Textiles 2030

wrap

TEXTILES 2030 CIRCULARITY PATHWAY

Transforming our industry for the planet

Making Textiles Circular
Circularity Pathway to 2030

Textiles 2030 will transform the way that the UK supplies, uses and disposes of clothing and textiles. We need to move away from a linear pattern of growing consumption towards a sustainable and circular model, where we keep products in circulation for as long as possible and use less virgin materials.

A more circular system is crucial if the industry is to reduce climate change to meet the Paris Agreement goals, and reduce severe water stress in supplier countries. Continuing sustainability activities at the current pace, without also implementing circularity, will not enable the industry to meet the goals.

This pathway shows what Textiles 2030 signatories can do to enable whole system change and deliver the targets, with key outcomes by end of 2022, 2025 and 2030.

The pathway is a living document and will evolve in future versions – with further quantification and prioritisation of the actions to be taken.

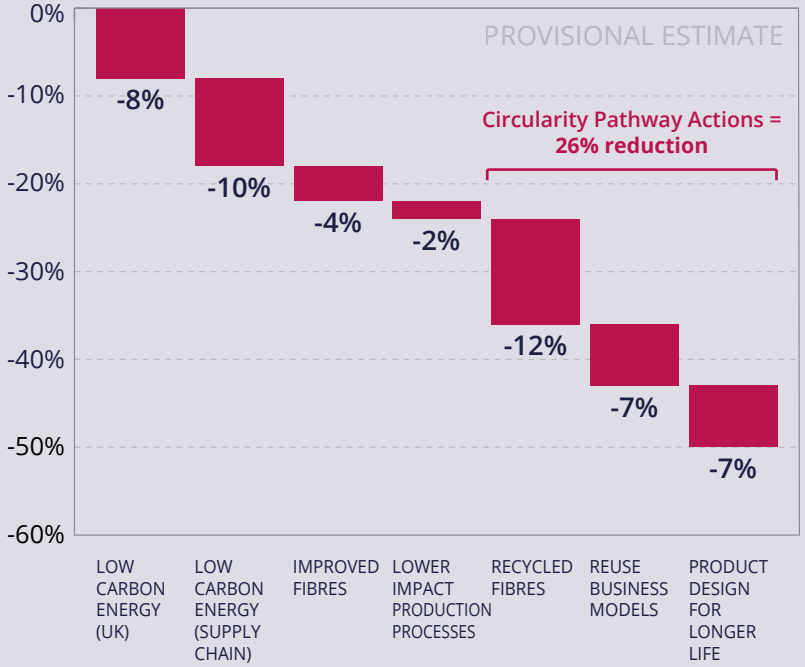
Innovation, in the way the industry works, will be core to delivering a circular system, including the way we design products, create new business models, the way we manage material flows and how we communicate with citizens and build customer relationships.

Making Textiles Circular
Measurement & Modelling

Preliminarily analysis has identified that over half of the footprint reductions needed to achieve the Textiles 2030 targets, could be achieved by businesses taking actions that relate to circularity. Businesses can use this modelling to prioritise actions and select their own strategies.

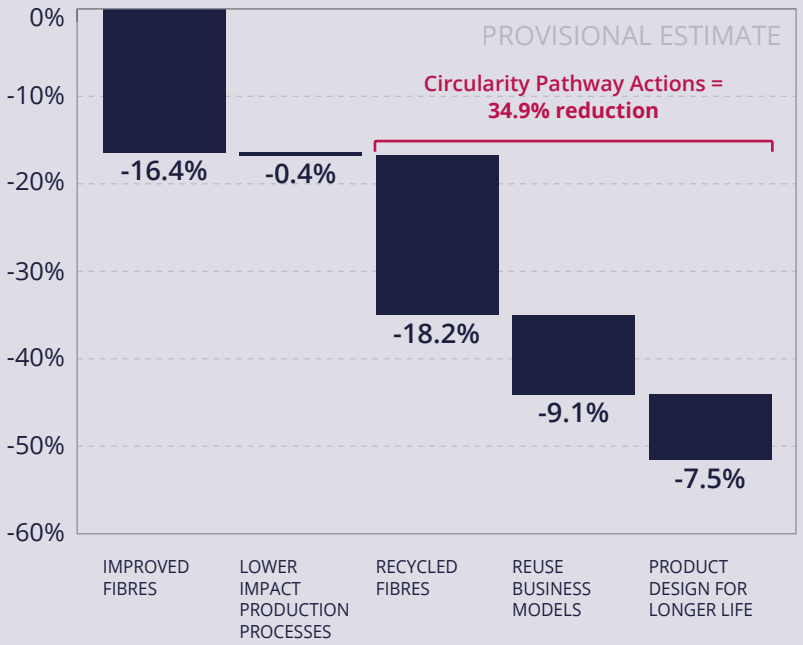
Future versions of the roadmap will provide further quantification.

