

Danish Fashion Institute



Copenhagen's Grand Experiment: Achieving Zero Textile Waste

AGENDA

1. Project objectives and background
2. Project overview
3. Next steps

DanishFashionInstitute



- A network organisation with 120 members
- Works to promote Danish fashion internationally:
 - Contribute to knowledge sharing and development, innovation and an increase in exports
 - Gain international recognition for design, quality, and aesthetic values



NICE

**Nordic Initiative, Clean and Ethical is a joint
commitment from the Nordic fashion industry to
take a lead on social and environmental issues**

NORDIC FASHION ASSOCIATION

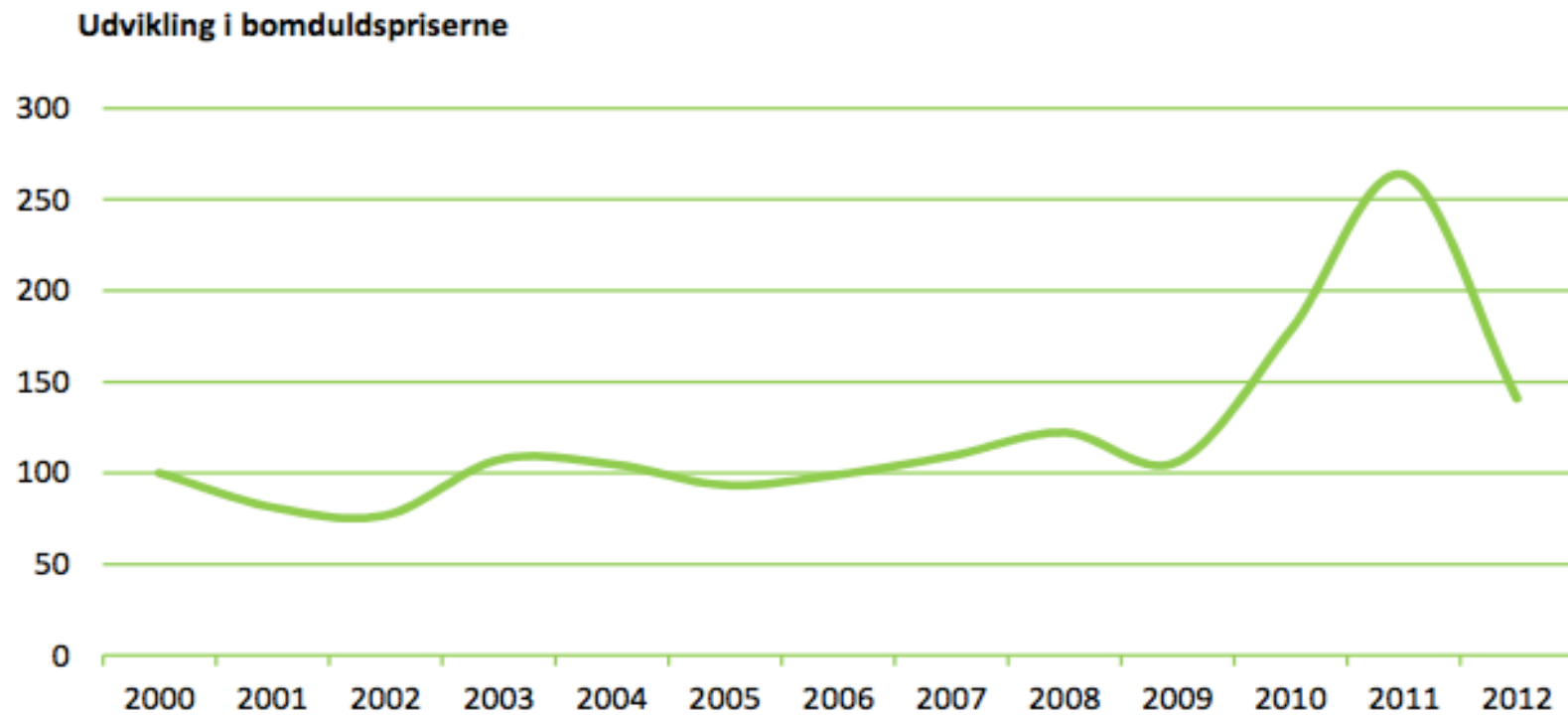
**THE DANISH TEXTILE
RECYCLING SYSTEM
- PROJECT OBJECTIVES -**

PROJECT OBJECTIVES

- 50 => 90% return rate and increased re-use
- Minimised incineration rate
- Increased volume of 'cream' to charities
- Increased volume to recycling
- Minimise risks in the supply chain
- Minimise costs for raw materials
- Create green growth (and jobs)
- 100% transparency

