



Reverse Resources

Platform for
MAPPING AND TRACKING OF
TEXTILE WASTE

Reverse Resources



Global Change Award

Winner 2015



Climate-KIC



Partnership for Green Growth and the Global Goals 2030



LEVI STRAUSS & CO.
THE COLLABORATORY





RR mission:
 help fashion brands
 reduce the use of virgin
 materials with recycled
 ones from fashion own
 waste.

GLOBAL FASHION



BESTSELLER

OVS

Bershka

PULL&BEAR



PeakPerformance



1

Collection of post-consumer

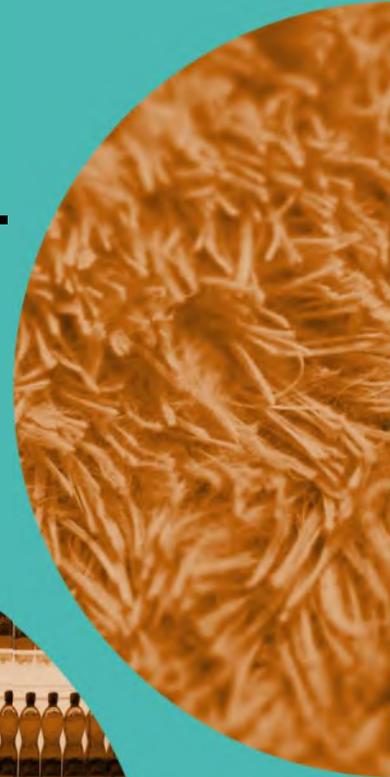
2

Recycled materials from other industries



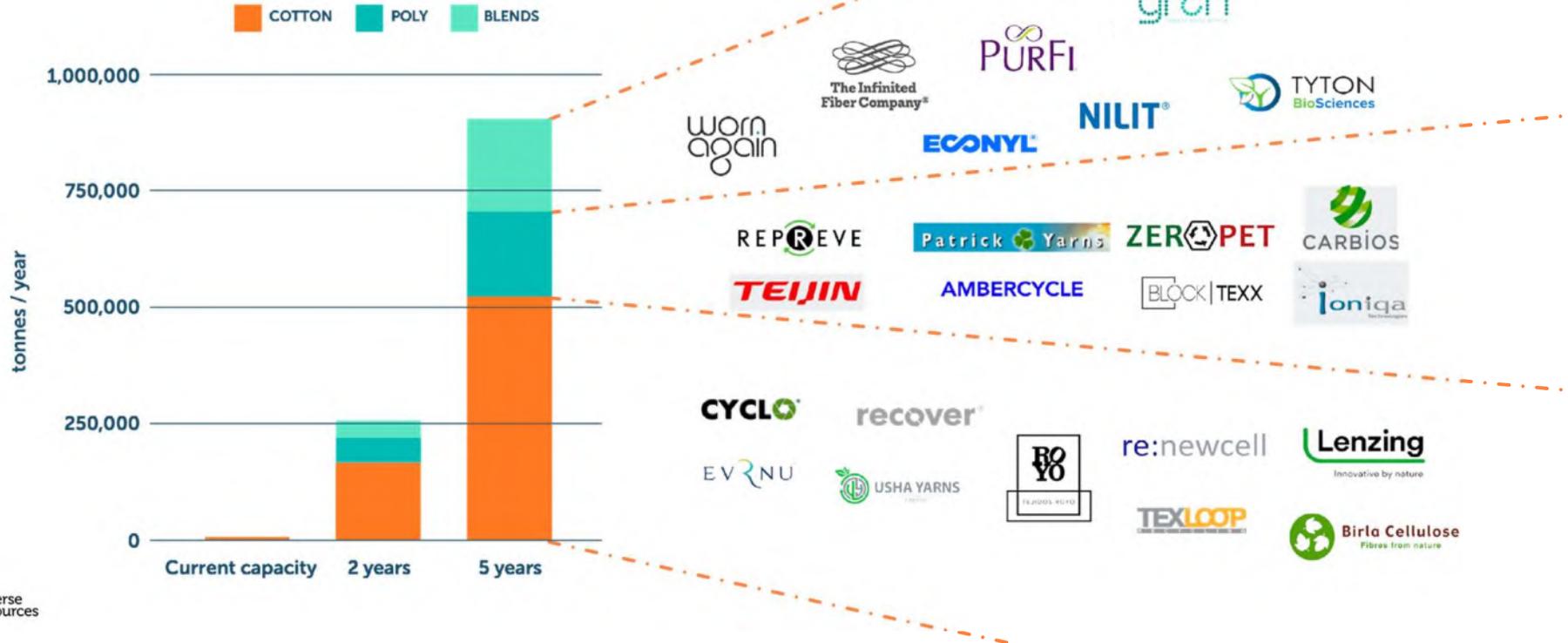
3

Development of recycling technologies



> 500 x growth in fiber-to-fiber recycling expected in 5 years

SCALING PLANS OF 10 of RR clients



Potential of replacing virgin fibres with recycled ones



<1%
textile-to-textile
recycling



+251%
increase in number of
Global Recycled Standard (GRS)
certified sites in one year⁵



