



Driving Circularity in Textiles and Clothing

WE ARE TRANSFORMING OUR BROKEN SYSTEM FOR BENEFIT OF CLIMATE, NATURE AND PEOPLE:



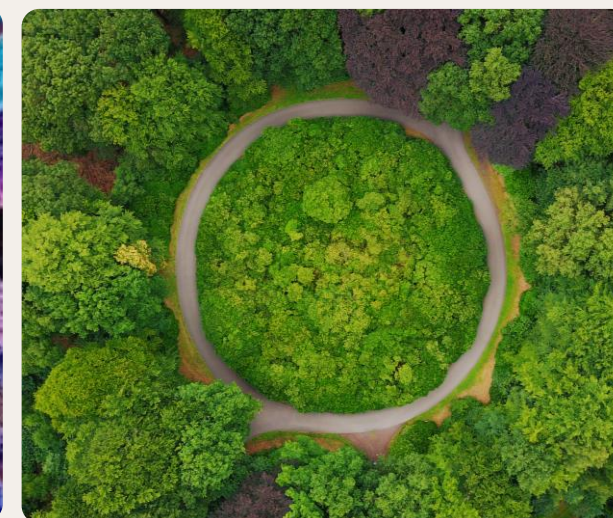
TRANSFORMING
OUR FOOD
SYSTEMS



ELIMINATING
PLASTIC
POLLUTION



REDUCING
TEXTILES
EMISSIONS



ACCELERATING
THE CIRCULAR
ECONOMY

What we do

Collaboration and collective action

We're renowned for bringing policy makers, businesses and NGOs together in a pre-competitive space to catalyse action on the systemic issues no one organisation can solve alone.



Finance for action and innovation

We direct grants, we make investments, and we align financial practices with sustainability goals - all to catalyse system change and correct market failures.



Policy design and implementation

From strategy to compliance, our tools and expertise can help to research, model and evaluate policy mechanisms for governments municipalities and businesses.



Behaviour change

We research, develop, pilot, deliver and evaluate insight-led behaviour change programmes for citizens, customers or employees.

Technical solutions and consultancy

We provide a wide range of services and advice in areas such as circular business models, data analysis, waste reduction, skill development, communication and more.