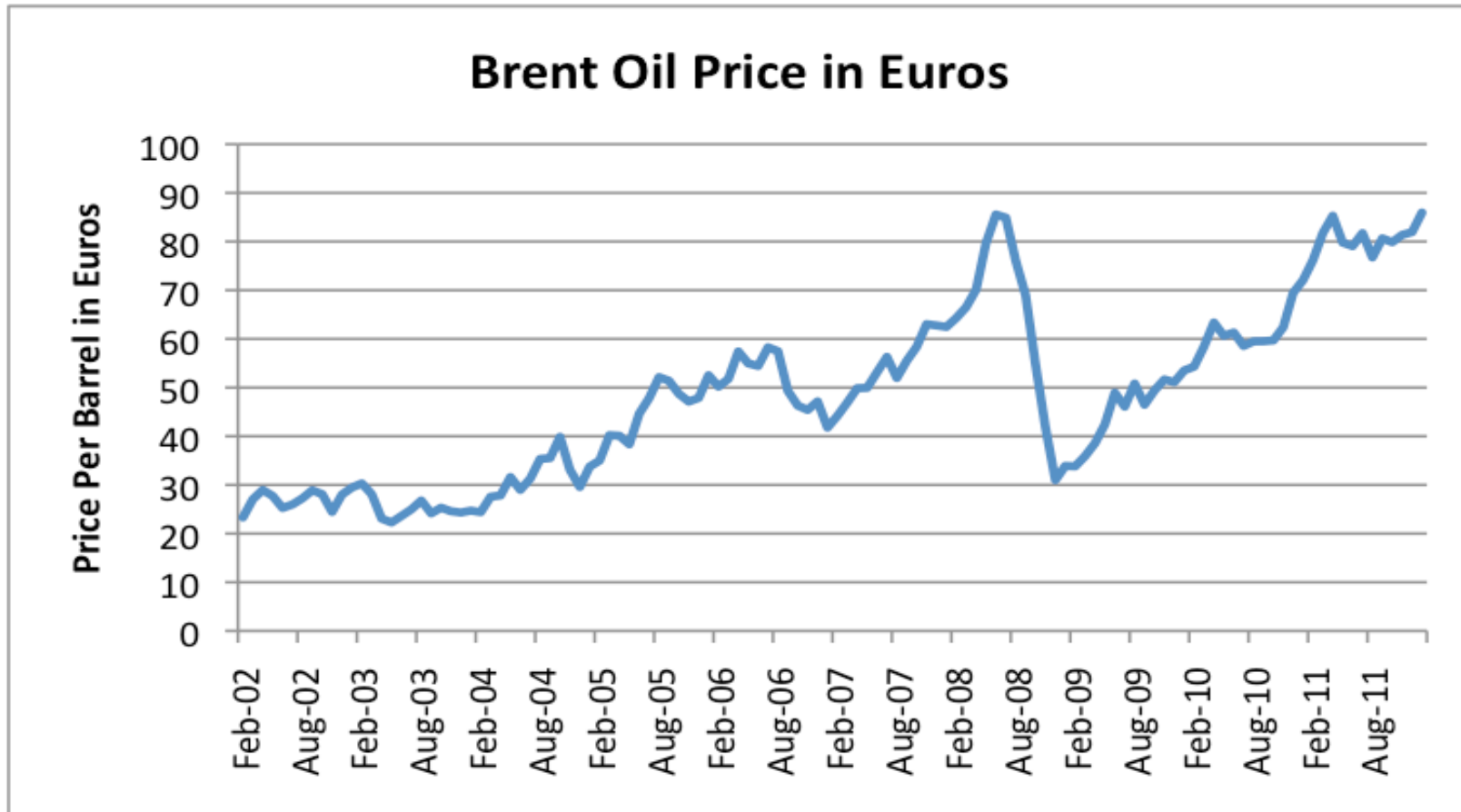
PROJECT BACKGROUND

INCREASED RISK: COTTON



Kilde: National Cotton Council of America

INCREASED RISK: OIL



FASHION = CONSUMPTION





Social-Liberals: A refund and deposit system for apparel

Lone Loklindt, miljøordfører hos Radikale Venstre, foreslår et pantsystem, så man kan komme tøjspild til livs – og samtidig skal det tilskynde branchen til at genbruge flere materialer.