Carbon



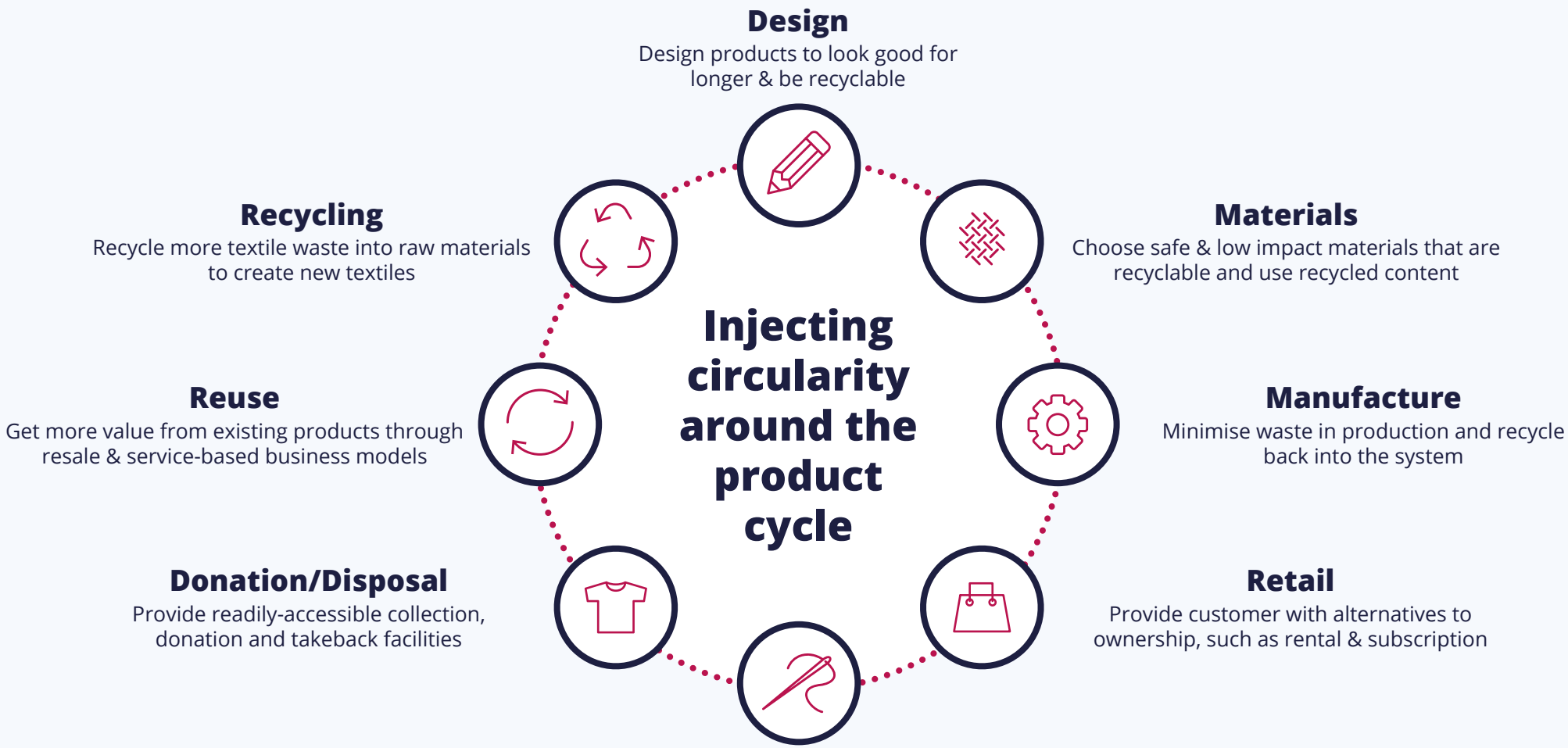
Carbon footprint reduction scenario 2019-2030 (provisional estimate 50% reduction)

