

Who are the next game changers for used textiles recovery?

Re_fashion

INNOVATION CHALLENGE

*To optimise textile and footwear recycling and
accelerate the industry's circular development*

APPLY NOW!

French extended producer responsibility eco-organization, Refashion, is continuing its yearly Innovation Challenge. The objective of the funding program is to support innovative projects, from various industries, that optimize the recycling of non re-usable textiles and footwear derived from French household consumption. To accelerate the development of a more circular textile industry, in synergy with other sectors, the eco-organization is planning to provide a global €500,000 fund, awarding innovative industrial and commercial solutions in the field of preparation of materials for recycling or incorporation of materials coming from used textiles or footwear recycling into other industries (i.e. building, automotive). The Innovation Challenge is open to any candidate in Europe. Applications must be submitted by the end of November 2020. Funding decisions and winners will be announced in January 2021.

When will we get out of the COVID situation and how will we recover from this unparalleled crisis? These are unpredictable answers. But there's at least one part of the future that is clear and unescapable: climate change and environmental challenges need to be addressed.

If we don't know exactly what the industry will look like tomorrow, we know that recycling clothing, textiles and footwear products at the end of their usage is a major challenge. With the aim of securing a more circular lifecycle model, Refashion fosters innovation that removes technical and economical obstacles.

Since 2010, Refashion (formerly known as Eco TLC) has been calling for innovative projects, giving researchers and institutions the opportunity to turn their research into reality. Projects come from various industries and are dedicated to numerous applications, ranging from developing a structural, insulating and aesthetic construction material made from recycled textiles to transforming used polyamide textiles into a new plastic for the industry.



Open to everyone (in France and Europe: consortiums, companies, individuals, associations, etc.), the Refashion Innovation Challenge funds at least €500K per year, without shareholding requirements or royalties. Proposals that are approved receive funding up to 50% of the total project cost. Projects are monitored throughout their duration, and expected to lead to an industrial demonstrator with industrialization and commercialization phases within 3 years following project completion.

ABOUT THE ECO-ORGANIZATION REFASHION

The French Extended Producer Responsibility (EPR) policy for textiles has been in place for over 11 years now. All legal entities putting new clothing, textiles and footwear onto the French market are held responsible for the recycling or proper disposal of their products.

French public authorities accredited Eco TLC / Refashion as the eco-organization to drive sustainable improvements of national collection and recycling of post-consumer textiles and footwear. The eco-organization collects an eco-contribution from textile producers, brands and retailers to help manage end-of-use textiles and footwear. Funds are then used to finance sorting operators, to support innovative projects, local authorities for consumer awareness campaigns and promote circular textiles and footwear transition.

To sum up, Eco TLC / Refashion focuses on the following issues:

- Connecting all stakeholders within the textiles sector
- Raising consumer awareness
- Increasing post-consumer textiles collection points availability and accessibility
- Improving reuse and recycling rates
- Promoting eco design : <https://refashion.fr/eco-design/fr>
- Encouraging fashion producers, brands and retailers to use pre-consumer or post-consumer materials and produce new durable garments
- Supporting the development of industrial solutions for the recycling of non-reusable textiles & footwear

<https://refashion.fr/pro/fr/challenge-innovation-0>

*Additional materials enclosed:
Presentation of the 2020 Innovation Challenge (.pdf)
Latest Innovation edition magazine (.pdf)*

PRESS CONTACTS :

Jennifer Cuenca :
jennifer.cuenca@becoming-group.com
Marie Boullenger :
marie.boullenger@becoming-group.com
Raphaël Tassart :
raphael.tassart@becoming-group.com