Søg



Mest populære lige nu /

12.04.2012 | CSR › | Mode med omtanke – ... ›

17.02.2011 | Fashion Against Aids foku ... ›

27.06.2011 | CSR-Ekspert: Derfor skal ... ›

13.01.2011 | Økonomi- og Erhvervsmini ... ›

04.03.2010 | Skab din egen kommunikati ... ›

Nye jobs /

Birger Christensen ›

Salgsmedarbejder
Københavnsområdet



Birger Christensen / Hermès ›

Afdelingsleder
Københavnsområdet



Birger Christensen / Ralph

Lauren ›
Afdelingsleder
Københavnsområdet



Noa Noa ApS ›



CURRENT FACTS (DK)

- **89.000 tonnes textiles discarded per year (apparel and home textiles)**
- 33.000 tonnes (37%) are collected via charity containers and shops (10% goes to incineration and 50% are exported)
- 7.000 tonnes (8%) are collected by private actors (43% goes to incineration and 57% is exported)
- 24.000 tonnes (27%) are incinerated via household waste
- 20.000 tonnes (23%) “gap”
- 3.000 tonnes (3%) accumulation
- 2.000 tonnes (2%) industrial waste

MARKET POTENTIAL

- There is a great potential for further collection of used textiles in Denmark
 - Between an extra of 24.000 tonnes (conservative)
 - and 48.000 tonnes (optimistic)
 - depending on business model and the ability to collect from households
 - potentially add another 20.000 tonnes of textiles currently being exported
- Increased return percentage is dependent on the ability to compete with international market prices

