

Preparation for the six-months challenge

We start at 16:30 CET

Active Textile Society - The Nordic Textile Collaboration

13 December 2023

Agenda for today

1. Recap of the six-month challenge

2. Canva Board

3. Logs

4. **Presentations:** How to succeed in the challenge based on lessons learned from similar exercises

- ***The Circular Toolbox*** developed by Circle Economy Foundation.
- ***F/ACT Movement*** by Adrian Zethraeus, Science Park Borås.

5. Q&A

6. What's next



Recap of the six-month challenge

January – June 2024



CHALLENGE

For citizens:

- Don't buy any new cloths.
- Seek opportunities within the circular business models to fulfil your wardrobe needs.
- Complete citizen logs monthly January-June
- Give feedback to companies based on your experiences
- Voluntary – Share your experiences on SoMe

The six-month challenge

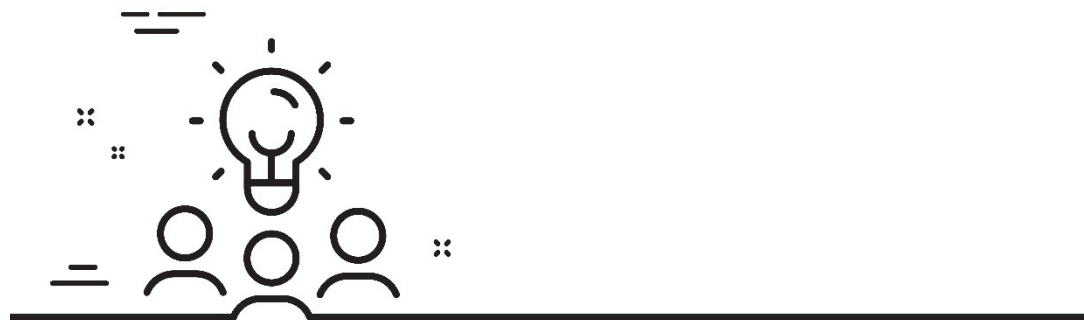
For companies producing and selling clothing and textiles:

- Test circular business models or search for inspiration about how to get started/pilot/implement one.
- Make use of the citizens in this process.
- Complete company logs in February, April and June.



For experts, researchers, consultants, organizations etc.:

- Share knowledge, experiences and ideas during webinars and workshops to support companies and citizens in completing the challenge.



Canva board

Active Textile Society - Board

The Circular Toolbox
Step-by-step guide for rental or resale pilot

<https://www.thecirculartoolbox.com/>

Bjarke



Companies

Tools and inspiration | Q & A

Citizens

Tools and inspiration | Q & A

News

E.g. I'm looking for rental solutions for a winter coat. Any ideas?

Bjarke

[Link to board](#)



Citizen logs

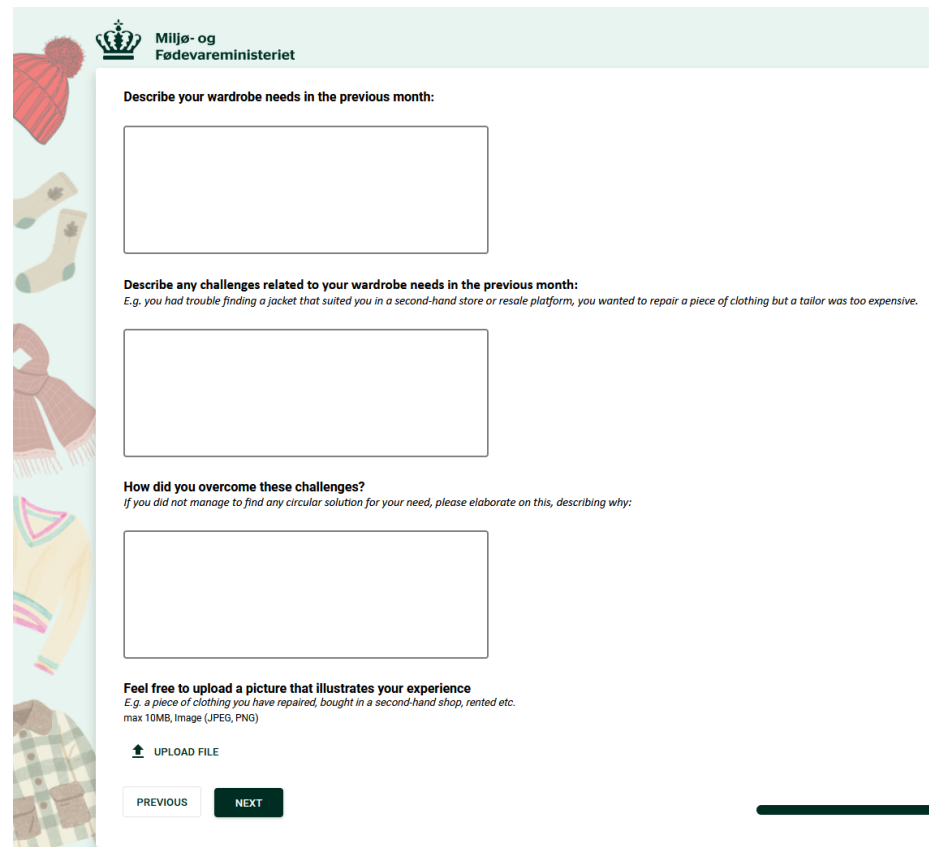
Make (realistic) challenges and support each other – and have fun while doing it! - Katja Øder Schlesinger


