

Delivering circular economy through the European Green Deal: policy solutions for high-impact sectors such as textiles

Seminar, European Parliament, room 6Q1, 09:00 – 11:00 followed by refreshments

Organised by Mistra, in collaboration with IEEP and SEI



Delivering circular economy through the European Green Deal: policy solutions for high-impact sectors such as textiles

Welcome by **Sirpa Pietikäinen**, MEP, ECON Committee



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Welcome by **Åke Iverfeldt**, CEO, Mistra



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Research presentations



Policies for the Circular Economy

Carl Dalhammar, IIIEE, Lund University

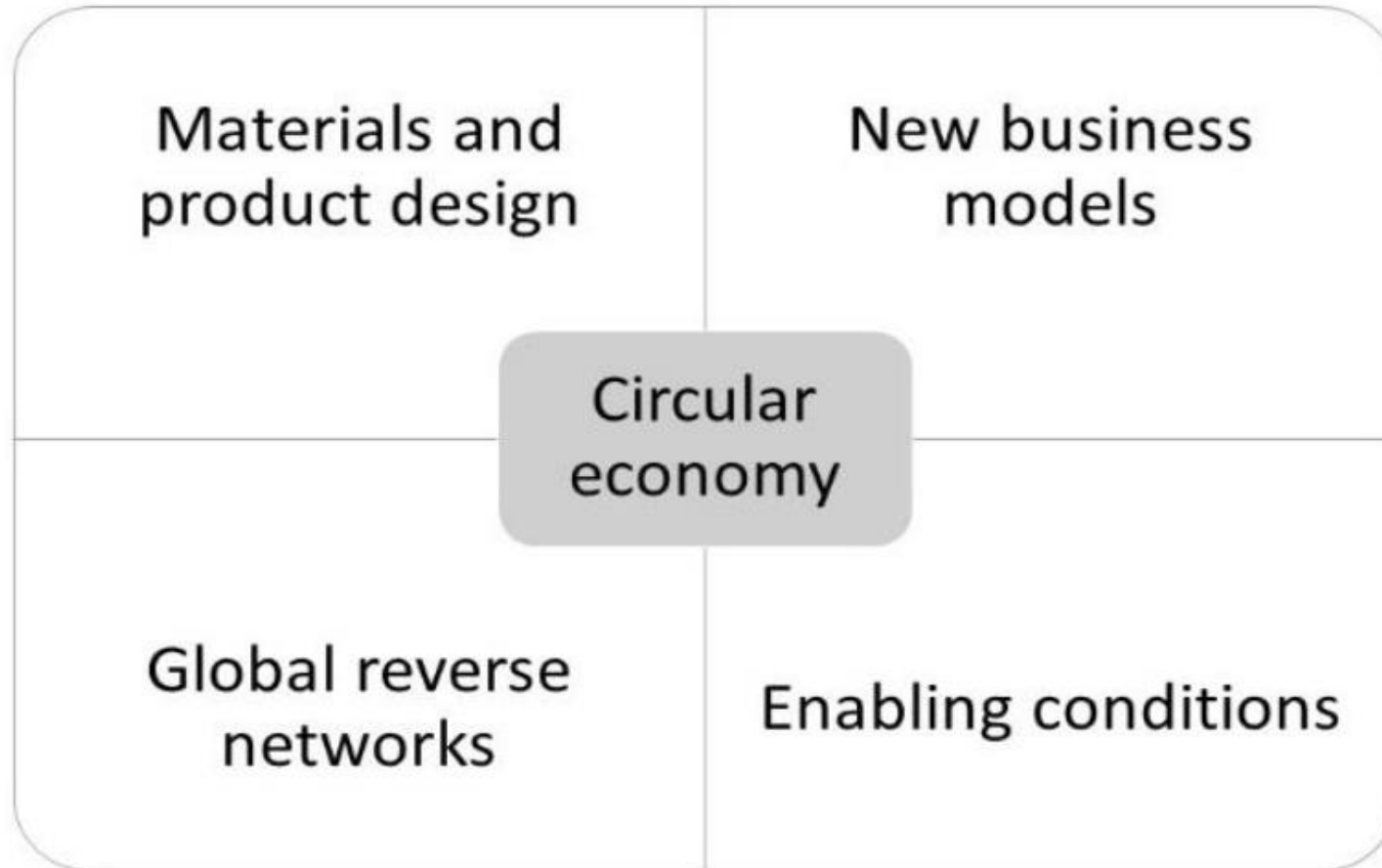


LUNDS UNIVERSITET



MISTRA
Resource-Efficient and
Effective Solutions

The Circular Economy: building blocks

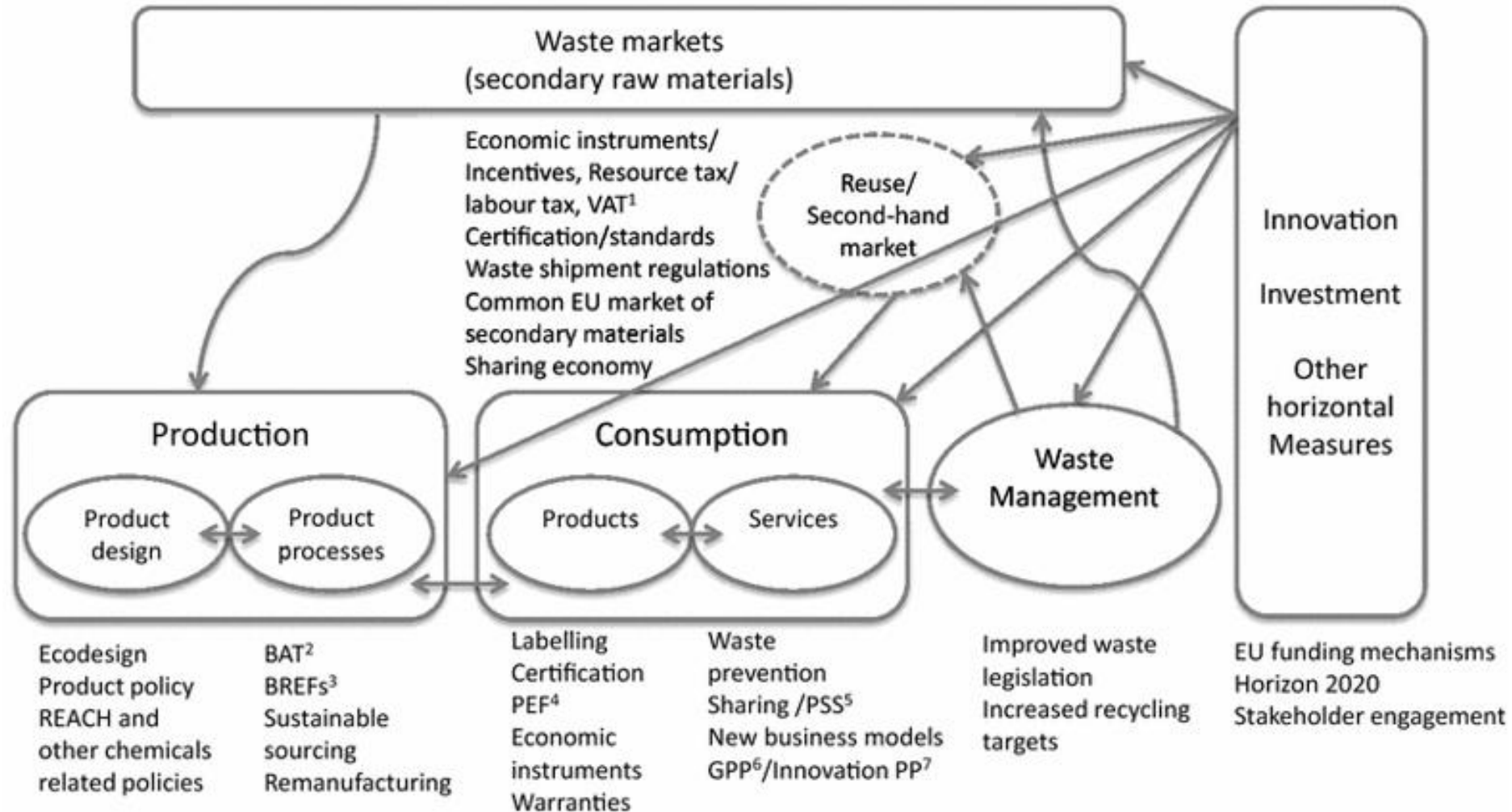


- Durable products
- Design for modularity & reparability
- Re-use/repair/
- remanufacturing
- Biobased materials and products
- Sharing and renting
- Product-service systems (PSS)