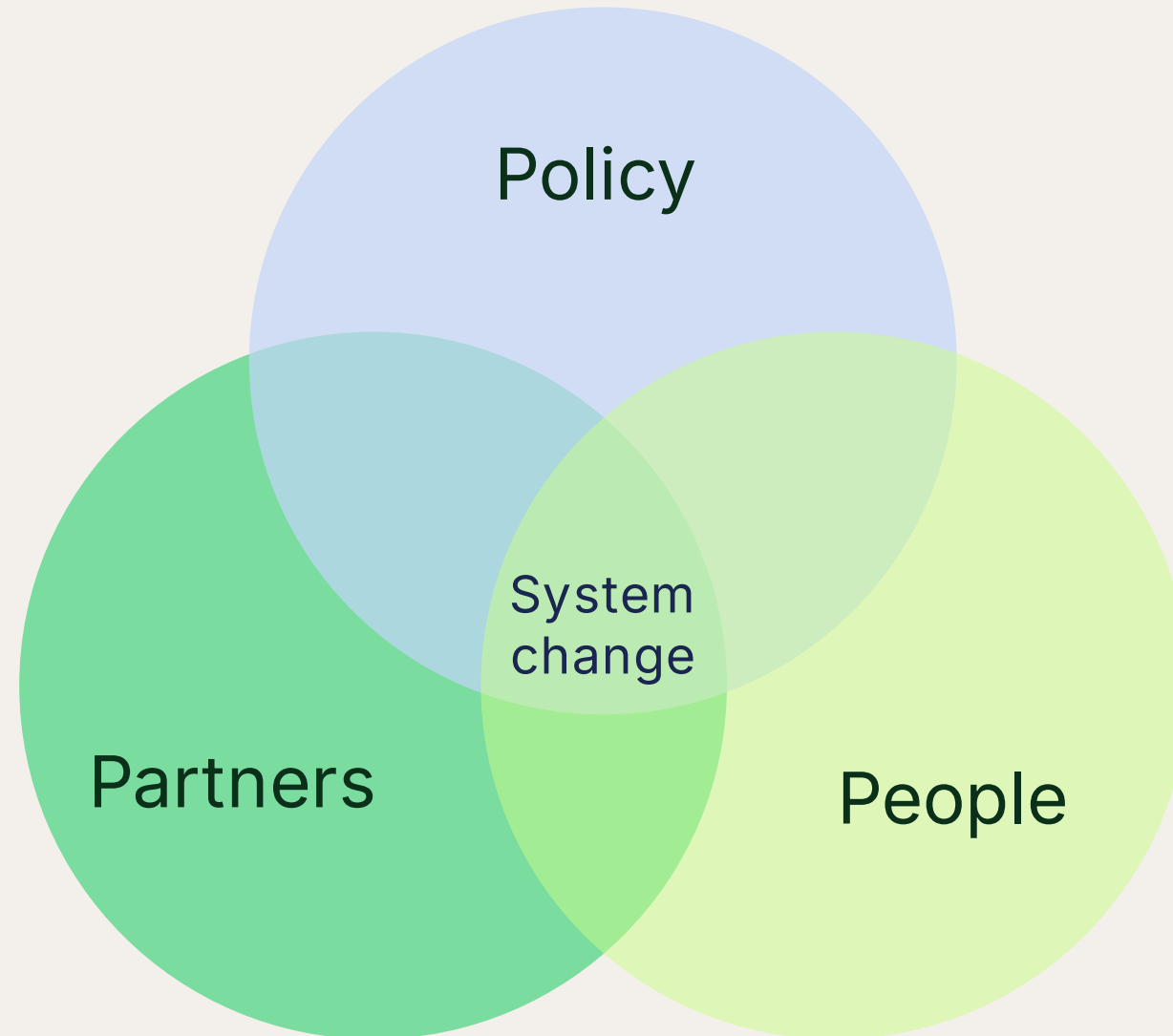


Certification and standards

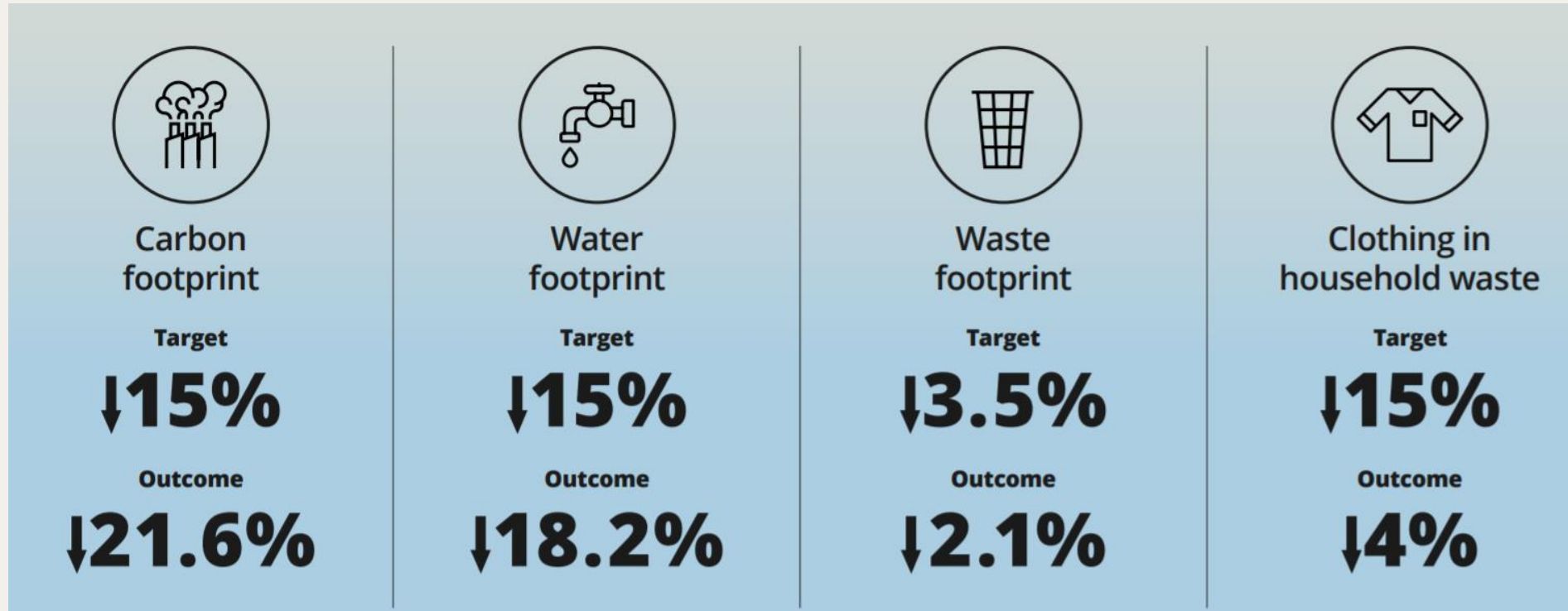
We certify products against our global circularity standards to enable consumers to understand and value the impact of what they buy.