Water



Water footprint reduction scenario 2019-2030 (provisional estimate 51% reduction)

Action on circularity around the product life cycle



Circularity Pathway

Partner signatories will work together to achieve the following:

Design For Circularity

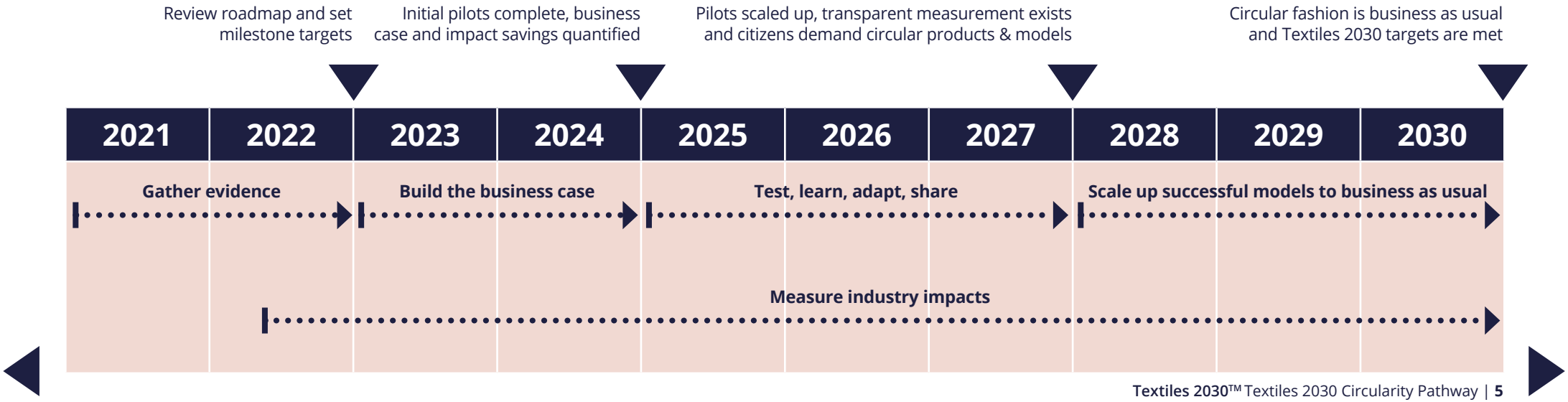
Agree good practice design principles, including durability, recyclability, use of recycled content and minimising waste, and implement them as appropriate to their business model and customer base, to lower the impacts of products placed on the market in the UK.

Implement Circular Business Models

Pilot reuse business models as appropriate to their product ranges, share learning, and develop large-scale implementation to extend the lifetime of clothing in the UK – decoupling business growth from the use of virgin resources.