1. Right policy framework
2. Funding and investment opportunities
3. Targeted efforts to support 'circular' businesses in a 'linear' economy

Source: Elaboration of Planing 2015

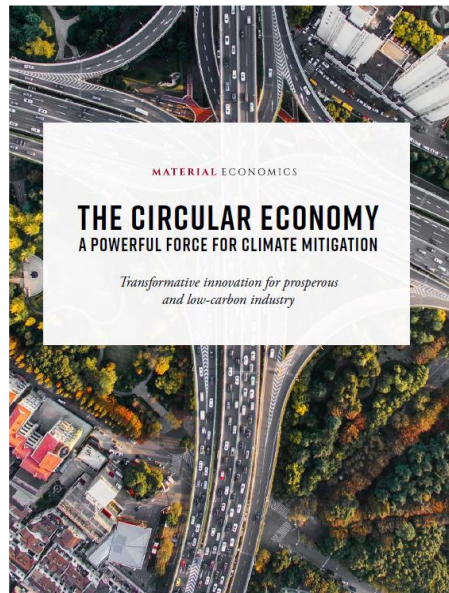
EU circular economy landscape (EU Action Plan)



Source: Milios 2017. ¹ Value Added Tax; ² Best Available Techniques; ³ BAT Reference documents; ⁴ Product Environmental Footprint; ⁵ Product-Service System; ⁶ Green Public Procurement; ⁷ Public Procurement

The circular economy and the climate challenge

- The circular economy has high climate potential
- Longer-lasting products and materials and re-use can cut GHG emissions
- Climate infrastructure and technology require natural resources



COMPLETING THE PICTURE
HOW THE CIRCULAR ECONOMY
TACKLES CLIMATE CHANGE



Examples of new emerging and proposed CE policies and laws and standards

EU policies

- Ecodesign Directive: requirements on durability, reparability, spare parts etc.
- Proposed labeling scheme for durability and reparability
 - New standardisation activities

National policies

- Criminalizing planned obsolescence (France)
- Fines for planned obsolescence (competition authority, e.g. Italy)
- Strengthening consumer law (several EEA countries)
 - Tax reliefs for repair (e.g. Sweden)

Regional and local policies

- Public procurement of remanufactured ICT and furniture, biobased products etc.
 - Re-use parks and similar infrastructure.
 - Right-to-repair (R2R) laws proposed in several US states
 - Quality labels for re-used goods



How to move forward in product policy?

EU level

- Funding and support for CE projects
- Green public procurement criteria & guidelines
- Ecodesign
 - Durability, reparability, right-to-repair
- Labeling
 - Lifetime, reparability, upgrades etc.

€10 bn to support the circular economy in the EU

[EUR 10 billion to support the Circular Economy in the EU \(https://www.eib.org/en/press/all/2019-191-eur-10-billion-to-support-the-circular-economy-in-the-eu\)](https://www.eib.org/en/press/all/2019-191-eur-10-billion-to-support-the-circular-economy-in-the-eu)



National level

- Consumer law
 - Consumer rights, information, guarantees
- Taxes & charges
 - Influence economics of repair, using virgin materials and fibres etc.
- Public procurement
 - Promote durable products and maintenance & repairs, procure functional solutions, prioritize remanufactured products, 'circular' buildings, biobased products etc.

a future fashion system

Sigrid Barnekow

CEO TreeTo Textile

2019-12-05



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vision: enabling a **systemic change** of
fashion industry & society

FUNDED BY



The Swedish Foundation for
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11,5 million EUR
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Sustainable
Apparel Coalition



EUROPEAN CLOTHING ACTION PLAN (ECAP)



