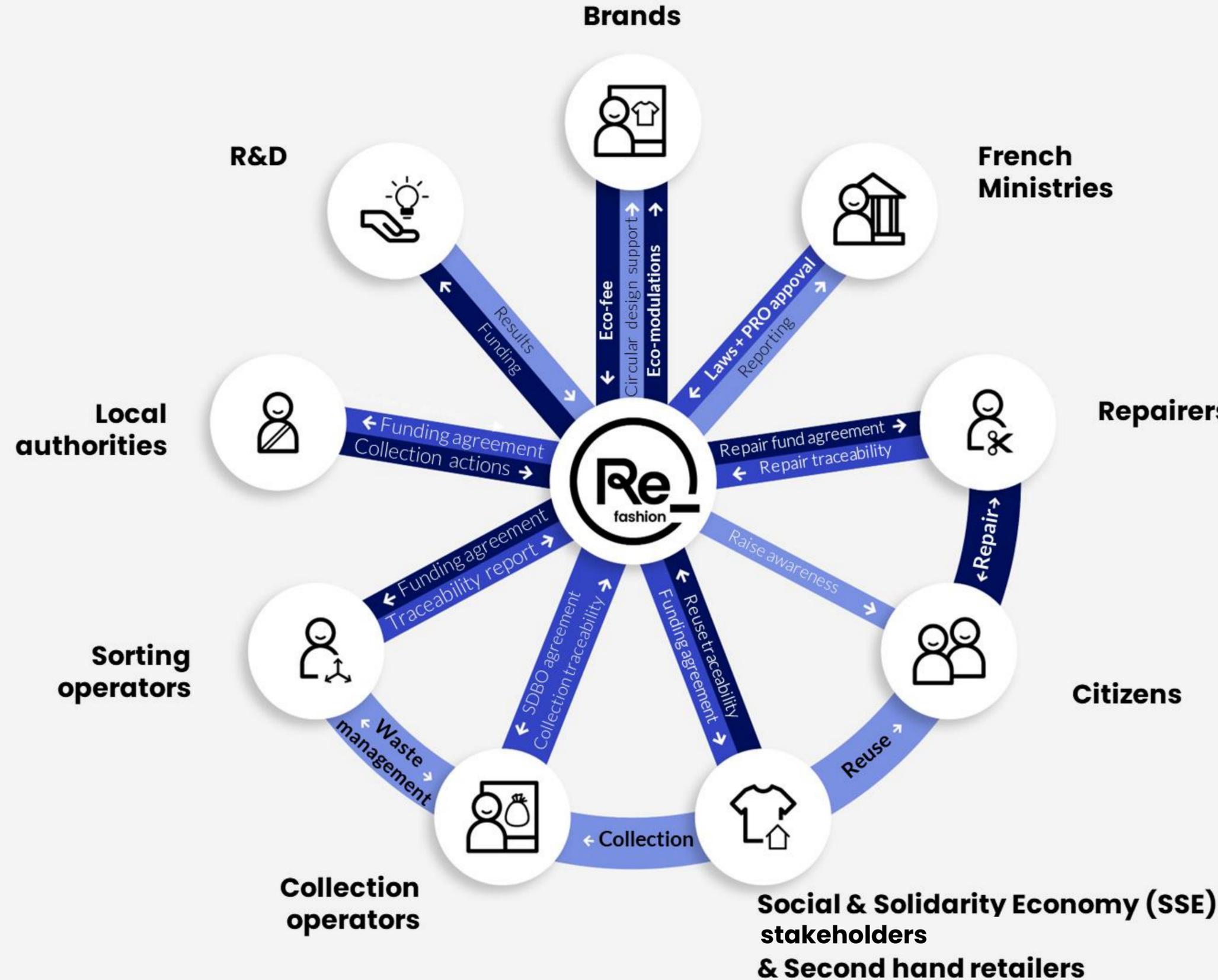
1. About Refashion



About Refashion

Producer Responsibility Organisation accredited by the French public authorities to provide an answer to the Extended Producer Responsibility (EPR) law for Clothing, Household linen and Footwear in France

We support all stakeholders from the sector in their transition towards circular economy



A hand is shown holding a piece of white, translucent fabric that is draped and flowing across the frame. The background is a solid, light blue color. The lighting is soft, highlighting the texture of the fabric and the skin of the hand.

OUR PURPOSE

Accelerating the transition towards a more responsible world in terms of its resources and the environment

Refashion 2023-2028 Roadmap



Regeneration

Develop full circularity from waste to resources



Production

Produce better and reduce impacts

Consumption

Encourage responsible usage and care

2023 - 2028 Key objectives

60% collection rate
of the average 2025 to 2027
textile & footwear market
placements by 2028

