

Green Deals

Duurzaam uit de Crisis

Circular fashion innovation lab

Circular Textile

as a key enabler for sustainable recovery

**In the the Metropool Amsterdam we have the ambition to process 50% of the textile in a closed loop by 2030 and to use 30% recycled material from discarded used textiles by 2025. This means that we recycle regionally discarded textiles in the region, reduce the sale of virgin textiles, and create new economic activities with business models high on the R ladder such as borrowing, second-hand / vintage and repair. This requires innovation in the field of recycling technology, businesses and also textile education. In view of Covid 19 and the need for new economic activity, accelerating the work towards a circular textile industry will create jobs, acceleratere-
ductions of CO2 emissions in the region and strengthen the Metropools' reputation for circular textiles. With saving textiles from incineration we have the potential to avoid 22 million ton of CO2 eq.**

The commitments

within the Green Deals Duurzaam uit de crisis Circular textile

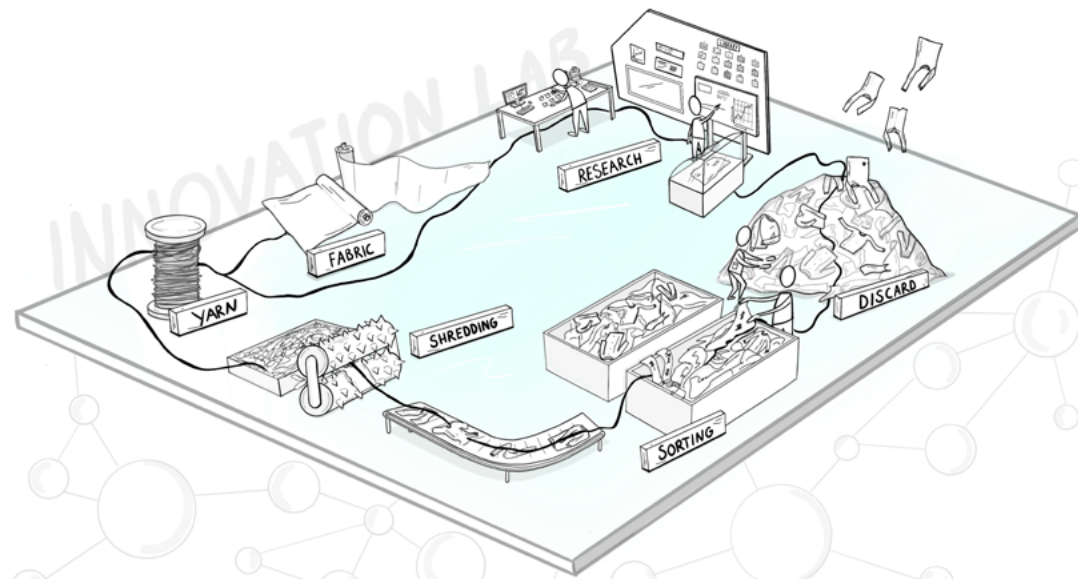
Within the Green Deals multiple parties are committed to the ambition to work towards a circular industry over the next three years. This means that collections will become circular due to 1. the application of Post-Consumer Recycled Content (PCT) in garments (re cycling) of a minimum of 10% and/or 2. collections are based on circular business models to use products longer and close cycles (re-use, repair, re-commercing, repurpose). This can only be achieved if all stakeholders invest in:

- qualitative and quantitative improvement of the processing of discarded textiles,
- knowledge building and dissemination of all aspects of circularity,
- awareness among end users,
- focussed use of purchasing power and financial means.

Reducing the quantities of textiles, improve the quality and longevity and scale recycling can only be achieved if brands, producers, knowledge & educational institutions, financial institutions, governments and end users make an effort.

We have identified the following initiatives within this Green Deal:

- Repair Shared Service Center
- Circular Fashion Innovation Lab PCT
- Full integration circular principles in textile education
- Procurement of circular textiles
 - (semi) governments,
 - Care (protective jackets)
- Awareness campaign for behavioural change.