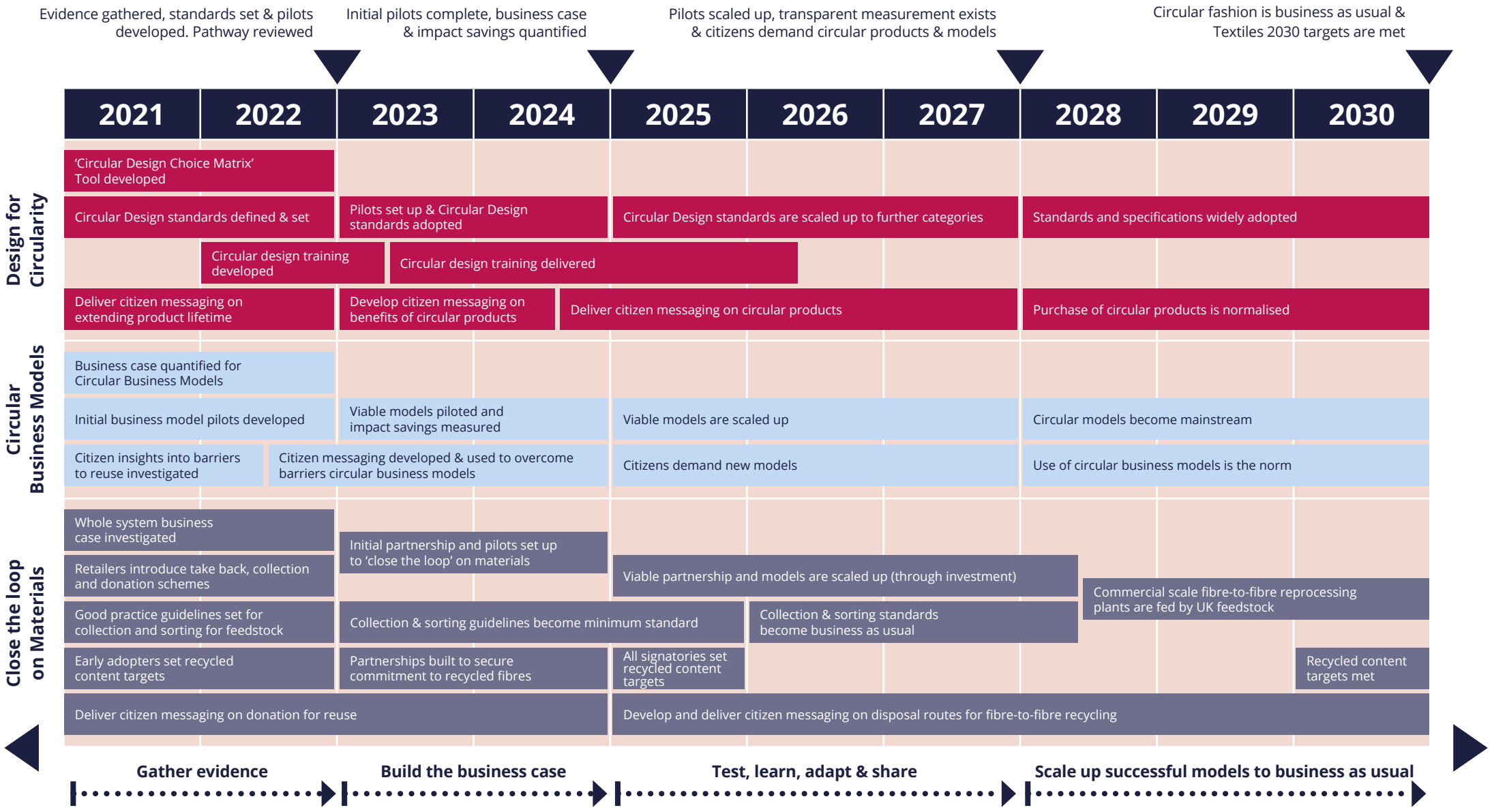
Close the Loop on Materials

Set up partnerships to supply and use recycled fibres for new products, accelerating the commercialisation of fibre-to-fibre recycling in the UK.



Circularity Pathway Milestones

Version 1 of this pathway provides an initial view of the activities and milestones needed to deliver circular use of textile products and materials, and will be updated as evidence is collected.