99.5% recovery
of sorted post-consumer
textiles and footwear

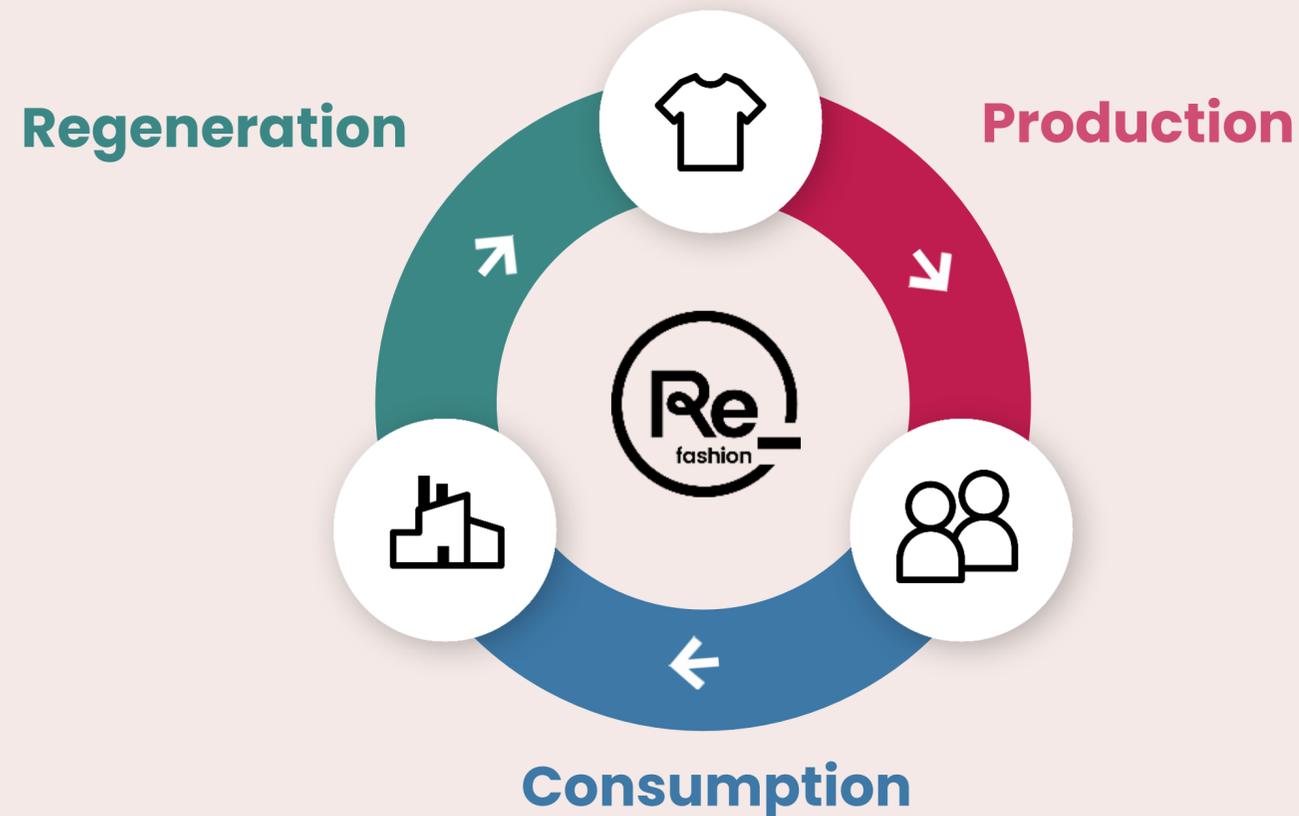
80% recycling
of non-reusable post-consumer
textiles & footwear in 2027

90% recycling
of non-reusable post-consumer
textiles & footwear containing
more than **90% of synthetic
(plastic)** material in 2028

5% of contributions allocated to **R&D**,
i.e. **€ 58 M** for the 2023-2028 period

15% reuse
of post-consumer textiles and
footwear within 1,500km from
their collection point, of which
120kT as from 2024

€ 135 M allocated to **reuse**
for the 2023-2028 period



Eco-modulation

Bonuses for durability,
environmental certification and
incorporation of recycled materials

€ 237 M

in **eco-modulated fees** for the
2023-2028 period

+35%

citizen repair operations
by 2028

€ 154 M

allocated to the **repair fund**
for the 2023-2028 period

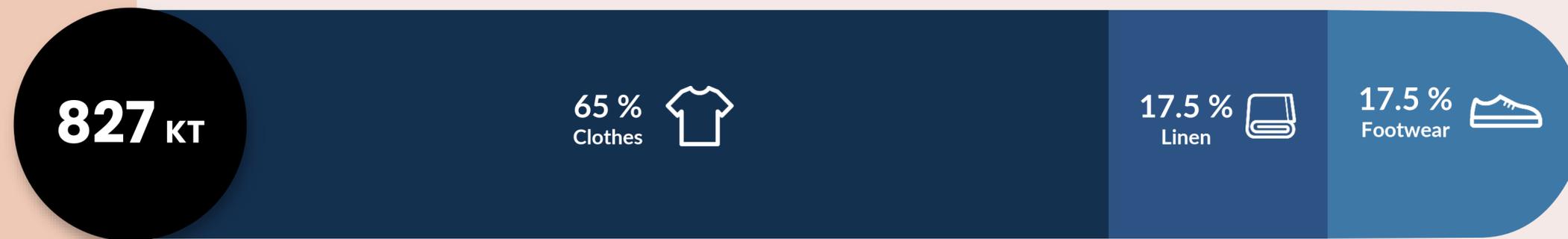
2%

of contributions allocated to
citizen communication and
awareness-raising

French textiles & footwear streams 2022 key figures

[Refashion 2022 Annual Report](#)