+261%
increase in number of
Recycled Claim Standard (RCS)
certified sites in one year⁵

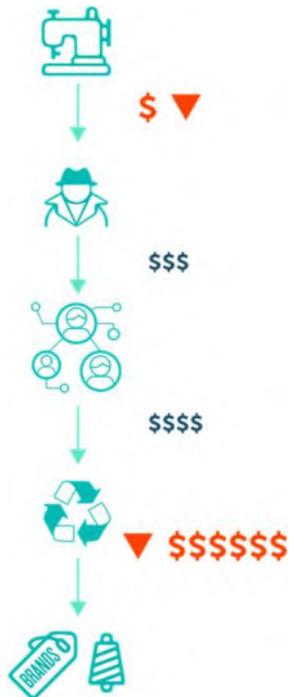


~ 150 billion USD
Current global market value
of virgin fibres

40%
potential to replace virgin
with recycled fibres over
next 10 years

60 billion USD
potential market value of
recycled textiles

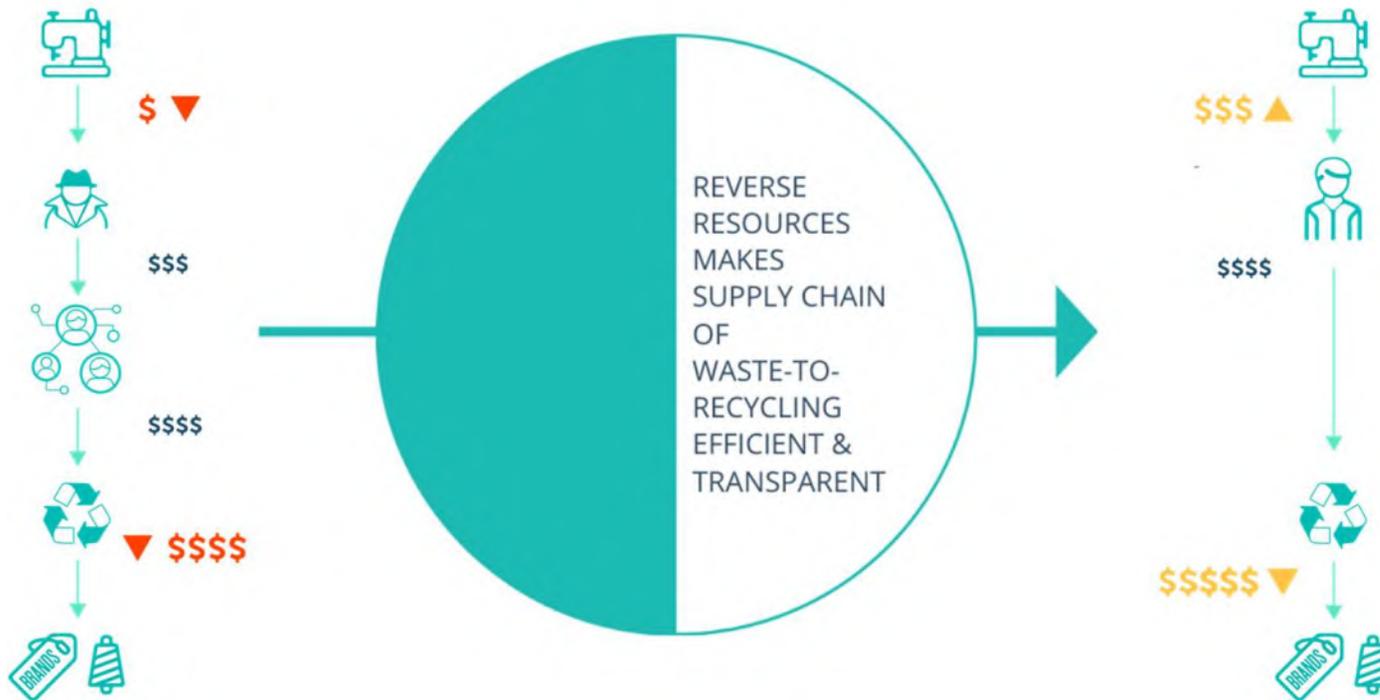
PROBLEM - INEFFICIENT SUPPLY CHAIN OF WASTE

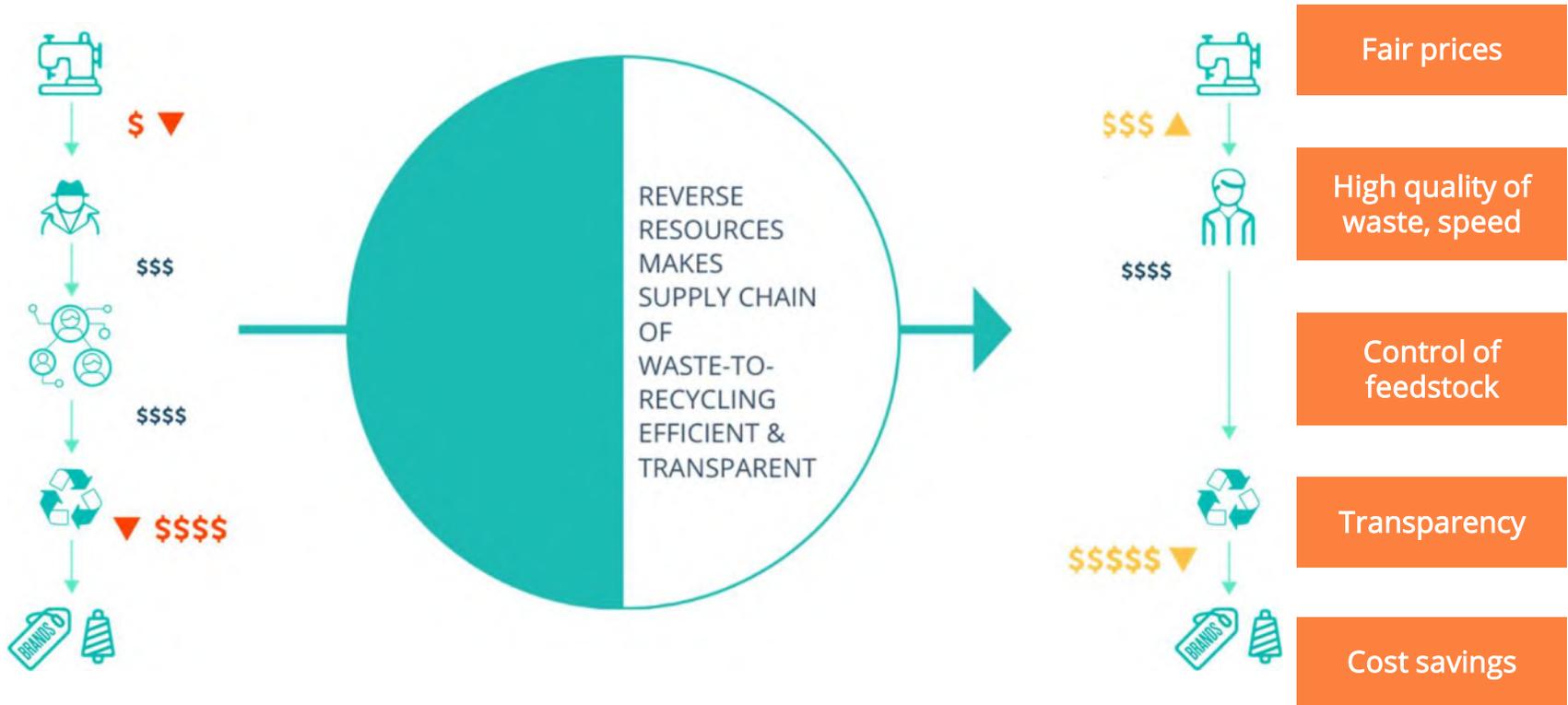