Design for Circularity

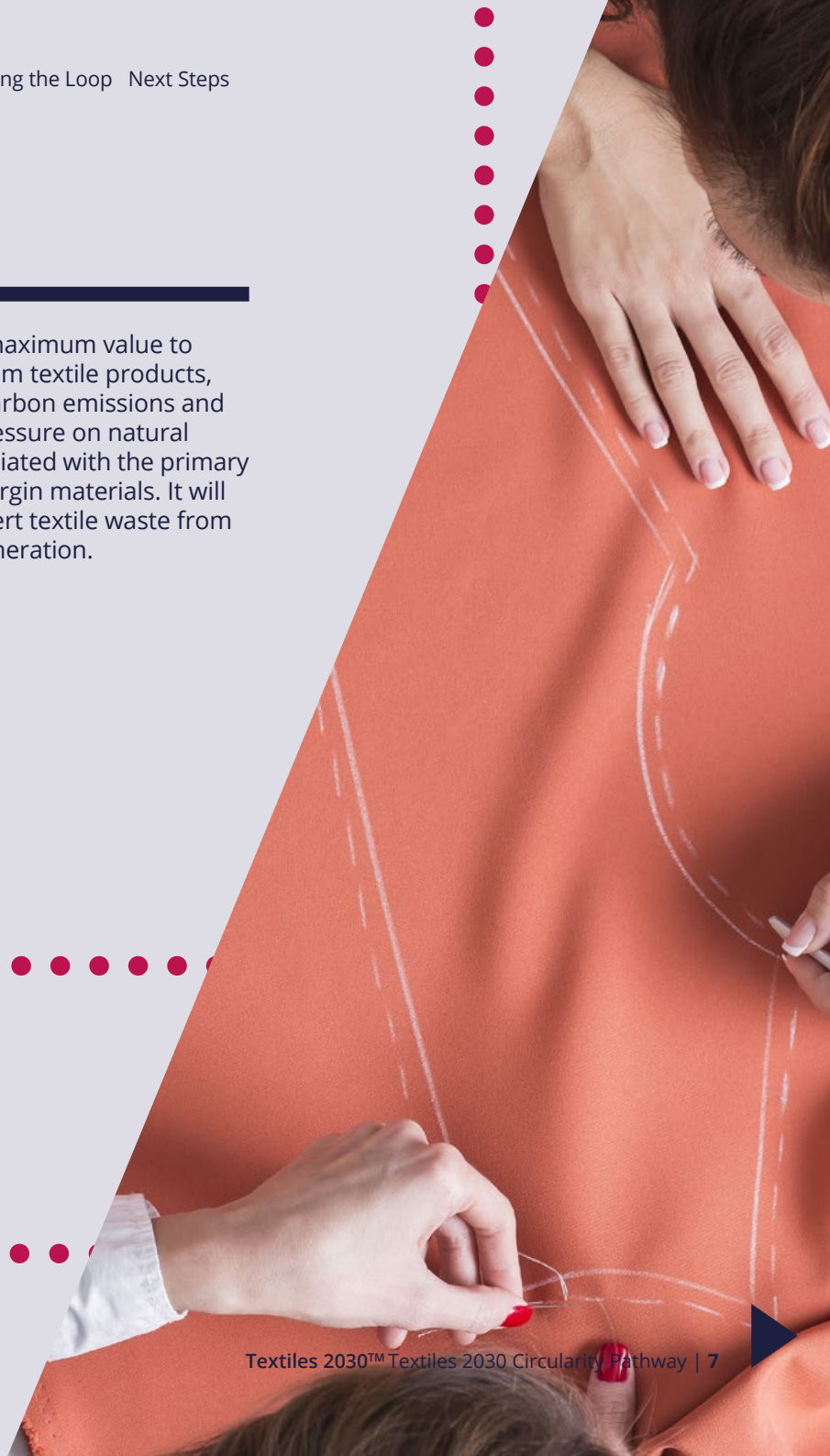
Signatories commit to agree good practice design principles (including durability, recyclability, use of recycled content and minimising waste) and implement them as appropriate to their business model and customer base, to lower the impacts of products placed on the market in the UK.

80% of a product's environmental impact is determined at the design stage. Design will play a pivotal role in moving away from the traditional linear model to a circular one.

We must use circular design principles to:

- **extend the usable life of textile products;**
- **allow products to be recycled at end-of-life;**
- **design out waste from the system; and**
- **increase the demand for recycled materials.**

This will allow maximum value to be extracted from textile products, whilst cutting carbon emissions and relieving the pressure on natural resources associated with the primary production of virgin materials. It will also help to divert textile waste from landfill and incineration.



Pathway: Design for Circularity

Version 1 of the pathway provides an initial view of the activities and milestones needed to achieve the Textiles 2030 targets, and will be updated as evidence is collected.

By end 2022

Key Outcomes

- Circular Design targets are set.
- 'Circular Design Decision Matrix' Tool published.
- Minimum standards and specifications set for durability and recyclability in priority categories.
- Initial trials and pilots under way in priority product categories.
- Early citizen messaging on clothing care and disposal routes adopted by signatories.
- Evidence informs design of Government policies including eco-design and Extended Producer Responsibility.

Key Activities

- Create product segmentation to define products and top priority product categories for durability or/and recyclability.
- Develop durability benchmark ranking system and minimum durability standards for top 5 categories.
- Develop recyclability criteria for priority categories
- Provide consumer insights and develop messaging around clothing care and disposal routes
- Develop Circular Design training programme
- Provide learnings to inform Government policy development on eco-design and Extended Producer Responsibility.