ELLEN MACARTHUR
FOUNDATION

FASHION
FOR
D

United Nations
Climate Change

measuring sustainable fashion

7 kg



number of uses: 30



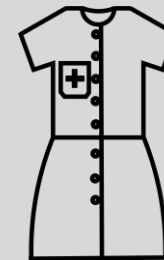
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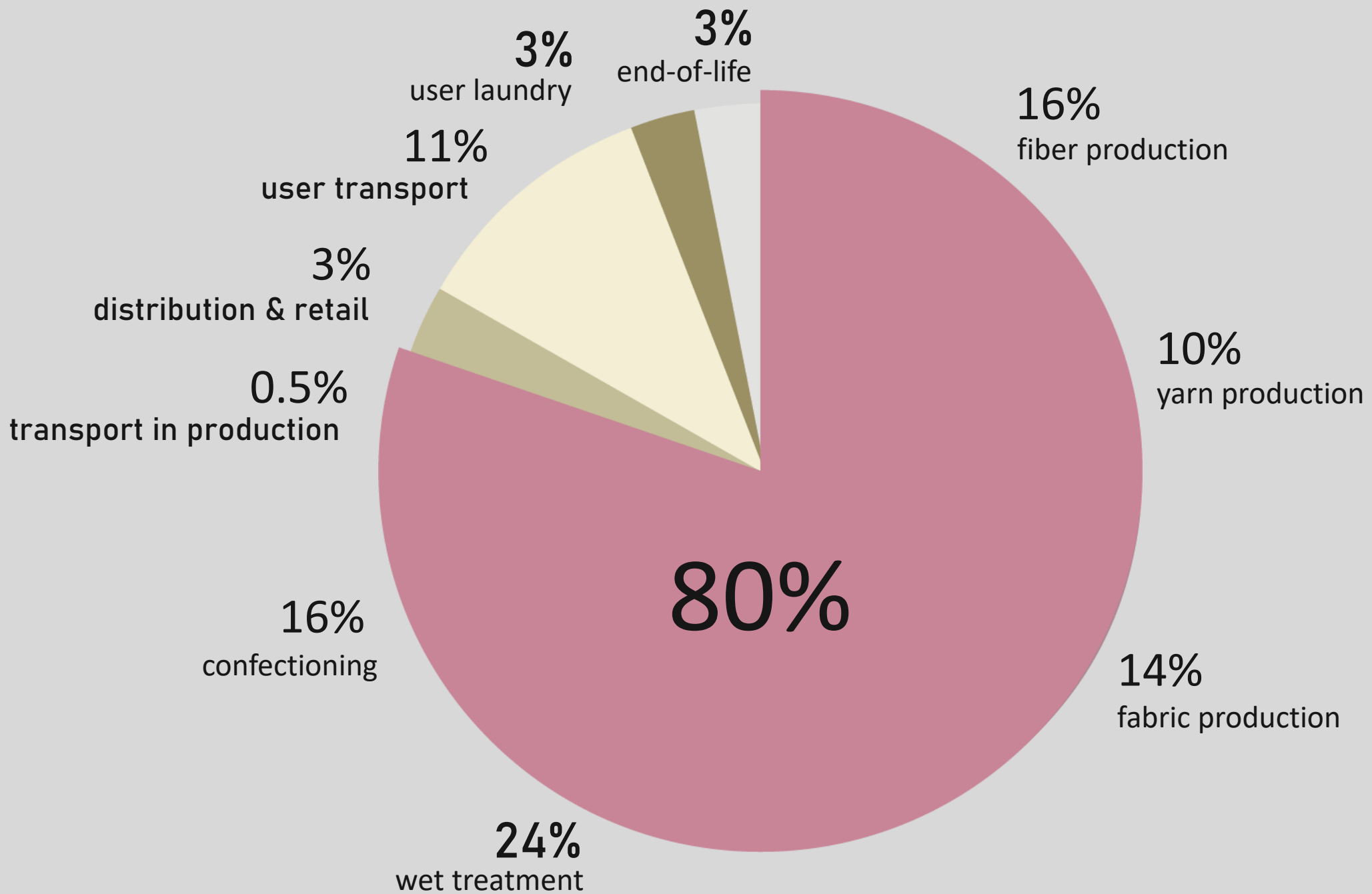
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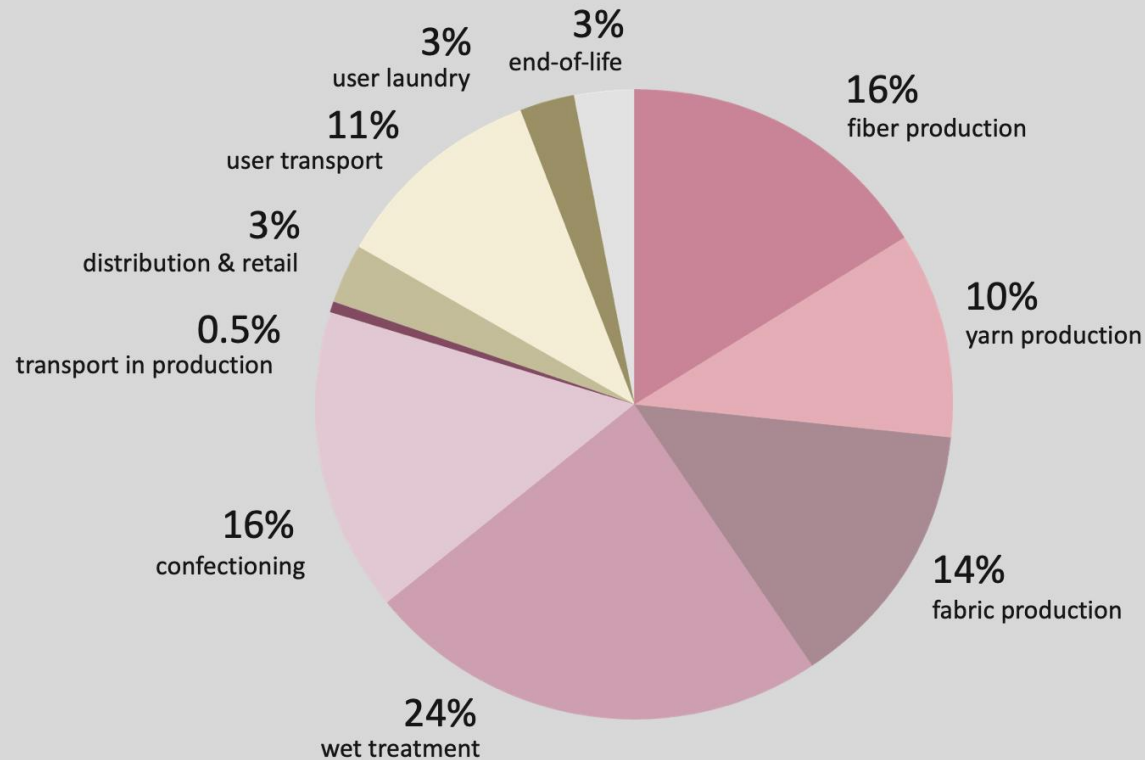