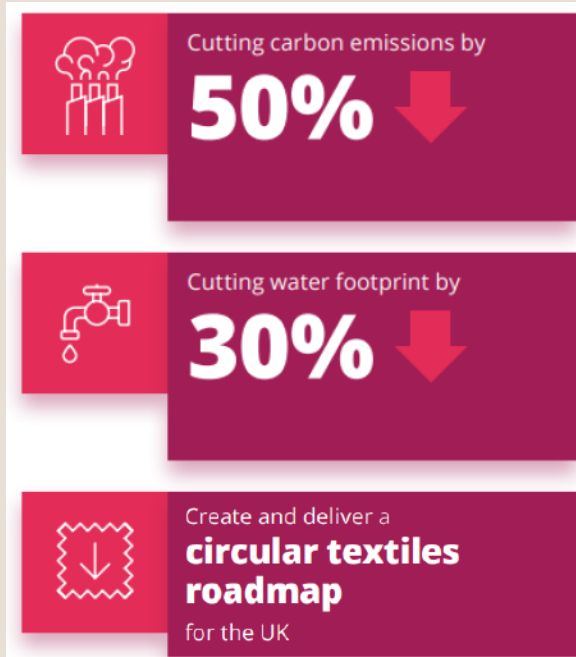
Approach



Sustainable Clothing Action Plan (2012-2020)