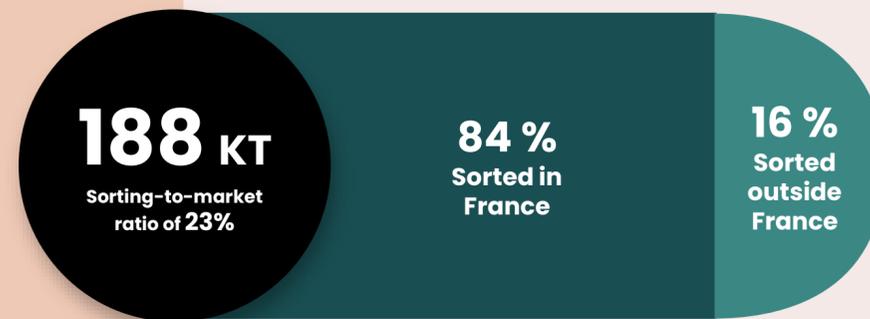
Market placements
from member brands



Collection
of post-consumer textiles and footwear
by contracted operators



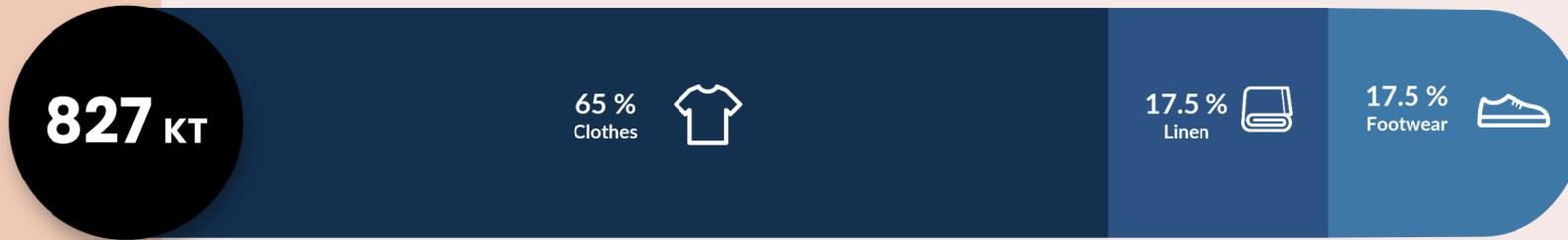
Sorting
by contracted sorters



A share of marketed items:
 → remains stored on our cupboards
 → is used across several consumers
 → is thrown away in the household waste
 → is collected by non-contracted operators

A share of collected items:
 → is sold to non-contracted sorters
 → is separated into 1st choice grade and lower quality grades
 → is waste

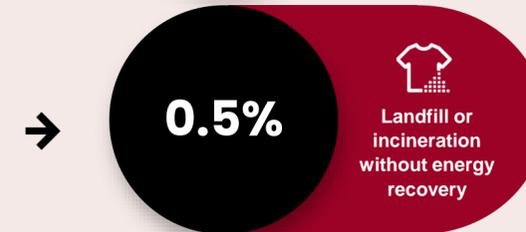
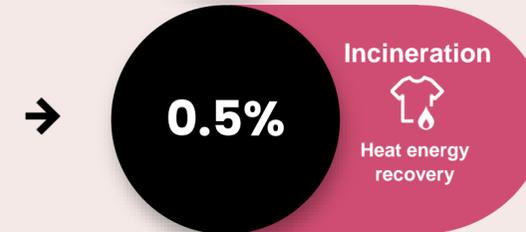
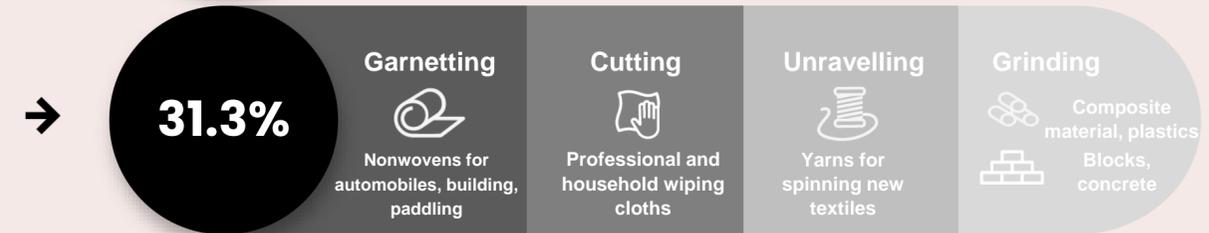
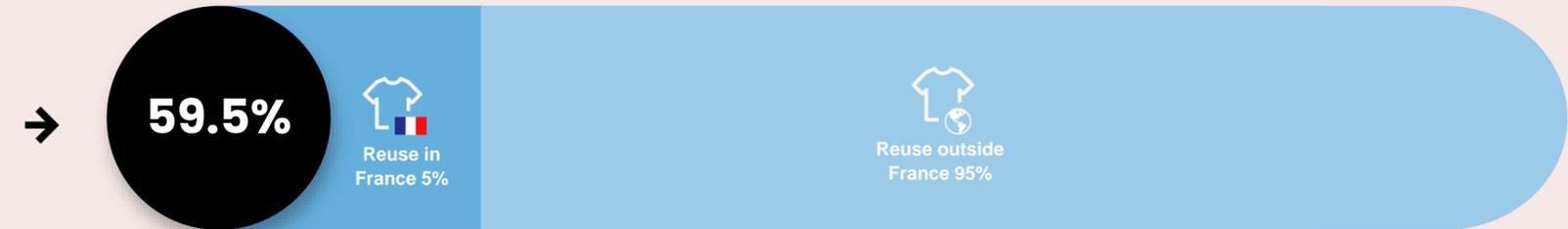
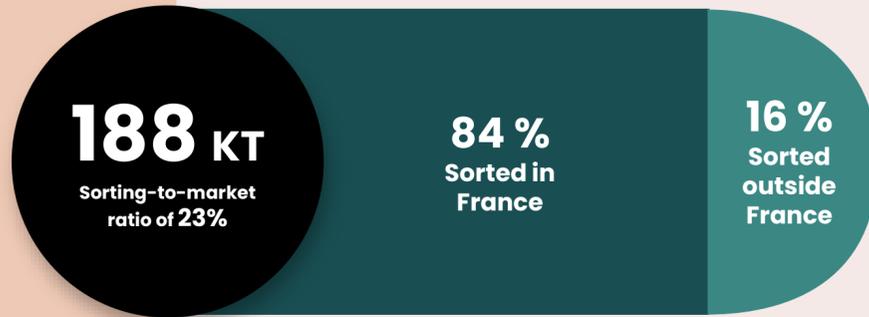
Market placements
from member brands