By end 2025

Key Outcomes

- Evidence published shows take up of circular design standards and progression towards Textiles 2030 targets.
- Pilot case studies published to share learnings with wider industry.
- Durability and recyclability benchmarking, standards and specifications extended to further product categories.
- Circular Design training delivered.
- Industry wide consistent citizen messaging on durable and recyclable products delivered by signatories.
- Evidence collated from pilots has informed Government policy development.

Key Activities

- Launch pilots to implement design standards
- Share lessons learned from pilots
- Develop and extend benchmarking and standards for durability to top 10 categories
- Update and extend recyclability criteria to further categories
- Roll out Circular Design training programme
- Develop citizen messaging on benefits of durable and recyclable products
- Use results from pilots to inform Government policy development on eco-design and Extended Producer Responsibility.

By end 2030

Key Outcomes

- Evidence published shows successful uptake of circular design standards to meet the Textiles 2030 targets.
- Standards and guidelines for durability and recyclability are widely adopted for all relevant product categories.
- More citizens choose to buy durable and recyclable clothing, the average lifecycle of clothing has increased & more clothing is disposed of correctly.
- Eco-design, product eco-labelling and Extended Producer Responsibility regulations are in place that align with Textiles 2030 objectives.

Key Activities

- Measure the adoption and effectiveness of circular design measures
- Collaborate to establish benchmarking and standards for durability and recyclability for all remaining relevant categories
- Citizen insights and messaging continues
- Measure the impacts of citizen behaviour change
- Provide feedback & learnings to inform Government policies