The need

for post consumer recycled yarns from local material and our ambition

Post-Consumer Recycled (PCT) yarns from post consumer regional discarded materials is a new type of yarn. Each yarn that requires supply chain effort to be adopted and eventually in a volume available to be applied on an industrial scale. The specs of the yarn depends on the collaboration between material collectors, sorters, shredders, spinners but also manufacturers and brands and retailers. The coalition of the willing for this Green Deal Circular Textile – Circular Fashion Innovation Lab (CFI Lab), intent the following:

- we work actively on increasing the amount of PCT in our collection
- we want to achieve a minimum of 10% PCT in our material and products in 2025
- we have the intention to search for more and increase the 10% PCT, e.g. in the Circular Fashion Innovation Lab.

We work in a model of shared value

We want to achieve our goals by working holistically and with a shared interest. We need one another as we are unable to achieve the goals by ourselves in the time that we have in mind. We want to leverage the advantage that we have by joining forces and building on the experience built in the region and the Netherlands. We will look for ways in which we all contribute a fair share in time, money and knowledge to make this work and develop towards a sustainable business model for the partners and the industry.

How do we collaborate?

- **Jointly** – we need each other to make this happen
- **Action and results driven** – we are action oriented in order to achieve a shared goal (volume and impact) and we measure results
- **Transparent** – we have a shared interest and we rely on each other for the expertise needed from the whole value chain
- **Transition** – we have a shared interest in making the transition towards circular fashion industry a reality

The opportunity to jointly support the development of the Circular Fashion Innovation lab

A group frontrunners want to take this ambitions into reality in an ‘action Lab’ – now called Circular Fashion Innovation Lab. This ‘Lab’ is initiated by Brightfiber Textiles & Brightloops in joint collaboration with the Recycle Hub Circular Fashion (Smart Fibresort, Textiles2Textiles, Brightfiber Textiles) and their production partners. The purpose of this ambitious co-lab programme is to build volume for PCT yarns. The production partners work actively together with front runner brands & retailers in a step by step approach to develop qualitative yarns and circular collections from 5 key local material streams. The goal is to make this a stepping stone to scale up and match supply with demand on an industrial scale.

What do the front runners want to achieve with the CFI-lab

- Develop 5-10 yarns for the 5 key waste streams (compositions) in the region;
- Support front runner brands to apply local sourced post consumer materials (ambition 20% in 2025);
- Launching the first yarn and circular styles in the brands' collection in 2022;
- Share knowledge and create a joint marketing campaign to launch new products;
- Develop a new model for margin and pricing in the value chain, enabling local and regional resources and production

The approach of the CFI-lab

1. Define personal & shared ambition of all partners
2. Material scan of current collections (composition, yarn specs)
3. Iterative development program to sort, clean, fiber and spin 5-10 yarns from 5 key local streams – wool, cotton & cottonblends, viscose, acryl, pa;
 - a. Tests yarns on various applications, starting with knitwear;
4. Measure sustainability of the yarn in different steps of the production process;
5. Development of 'showroom' capsule collection - ready for market launch;
6. Working in a masterclass approach to learn, share and progress in time;
7. Exploring takeback scheme's & circular logistics & new business cases;
8. Joint marketing campaign & customer involvement – launching collections per local material stream.

We will embark on a joint journey in which we will explore the business case for the Lab. We will review multi-sided business models to come to a sustainable approach, making the lab an integral part of the regional infrastructure for recycling. Furthermore, we will jointly develop plans as to how to be transparent for the commons, whilst respecting frontrunners advantages.

The coalition of the willing

Brands & retailers: Loop.a Life, King Louie, BYBORRE, MUD Jeans, State of Art, Studio JUX,

Regional Circular Textile hub: Smart Fibresort BV, Textiles2Textiles BV, Brightfiber Textiles, Brightloops in collaboration with EU spinners.