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policies forward

sustainable production



Actions for switching to **renewable energy**, for electricity and heat in the production process.

Insert **Best Use Practices** on fertilizers, pesticides, chemicals, catalysts etc

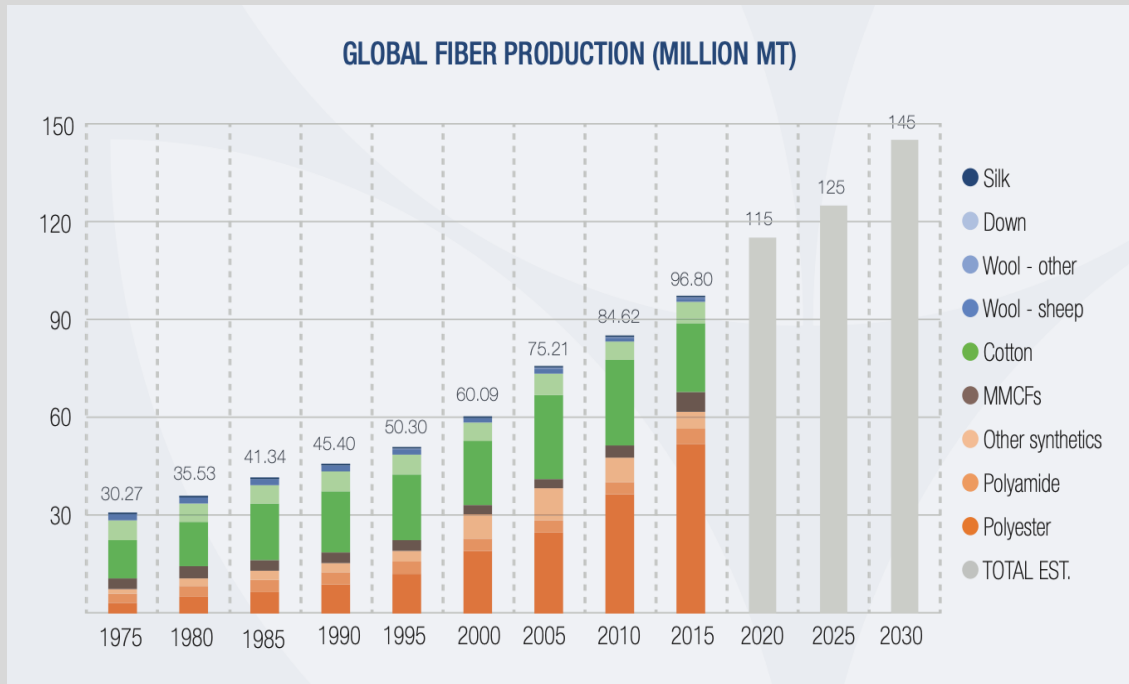
Promote process innovations

New care labels in clothes that specify energy use, water scarcity and toxicity

In Design phase consider **user transportation** especially for collaborative consumption

policies forward

sustainable sourcing



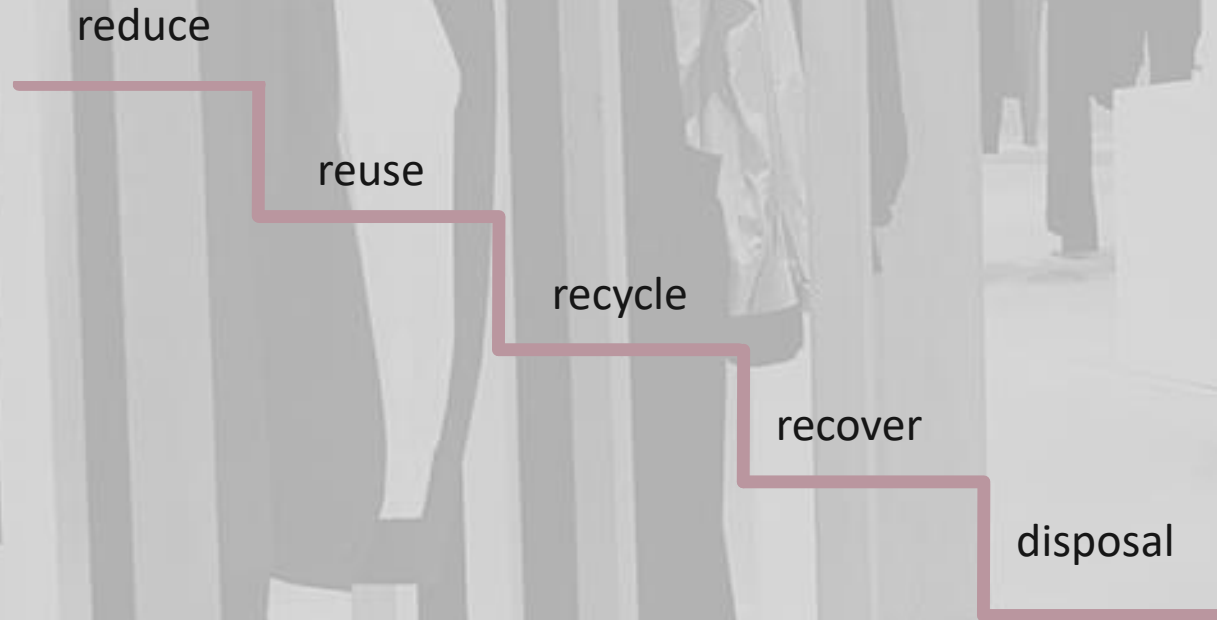
Source: Textile Exchange

Promote relevant fiber stock, both virgin and recycled

90% is synthetics and cotton. Man-made bio-based is appr 7%. **Bio-based need to increase.**