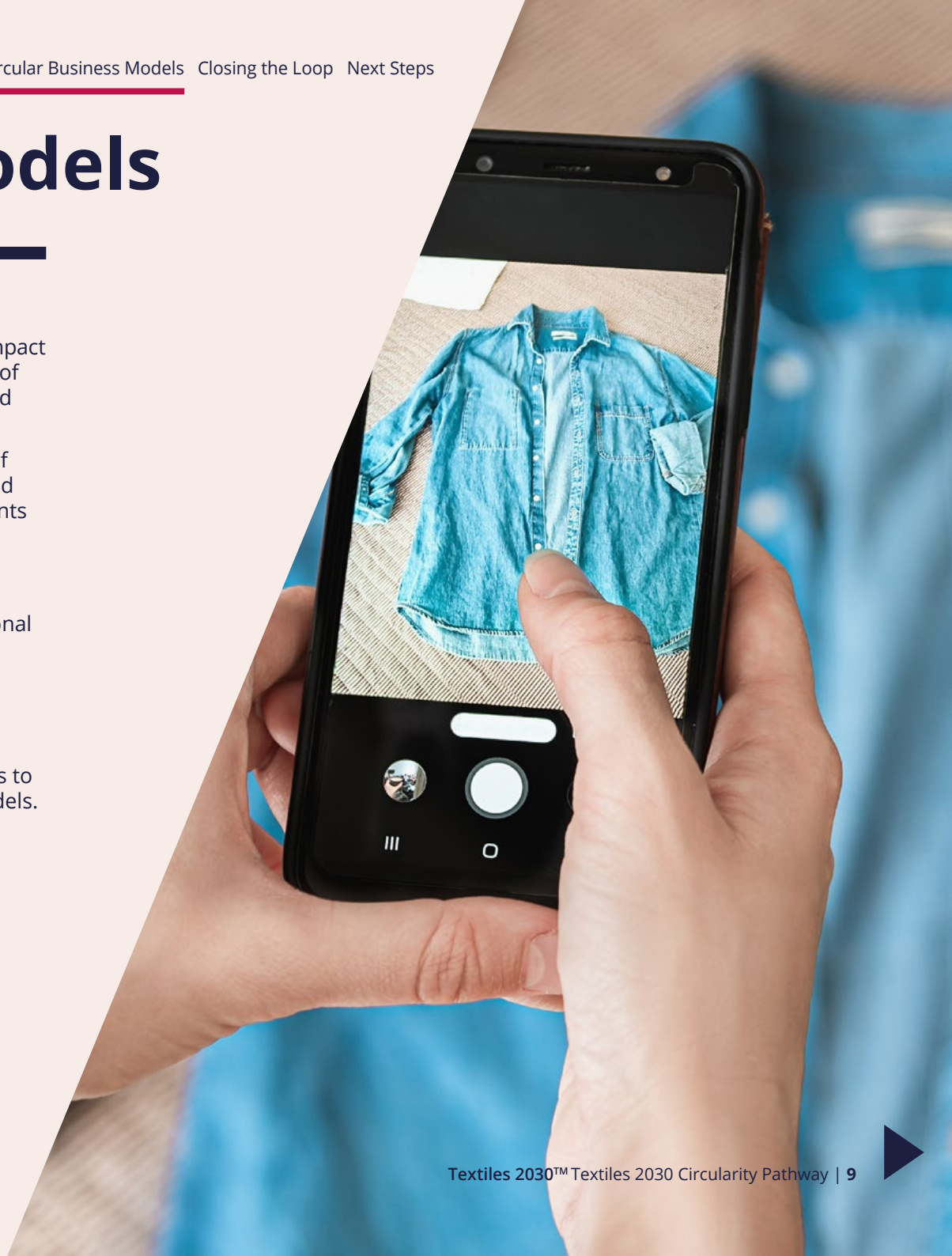
Circular Business Models

Signatories pilot reuse business models as appropriate to their product ranges, share learning, and develop large-scale implementation to extend the lifetime of clothing in the UK – decoupling business growth from the use of virgin resources.

Extending the useful life of textile products is the most effective intervention on environmental impact savings, through displacing sales of new products and their associated primary production impacts.

Extending the active life of 50% of UK clothing by nine months would reduce carbon and water footprints by 4-10% each.

On top of this, re-commerce is expected to grow five times over the next five years, whilst traditional retail is expected to shrink. With £30 billion of value sitting idle in UK wardrobes every year, due to clothing under-utilisation, there is a huge opportunity for brands, retailers and re-use organisations to profit from circular business models.



Pathway: Circular Business Models

Version 1 of the pathway provides an initial view of the activities and milestones needed to achieve the Textiles 2030 targets, and will be updated as evidence is collected.

Key Outcomes
Business case for each significant circularity business model quantified.
Initial set of business model pilots agreed with signatories.
Insights shared on citizen behaviour for reuse.
Evidence informs design of Government policies including Extended Producer Responsibility.

Key Outcomes
Each Partner signatory has implemented at least one circular business model pilot.
Commercially viable business models trialled and impact savings measured.
Business adoption case studies published.
Evidence of citizen demand for new models.
Evidence collated from pilots has informed Government policy development.

Key Outcomes
Each signatory has implemented at least one circular business model in their mainstream offer.
Evidence published on the use of these models as a pathway to business performance improvement.
Citizen research shows that use of these models is seen as a social norm.
Extended Producer Responsibility regulations are in place that align with Textiles 2030 objectives.

By end 2022 → **By end 2025** → **By end 2030**

Key Activities
Share best practice on current business models with case studies.
Agree guidelines on setting up pilots and evaluating the financial business case.
Use the signatories' evidence to convene partnerships and collaborate to set up initial reuse model pilots.
Engage investment community and identify potential funding streams for service providers.
Undertake research to identify citizen demand, attitudes and behaviours towards circular business models, and develop citizen messaging for signatories to use in their campaigns.
Provide evidence to inform funding priorities and policy developments such as Extended Producer Responsibility.

Key Activities
Lessons learned and shared by signatories who have completed a circular business model pilot.
Publish case studies on the business & environmental impacts of pilots.
Engage investment community to support service providers (continued.)
Undertake research to track changes in citizen demand, attitudes and behaviours.
Provide citizen behaviour change messaging to drive demand and acceptance of reuse models.
Provide evidence to inform funding priorities and policy implementation.

Key Activities
Implement trials for circular progression e.g. moving from resale to rental / subscription.
Engage investment community to support service providers (continued).
Measure progression in citizen attitudes and behaviour.

Closing the Loop on Materials

Signatories will work together to set up partnerships to supply and use recycled fibres for new products, accelerating the commercialisation of fibre-to-fibre recycling in the UK.

According to the Ellen MacArthur Foundation, 87% of total fibre input used in clothing is eventually incinerated or disposed of in landfill and currently only 1% of material used to produce clothing is recycled back into new clothing.