Factories mix up waste, quality of waste drops (80% of waste). They have no market insight what is worth to segregate by composition to maintain the value

Waste moves through 4-5 **middle-men** who manually sort and trade it, each adding a % to the price. 90% of the total money stays with middle-men.

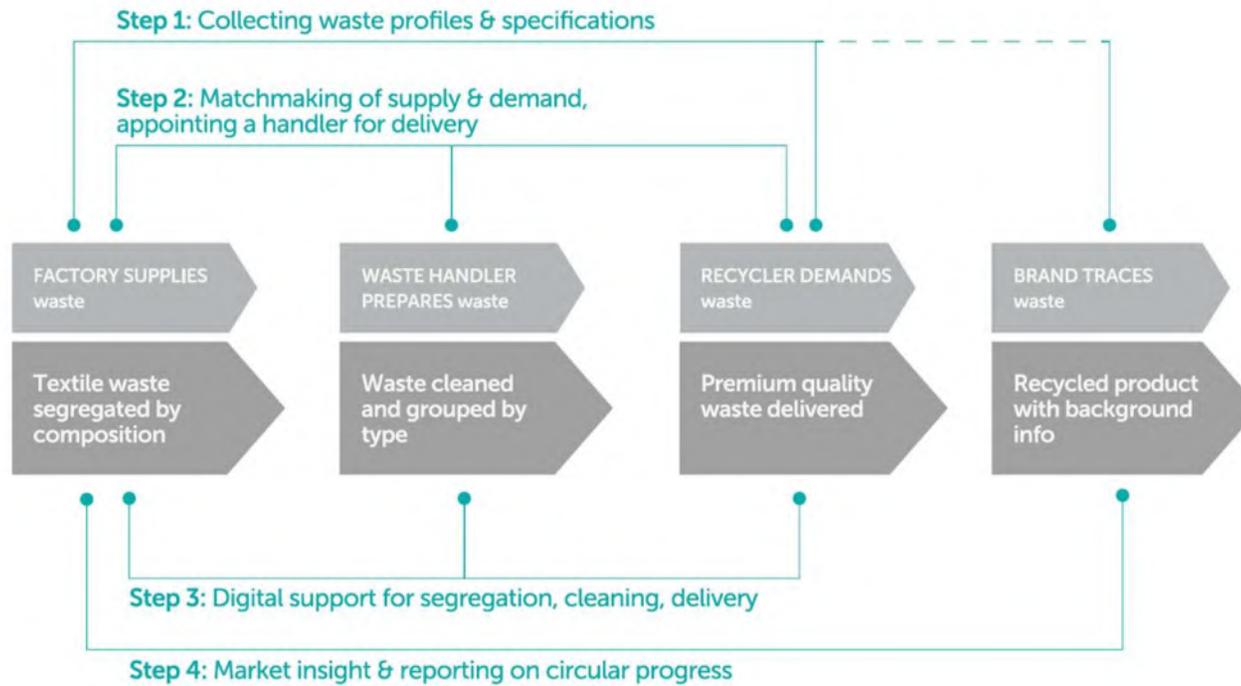
Recyclers face problems with quality of waste, low lead times, high prices, no background data. They pay >30% extra for better sources of waste. 15,000+ tonnes/month demand from recyclers mapped out for cleaner and transparent waste flow.