Collection
of post-consumer textiles and footwear
by contracted operators



Sorting
by contracted sorters



Data from the 67 contracted sorting facilities in France and Europe

The second life of textiles and footwear after sorting

Mapping of products including recycled textiles

SECTION 1 :
Materials preparation stages

SECTION 2 :
Materials integration processes

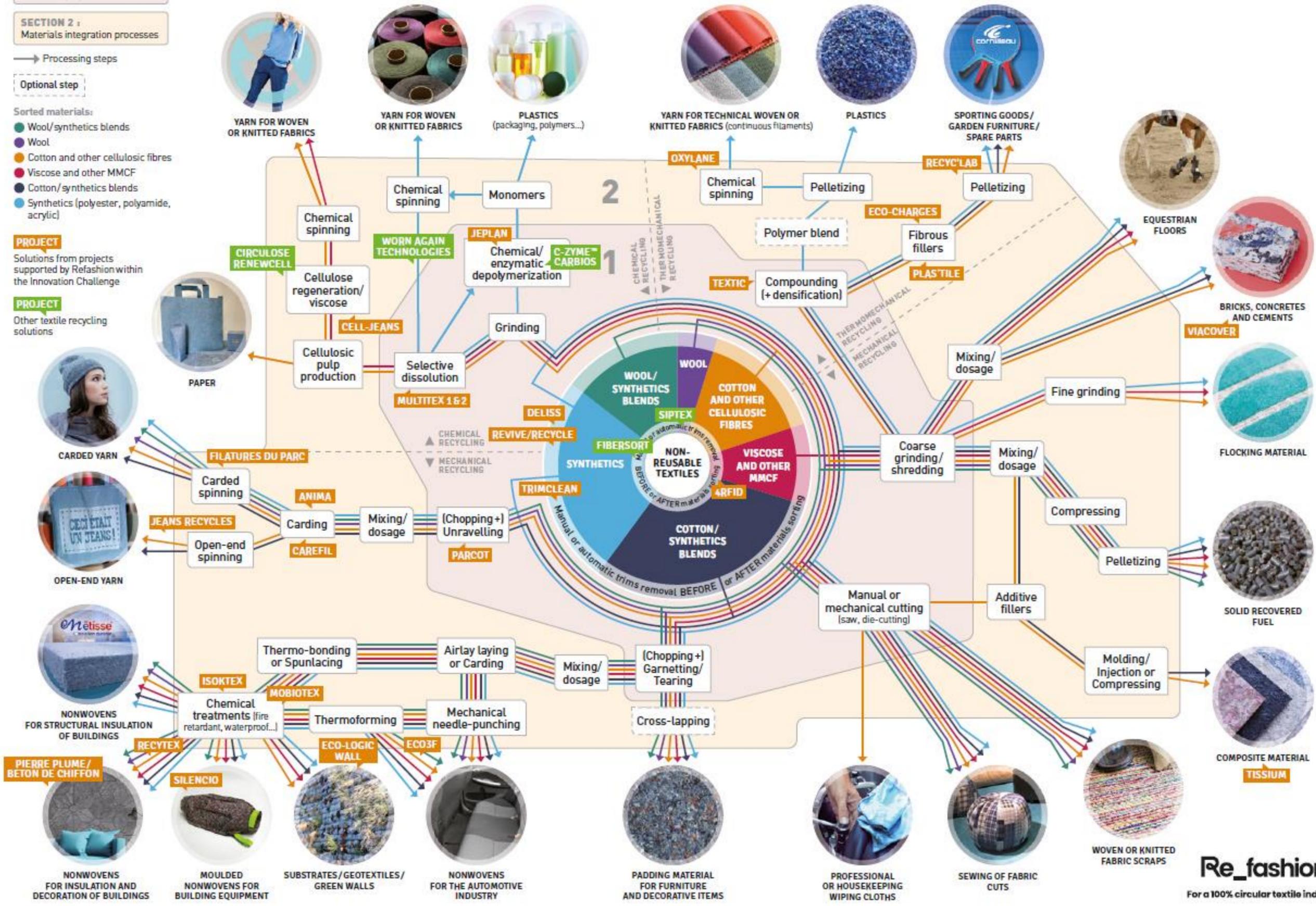
→ Processing steps

Optional step

- Sorted materials:
- Wool/synthetics blends
 - Wool
 - Cotton and other cellulosic fibres
 - Viscose and other MMCF
 - Cotton/synthetics blends
 - Synthetics (polyester, polyamide, acrylic)

PROJECT
Solutions from projects supported by Refashion within the Innovation Challenge

PROJECT
Other textile recycling solutions



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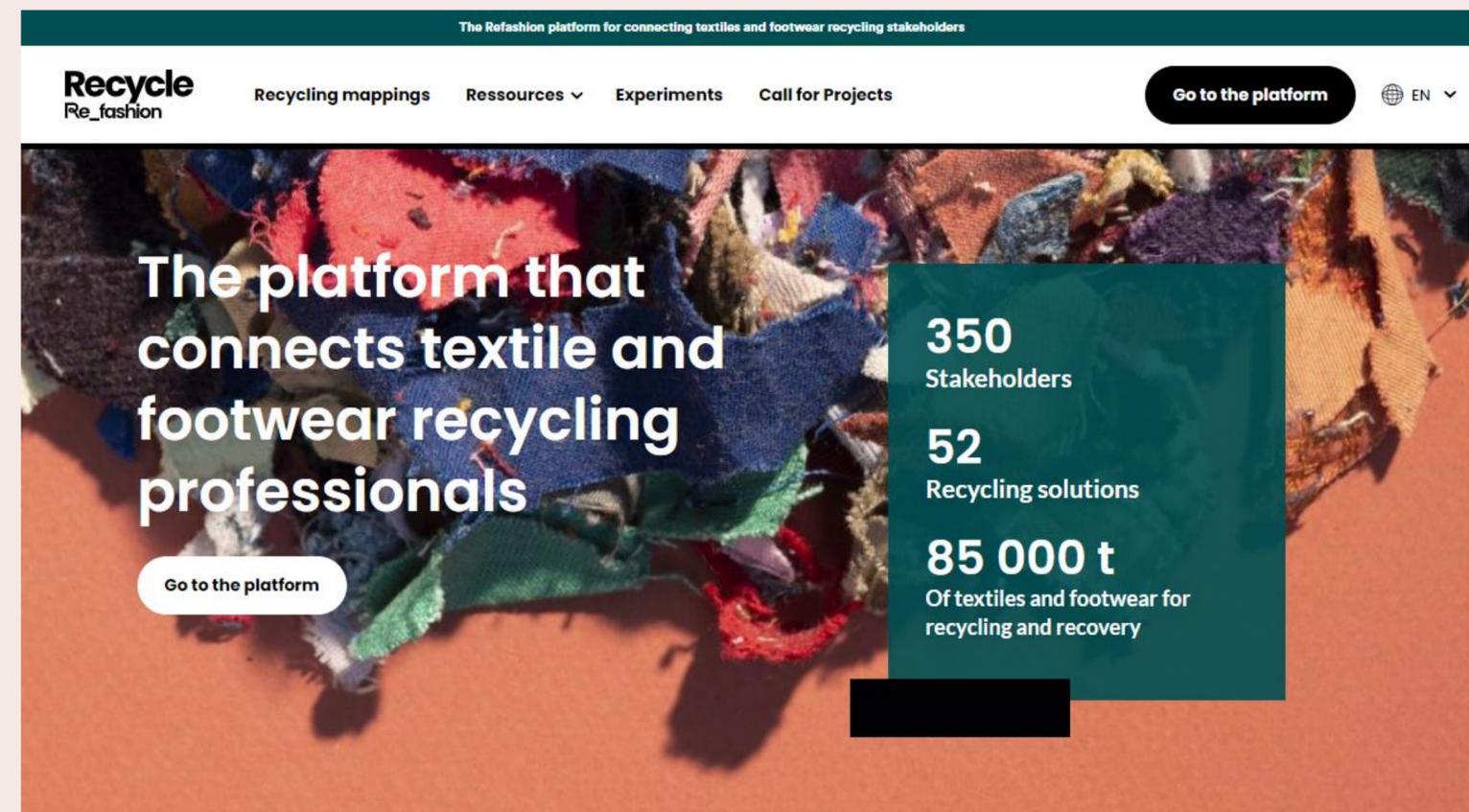
[Link to the Textiles recycling mapping](#)