Recycled fibers is key in future palette of fiber supply but **consider quality issues due to degrading**

policies forward to increase textile value



the EU waste hierarchy

Incentives for advancements in new **sorting and recycling technologies**

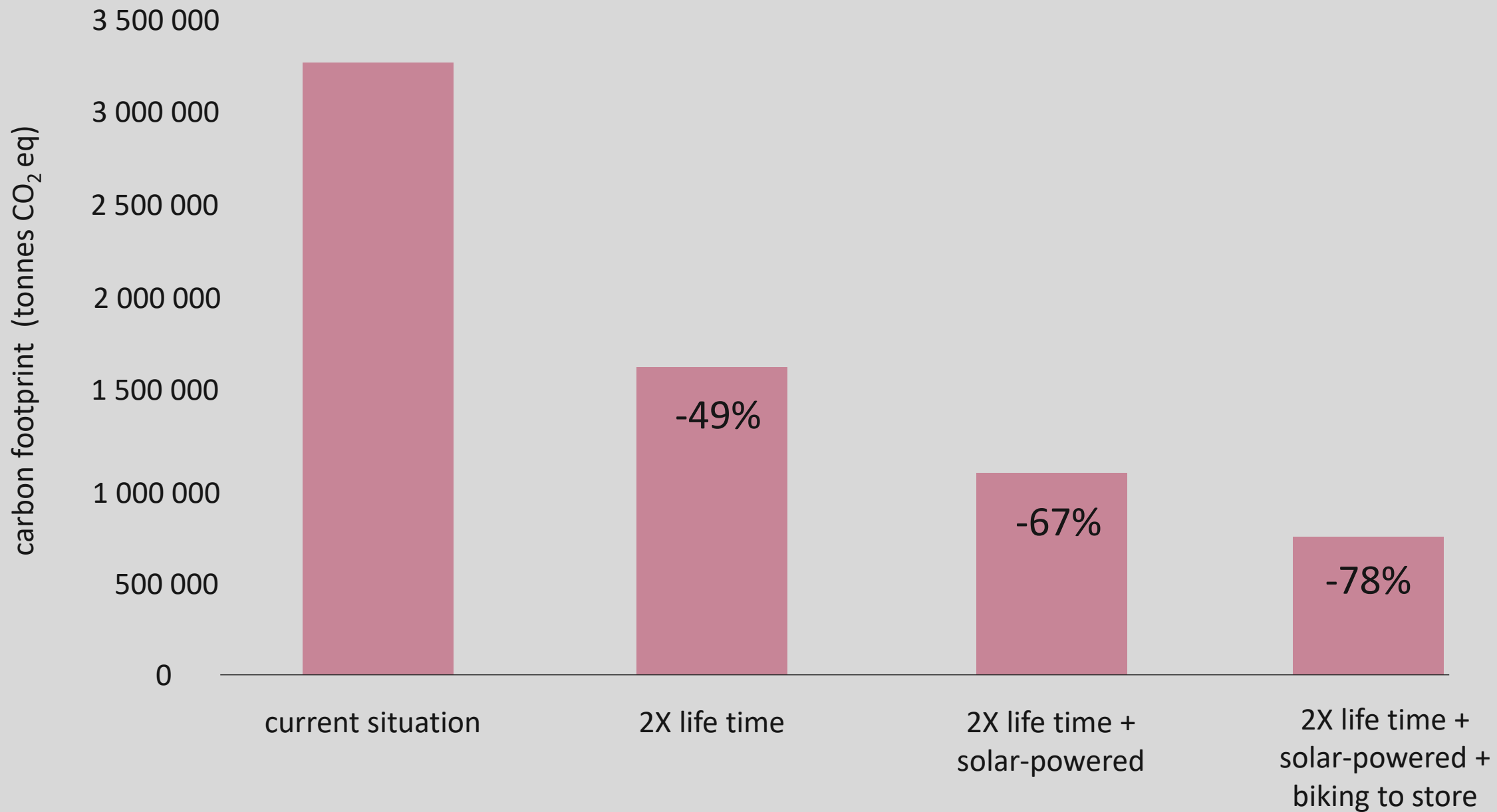
Coordination tools to overcome the current “chicken-or-egg” situation of textile waste streams