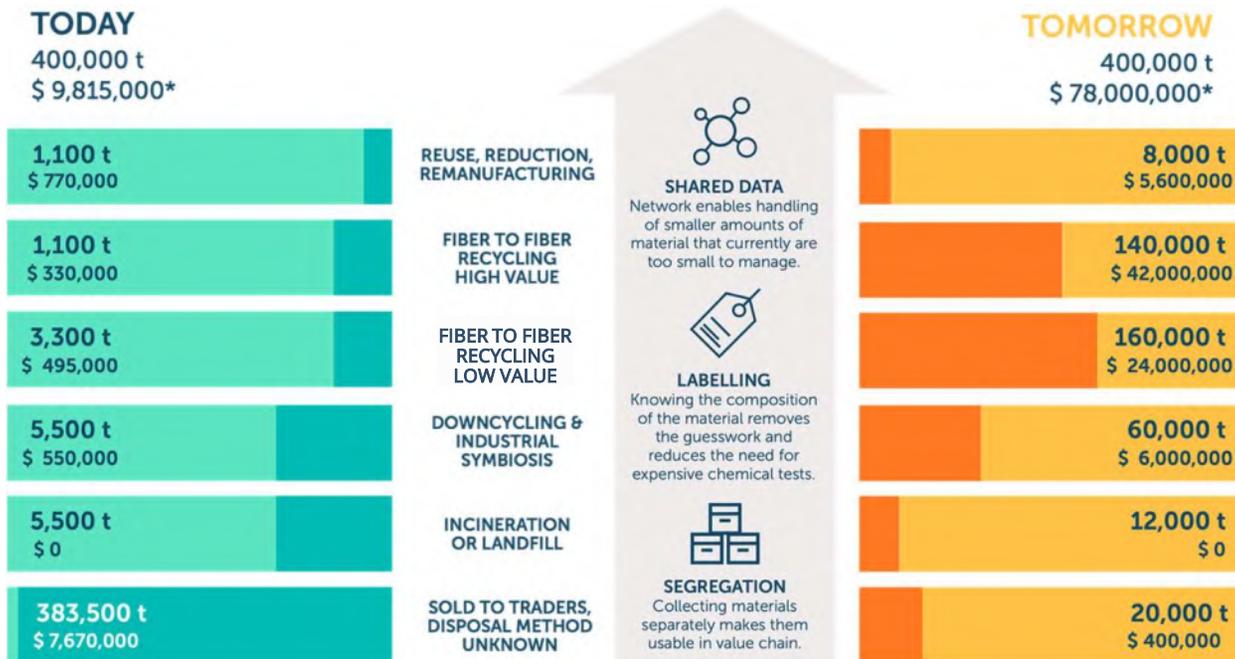


RR SOLUTION

Creating 360° transparency



Restructuring of the waste flows can help grow the GDP and market value of textile waste while decoupling the growth from environmental impacts