Targets



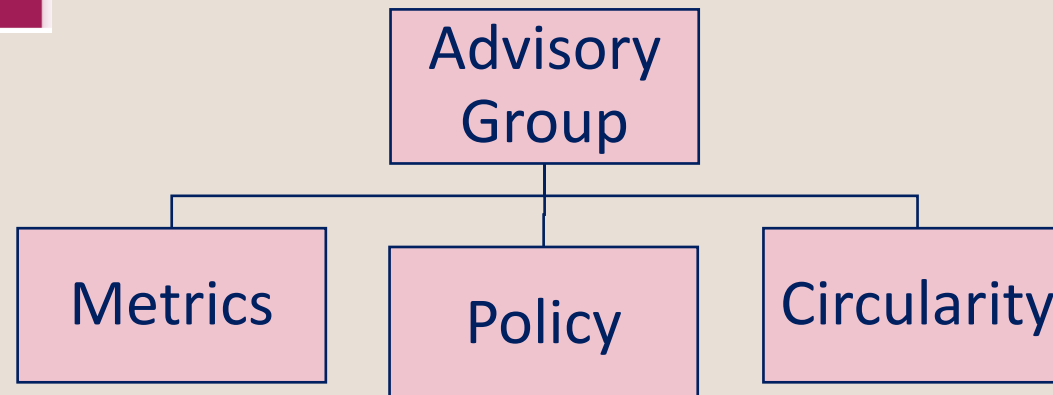
Circularity Roadmap



Measurement WRAP's Footprint Tool Annual reporting



Industry Working Groups



Annual Summit



MONSOON E.L.V. DENIM
A ZERO WASTE DENIM BRAND

USHA YARNS LIMITED
 RECYCLE TO PERFECTION ALIGN WITH NATURE

 Department for Environment Food & Rural Affairs
 Huddersfield Consortium
 University of HUDDERSFIELD
inspiring spirit of professionals
 Reward 4 Waste

Circularity

Circularity will be delivered through a 10-year roadmap which will set out required actions and the targeted values for each metric by milestone dates. The roadmap has three workstreams:



Read the roadmap [here](#)



- 1. Design for Circularity:** agree good practice design principles, use of recycled content, minimising waste to lower the impacts of products placed on market in the UK
- 2. Implement Circular Business Models:** adopting a variety of re-sale models, such as peer-to-peer, re-sale by charities or brands, rental, buy-back/reward and clothing service/ subscription
- 3. 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.

What are WRAP's Circular Textiles priorities?



Designing for circularity

Designing products that are durable and recyclable, use recycled content and minimise waste.



Implementing circular business models

Piloting and scaling-up new, innovative business models that extend product lifetimes.



Closing the loop on materials

Accelerating the commercialisation of fibre-to-fibre recycling



Encouraging consumer behaviour change

Helping consumers understand how to make sustainable lifestyle changes.

WRAP in Action



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WRAP in Action

Circular Design Guide



Durability Performance Guidelines & Multi-Stakeholder Benchmarking



Recyclability Toolkit



WRAP in Action



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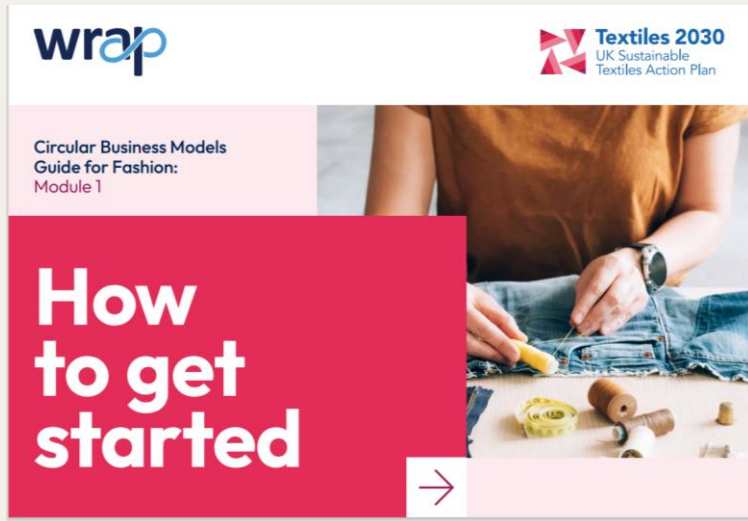


Encouraging consumer behaviour change

Helping consumers understand how to make sustainable lifestyle changes.

WRAP in Action

Measuring Circular Business Models



Displacement Rate Measurement



WRAP in Action



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WRAP in Action

Retailer Takeback Guide



ACT UK



ACT UK: Closing the Loop



Textile Collections and Logistics

Optimising post-consumer textile collection and pre-sort to inform the future landscape of textile collection



Technology Development

Identifying and testing existing and emerging advanced textile identification, conveyance methods, and pre-processing technologies to inform the blueprint for the ATSP facility design



Circular Textiles Ecosystem

Providing a proof of concept for a circular textiles ecosystem here in the UK



[Home](#) > [Resources](#) > [Tool](#) >

14 February 2024 TOOL

TEXTILES SORTING AND RECYCLING DATABASE

[Explore the database](#)

[Log in to add to favourites](#)



[Home](#) >

POST-CONSUMER TEXTILES LANDSCAPE REVIEW

WRAP in Action



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WRAP in Action

Recycling Locator

 **Recycling Locator** 

Find places to recycle.