**THE DANISH TEXTILE
RECYCLING SYSTEM
- PROJECT OVERVIEW -**

PROJECT FUNDING

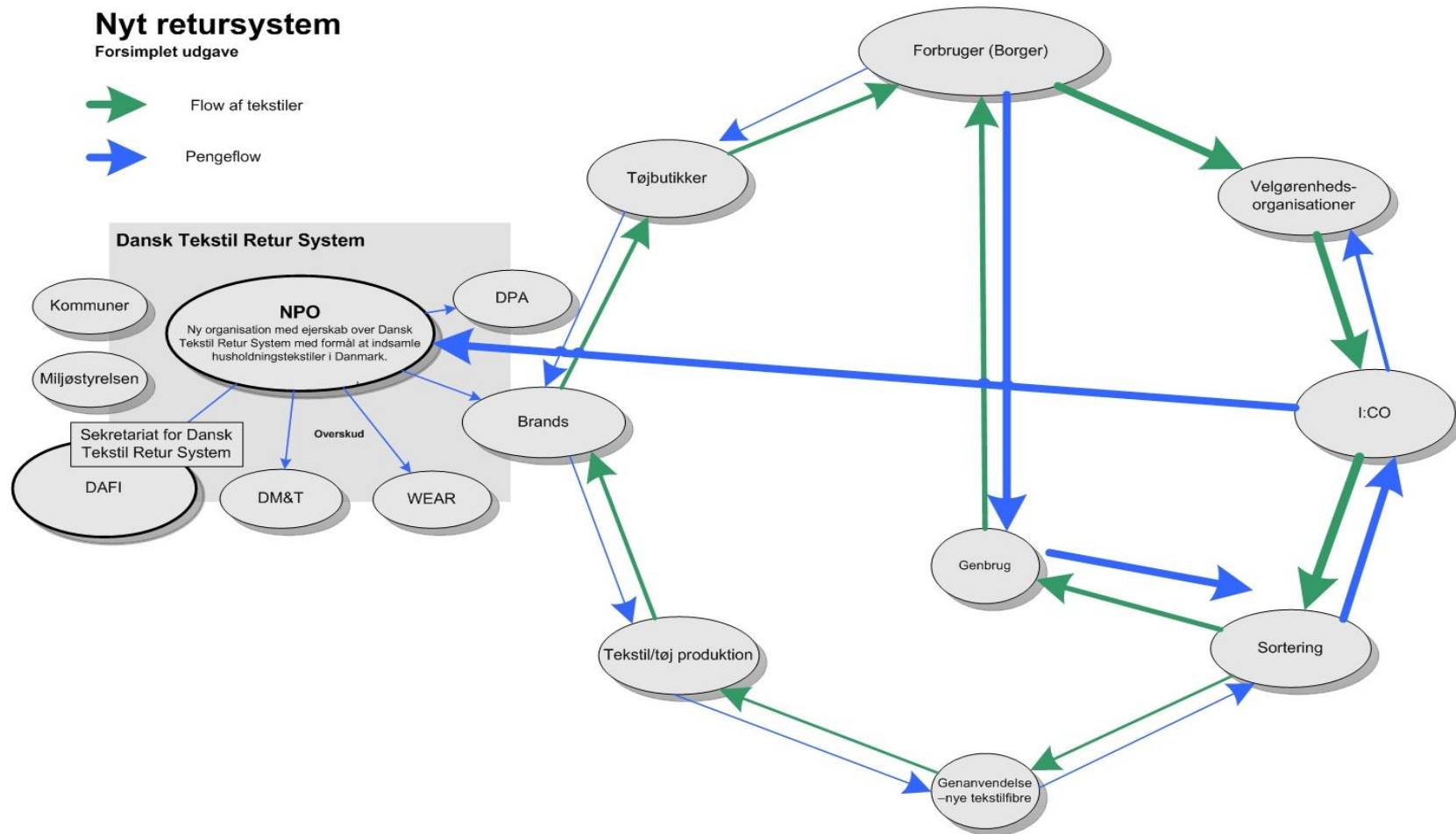
- Funded by a DKK 300K grant from the Market Development Fund under the Danish Business Authority
- Project period: 6 months (phase 1: 1/1-26/6)
- Project deliverables: Business case and business plan
- Phase 2: 1 year funding to implement business plan – only 5 out of 9 qualify

PHASE 1 STAKEHOLDERS




- Consortium
 - IC Companys, Bestseller, Novotex, Katvig, City of Copenhagen, Danish Consumer Council, Danish Red Cross, DAKOFA, CradlePeople, Dansk Fashion and Textile
- Charity organisations (Danish Red Cross, Salvation Army, UFF/Humana,
- FORCE Technology and Copenhagen Resource Institute
- Deloitte
- DAFI members