R&D at the forefront to gain commitment from recycling stakeholders

3 levers to speed up the industrialisation of recycling to reach the 80% recycling objective for non-reusable post-consumer waste in 2024:

- 1 - Material sorting and preprocessing experiments (open and closed loop applications)
- 2 - Experiments to adapt recycled materials to industrial uses (open and closed loop applications)
- 3 - Calls for R&D and industrialisation projects (development of industrial pilots)

Accelerating commitment. Recycle by Refashion



2. The Refashion Innovation Challenge

The Refashion Innovation Challenge

An opportunity of:



Funding



Visibilité



Support





A dual mission

- To find and scale up innovative solutions for recycling non-reusable post-consumer textiles and footwear
- To accelerate eco-design and the development of a circular industry within the Textile sector (Clothing, Household linen, Footwear) or in synergy with other industry (building, automotive, etc.).

The Innovation Challenge : Review of the last 13 editions

Since 2010

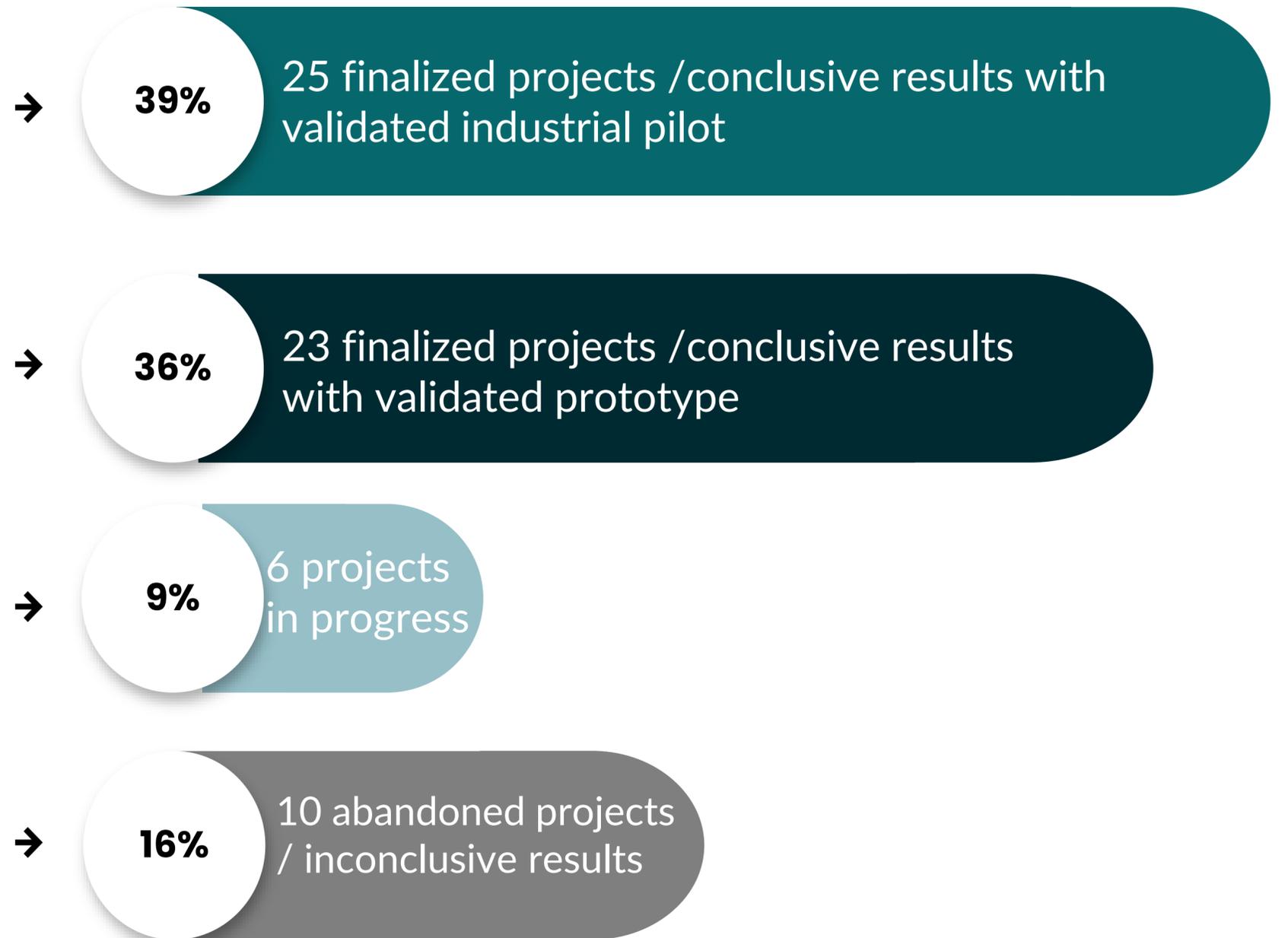
64 supported projects

€ 5.7M engaged

- Find all projects presented in the [Innovation magazine](#)