Where are you?

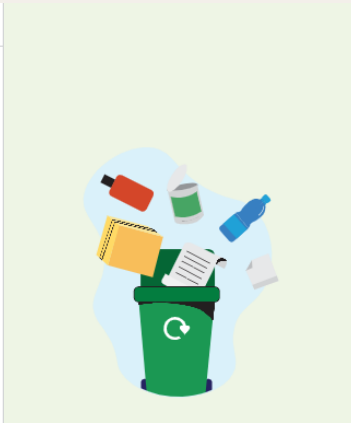
 Enter a town or postcode...

☐ Continue in a new tab **Best experience**

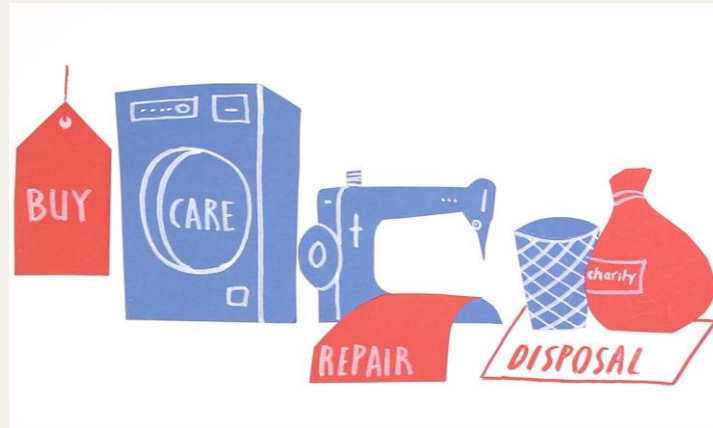
Get started

Use this service to:

- see your nearest places to recycle
- find out how to recycle a specific item
- check what you can recycle at home



Love Your Clothes Campaign



Circular Living Standards



Policy

[Policy Recommendations and Cost Benefit Analysis](#)

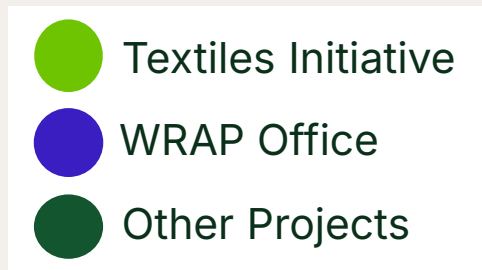
This 2023 report sets out policy options that could help halve the quantity of textiles in residual waste over the next 10 years and indicates the likely outcomes of these different options and their effectiveness as standalone policies, or in support of other policy measures.

- Reports work in tandem to understand potential policy measures to tackle key issues of the UK textiles sector.
- Textiles sector is significant to UK economy, but impacts are significant - especially to environment, society and animal welfare.
- Current methods are resource-intensive and aggravate environmental and social issues on a local and global scale.
- Policy action for textiles needed to shift from linear economic model to circular model. "Take-make-waste" > prioritise reuse, repair and recycling.



WRAP have established or consulted on leading textiles national initiatives in:

- UK
- Denmark
- Catalonia
- Switzerland
- Canada
- Australia





Thank you

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Data and Metrics



WRAP Footprint Tool

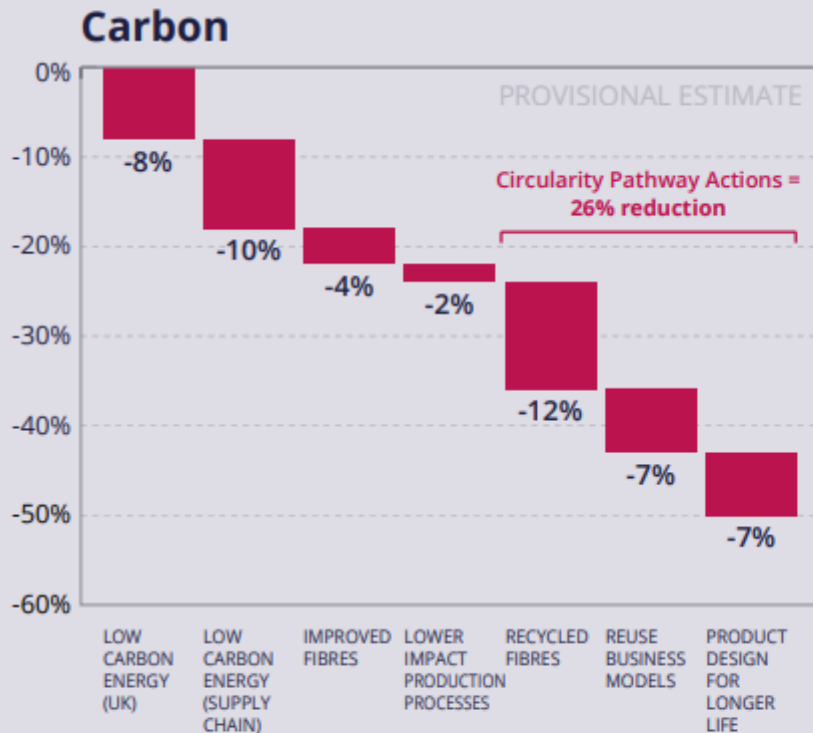
- Product-portfolio level Scope 3 emissions calculator for full life cycle of product .
- Provides a heatmap of impacts from raw material, to use and disposal.
- Scenario modelling function to support brands and retailers in their sustainability strategies.
- Reuse & Recycler module to estimate impacts of the end-of-life and reuse sector.

Making Textiles Circular Measurement & Modelling

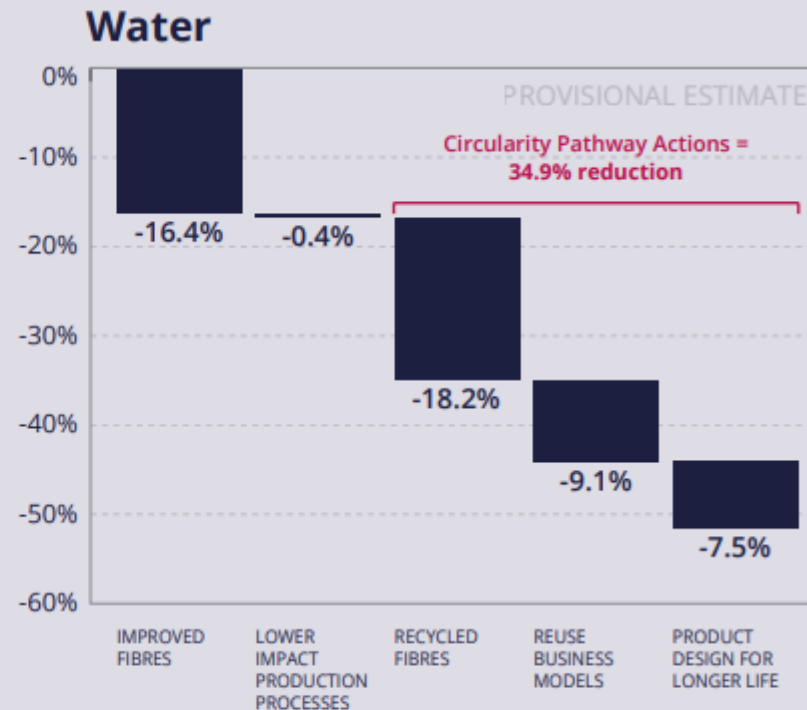
Preliminary analysis has identified that over half of the footprint reductions needed to achieve the Textiles 2030 targets, could be achieved by businesses taking actions that relate to circularity. Businesses can use this modelling to prioritise actions and select their own strategies.

Future versions of the roadmap will provide further quantification.

According to WRAP modelling, circular design could contribute toward potential 7% of carbon and 7.5% of water savings towards the Textiles 2030 targets.



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



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