Testlocations/fieldlab knitters: BYBORRE, N.I.O., Studio Belen

Knowledgepartners: Waag Textile lab, Alconadvies, BMATechne, Amsterdam University of Applied Science, ROC van Amsterdam en ROC van Flevoland.

Supporting partners: Amsterdam Economic Board, Invest MRA

Government: MRA, Gemeente Amsterdam, House of Skills

Our intentions

to collaborate and contribute

Brands

As a member of the coalition of the willing we intent to work towards the step-wise approach and contribute to:

- Time and knowledge to develop a Program of requirements for PCT yarns to apply in our collection
- Time and knowledge to test and evaluate yarns in our supply chain
- Transparency about our supply chain and open calculation costs to support the development of a business case for each yarn

Regional Circular Textile hub

As a member of the coalition of the willing we intend to work towards the stepwise approach and contribute

- Time and knowledge to develop, test, evaluate and work towards delivery of yarns based on brands' requirements (specs&volume)
- Network with spinners and manufacturers that can speed up the adoption of PCR in collections
- Transparency about our costs to develop a business case for each yarn (not for publication)
- Work towards a material library.

Testlocations/fieldlab knitters:

As a member of the coalition of the willing we intent to work towards the step-wise approach and contribute

- Time and knowledge to contribute to the development of a Program of requirements for PCT yarns to apply in our production process;
- Time and knowledge to test and evaluate yarns in our production process;
- Transparency about our costs to develop a business case for each yarn (not for publication)

Knowledge & Innovation partners

As a member of the coalition of the willing we intent to work towards the step-wise approach and contribute

- supply expertise on all aspects of circular textile, textile supply chain, textile research, materials and processes, project management and LCA;
- Network of clients to be exposed to production-validated yarn from local PCT;
- Time and knowledge to test yarns in prototyping environment based on funding and availability.

Our intentions

Supporting partners

As a member of the coalition of the willing we intent to work towards the stepwise approach and contribute

ROM/Invest MRA

- makes capacity available for business development and support in business case development for front runners.
- makes knowledge available based on the conditions of ROM / Invest-MRA for exploration of financing circular textiles entrepreneurs
- Forwards to Invest-NL the possibility of setting up a fund for a temporary supplement to sales prices in order to guarantee a minimum sales price for PCR fibers that can compete with virgin material (ROM / Invest-MRA can connect with Invest-NL)

The Amsterdam Economic Board

- explores, in collaboration with Green Deals Duurzaam uit de crisis Talent and other appointed stakeholders, how to use training courses to lead people with (imminent) unemployment to a circular textile job.
- will provide resources to bring the consortium to a next phase e.g. a detailed workplan.
- strengthens the MRA circular textile ecosystem, with the aim of identifying new partners to this deal, new collaborations and partnerships;
- The Board and the municipality of Amsterdam will support in finding process and/or PoC funding.

Metropole Amsterdam (MRA) and the Board

- The Metropole Amsterdam and the Board jointly stimulate circular procurement from resp. municipalities and businesses for (services of) textiles in general and of work clothing and interior textiles in particular, for which the maintenance is part of the 'purchasing', The Repair Shared Service Center i.o. and the Circulair Fashion Innovation Lab are considered as a partner.

Municipality of Amsterdam

- The Municipality of Amsterdam develops promotional activities, aimed at raising awareness of consumers when it comes to extending the lifespan, purchasing textile products with recycled materials, and the disposing of these products so that the products can be reused or recycled.
- The Municipality of Amsterdam facilitates through existing support channels when it comes to possible location for the activity, search for financial support or investment, networkpartners;
- The Municipality of Amsterdam facilitates through the effort of the REFLOW program with in-kind knowledge and support contribution;

made possible by



**Amsterdam
Economic
Board**