Success rate of the 64 supported projects



The 2023 Innovation Challenge winners



NOLT - LE MAILLOT INFINI



CEA - UPNYL-TEX



MFC - PURE



WECOSTA - INJECTIL



[Discover the 2023 winners](#)

3. Presentation of the 2024 Innovation Challenge

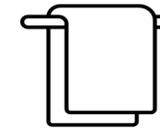
Scope

2024 Innovation Challenge

Products scope



Clothing



Household linen



Footwear

Funding scope

Funding up to **50 % of the total cost of the project.**

Eligible expenses :

- Personnel costs
- Subcontracting (*<50% of the total eligible expenses*)
- Project management support expenses
- Expenses for research equipment and materials
- Overheads or structural costs.

3 strategic areas

Area 1



Eco-design of textiles / footwear to increase their **useful life (physical durability, reparability) and/or recyclability**

Area 2



Innovative solution for **automated sorting and/or preprocessing for recycling** of post-consumer textiles or footwear

Area 3



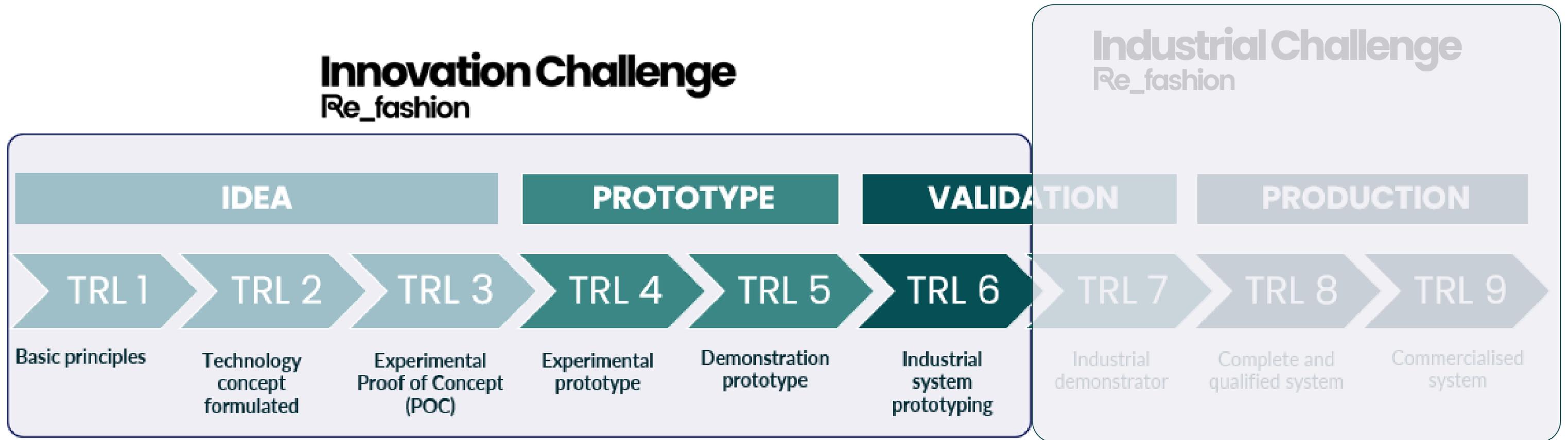
Innovative solution for **recycling** non-reusable post-consumer textiles / footwear and/or **incorporation of recycled materials from CHF** into industrial solutions

*CHF : Clothing, Household linen, Footwear

Expected TRL



Innovation Challenge Re_fashion



4. Eligible beneficiaries and projects

Project eligibility conditions



1 Address the **strategic areas**

2 Have a **TRL (Technology Readiness Level) between 1 and 6**, corresponding to research and early development (prototyping) stages up to industrial pilot

3 *For the strategic area 1* : relate to the **eco-design of CHF products aimed at French households** ; for projects aiming at improving CHF products' **recyclability**, it is crucial to ensure that **the impact on their usefull life is not affected** negatively

4 *For strategic areas 2 and 3* : relate to the recovery of **post-consumer textiles and footwear derived from household cosumption and collected in France**

5 *For the strategic area 3* : aim to develop one or more **innovative, technically reliable and economically viable recycled materials / recycling processes**, in terms of product, market and process outlets