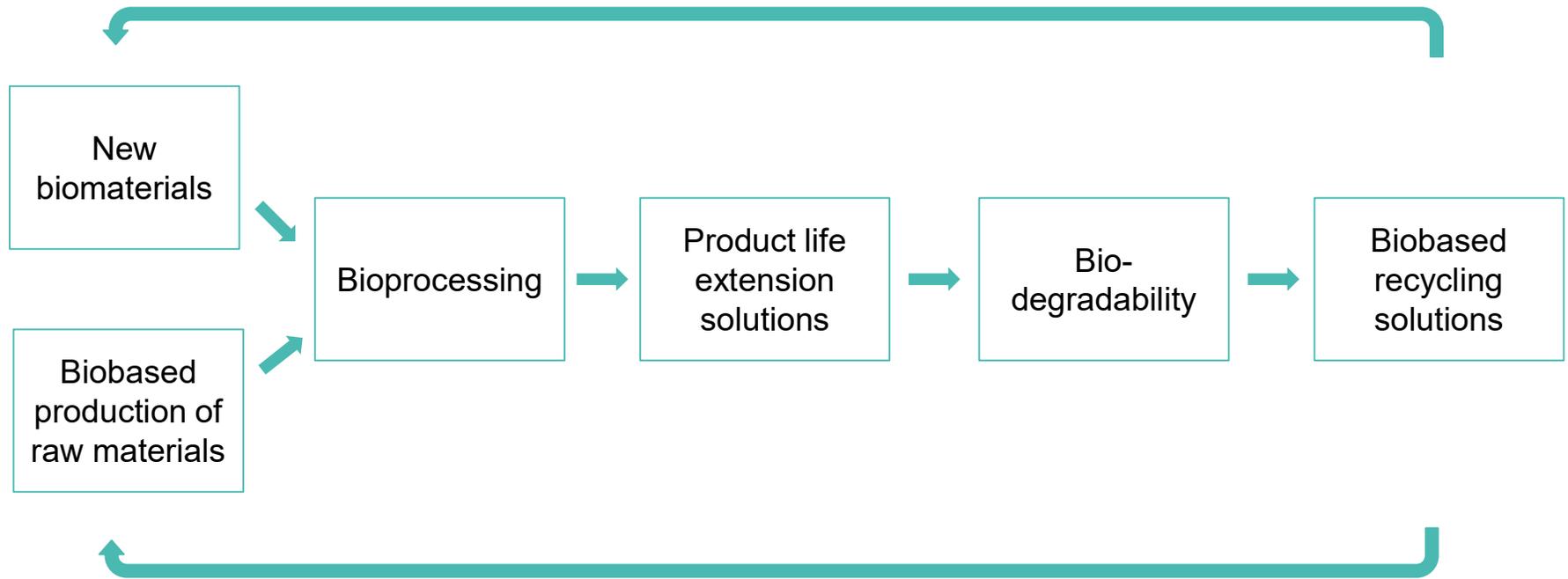
* Value earned by the garment suppliers for their waste in the example of Bangladesh

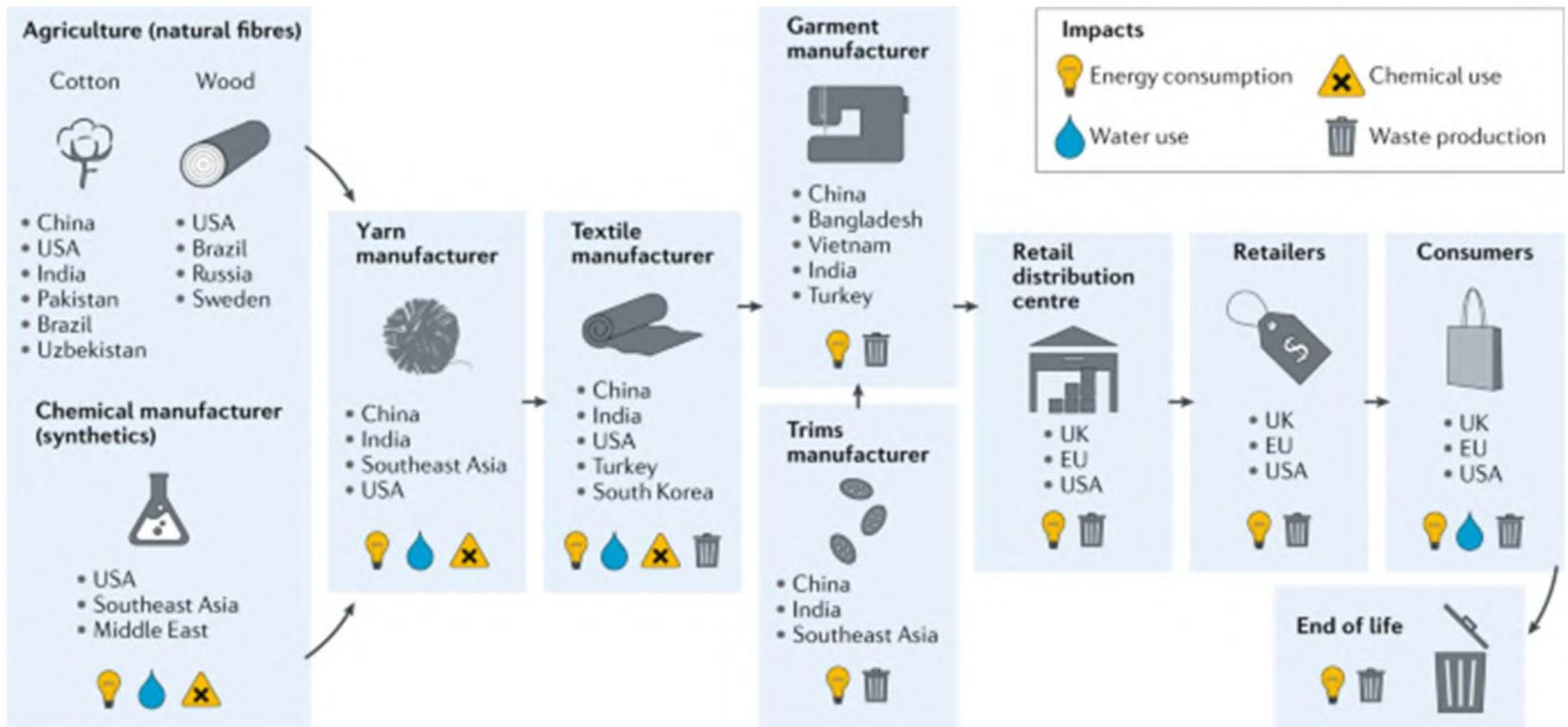
What about bioeconomy in circular fashion?