10-15 minutes every month

Questions on:

- Wardrobe needs in the previous month
- Challenges
- Solutions
- Inspiration from latest webinar and workshop
- Final reflections

Feel free to upload pictures that illustrate your experience




 Miljø- og Fødevareministeriet

Describe your wardrobe needs in the previous month:

Describe any challenges related to your wardrobe needs in the previous month:
E.g. you had trouble finding a jacket that suited you in a second-hand store or resale platform, you wanted to repair a piece of clothing but a tailor was too expensive.

How did you overcome these challenges?
If you did not manage to find any circular solution for your need, please elaborate on this, describing why:

Feel free to upload a picture that illustrates your experience
E.g. a piece of clothing you have repaired, bought in a second-hand shop, rented etc.
max 10MB, Image (JPEG, PNG)

 [UPLOAD FILE](#)

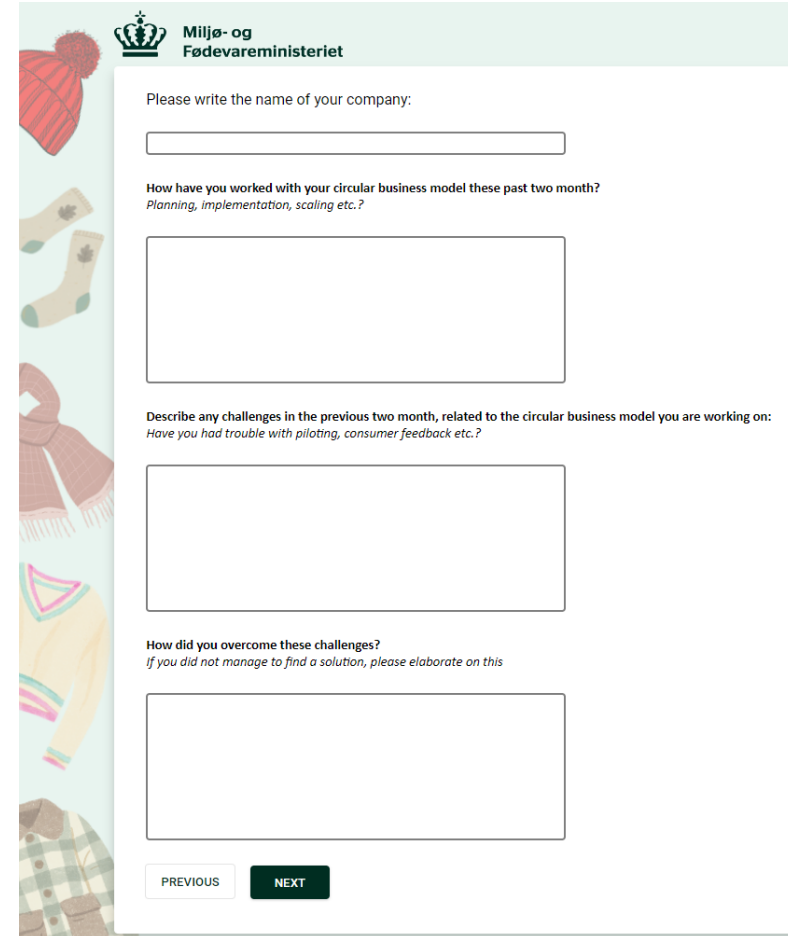
Company logs

You really have to do this step by step – lessons from The Circular Toolbox.

10-15 minutes every second month

Questions on:

- Your work with your CBM's this month
- Challenges
- Solutions
- Inspiration from latest webinar and workshop
- Request for next workshop
- Final reflections



Miljø- og Fødevarerministeriet

Please write the name of your company:

How have you worked with your circular business model these past two month?
Planning, implementation, scaling etc.?