Project leaders eligibility criteria



1 Projects led in **partnership or consortium** are **strongly encouraged** but only one entity may be a project leader

2 The registered address of the project leader must be **in Europe**

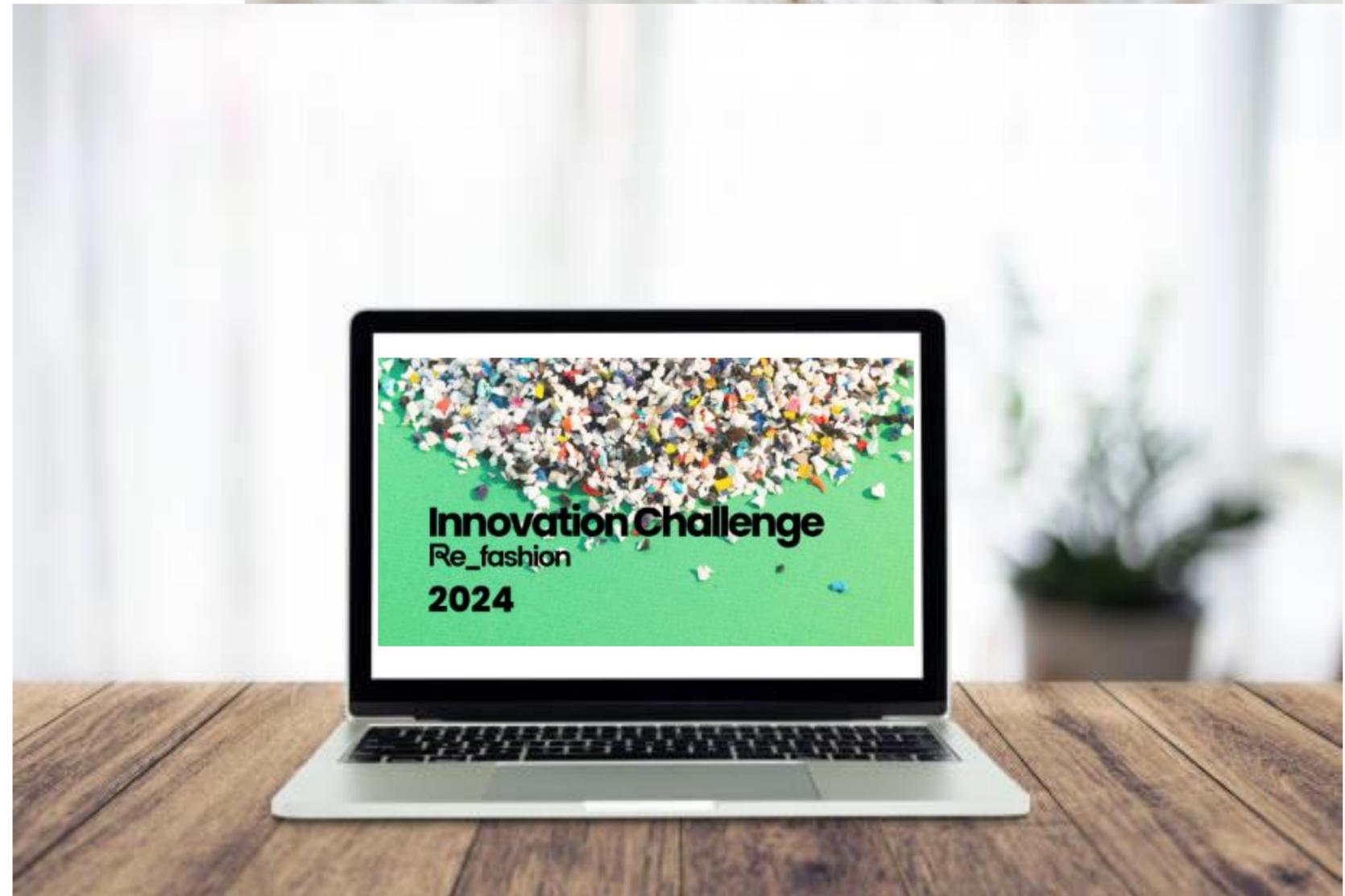
3 One entity **cannot be involved in more than 2 projects**, whether current or future, and **can be a project leader only once**

5. Application process

A digitized process via a dedicated platform

You will have to :

- 1) Create an account on the platform
- 2) Complete the required information for the application form
- 3) Upload the required documents



<https://espace-projets.refashion.fr/en/challenges/challenge-innovation>

Required documents for application files

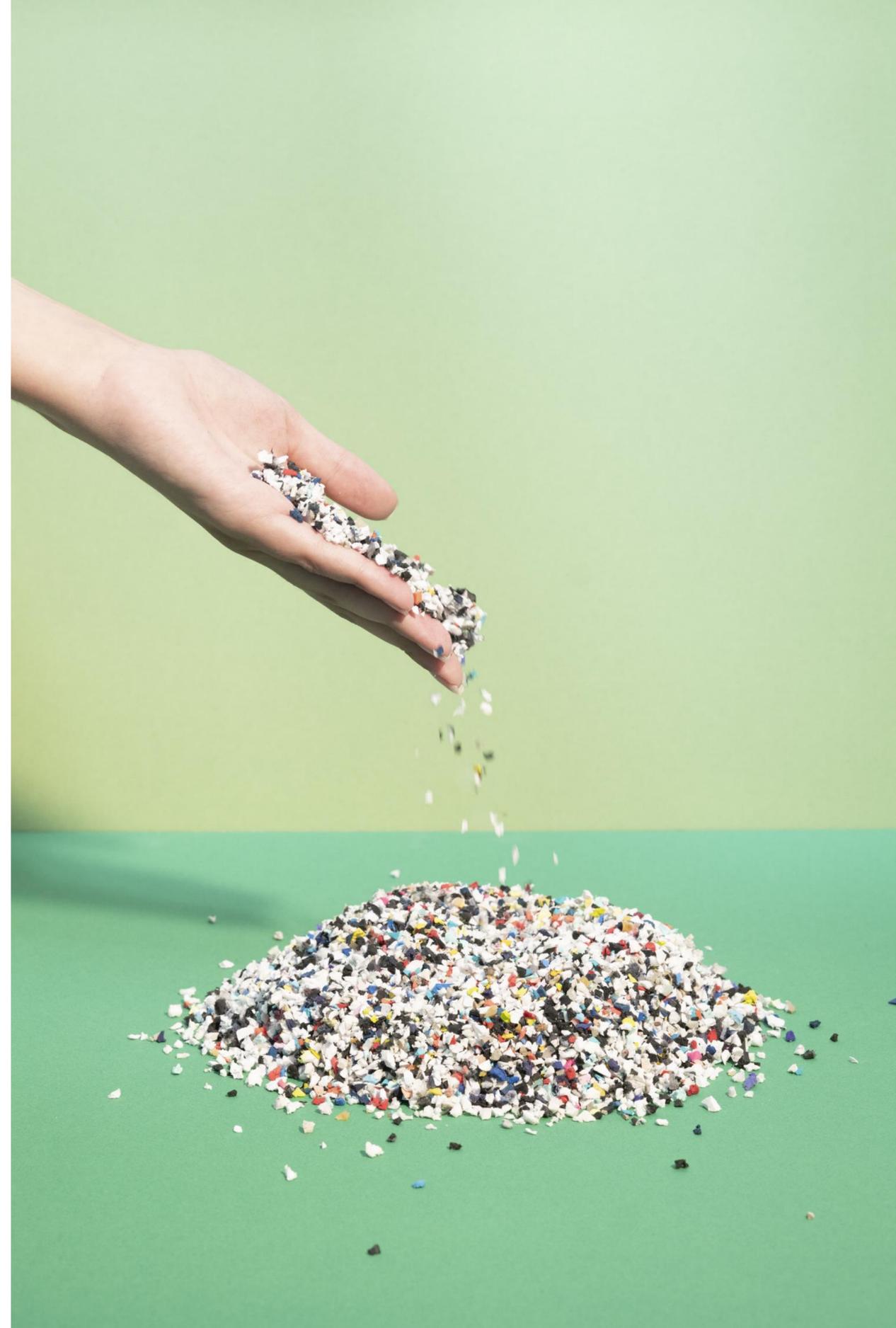
Information to be completed on the platform :