Bioeconomy in circular fashion movement

- Making sustainable bio-textiles by using leftovers from food crop harvests.
- Turning algae into bio-fiber and eco-friendly dye that is also good for the skin.
- Growing nettles to create sustainable fashion and livelihoods.
- A biodegradable and mineral-based membrane for outdoor wear.
- Creating fabrics on DNA level with natural colours, stretch and other features.
- Using biotechnology to create lab-grown cotton
- Clothes made from decomposable mushroom roots
- Using leftovers from winemaking to create fully vegetal leather.
- Extracting and using the cellulose in cow manure to create textile.
- Using self-healing textile to reduce garment waste and extending its lifecycle.
- Creating new textile out of by-products from citrus juice production.

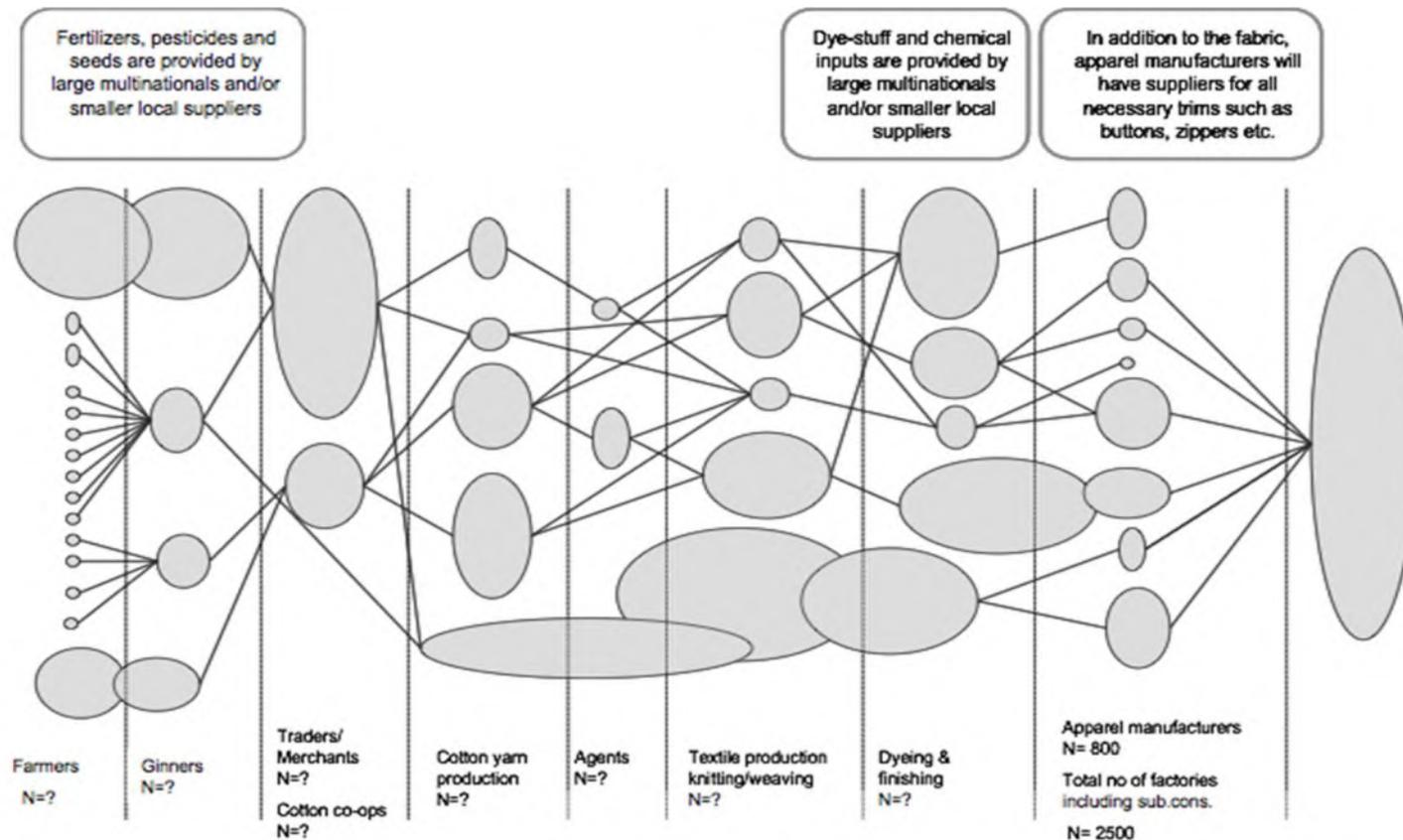
<https://globalchangeaward.com/>





Source: "The environmental price of fast fashion", Niinimäki & co, <https://www.nature.com/articles/>

H&M supply chain



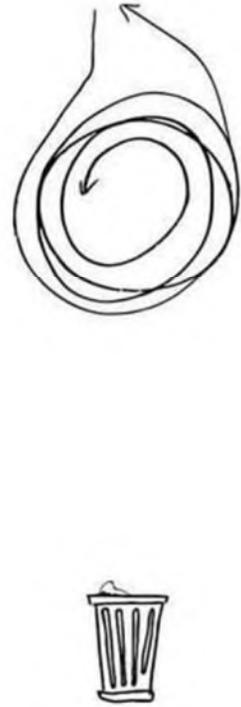
LINEAR ECONOMY



RECYCLING ECONOMY



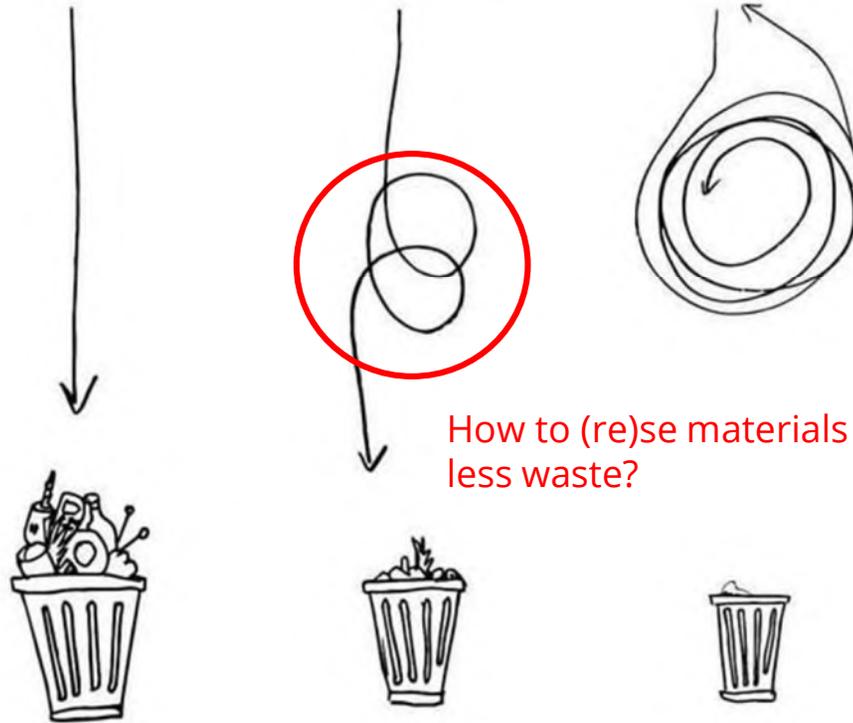
CIRCULAR ECONOMY



LINEAR ECONOMY

RECYCLING ECONOMY

CIRCULAR ECONOMY



How to (re)se materials to have less waste?