Describe any challenges in the previous two month, related to the circular business model you are working on:
Have you had trouble with piloting, consumer feedback etc.?

How did you overcome these challenges?
If you did not manage to find a solution, please elaborate on this

PREVIOUS NEXT

Social media

- Share ideas and reflections on social media using the hashtag **#Activetextilesociety**
- Posting is voluntary, but a great way to support each other and spread awareness of the challenges of circular consumption.
- For the final reporting of the project, we may refer to any of your posted text in anonymized form. No pictures or video will be used without your consent.



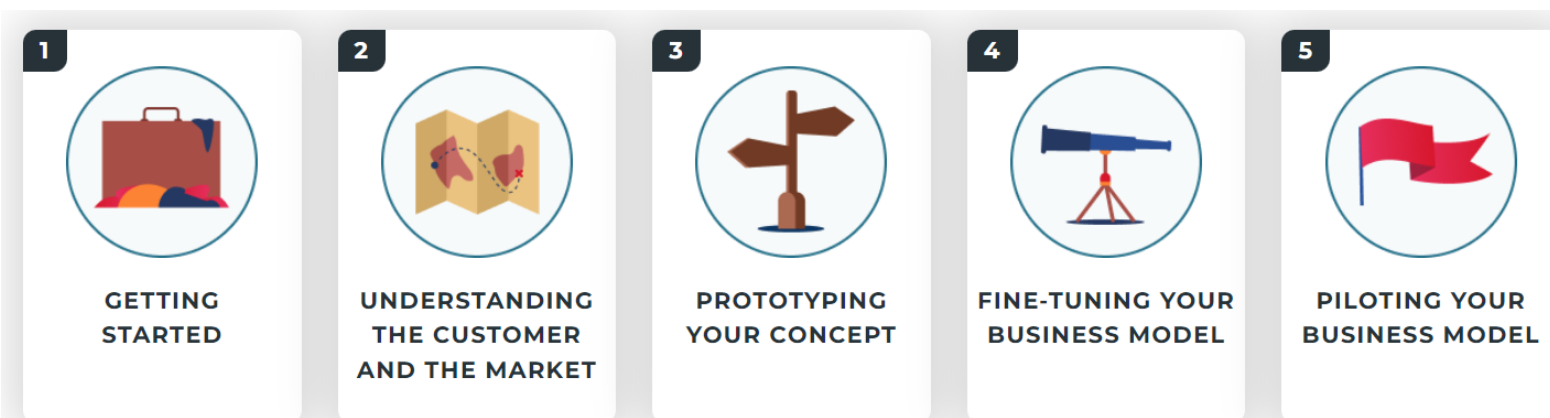
Don't panic



The Circular Toolbox

What?

A step-by-step guide for apparel brands to design and launch their own circular business models for rentals and resales:



www.thecirculartoolbox.com

Who?

The Switching Gear Project managed by Circle Economy Foundation (2018-2021).

How?

Co-creation btw Circle Economy Foundation and four brands: Asket, Lindex, Kuyichi, ETP.



Watch Gwen Cunningham's presentation of The Circular Toolbox at YouTube:

<https://www.youtube.com/watch?v=xOnRTIfbh1o>

(From 12:48-22:25, Gwen walks through the five modules of the Toolbox)



Lessons and tips for inspiration

Be open-minded and really take the opportunity to go through all of these steps

Be curious and explore during the whole journey

Don't overcomplicate things. Keep focused and narrow down to the things that really suits your company

Keep it simple. Begin small. It is better to start than to not have anything at all.



www.thecirculartoolbox.com

What's next

COMPLETING THE SIX MONTHS CHALLENGE:

24 January 2024
16.30-19.00 (CET)

Repair, redesign and product care

Which methods exist for repair and product care that make textiles last longer, both functionally and aesthetically?

13 March 2024
16.30-19.00 (CET)

Reuse and resale

How can reuse and resale of textiles be organized in ways that make these solutions appealing to citizens?

15 May 2024
16.30-19.00 (CET)

Rentals and styling

What do we know from wardrobe studies about the user phase, needs and solutions?

26 June 2024
16.30-17.30 (CET)

Evaluation event

Gathering experiences regarding barriers and solutions to lifetime extension of textiles.





Miljøministeriet
Miljøstyrelsen

Thank you for participating

Feel free to get in touch if you have any questions or concerns:
Write to project coordinator Louise Munkholm (lomun@mst.dk)