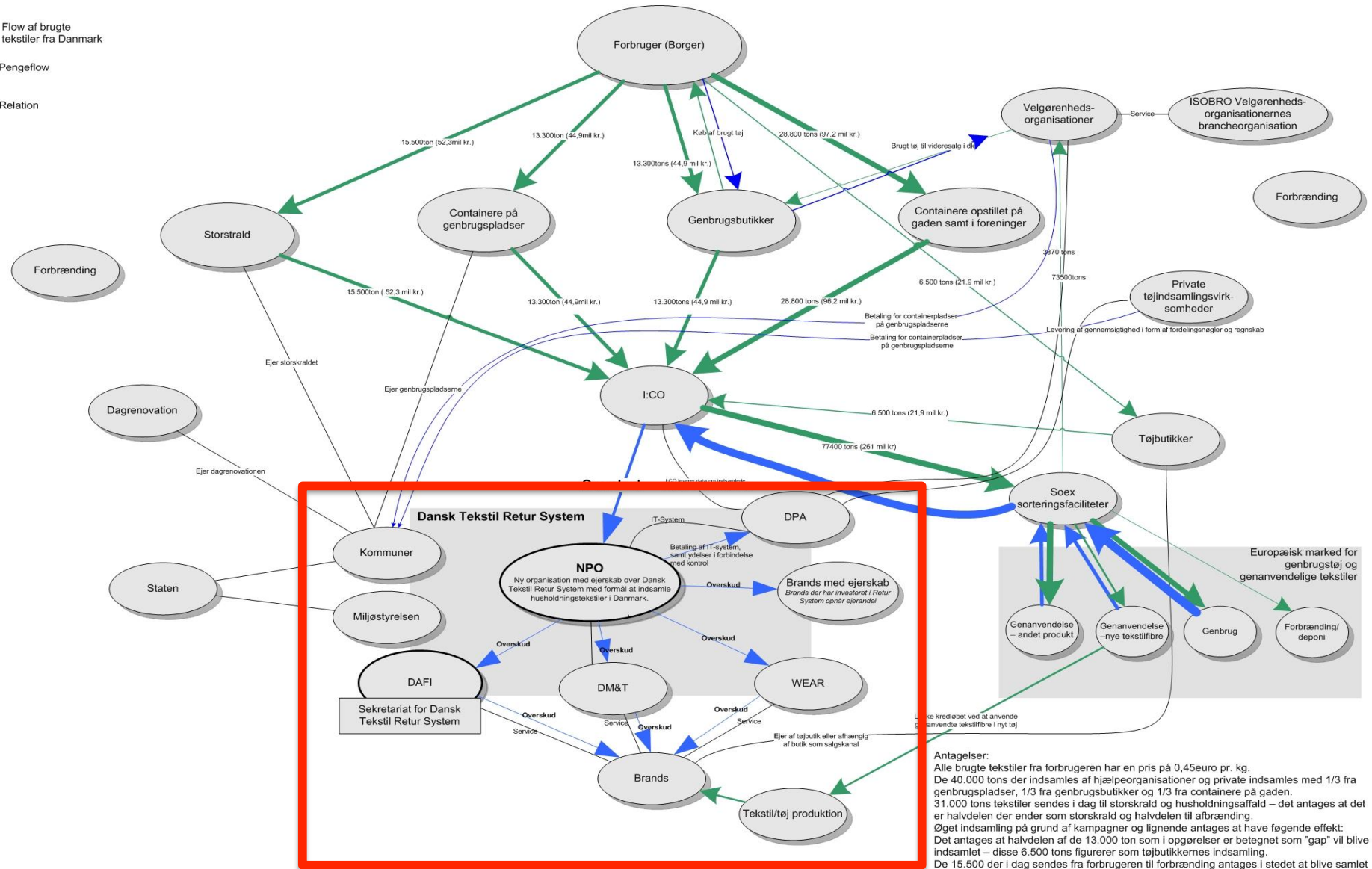
Nyt retursystem

Forsimplet udgave

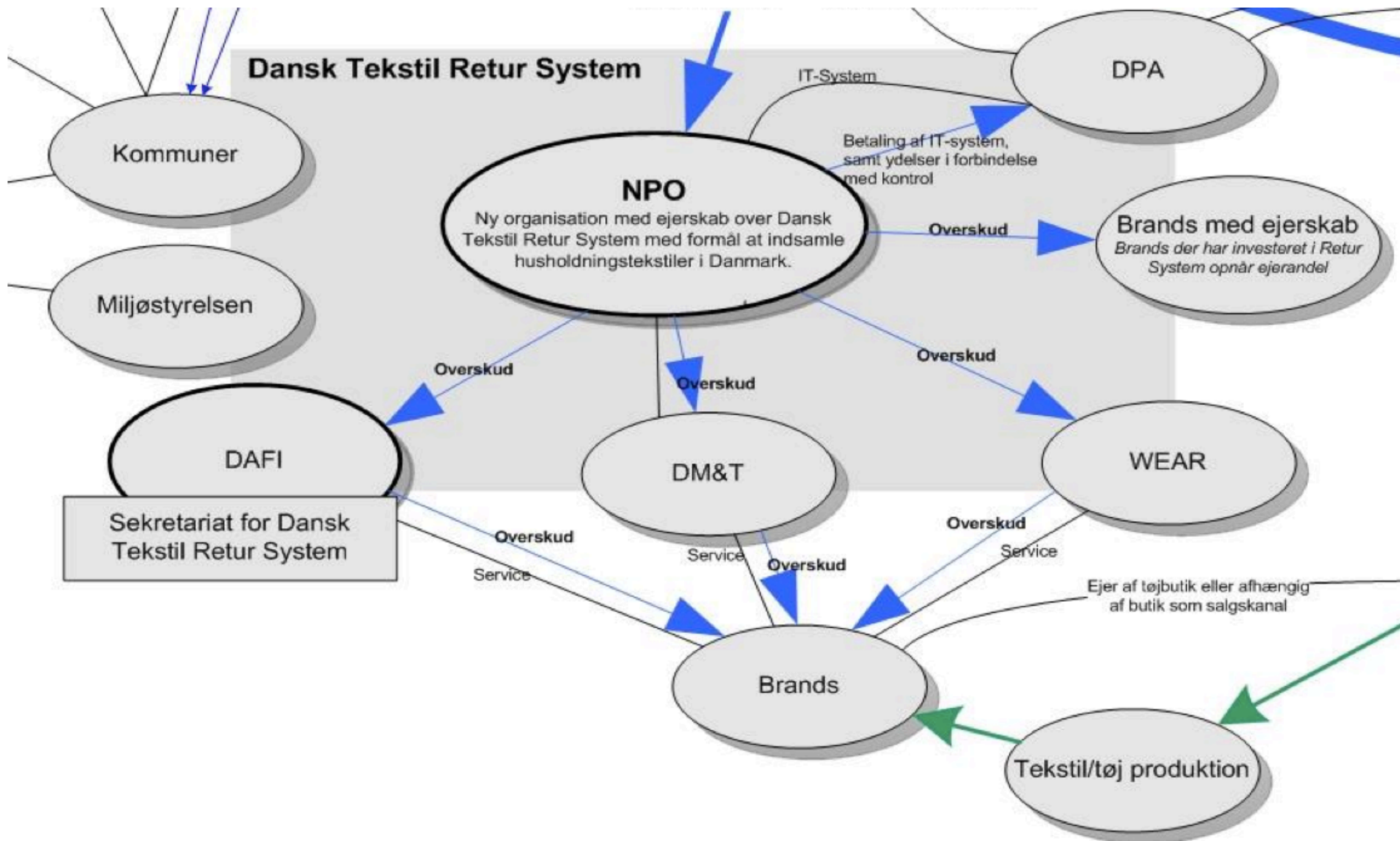


Nyt retursystem

-  Flow af brugte tekstiler fra Danmark
-  Pengeflow
-  Relation



Antagelser:
 Alle brugte tekstiler fra forbrugeren har en pris på 0,45euro pr. kg.
 De 40.000 tons der indsamles af hjælpeorganisationer og private indsamles med 1/3 fra genbrugspladser, 1/3 fra genbrugsbutikker og 1/3 fra containere på gaden.
 31.000 tons tekstiler sendes i dag til storstrald og husholdningsaffald – det antages at det er halvdelen der ender som storstrald og halvdelen til afbrænding.
 Øget indsamling på grund af kampagner og lignende antages at have følgende effekt:
 Det antages at halvdelen af de 13.000 ton som i opgørelser er betegnet som "gap" vil blive indsamlet – disse 6.500 tons figurerer som tøjbutikkernes indsamling.
 De 15.500 der i dag sendes fra forbrugeren til forbrænding antages i stedet at blive samlet ind via containere opstillet på gaden og i foreninger.
 Det antages at 5% af de indsamlede tekstiler sendes tilbage til hjælpeorganisationers butikker til salg som genbrugstøj.



**THE DANISH TEXTILE
RECYCLING SYSTEM
- NEXT STEPS -**

POTENTIAL PARTNERS PHASE 2

- NPO – a Public Private Partnership
- Private: Bestseller, IC Companys, H&M, industry organisations, I:CO/SOEX Group, charity organisations
- Public: City of Copenhagen (+ other municipalities), Danish EPA, DPA System
- Financing: max budget DKK 3,6 mio. kr. (2/3 co-finance needed, cash/in-kind)

TIMEPLAN PHASE 2

- Launch during Copenhagen Fashion Week, 7-11 August 2013
- Pilots/tests in 1-3 cities, December 2013 – February 2014 (Copenhagen + 1-2)
- Evaluation/results, March-April 2014
- Copenhagen Fashion Summit, 23-24 April 2014
- Implementation in 1-3 cities, May-July 2014

QUESTIONS?