LINEAR ECONOMY



RECYCLING ECONOMY

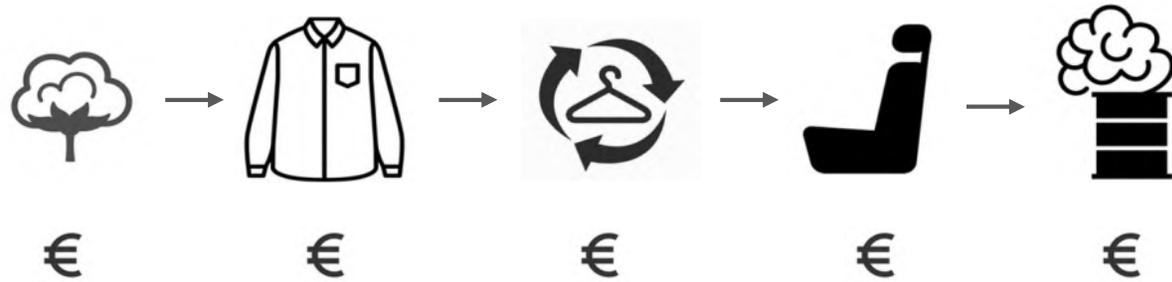
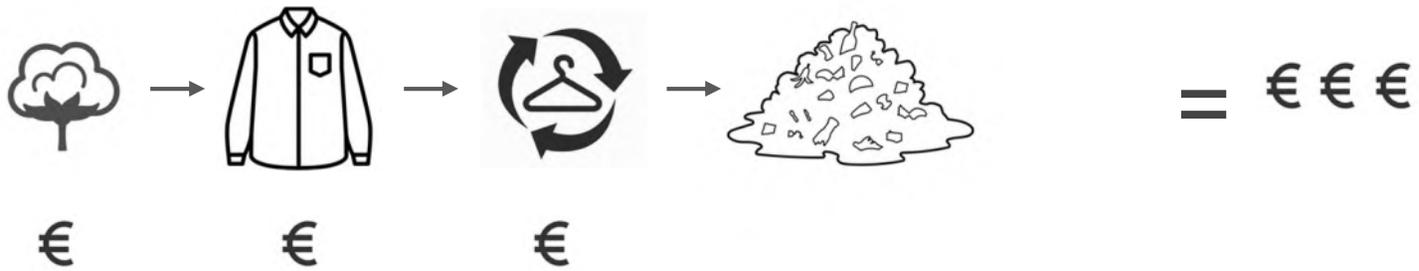


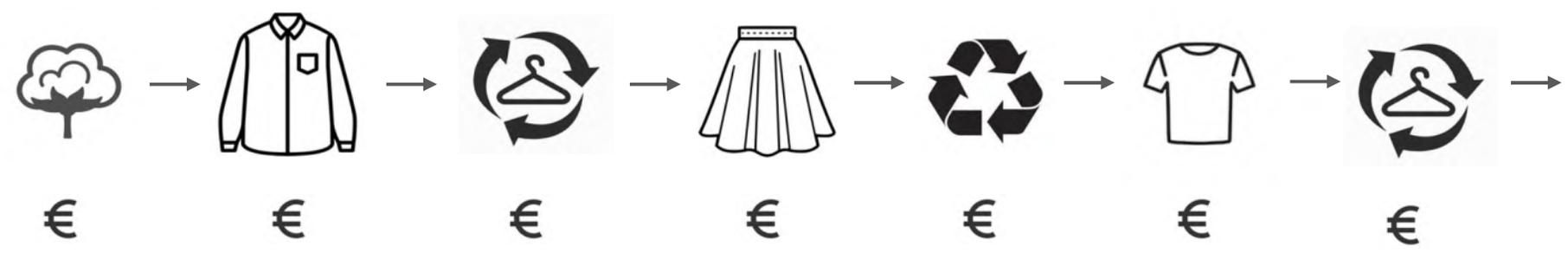
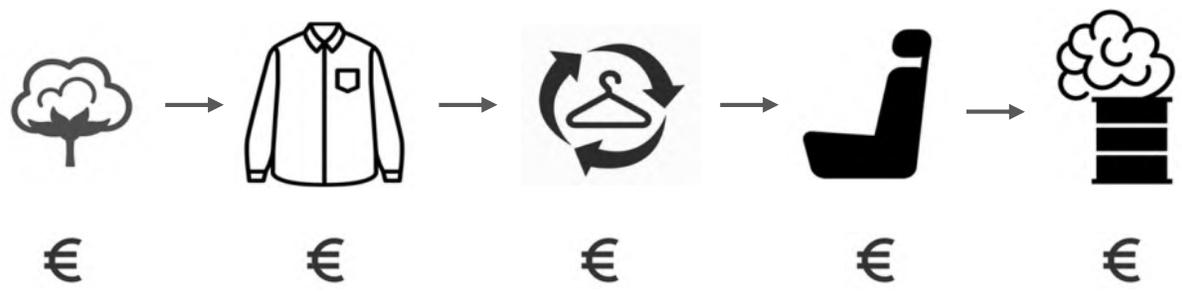
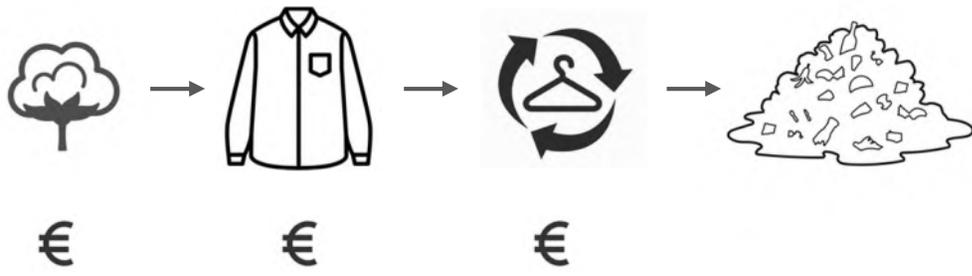
CIRCULAR ECONOMY



How to restructure our economy so that we would use less and less new resources?









Join our network and let's
turn fashion circular
together!

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