Extended Producer Responsibility (EPR) and Refunded Virgin Payments system (charge on virgin material)

Modulated EPR fee at minimum **5-15 percent** more than virgin fibers

Regulatory **synchronization** both across Europe and globally

Reduce the administrative burdens related to collection, storage and shipment of textile waste.



policies forward to prolong life-time of textiles

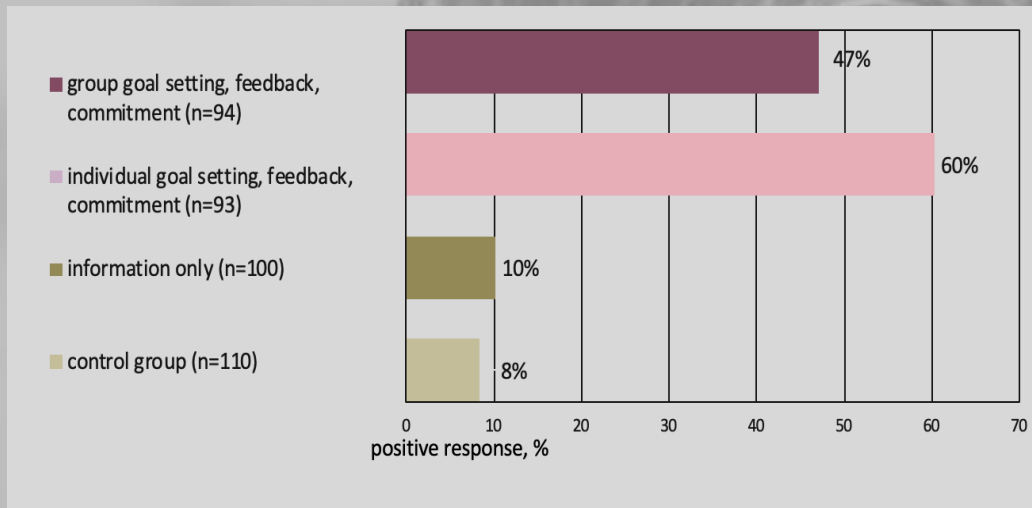
Information, individual goal setting, feedback and commitment combined can change user behavior

Low correlation between fashion, materialism and subjective-wellbeing – **user does not need to own garments**

Stimuli to the market space - females and younger consumers are open to alternative business models

Reselling clothes online and traditional repair services are the most popular businesses.

Effective policy tools are **labeling, wage subsidies, tax breaks, start-up funding and knowledge hubs**



1. measuring sustainable fashion
2. holistic perspective
3. policies forward

www.mistrafuturefashion.com/publications



ff mistra future fashion

the Swedish market for pre-owned apparel and its role in moving the fashion industry towards more sustainable practices
By: Susanne Sweet, Rebecca Affaki & Michael Stalder

Evaluation of finishing, recycling and regeneration of coloured textiles
By: Helena Wedin, Björn Källman, Anna Runa Kristiansdotter, Elinor Nil, Zahoor Ahmad Mansoor, Christoffer Lindgren, Hanna Rammsjö

fast and slow prototyping

Delivering circular economy through the European Green Deal: policy solutions for high-impact sectors such as textiles

Perspective on the topic

by **Sandrine Dixson-Declève**, Co-President the Club of Rome



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Q&A with the audience



PANEL

Delivering circular economy through the European Green Deal: policy solutions for high-impact sectors such as textiles

Moderator: Céline Charveriat, Executive Director, IEEP

Aileen McLeod

MEP, ENVI Committee

Hans Bruyninckx

*Executive Director, European
Environment Agency*

Pavel Misiga

*European Commission, DG RTD,
Head of Unit, Circular Economy &
Biobased Systems*

Cillian Lohan

*Member of the European
Economic and Social Committee*

Pascale Moreau

*Sustainability Department,
H&M Group*

Paola Migliorini

*European Commission, DG ENV,
Deputy Head of Unit Sustainable
Production, Products &
Consumption*



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Debate open to the audience



Delivering circular economy through the European Green Deal: policy solutions for high-impact sectors such as textiles

Conclusions

by **Pär Holmgren**, MEP, ENVI Committee



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11:15 Refreshments at "Le grand café Antall"



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