

THE TEXTILE INDUSTRY REAFFIRMS ITS COMMITMENTS TO REDUCE ITS ENVIRONMENTAL IMPACTS ON 'REFASHION DAY'

On Tuesday 5 October, Refashion, the Textile Industry's eco-organisation, brought together French and European professionals in the sector for the first time. Brands, marketers and federations took their place alongside sorting and recycling operators, competitiveness clusters, the research community and local authorities, meeting in the same physical and virtual space to discuss two key topics to accelerate the move towards the circular economy :

- Manufacturing with a focus on eco-design
- Recovery with a focus on recycling

Key points to note about this event


- **700 stakeholders attended** (the majority in live streaming): brands, sorting and recycling operators, representatives of local authorities, institutional players, consultancy firms, researchers and competitiveness clusters
- **An industry and stakeholders that are committed to transformation, with :**
 - brands that are actively striving to make commitments in terms of eco-design, to improve the sustainability and recycling of their products
 - Accelerated innovations to recycle non-reusable textiles

Rethinking manufacture to take up the eco-design challenge

Eco-design is a priority lever in the paradigm shift for the **Textile and Footwear Industries**. Minimising environmental impact, extending the lifespan of products, economic gain, value creation, driving innovation, integrating recycled materials, reinforcing brand image... There are many advantages involved in this responsible economic approach.

Consumers are becoming increasingly conscious of environmental issues, which are at the heart of their concerns (see the OpinionWay 2021 study for Refashion); and they will soon be able to know the environmental footprint of their purchases with the introduction of Environmental Labelling.

Refashion provides 3 tools to encourage eco-design :

- the Eco Design platform 
 - monthly events on eco-design
 - eco-modulations



Key points to note about eco-design :

The launch of a barometer survey with the OpinionWay institute, to assess the progress of all marketers with regard to eco-design.

A yearly measurement to highlight required support actions, together with individual and collective performances.

5 areas of progress will be assessed :

1. Committing to eco-design by identifying targets
2. Extending the product lifespan
3. Creating recyclable textiles and footwear
4. Focussing on novel materials and new production methods by formulating an eco-material strategy
5. Rolling out Environmental Labelling

Recovery of used textiles and footwear

The Textile Industry is working on two ways to recover used textiles and footwear :

- **The reutilisation of used textiles and footwear that are deemed to be 'wearable'**, notably via second-hand shops and specialised resale platforms for individual shoppers, continues to grow
- **The recycling or transformation of non-reusable textiles** into new materials so they can be reintegrated in other products. The recycled quantities of these non-reusable products are rising sharply. All pertinent stakeholders must be involved in this increase in order to characterise, prepare and integrate the materials to make new products in various industries.

Key points to note about recycling:

5 major projects initiated and supported by Refashion to lift constraints on development in the recycling industry

- 1. Recycle by Refashion**, a contact centre platform for recycling stakeholders in France and Europe
- 2. The creation of a one-of-a-kind materials library**, providing a valuable tool for suppliers of automated recognition technology regarding textiles
- 3. The launch of a widescale study** whose goal is to characterise the inflows and outflows in sorting plants
- 4. The results of the two cross-industry work groups** (non-woven and composites)
- 5. The 2021 Innovation Challenge with SoScience**, a positive-impact open innovation programme to identify ITE (industrial and territorial ecology) projects



New for the 2021 Innovation Challenge

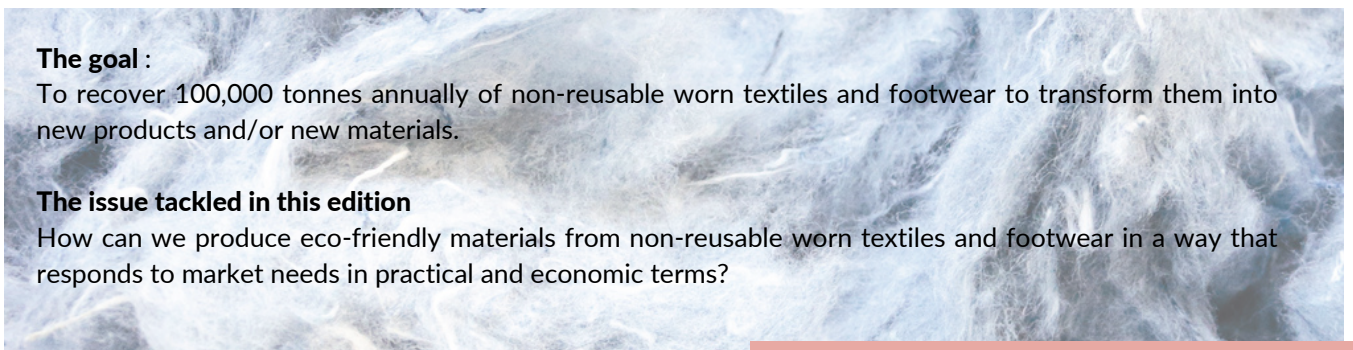
Through the Innovation Challenge, the eco-organisation funds innovative projects that aim to industrialise the recycling and recovery of used textiles and footwear. **Since 2010, Refashion's Scientific Committee Jury has selected 55 projects. More than 5 million Euros have been invested to further innovation and develop recycling.**

The goal :

To recover 100,000 tonnes annually of non-reusable worn textiles and footwear to transform them into new products and/or new materials.

The issue tackled in this edition

How can we produce eco-friendly materials from non-reusable worn textiles and footwear in a way that responds to market needs in practical and economic terms?



Open to everyone in France and Europe, **the Refashion Innovation Challenge funds a minimum of €500,000 per year, without shareholding requirements or royalties.**

This call for proposals aims to mutualise innovative industrial and commercial solutions, by optimising the recycling of used textiles and footwear from household consumption, as well as speeding up the development of a more circular industry in synergy with other sectors (construction, automobile, etc.).

A new partner for the 2021 edition, for greater impact

Refashion has selected SoScience, the only French player in Open Innovation, which is also an expert on topics of impact to take innovation to the next level.

SoScience is an expert 'facilitator' in creating and leading multi-stakeholder consortia, recognised by the UN for its good practices regarding the Sustainable Development Goals (SDGs).

New methodology using SoScience's expertise

At a time when climate problems are having an increasingly significant impact on the economy, territories and society, in an ecosystem-based manner, it is urgent to reflect collectively and turn to open innovation.

Due to its expertise, SoScience is transforming current practices and creating bridges between researchers and industrialists, between science and society, to reveal new solutions in answer to the needs of our society.

In 2021, the Innovation Challenge is going further by also encouraging multi-stakeholder partnerships! The aim of 'The Future Of' programme is to reveal new solutions in response to industrialisation issues for recycling within the Textile Industry.

6 october 2021 : Launch of the Innovation Challenge / The Future Of

Information and registration :
https://www.soscience.org/tfo_refashion/ 

Who is the Innovation Challenge aimed at?

Local authorities, researchers, marketers, operators, social entrepreneurs, start-ups, associations, NGOs and competitiveness clusters in France and internationally

Re_fashion

For a 100% circular textile industry

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