- The **rules** signed by the project leader
- The completed finance tables
- A cover letter signed by the legal representative
- A letter of commitment from each confirmed project partner or at a minimum a letter of intent
- The administrative documents

Applications must be in French or English.



Applications that are incomplete or do not comply with the required format will not be considered.



DEADLINE FOR SUBMISSION

MAY 26, 2024
at 11:59 pm



6. Selection process

A 3-step selection process

1

**2024
Innovation
Challenge
Jury's
shortlisting of
applications**

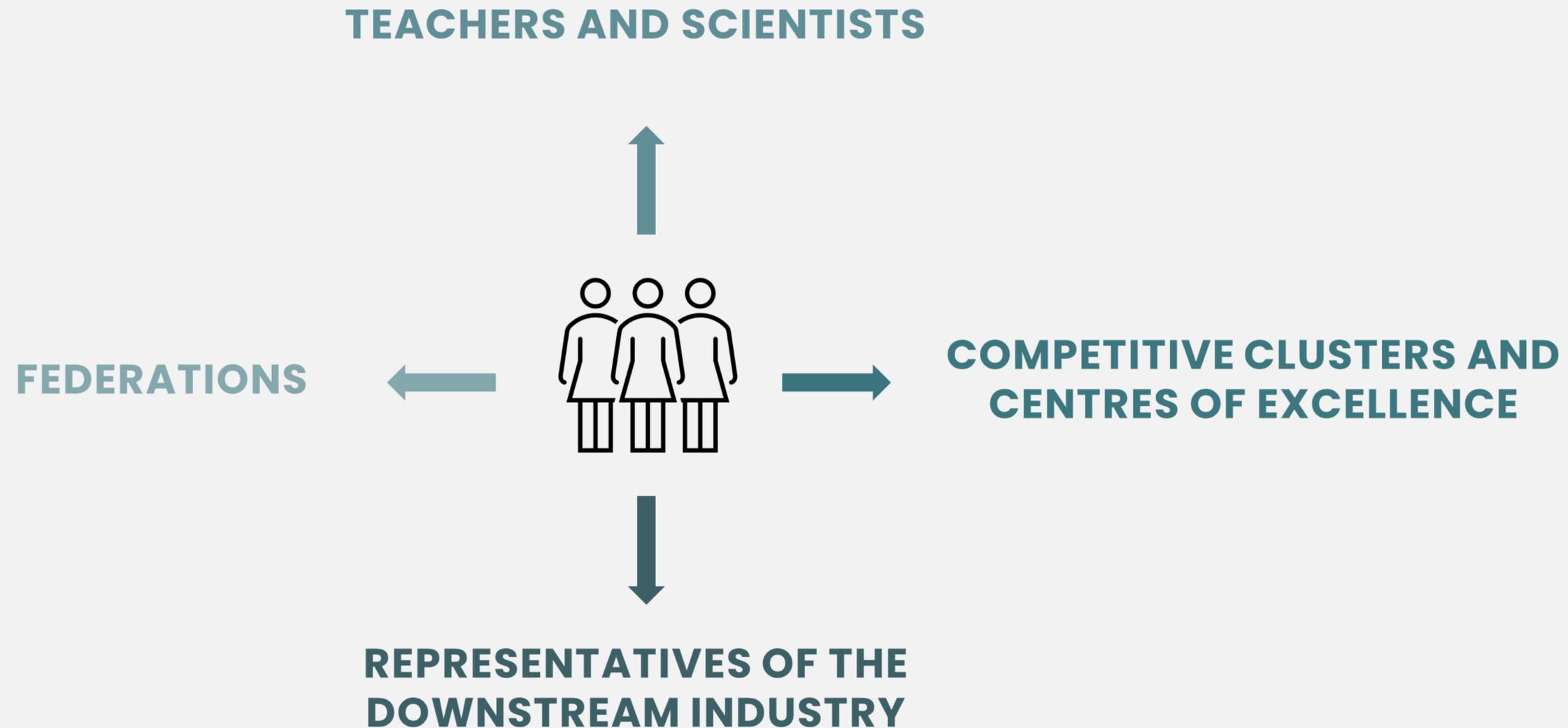
2

**Hearings of
shortlisted
applicants**

3

**Winning
projects
selection**

The 2024 Innovation Challenge from the Refashion Scientific Committee



Selection criteria



Innovative nature of the project

Environmental benefits assessment of the solution

Nature and potential volumes of CHF

Ease of implementation

Industrial and commercial prospects at the end of the project

Quality of the multi-disciplinary competencies

Project management

Finance tables

**CHF : Clothing, Household linen and Footwear*

7. Next steps

2024 Innovation Challenge schedule





You have a project idea?



Apply now!

- on <https://espace-projets.refashion.fr/en/>
- [challenges](#)
- [challenge-innovation](#)

Deadline for submitting projects :

May 26, 2024 at 11:59 pm (CET)

Any questions ?

For more information, contact us

directly on the platform

or at :

challengeinnovation@refashion.fr

Re_fashion

For a 100% circular textile industry