With the raw material phase of a product's lifecycle generating the biggest environmental impacts, and pre and post-consumer textile waste related to UK consumption accounting for 1.7m tonnes to landfill and incineration annually, there is a necessity and an opportunity to increase the use of recycled fibres in new products.

Using recycled fibres displaces the environmental impacts associated with production of virgin raw materials and also diverts textile waste from landfill. By retailers increasing their demand for recycled fibres, this will drive investment into the reuse & recycling sector to build and scale up the infrastructure and innovation needed to support fibre-to-fibre recycling, creating a new opportunity for the UK economy.

Pathway: Closing the Loop on Materials

Version 1 of the pathway provides an initial view of the activities and milestones needed to achieve the Textiles 2030 targets, and will be updated as evidence is collected.

By end 2022

Key Outcomes

- Barriers to 'closing the loop on materials' are understood.
- Whole system business case shared for 'closing the loop'.
- Pilots underway with early adopters.
- Signatories have started implementing best practice collecting and sorting to prepare products for recycling.
- Recycled content targets set by early adopters.
- Signatories have introduced collections, donations and takeback schemes.
- Signatories have all promoted correct disposal routes to their customers.
- Evidence provided to Government has informed policy development.

Key Activities

- Undertake landscape review of the current sorting and reprocessing infrastructure to identify barriers and opportunities.
- Collaborate to develop a whole system business case for 'closing the loop on materials'.
- Define initial pilots & build partnerships.
- Agree guidance on best practice for collection and sorting in the UK.
- Build the business case to increase use of recycled materials.
- Create citizen insights and messaging on alternatives to putting clothing in the bin.
- Provide learnings to inform Government policy development on eco-labelling and as Extended Producer Responsibility.

By end 2025

Key Outcomes

- All signatories have set recycled content targets.
- Signatories specify recyclability of new products using Textile 2030 guidance.
- All signatories implement standards/specifications for textile collection, sorting and feedstock supply.
- Pilot case studies published and further pilots rolled out.
- Business case motivates investment in materials recycling.
- Citizens put less textiles in the bin.
- Evidence collated from pilots has informed Government policy development.

Key Activities

- Share business case for the use of recycled materials.
- Produce standards and accreditation for collection, sorting and feedstock for recycling with governance.
- Publish case studies from initial pilots.
- Identify further pilots and build partnerships.
- Engage investment community to support infrastructure development.
- Build citizen insights to motivate behaviours enabling closed loop recycling.
- Provide evidence to Government on the impacts of policy implementation.

By end 2030

Key Outcomes

- Signatories have met their recycled content targets.
- Collection, sorting & feedstock standards are widely implemented.
- Fibre-to-fibre recycling plants fed by collection and sorting in the UK.
- Reduction in textiles to landfill in UK.
- Citizens are motivated to adopt behaviours that help to 'close the loop'.
- Governments able to track the impacts of Extended Producer Responsibility implementation.

Key Activities

- Signatories increasingly specify the use of recycled fibres, creating demand for recycled fibre supply.
- Roll out minimum standards for collection and sorting to provide required feedstock grades to fibre-to-fibre recycling plants.
- Scale up pilot activity across whole chain to deliver the feedstock and meet demand for recycled content fibre.
- Deliver citizen messaging to motivate closing the loop to support climate action, and measure progress.

Next steps for Textiles 2030

Following the launch of Textiles 2030 in April 2021, signatories will prioritise and coordinate Roadmap activities through working groups.

Each stakeholder will adopt appropriate targets, embed relevant actions within their organisation, get involved in collaborative activities, and measure progress.

This roadmap is a living document and will be periodically reviewed and adapted to fulfil its purpose.

Join us:

Textiles 2030 is open to all businesses within the fashion and textiles value chain – including retailers, brands, suppliers, recyclers and technology innovators – through a variety of membership options.

It also involves business associations, governments, academia, NGOs and other community and sector organisations.

Joining Textiles 2030 means formally committing to its targets and activities.

To find out how you can get involved and sign up, email:

Textiles2030@wrap.org.uk

www.wrap.org.uk/textiles2030

Contact us

Textiles 2030

Textiles 2030 Circularity Pathway

Version 1, published April 2021

This Roadmap was developed with oversight from the Textiles 2030 Advisory Group and input from working groups on Circularity and Metrics, convened by WRAP in 2020-2021.

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